



Rovaniemi

Accommodation and Travel Stats

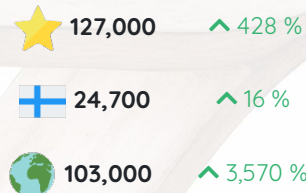
📅 December 2021

Rovaniemi: Tourism In A Nutshell

Registered accommodation. All changes are relative to the same period a year ago.



Bed Nights

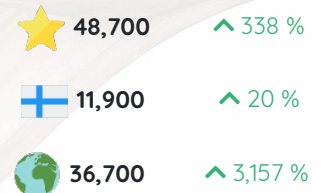


Top 3:

United Kingdom	25,300	▲ 17,114 %
France	13,500	▲ 15,571 %
Spain	11,800	▲ 12,428 %



Visitors



Top 3:

United Kingdom	7,900	▲ 13,117 %
France	4,400	▲ 10,948 %
Spain	3,600	▲ 9,179 %



Accommodation Sales

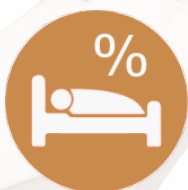


Average prices:

Night	111.50 €	▲ 51.50 €
Room	268.40 €	▲ 137.40 €
RevPAR	226.20 €	▲ 195.10 €



Capacity



Utilization



Weather



Registered Bed Nights Increased 430 Percent

In December 2021, 127,000 registered bed nights were recorded in Rovaniemi (+427.9 %), of which 24,700 nights were spent by domestic visitors and 103,000 nights by foreigners. Registered domestic bed nights increased 16 percent and registered foreign bed nights increased 3,600 percent. In total, registered bed nights increased 430 percent from last year's December.

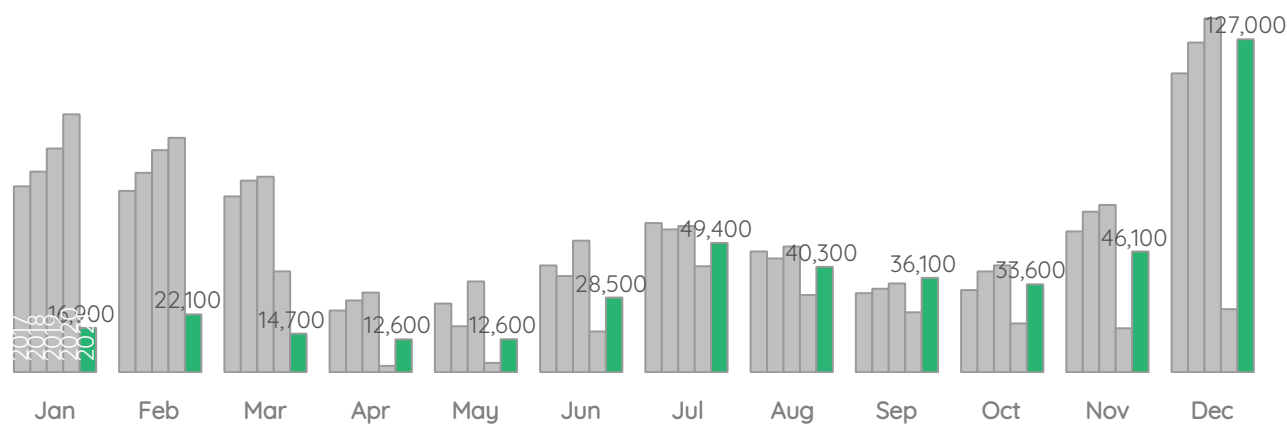
Most foreign registered bed nights were recorded for travelers from United Kingdom (25,300 nights).

113,000 nights (+518.8 %) were spend by leisure visitors and 13,700 nights (+138.6 %) by business visitors.

Between January and December, 270,000 registered bed nights (+34.6 %) were recorded for domestic visitors and 170,000 (-14.9 %) for foreigners in Rovaniemi, in total 440,000 (+9.8 %) registered nights.

Registered bed nights statistics include stats for registered accommodations: hotels, motels, guest houses, hostels, holiday villages and campsites. Establishments with fewer than 20 beds or caravan lots with an electrical connection point are excluded.

Registered Bed Nights



Registered Bed Nights By Country Of Arrival

	December 2021			Jan-December 2021		
	Amount	Change	Share	Amount	Change	Share
Total	127,000	427.9 % !	100.0 %	440,000	9.8 %	100.0 %
Foreign	103,000	3,570.1 % !	80.6 %	170,000	-14.9 % !	38.7 %
United Kingdom	25,300	17,113.6 % !	19.9 %	29,800	174.7 % !	6.8 %
Finland	24,700	16.0 % !	19.4 %	270,000	34.6 % !	61.3 %
France	13,500	15,570.9 % !	10.6 %	18,100	-25.5 % !	4.1 %
Spain	11,800	12,427.7 % !	9.3 %	16,300	177.4 % !	3.7 %
Italy	9,800	15,431.7 % !	7.7 %	14,100	104.9 % !	3.2 %
Ireland	5,000	29,529.4 % !	4.0 %	5,500	955.5 % !	1.3 %
Germany	4,700	1,200.3 % !	3.7 %	20,500	24.6 % !	4.7 %
United States	3,100	4,055.4 % !	2.4 %	6,800	50.4 % !	1.5 %
Switzerland	1,600	39,850.0 % !	1.3 %	3,400	23.3 %	0.8 %
Poland	1,500	1,045.3 % !	1.2 %	3,900	90.7 %	0.9 %
Netherlands	1,400	2,043.1 % !	1.1 %	3,200	-29.1 %	0.7 %
Belgium	1,300	1,488.1 % !	1.0 %	2,400	-10.8 %	0.5 %
Portugal	1,300	1,730.4 %	1.0 %	1,700	140.2 %	0.4 %
Romania	1,200	2,972.5 %	1.0 %	1,900	575.4 %	0.4 %
Greece	1,200		0.9 %	1,500	104.7 %	0.3 %
China	1,100	1,261.0 %	0.9 %	1,500	-93.7 %	0.3 %
Singapore	940	9,330.0 %	0.7 %	1,000	-76.6 %	0.2 %
Estonia	920	428.2 %	0.7 %	2,000	2.4 %	0.5 %

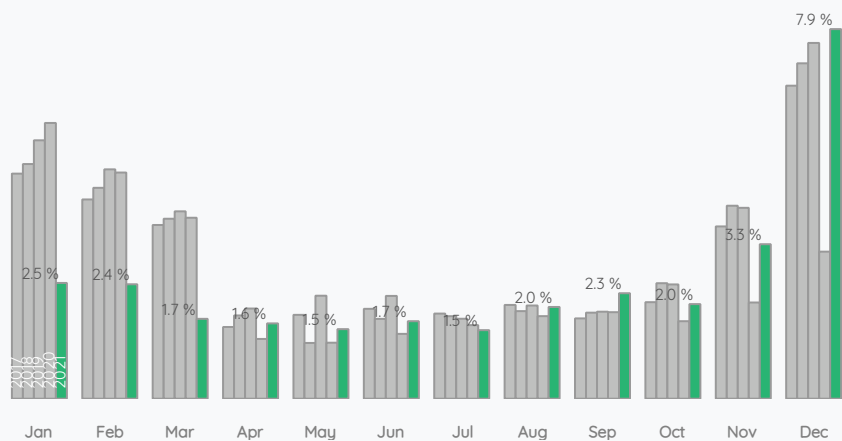
! = change at least 10 % and share at least 1 %



Market Share 7.9 Percent

Total of 1.6 million registered bed nights (+110.1 %) were recorded in the whole country, of which 1.0 million nights (+45.3 %) were spent by domestic visitors and 589,000 nights (+817.1 %) by foreigners.

The market share of Rovaniemi out of total registered bed nights was 7.9 % (+4.8 percentage points), out of domestic bed nights 2.4 % and foreign bed nights 17.4 %.



48,700 Tourists Arrived To Registered Accommodation

Arrivals to registered accommodation increased 340 percent compared to earlier year. Of all registered arrivals, 24.5 percent were domestic, and 75.5 percent were from foreign countries.

During December, domestic visitors stayed in registered accommodation in Rovaniemi on average 2.1 nights (-0.06) and foreigners 2.8 nights (+0.31).

	December 2021			Jan-December 2021		
	Amount	Change	Share	Amount	Change	Share
Total	48,700	338.0 % !	100.0 %	221,000	11.7 % !	100.0 %
Foreign	36,700	3,156.9 % !	75.5 %	69,500	-18.2 % !	31.4 %
Finland	11,900	19.6 % !	24.5 %	152,000	34.1 % !	68.6 %
United Kingdom	7,900	13,116.7 % !	16.3 %	9,600	163.5 % !	4.3 %
France	4,400	10,947.5 % !	9.1 %	6,200	-4.5 %	2.8 %
Spain	3,600	9,179.5 % !	7.4 %	5,500	185.1 % !	2.5 %
Italy	3,500	12,079.3 % !	7.3 %	5,500	93.0 % !	2.5 %
Ireland	2,400	47,440.0 % !	4.9 %	2,600	1,252.4 % !	1.2 %
Germany	1,800	1,109.0 % !	3.6 %	11,700	54.2 % !	5.3 %
United States	1,300	2,879.1 % !	2.6 %	2,400	19.5 % !	1.1 %
Poland	630	1,429.3 % !	1.3 %	1,800	160.6 %	0.8 %
Switzerland	630	15,550.0 % !	1.3 %	1,600	31.1 %	0.7 %
China	590	1,750.0 % !	1.2 %	780	-94.4 %	0.4 %
Portugal	520	3,366.7 % !	1.1 %	770	149.4 %	0.3 %
Greece	520		1.1 %	620	157.7 %	0.3 %
Netherlands	500	3,450.0 % !	1.0 %	1,400	-5.6 %	0.6 %
Estonia	450	444.6 %	0.9 %	1,000	0.7 %	0.5 %
Singapore	440	8,600.0 %	0.9 %	460	-81.8 %	0.2 %
Belgium	400	1,200.0 %	0.8 %	860	-7.7 %	0.4 %
Romania	390	2,513.3 %	0.8 %	700	556.6 %	0.3 %

! = change at least 10 % and share at least 1 %



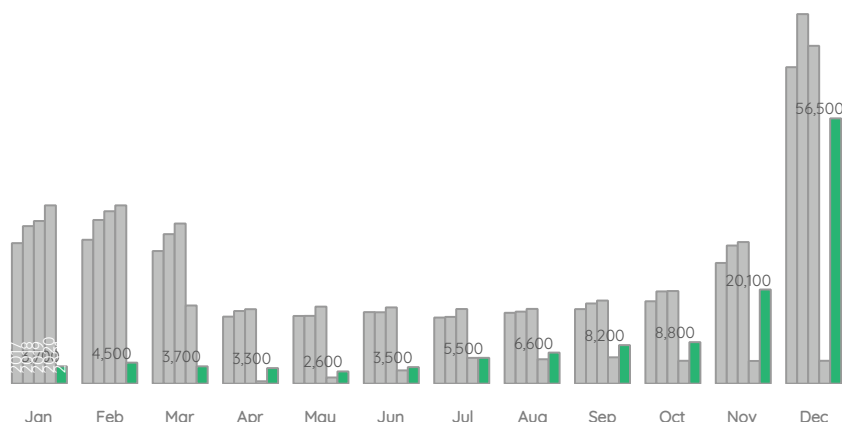
56,500 Air Travelers

The airport received a total of 56,500 passengers, which means air passenger arrivals increased 1,100 percent.

Of local passengers, 44.4 % arrived from abroad, thus the share of domestic passengers was 55.6 %.

In addition, there were 51,200 passengers departing the airport (+1,103.6 %), therefore the total number of trips via the airport was 108,000 (+1,079.9 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	December 2021		Jan-December 2021	
	Amount	Change	Amount	Change
Total	56,500	1,059.3 % !	127,000	-0.9 %
Finland	31,400	549.5 % !	100,000	-5.2 %
Foreign	25,100	62,692.5 % !	27,100	19.0 % !

! = change at least 10 %

Departing Passengers To

	December 2021		Jan-December 2021	
	Amount	Change	Amount	Change
Total	51,200	1,103.6 % !	122,000	-12.6 % !
Finland	28,600	575.7 % !	98,300	-13.7 % !
Foreign	22,600	118,836.8 % !	24,100	-7.6 %

! = change at least 10 %



Accommodation Sales 16.8 Million Euro

Total accommodation sales in December were 16.8 million euro (+14.5 million). The share of Airbnb and Vrbo was 15.4 percent. Therefore, registered accommodation sales were 14.2 million euro (+12.7 million) and non-registered sales 2.6 million euro (+1.7 million).

Total January-December sales were 38.9 million euro and they decreased 939,000 euro from the previous year.

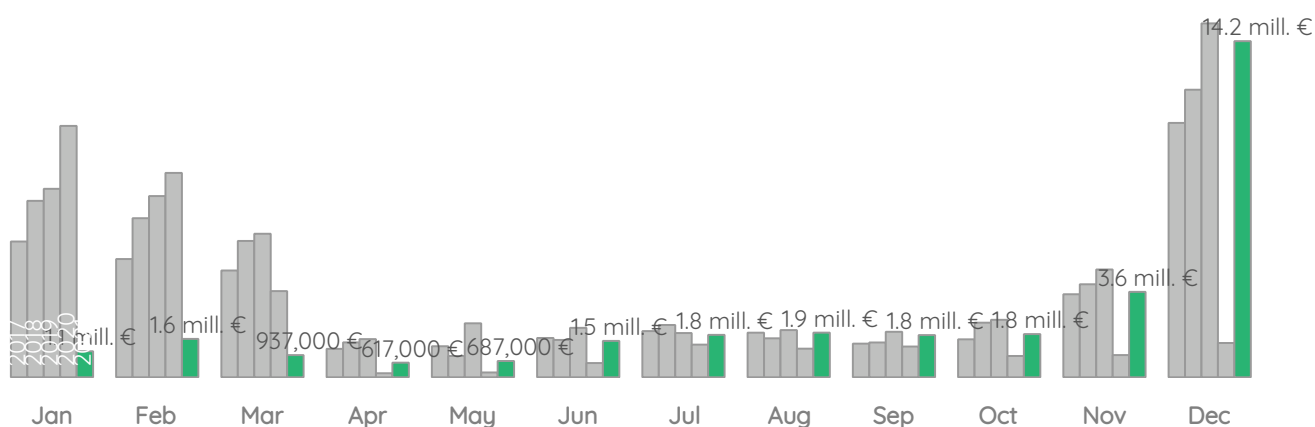
Average Prices

	December 2021	Change	Jan-December 2021	Change
	Amount		Amount	
Adr (Registered)	270 €	105.0 % !	147 €	-4.5 %
Adr (Non-Registered)	260 €	44.9 % !	161 €	12.2 % !
Revpar (Registered)	230 €	626.0 % !	52 €	-14.8 % !
Revpar (Non-Registered)	183 €	126.6 % !	79 €	10.0 % !
Bed Night (Registered)	112 €	85.7 % !	72 €	-7.4 %

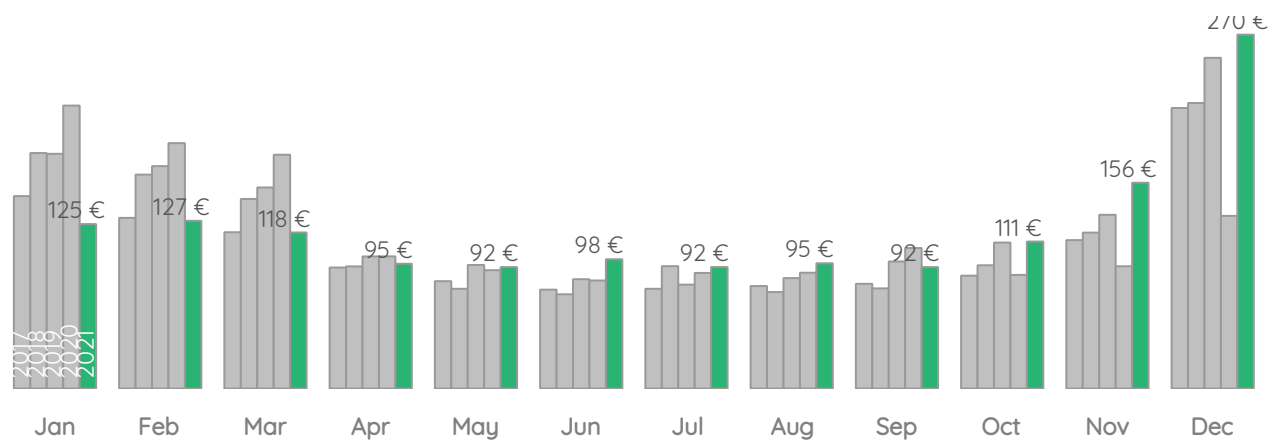
! = change at least 10 %

adr=average daily rate, revpar=revenue per available room (adr * utilization), bed night=accommodation sales per bed nights

Registered Accommodation Sales



Average Registered Room Price (Adr)



Capacity & Utilization

Registered Accommodation

25 accommodation
establishments (+4)
1,900 rooms (+240)
4,500 beds (+560)

Room utilization 84.3 % (+61)
Unsold rooms 290

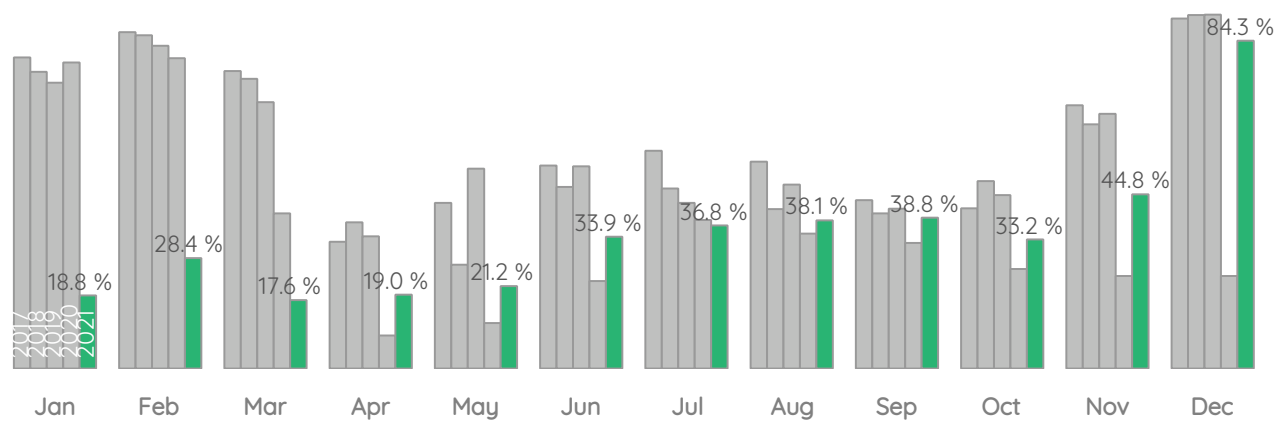
Airbnb and Vrbo

640 accommodation
establishments (-17)
580 apartments (-4)
1,100 rooms (+42)

Apartment utilization 70.5 %
(+25)
Unsold apartments 172

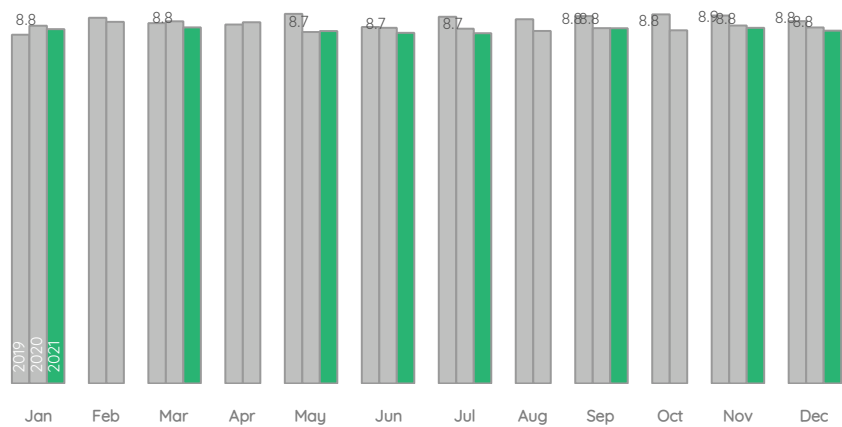


Registered Room Utilization For Establishments



Accommodation Customer Satisfaction

Average customer satisfaction score on Booking.com given by accommodation customers in December was 8.75/10 (-0.08).



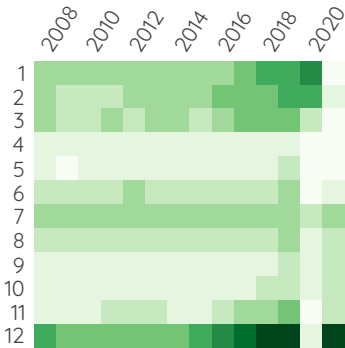
Accommodation Customer Satisfaction By Nationalities

	December 2021		Jan-December 2021	
	Amount	Change	Amount	Change
Foreign	8.8			
Total	8.8	-0.9 %		

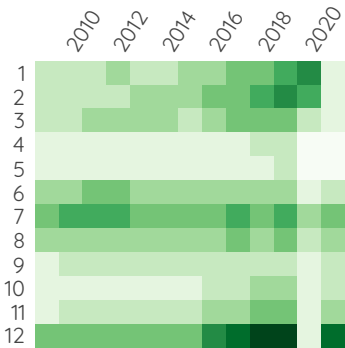
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Key Indicators

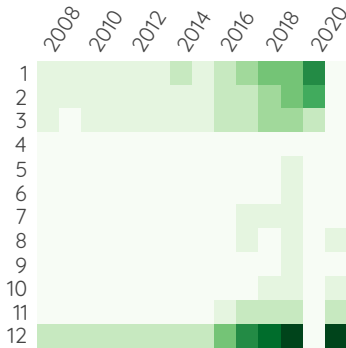
Bed Nights



Arrivals



Sales

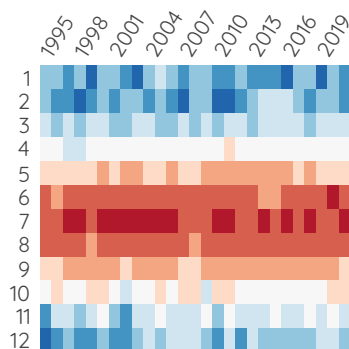


Travel key indicators: the darker the square the larger the value.

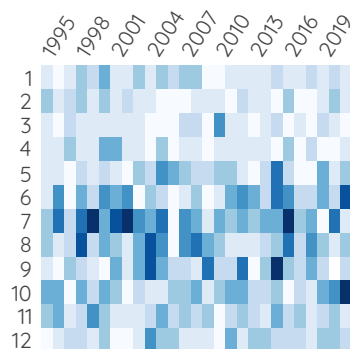
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

It is important to notice that the largest values (darkest squares) are not necessarily during the same months between different stats as this might reveal interesting details about travel and accommodation trends.

Temperature



Rainfall



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Sources: Airdna, Booking.Com, Business Finland, Finavia, Finnish Meteorological Institute, Statistics Finland, Tak Research

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