



# Rovaniemi

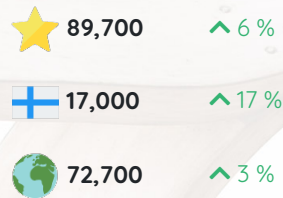
## Accommodation and Travel Stats

📅 February 2020

# Rovaniemi: Tourism In A Nutshell



## Bed Nights

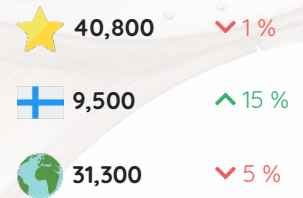


### Top 3:

Israel	11,600	◀ 0 %
France	10,300	▲ 8 %
Germany	7,400	▲ 34 %



## Visitors

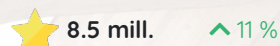


### Top 3:

Israel	4,400	▲ 5 %
Germany	3,900	▲ 10 %
France	2,800	▲ 7 %



## Accommodation Sales

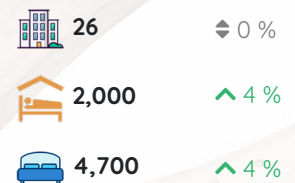


### Average prices:

Night	94.60 €	▲ 4.40 €
Room	182.10 €	▲ 13.50 €
RevPAR	145.20 €	▲ 5.30 €



## Capacity



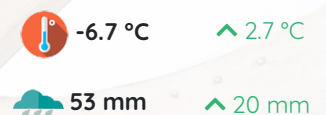
## Tax Free (January)



Russia	▼ 19 %
China	▲ 62 %
Japan	▲ 99 %

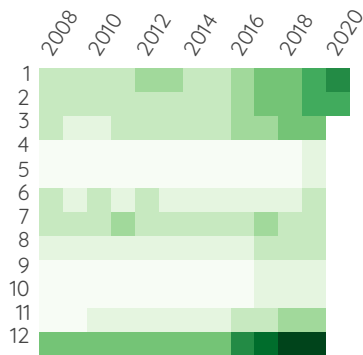


## Weather

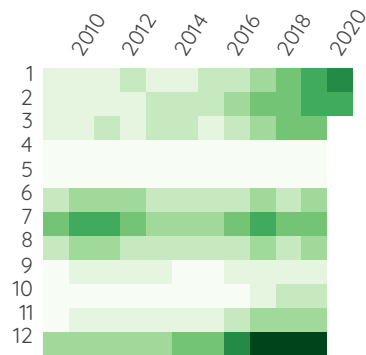


## Key Indicators

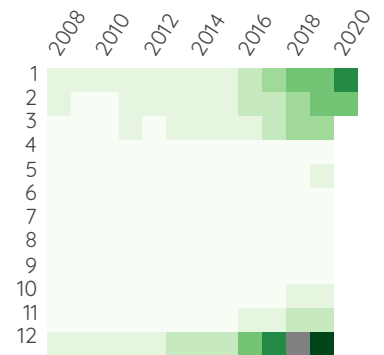
### Bed Nights



### Arrivals



### Sales

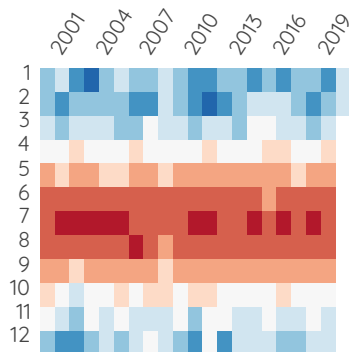


Travel key indicators: the darker the square the larger the value.

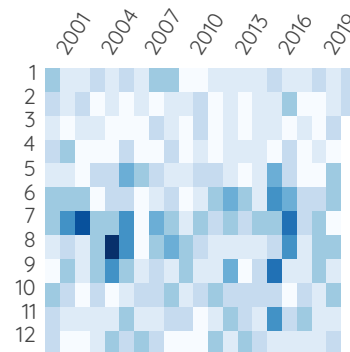
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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 trends.

### Temperature



### Rainfall



# Registered Bed Nights Increased Six Percent

In February 2020, 89,700 bed nights were recorded in Rovaniemi (+5.7 %), of which 17,000 nights were spent by domestic visitors and 72,700 nights by foreigners. Domestic bed nights increased 17 percent and foreign bed nights increased three percent. In total, bed nights increased six percent from last year's February.

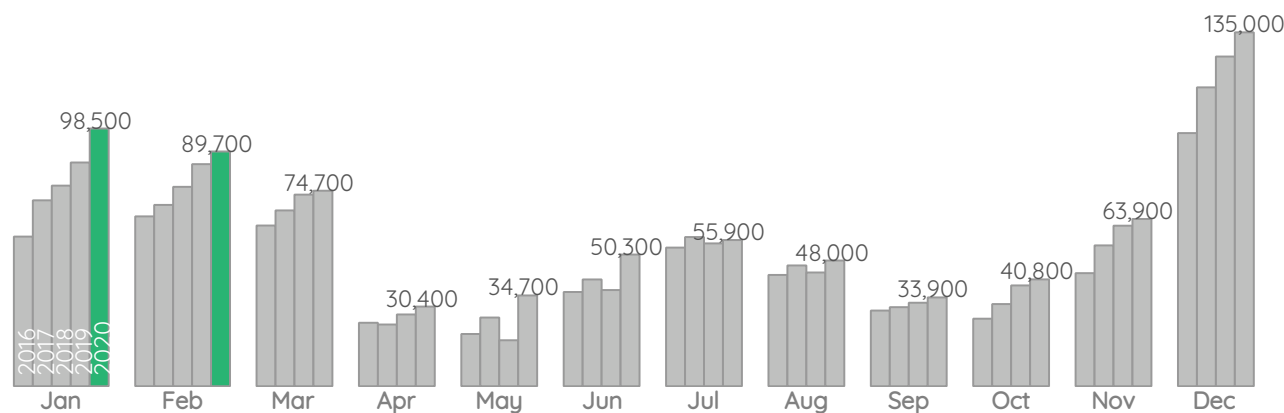
Most foreign bed nights were recorded for travelers from Israel (11,600 nights).

75,300 nights (+5.6 %) were spend by leisure visitors and 14,300 nights (+6.4 %) by business visitors.

Between January and February, 34,900 bed nights (+24.7 %) were recorded for domestic visitors and 153,000 (+7.7 %) for foreigners in Rovaniemi, in total 188,000 (+10.5 %) 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



## Bed Nights By Country Of Arrival

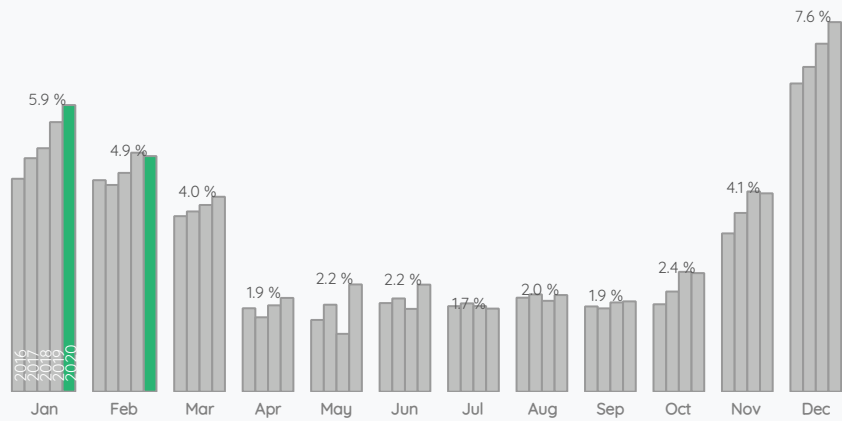
	February 2020 Amount	Change	Jan-February 2020 Amount	Change
Finland	17,000	17.2 % !	34,900	24.7 % !
Israel	11,600	-0.1 %	11,800	-0.7 %
France	10,300	8.2 %	19,700	2.0 %
Germany	7,400	33.8 % !	11,400	12.7 % !
United Kingdom	5,200	48.7 % !	9,000	17.9 % !
China	3,600	-72.8 % !	17,800	-25.5 % !
Japan	3,400	46.9 % !	5,500	32.9 % !
United States	2,000	81.5 % !	3,700	53.6 % !
Netherlands	2,000	71.4 % !	3,200	74.2 % !
Italy	2,000	56.8 % !	5,800	18.5 % !
Spain	2,000	5.2 %	4,800	-11.7 % !
India	1,700	58.9 % !	4,000	84.2 % !
Luxembourg	1,700	46.9 % !	1,700	37.0 % !
Singapore	1,600	11.7 % !	3,300	18.4 % !
Belgium	1,500	90.3 % !	2,200	36.6 % !

! = change at least 10 %

# Market Share 4.9 Percent

Total of 1.8 million bed nights (+7.2 %) were recorded in the whole country, of which 1.2 million nights (+10.1 %) were spent by domestic visitors and 613,000 nights (+1.9 %) by foreigners.

The market share of Rovaniemi out of total bed nights was 4.9 % (-0.1 percentage points), out of domestic bed nights 1.4 % and foreign bed nights 11.9 %.



## 40,800 Tourists Arrived To Accommodation

Arrivals to registered accommodation decreased one percent compared to earlier year. Of all arrivals, 23.4 percent were domestic, and 76.6 percent were from foreign countries.

During February, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.8 nights (+0.04) and foreigners 2.3 nights (+0.19).

	February 2020			Jan-February 2020		
	Amount	Change	Share	Amount	Change	Share
<b>Total</b>	40,800	-1.3 %	100.0 %	83,900	5.1 %	100.0 %
<b>Foreign</b>	31,300	-5.3 %	76.6 %	64,300	0.6 %	76.7 %
<b>Asia</b>	14,900	-20.5 %	36.4 %	32,000	1.2 %	38.1 %
<b>Europe</b>	14,300	16.2 % !	35.1 %	27,900	0.1 %	33.2 %
<b>Eu-27</b>	11,500	16.8 % !	28.2 %	19,600	-2.6 %	23.4 %
<b>Finland</b>	9,500	14.6 % !	23.4 %	19,600	23.2 % !	23.3 %
<b>Israel</b>	4,400	4.6 %	10.8 %	4,500	4.7 %	5.3 %
<b>Germany</b>	3,900	9.7 %	9.7 %	5,200	-20.2 %	6.2 %
<b>France</b>	2,800	7.5 %	7.0 %	5,300	-3.3 %	6.3 %
<b>China</b>	2,100	-72.1 %	5.2 %	10,400	-24.6 %	12.4 %
<b>Japan</b>	1,800	37.9 % !	4.4 %	3,000	27.6 % !	3.6 %
<b>America</b>	1,400	68.0 % !	3.5 %	2,600	53.6 % !	3.1 %
<b>United Kingdom</b>	1,400	-3.5 %	3.4 %	2,800	-11.8 % !	3.3 %
<b>Hong Kong</b>	1,100	-7.5 %	2.7 %	2,600	23.6 % !	3.1 %
<b>Singapore</b>	980	5.6 %	2.4 %	2,000	16.9 % !	2.3 %

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

## 2,400 International Congress Guests In 2019

The number of international congress quests increased 160 percent from the previous year.

There was a total of 12 congresses organized (+5.0) in 2019.

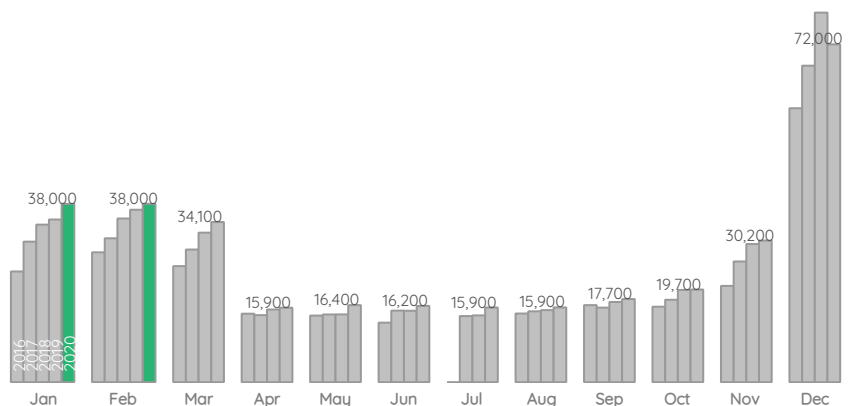
## 38,000 Air Travelers

The airport received a total of 38,000 passengers, which means air passenger arrivals increased three percent.

Of local passengers, 24.9 % arrived from abroad, thus the share of domestic passengers was 75.1 %.

In addition, there were 38,600 passengers departing the airport (+1.3 %), therefore the total number of trips via the airport was 76,600.

### Arriving Passengers (Excl. Transfers)





## Arriving Passengers From

	February 2020		Jan-February 2020	
	Amount	Change	Amount	Change
<b>Total</b>	38,000	3.4 %	76,000	6.4 %
<b>Finland</b>	28,500	0.0 %	57,600	2.4 %
<b>Foreign</b>	9,500	15.1 % !	18,400	21.3 % !
<b>United Kingdom</b>	2,800	-1.6 %	6,100	9.3 %
<b>Israel</b>	2,200	-3.9 %	2,200	-3.9 %
<b>France</b>	1,500	3.0 %	3,100	0.4 %
<b>Turkey</b>	890	7,316.7 % !	2,700	1,310.6 % !
<b>Netherlands</b>	830	17.8 % !	1,400	6.1 %
<b>Switzerland</b>	770	23.8 % !	1,200	11.4 % !
<b>Luxembourg</b>	530	45.3 % !	530	45.3 % !
<b>Russia</b>	13		500	8.8 %
<b>Cyprus</b>	12		12	
<b>Estonia</b>	11	37.5 % !	11	37.5 % !
<b>Norway</b>	6.0		6.0	-89.5 % !
<b>Germany</b>	1.0	-75.0 % !	1.0	-75.0 % !

! = change at least 10 %

## Departing Passengers To

	February 2020		Jan-February 2020	
	Amount	Change	Amount	Change
<b>Total</b>	38,600	1.3 %	83,800	4.8 %
<b>Finland</b>	29,600	-1.0 %	63,200	1.3 %
<b>Foreign</b>	9,000	9.8 %	20,600	17.0 % !
<b>United Kingdom</b>	2,900	-15.6 % !	7,100	3.7 %
<b>Israel</b>	1,700	0.1 %	1,700	0.1 %
<b>France</b>	1,400	6.0 %	3,300	3.0 %
<b>Netherlands</b>	820	29.3 % !	1,400	9.3 %
<b>Turkey</b>	760	6,241.7 % !	2,900	412.0 % !
<b>Switzerland</b>	750	22.0 % !	1,200	12.4 % !
<b>Luxembourg</b>	530	45.7 % !	530	45.7 % !
<b>Russia</b>	13		810	-0.6 %
<b>Cyprus</b>	12		12	
<b>Estonia</b>	11		11	
<b>Hong Kong</b>	6.0		6.0	
<b>Denmark</b>	4.0		4.0	

! = change at least 10 %



## Accommodation Sales 10.4 Million Euro

Total accommodation sales in February were 10.4 million euro (+1.5 million). The share of Airbnb and HomeAway was 23.2 percent. Therefore, registered accommodation sales were 8.5 million euro (+832,000) and Airbnb and HomeAway sales 2.0 million euro (+692,000).

Total January-February sales were 23.6 million euro and they increased 5.1 million euro from the previous year.

## Average Prices

	February 2020 Amount	Change	Jan- February 2020 Amount	Change
Adr (Registered)	182 €	8.0 %	197 €	13.6 % !
Adr (Airbnb & Homeaway)	152 €	-1.3 %	175 €	1.2 %
Revpar (Registered)	145 €	3.8 %	155 €	14.8 % !
Revpar (Airbnb & Homeaway)	104 €	13.0 % !	112 €	19.4 % !
Bed Night (Registered)	95 €	4.9 %	101 €	9.8 %

! = change at least 10 %

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

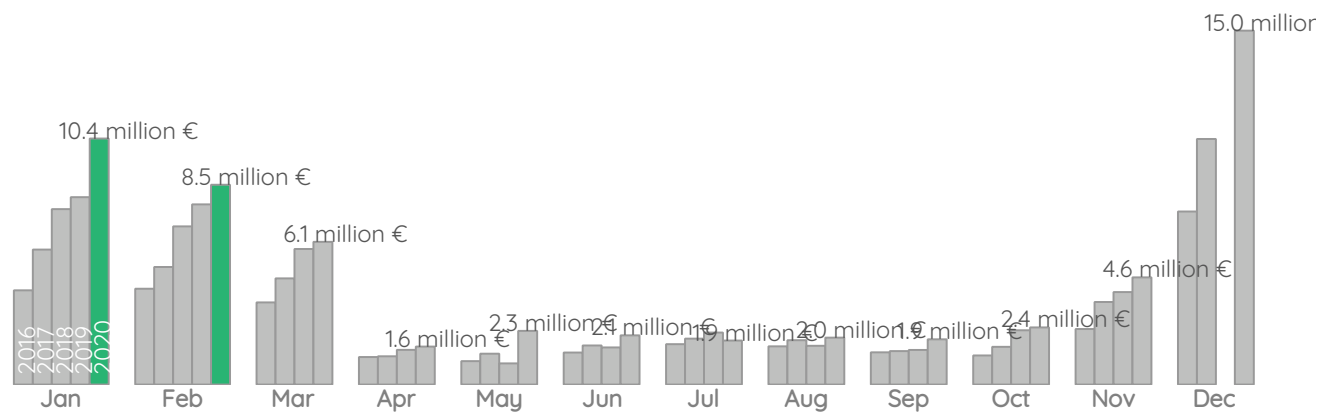
## Tax Free Sales +6.7 % (January)

Tax free sales increased seven percent from the previous year.

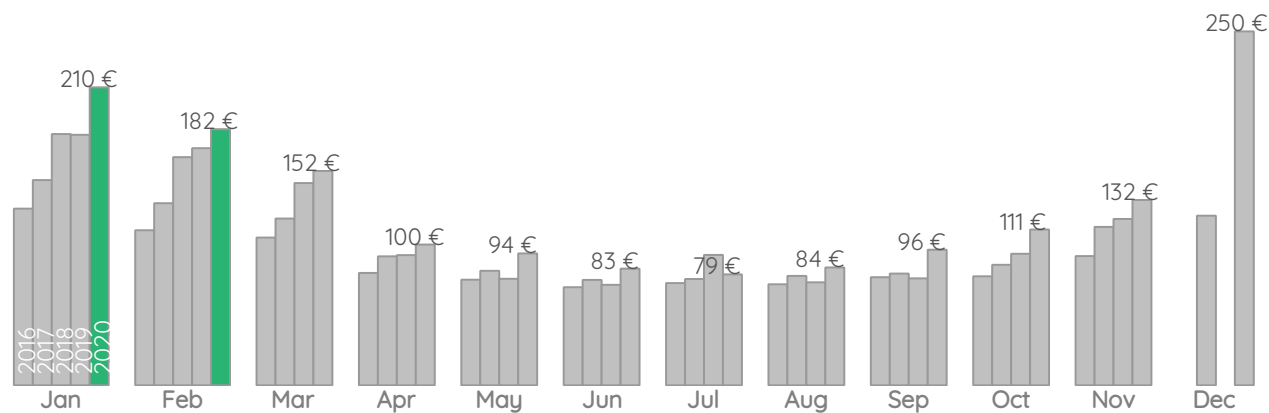
(Russians -18.6 %, Chinese +62.5 %, Japanese +98.5 %)



Registered Accommodation Sales



Average Registered Room Price (Adr)



## Capacity & Utilization

### Registered Accommodation

26 accommodation  
establishments (+0)  
2,000 rooms (+68)  
4,700 beds (+161)

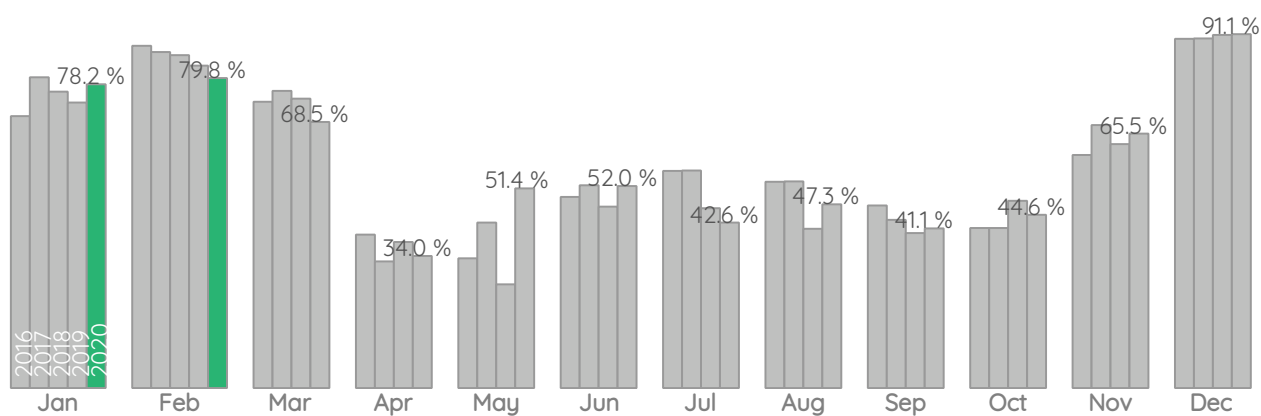
Room utilization 79.8 % (-3.2)  
Unsold rooms 390

### Airbnb and HomeAway

790 apartments (+126)  
101 private rooms (+1)  
26 shared rooms (+4)

Apartment utilization 68.8 %  
(+8.7)  
Unsold apartments 250

### Registered Room Utilization



**Sources:** Airdna, Business Finland, Finavia, Finnish Meteorological Institute, Global Blue, Statistics Finland

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