



Rovaniemi

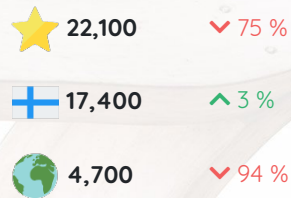
Accommodation and Travel Stats

📅 February 2021

Rovaniemi: Tourism In A Nutshell



Bed Nights

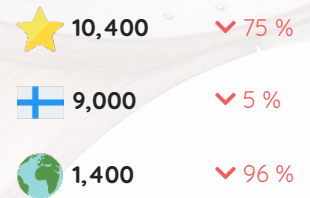


Top 3:

| | | |
|---------|-------|--------|
| Germany | 1,600 | ▼ 78 % |
| France | 510 | ▼ 95 % |
| Italy | 510 | ▼ 74 % |



Visitors



Top 3:

| | | |
|----------------|-----|--------|
| Germany | 390 | ▼ 90 % |
| France | 160 | ▼ 94 % |
| United Kingdom | 130 | ▼ 91 % |

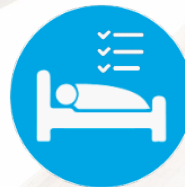


Accommodation Sales

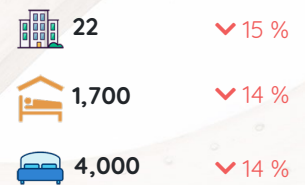


Average prices:

| | | |
|--------|----------|------------|
| Night | 68.20 € | ▼ 28.10 € |
| Room | 114.30 € | ▼ 71.80 € |
| RevPAR | 32.50 € | ▼ 116.00 € |



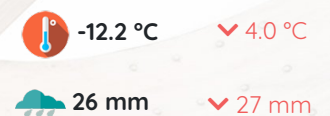
Capacity



Utilization

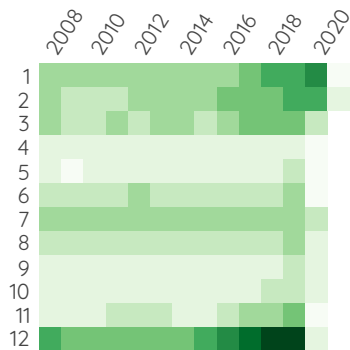


Weather

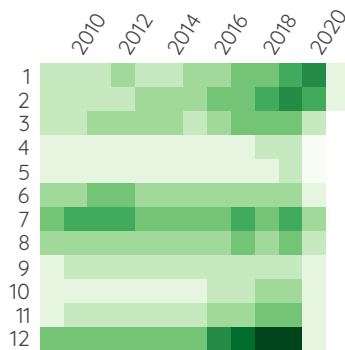


Key Indicators

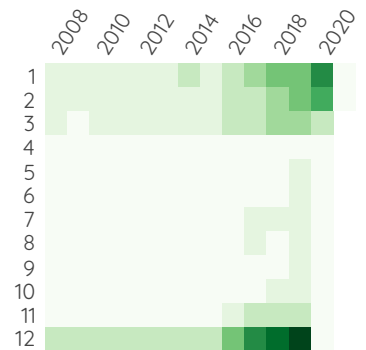
Bed Nights



Arrivals



Sales

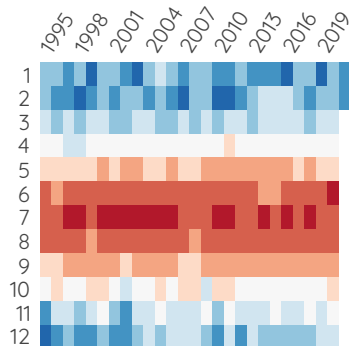


Travel key indicators: the darker the square the larger the value.

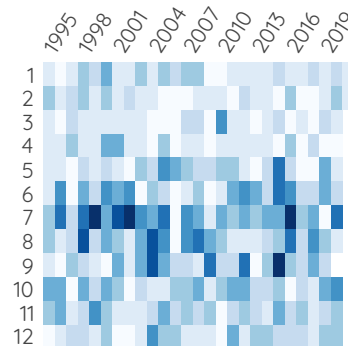
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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 and accommodation trends.

Temperature



Rainfall



22,100 Registered Bed Nights

In February 2021, 22,100 bed nights were recorded in Rovaniemi (-75.3 %), of which 17,400 nights were spent by domestic visitors and 4,700 nights by foreigners. Domestic bed nights increased three percent and foreign bed nights decreased 94 percent. In total, bed nights decreased 75 percent from last year's February.

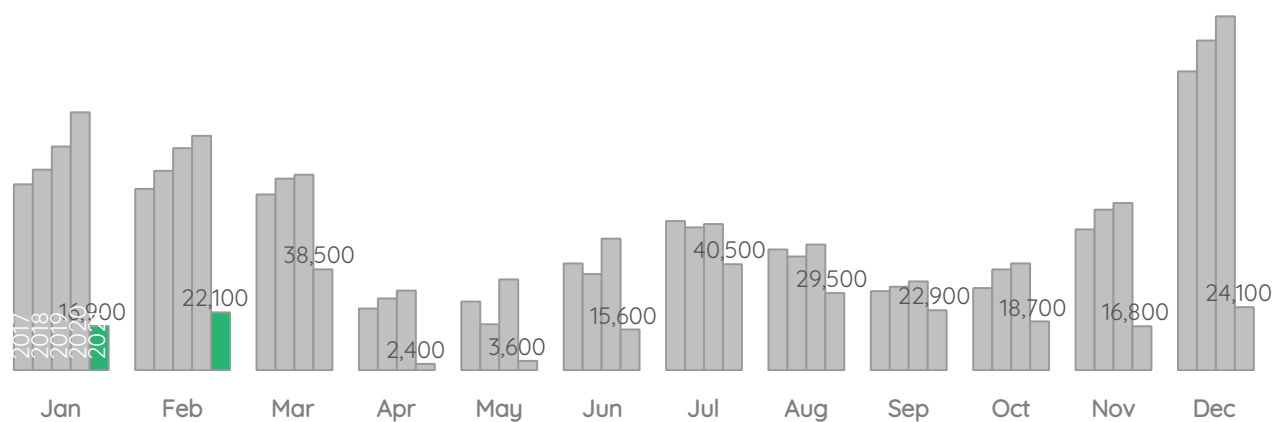
Most foreign bed nights were recorded for travelers from Germany (1,600 nights).

13,100 nights (-82.5 %) were spend by leisure visitors and 9,000 nights (-37.4 %) by business visitors.

Between January and February, 32,600 bed nights (-6.5 %) were recorded for domestic visitors and 6,400 (-95.8 %) for foreigners in Rovaniemi, in total 39,000 (-79.3 %) 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

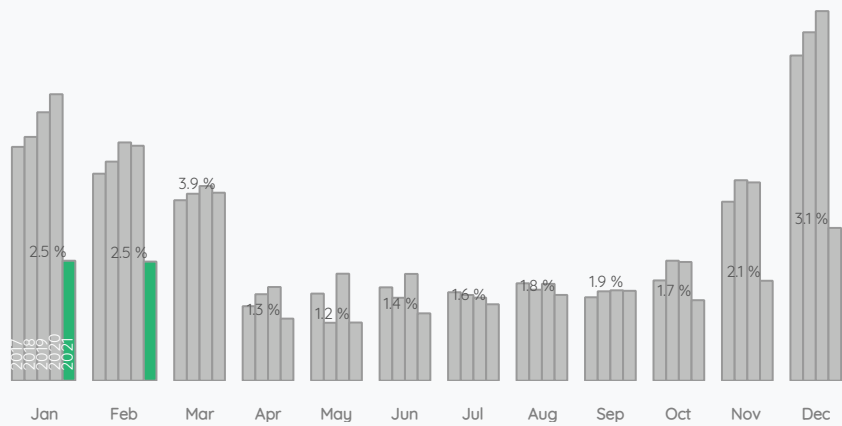
| | February 2021 | | | Jan-February 2021 | | |
|-----------------------|---------------|-----------|---------|-------------------|-----------|---------|
| | Amount | Change | Share | Amount | Change | Share |
| Total | 22,100 | -75.3 % ! | 100.0 % | 39,000 | -79.3 % ! | 100.0 % |
| Finland | 17,400 | 3.1 % | 78.8 % | 32,600 | -6.5 % | 83.5 % |
| Foreign | 4,700 | -93.6 % ! | 21.2 % | 6,400 | -95.8 % ! | 16.5 % |
| Germany | 1,600 | -78.2 % ! | 7.3 % | 2,200 | -81.0 % ! | 5.5 % |
| France | 510 | -95.0 % ! | 2.3 % | 670 | -96.6 % ! | 1.7 % |
| Italy | 510 | -74.1 % ! | 2.3 % | 530 | -90.9 % ! | 1.4 % |
| United Kingdom | 300 | -94.2 % ! | 1.4 % | 340 | -96.3 % | 0.9 % |
| Estonia | 199 | -30.4 % | 0.9 % | 350 | -50.3 % | 0.9 % |
| Sweden | 176 | -36.5 % | 0.8 % | 320 | -38.1 % | 0.8 % |
| Spain | 175 | -91.1 % | 0.8 % | 183 | -96.2 % | 0.5 % |
| Czech Republic | 146 | 97.3 % | 0.7 % | 161 | -24.1 % | 0.4 % |
| Poland | 136 | -76.7 % | 0.6 % | 194 | -85.5 % | 0.5 % |
| Latvia | 128 | 137.0 % | 0.6 % | 178 | -50.3 % | 0.5 % |
| Norway | 81 | -74.0 % | 0.4 % | 138 | -67.5 % | 0.4 % |
| Bulgaria | 79 | 2,533.3 % | 0.4 % | 95 | -12.8 % | 0.2 % |
| Belgium | 61 | -95.8 % | 0.3 % | 61 | -97.2 % | 0.2 % |
| Turkey | 53 | -96.4 % | 0.2 % | 59 | -98.7 % | 0.2 % |
| Hungary | 51 | -80.0 % | 0.2 % | 51 | -87.2 % | 0.1 % |
| Russia | 50 | -95.3 % | 0.2 % | 180 | -98.5 % | 0.5 % |
| Portugal | 44 | -81.0 % | 0.2 % | 44 | -92.9 % | 0.1 % |

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

Market Share 2.5 Percent

Total of 902,000 bed nights (-51.3 %) were recorded in the whole country, of which 842,000 nights (-32.1 %) were spent by domestic visitors and 59,500 nights (-90.3 %) by foreigners.

The market share of Rovaniemi out of total bed nights was 2.5 % (-2.4 percentage points), out of domestic bed nights 2.1 % and foreign bed nights 7.9 %.



10,400 Tourists Arrived To Accommodation

Arrivals to registered accommodation decreased 75 percent compared to earlier year. Of all arrivals, 86.5 percent were domestic, and 13.5 percent were from foreign countries.

During February, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.9 nights (+0.16) and foreigners 3.3 nights (+1.0).

| | February 2021 | | | Jan-February 2021 | | |
|-----------------------|---------------|--------------|---------|-------------------|--------------|---------|
| | Amount | Change | Share | Amount | Change | Share |
| Total | 10,400 | -74.5 % ! | 100.0 % | 18,700 | -77.8 % ! | 100.0 % |
| Finland | 9,000 | -5.4 % ! | 86.5 % | 16,300 | -16.7 % ! | 87.2 % |
| Foreign | 1,400 | -95.5 % ! | 13.5 % | 2,400 | -96.3 % ! | 12.8 % |
| Germany | 390 | -90.1 % ! | 3.8 % | 910 | -82.3 % ! | 4.9 % |
| France | 160 | -94.4 % ! | 1.5 % | 210 | -96.0 % ! | 1.1 % |
| United Kingdom | 130 | -90.7 % ! | 1.3 % | 147 | -94.8 % ! | 0.8 % |
| Italy | 115 | -87.5 % ! | 1.1 % | 131 | -94.3 % ! | 0.7 % |
| Sweden | 65 | -60.1 % ! | 0.6 % | 115 | -62.2 % ! | 0.6 % |
| Estonia | 39 | -62.9 % ! | 0.4 % | 115 | -60.5 % ! | 0.6 % |
| Poland | 39 | -83.5 % ! | 0.4 % | 68 | -85.8 % ! | 0.4 % |
| Latvia | 32 | 0.0 % | 0.3 % | 38 | -68.6 % ! | 0.2 % |
| Belgium | 30 | -94.3 % ! | 0.3 % | 30 | -96.0 % ! | 0.2 % |
| Spain | 29 | -95.9 % ! | 0.3 % | 35 | -97.7 % ! | 0.2 % |
| Portugal | 25 | -70.2 % ! | 0.2 % | 25 | -90.8 % ! | 0.1 % |
| Turkey | 22 | -96.8 % ! | 0.2 % | 26 | -98.7 % ! | 0.1 % |
| Czech Republic | 21 | -19.2 % ! | 0.2 % | 24 | -68.4 % ! | 0.1 % |
| Hungary | 20 | -75.3 % ! | 0.2 % | 20 | -85.2 % ! | 0.1 % |
| Russia | 19 | -96.8 % ! | 0.2 % | 57 | -98.5 % ! | 0.3 % |
| Norway | 18 | -90.8 % ! | 0.2 % | 41 | -85.0 % ! | 0.2 % |
| Netherlands | 14 | -98.1 % ! | 0.1 % | 18 | -98.3 % ! | 0.1 % |

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

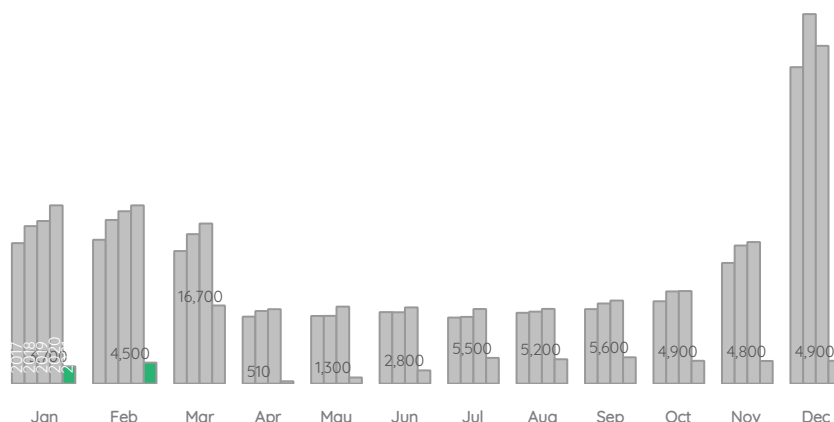
4,500 Air Travelers

The airport received a total of 4,500 passengers, which means air passenger arrivals decreased 88 percent.

Of local passengers, 1.5 % arrived from abroad, thus the share of domestic passengers was 98.5 %.

In addition, there were 4,200 passengers departing the airport (-89.1 %), therefore the total number of trips via the airport was 8,700 (-88.6 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

| | February 2021 | | Jan-February 2021 | |
|----------------|---------------|-----------|-------------------|-----------|
| | Amount | Change | Amount | Change |
| Total | 4,500 | -88.2 % ! | 8,200 | -89.2 % ! |
| Finland | 4,400 | -84.5 % ! | 8,100 | -86.0 % ! |
| Foreign | 68 | -99.3 % ! | 85 | -99.5 % ! |

! = change at least 10 %

Departing Passengers To

| | February 2021 | | Jan-February 2021 | |
|----------------|---------------|-----------|-------------------|-----------|
| | Amount | Change | Amount | Change |
| Total | 4,200 | -89.1 % ! | 8,600 | -89.8 % ! |
| Finland | 4,200 | -85.9 % ! | 8,500 | -86.6 % ! |
| Foreign | 40 | -99.6 % ! | 88 | -99.6 % ! |

! = change at least 10 %

Accommodation Sales 3.0 Million Euro

Total accommodation sales in February were 3.0 million euro (-7.3 million). The share of Airbnb and Vrbo was 15.0 percent. Therefore, registered accommodation sales were 1.5 million euro (-7.1 million) and non-registered sales 449,000 euro (-1.1 million).

Total January-February sales were 5.1 million euro and they decreased 18.1 million euro from the previous year.

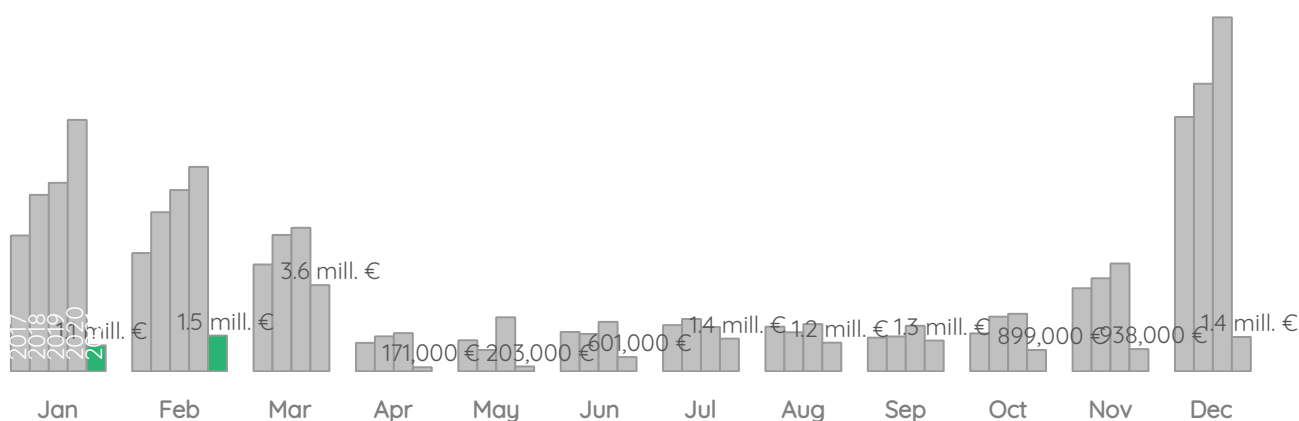
Average Prices

| | February 2021 | | Jan-February 2021 | |
|--------------------------------|---------------|-----------|-------------------|-----------|
| | Amount | Change | Amount | Change |
| Adr (Non-Registered) | 143 € | 4.9 % | 152 € | -2.1 % |
| Adr (Registered) | 114 € | -38.6 % ! | 118 € | -40.9 % ! |
| Bed Night (Registered) | 68 € | -29.2 % ! | 67 € | -34.7 % ! |
| Revpar (Non-Registered) | 66 € | -27.2 % ! | 65 € | -31.7 % ! |
| Revpar (Registered) | 32 € | -78.1 % ! | 28 € | -82.3 % ! |

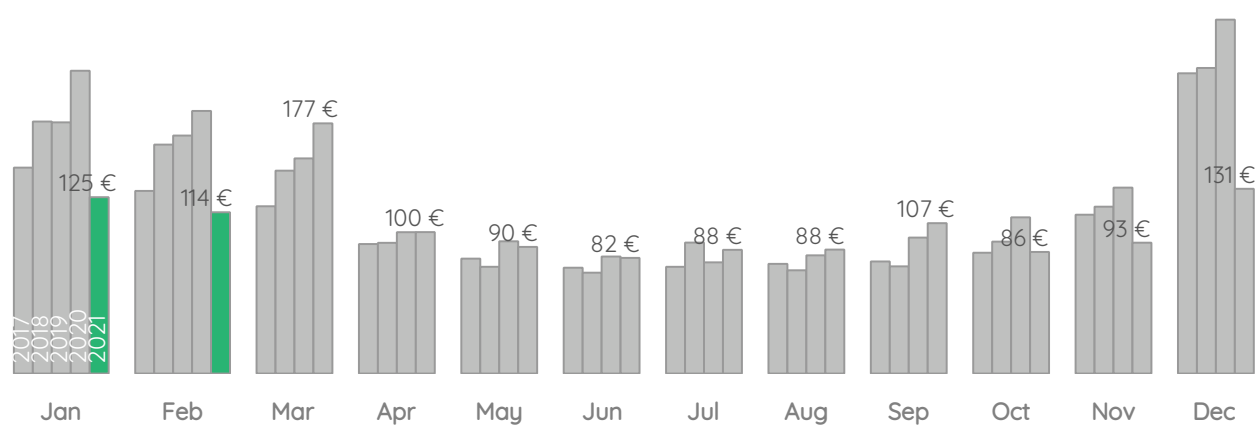
! = change at least 10 %

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

22 accommodation establishments (-4)
1,700 rooms (-270)
4,000 beds (-630)

Room utilization 28.4 % (-51)
Unsold rooms 1,200

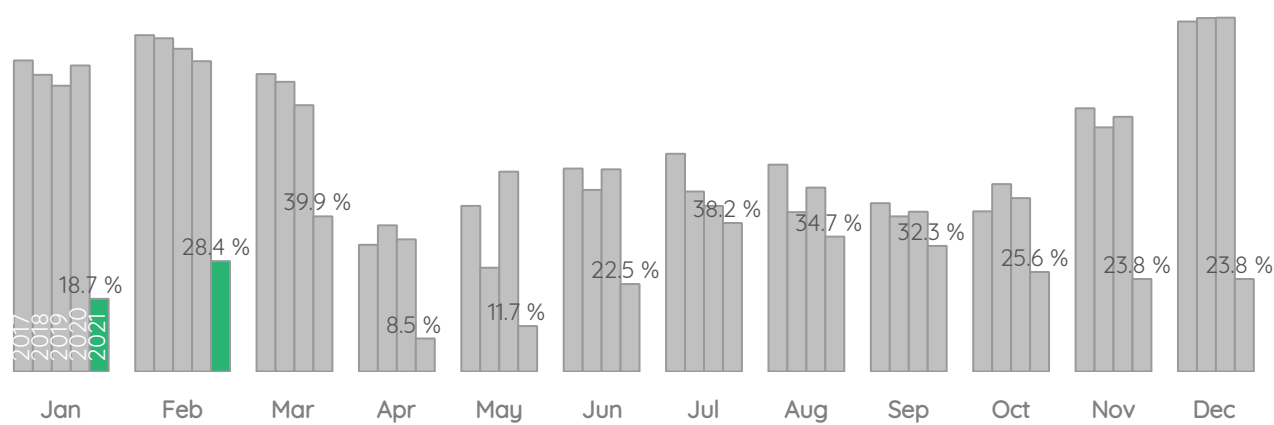
Airbnb and Vrbo

530 accommodation establishments (-350)
470 apartments (-290)
920 rooms (-510)

Apartment utilization 45.9 % (-20)
Unsold apartments 250

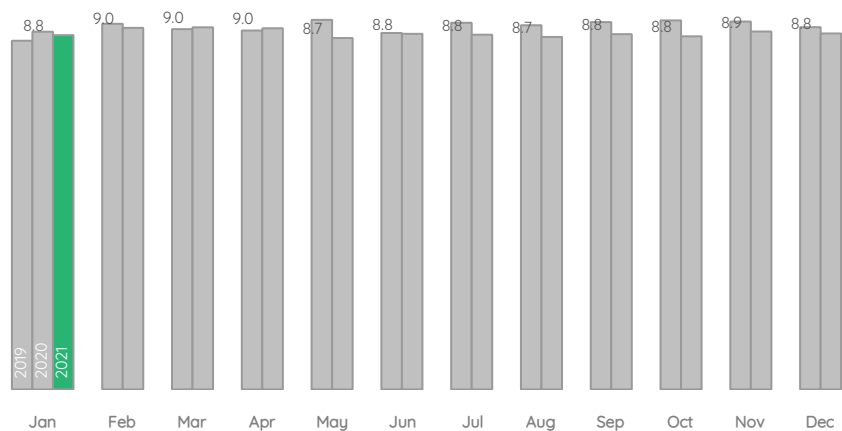


Registered Room Utilization For Establishments



Hotel Customer Satisfaction (January)

Average customer satisfaction score on Booking.com given by hotel customers in January was 8.79/10 (-0.08).



Hotel Customer Satisfaction By Nationalities

| | January 2021 Amount | Change |
|---------|------------------------|--------|
| Foreign | 8.8 | -0.6 % |
| Total | 8.8 | -1.0 % |
| Finland | 8.8 | 0.5 % |

! = change at least 10 %

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

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