



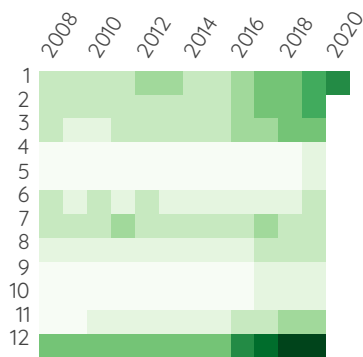
Rovaniemi

Accommodation and Travel Stats

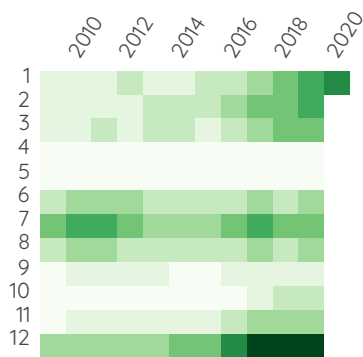
📅 January 2020

Key Indicators

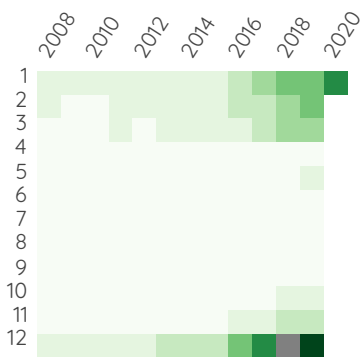
Bed Nights



Arrivals



Sales



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

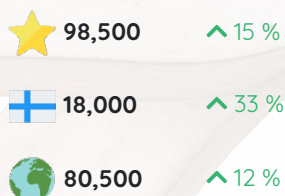
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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.

Rovaniemi: Tourism In A Nutshell



Bed Nights

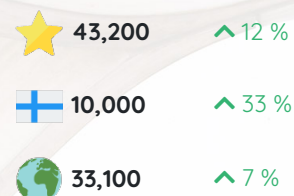


Top 3:

China	14,300	▲ 35 %
Russia	10,600	▲ 11 %
France	9,500	▼ 4 %



Visitors

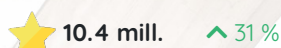


Top 3:

China	8,400	▲ 34 %
Russia	3,200	▲ 14 %
France	2,500	▼ 13 %

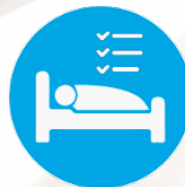


Accommodation Sales

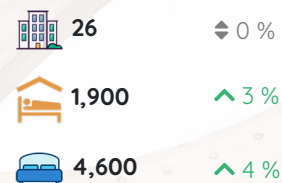


Average prices:

Night	106.10 €	▲ 13.00 €
Room	211.90 €	▲ 33.80 €
RevPAR	166.40 €	▲ 35.50 €



Capacity



Tax Free



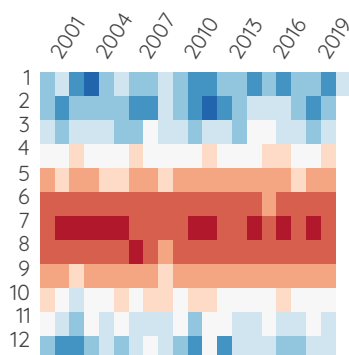
Russia	▼ 19 %
China	▲ 62 %
Japan	▲ 99 %



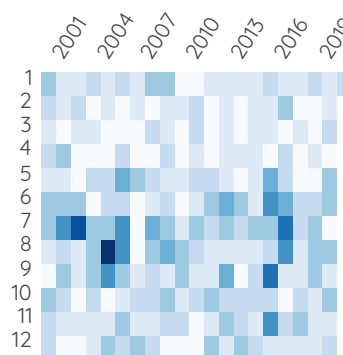
Weather



Temperature



Rainfall



Registered Bed Nights Increased 15 Percent

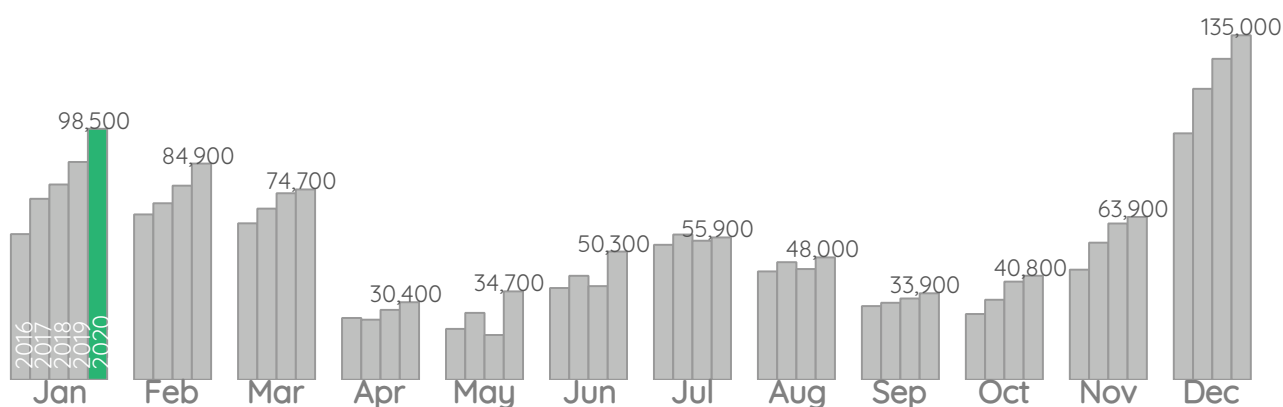
In January 2020, 98,500 bed nights were recorded in Rovaniemi (+15.2 %), of which 18,000 nights were spent by domestic visitors and 80,500 nights by foreigners. Domestic bed nights increased 33 percent and foreign bed nights increased 12 percent. In total, bed nights increased 15 percent from last year's January.

Most foreign bed nights were recorded for travelers from China (14,300 nights).

83,300 nights (+14.3 %) were spent by leisure visitors and 15,200 nights (+20.7 %) by business visitors.

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

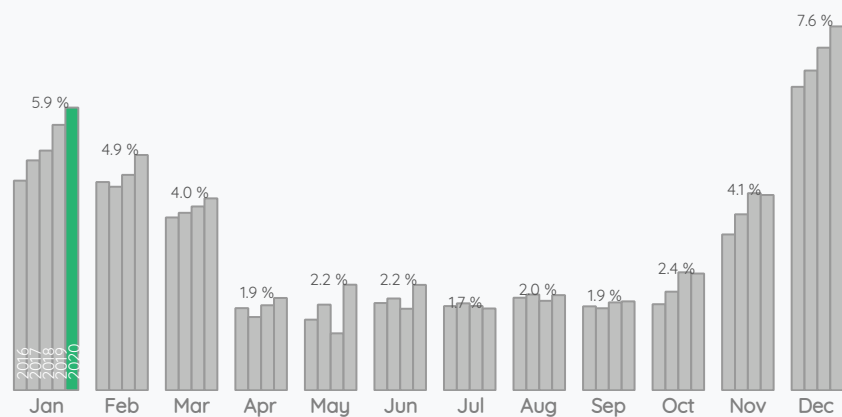
	January 2020 Amount	Change	Share
Total	98,500	15.2 % !	100.0 %
Foreign	80,500	11.9 % !	81.8 %
Europe	43,300	-0.9 %	44.0 %
Asia	31,400	37.4 % !	31.8 %
Eu-28	26,400	-4.9 %	26.8 %
Finland	18,000	33.0 % !	18.2 %
China	14,300	34.9 % !	14.5 %
Russia	10,600	11.0 % !	10.8 %
France	9,500	-3.6 %	9.6 %
Germany	4,000	-12.9 % !	4.0 %
Italy	3,900	5.8 %	3.9 %
United Kingdom	3,800	-8.4 %	3.9 %
Turkey	3,200	14.5 % !	3.2 %
Spain	2,900	-20.9 % !	2.9 %
America	2,800	38.3 % !	2.8 %

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

Market Share 5.9 Percent

Total of 1.7 million bed nights (+8.2 %) were recorded in the whole country, of which 954,000 nights (+10.4 %) were spent by domestic visitors and 711,000 nights (+5.3 %) by foreigners.

The market share of Rovaniemi out of total bed nights was 5.9 % (+0.4 percentage points), out of domestic bed nights 1.9 % and foreign bed nights 11.3 %.



43,200 Tourists Arrived To Accommodation

Arrivals to registered accommodation increased 12 percent compared to earlier year. Of all arrivals, 23.3 percent were domestic, and 76.7 percent were from foreign countries.

During January, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.8 nights (+0.0) and foreigners 2.4 nights (+0.1).

	January 2020 Amount	Change	Share
Total	43,200	12.3 % !	100.0 %
Foreign	33,100	7.3 %	76.7 %
Asia	17,200	33.4 % !	39.8 %
Europe	13,600	-12.8 % !	31.4 %
Finland	10,000	32.6 % !	23.3 %
China	8,400	33.9 % !	19.4 %
Eu-28	8,100	-21.2 % !	18.8 %
Russia	3,200	13.6 % !	7.4 %
France	2,500	-12.8 % !	5.8 %
Hong Kong	1,500	66.2 % !	3.4 %
United Kingdom	1,400	-19.1 % !	3.2 %
Italy	1,400	3.0 %	3.2 %
Turkey	1,400	-2.3 %	3.1 %
Germany	1,200	-57.1 % !	2.9 %
Japan	1,200	16.0 % !	2.8 %

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

910 International Congress Guests In 2018

The number of international congress quests decreased 46 percent from the previous year.

There was a total of 7.0 congresses organized (-2.0) in 2018.

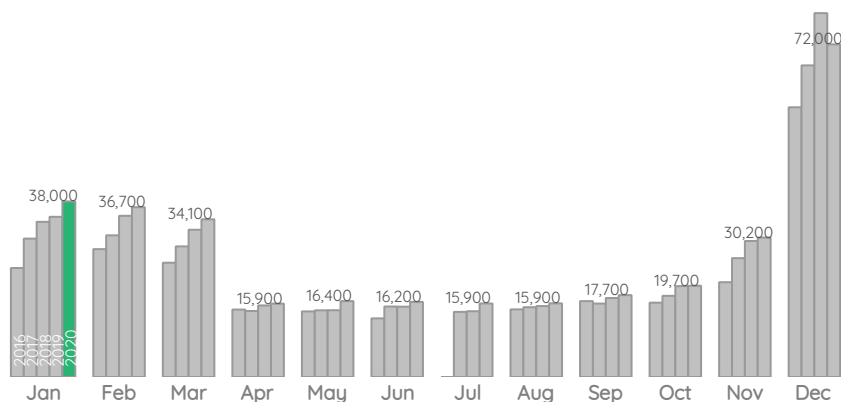
38,000 Air Travelers

The airport received a total of 38,000 passengers, which means air passenger arrivals increased 10 percent.

Of local passengers, 23.4 % arrived from abroad, thus the share of domestic passengers was 76.6 %.

In addition, there were 45,200 passengers departing the airport (+7.9 %), therefore the total number of trips via the airport was 83,200.

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	January 2020 Amount	Change
Total	38,000	9.6 %
Finland	29,100	4.8 %
Foreign	8,900	28.8 % !
United Kingdom	3,400	20.1 % !
Turkey	1,800	901.1 % !
France	1,600	-1.8 %
Netherlands	570	-7.4 %
Russia	480	5.9 %
Switzerland	460	-4.6 %
Italy	186	4.5 %
Ukraine	176	10.7 % !
Greece	174	2.4 %
Spain	115	-32.7 % !
Hong Kong	5.0	

! = change at least 10 %

Departing Passengers To

	January 2020 Amount	Change
Total	45,200	7.9 %
Finland	33,700	3.5 %
Foreign	11,500	23.4 % !
United Kingdom	4,200	23.2 % !
Turkey	2,100	285.7 % !
France	1,900	0.8 %
Russia	800	-2.2 %
Netherlands	540	-11.7 % !
Switzerland	480	0.0 %
Spain	440	22.8 % !
Italy	370	5.1 %
Ukraine	360	7.4 %
Greece	170	-14.1 % !
Bulgaria	159	
Germany	15	

! = change at least 10 %

International = International cruise ships

Accommodation Sales 13.0 Million Euro

Total accommodation sales in January were 13.0 million euro (+3.6 million). The share of Airbnb and HomeAway was 24.9 percent. Therefore, registered accommodation sales were 10.4 million euro (+2.5 million) and Airbnb and HomeAway sales 2.6 million euro (+1.1 million).

Average Prices

	January 2020 Amount	Change
Adr (Registered)	210 €	19.0 % !
Adr (Airbnb & Homeaway)	198 €	4.3 %
Revpar (Registered)	166 €	27.2 % !
Revpar (Airbnb & Homeaway)	118 €	26.7 % !
Bed Night (Registered)	106 €	14.0 % !

! = change at least 10 %

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

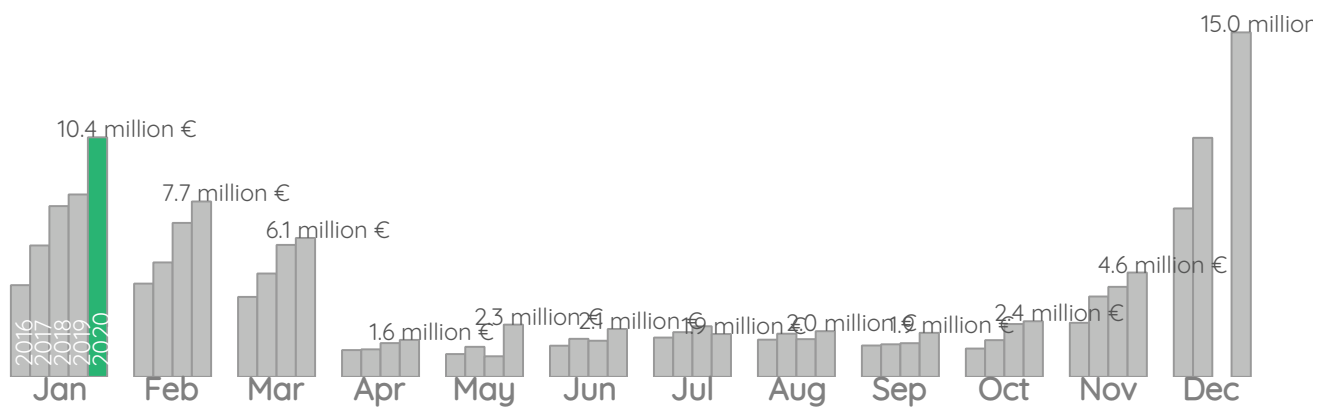
Tax Free Sales +6.7 %

Tax free sales increased seven percent from the previous year.

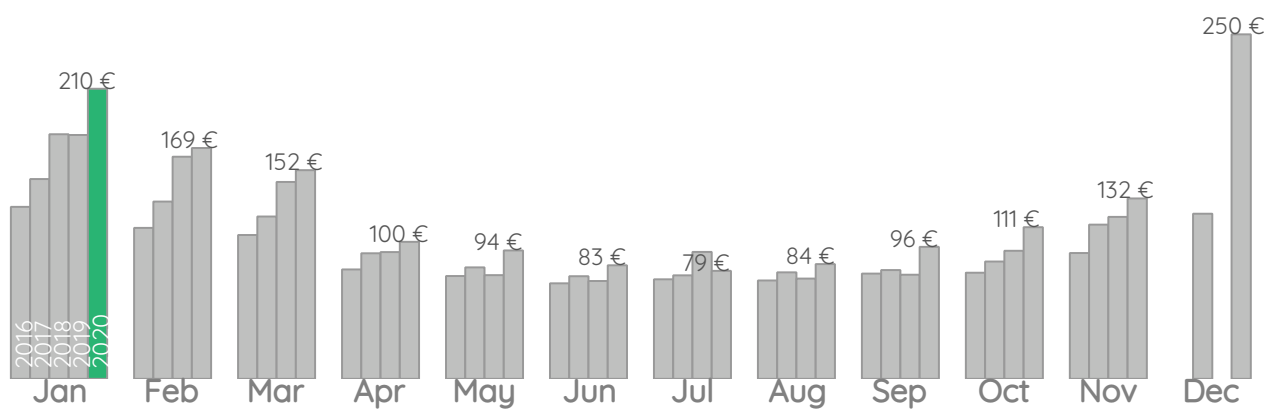
(Russians -18.6 %, Chinese +62.5 %, Japanese +98.5 %)



Registered Accommodation Sales



Average Registered Room Price (Adr)



Capacity & Utilization

Registered Accommodation

26 accommodation
establishments (+0)
1,900 rooms (+60)
4,600 beds (+164)

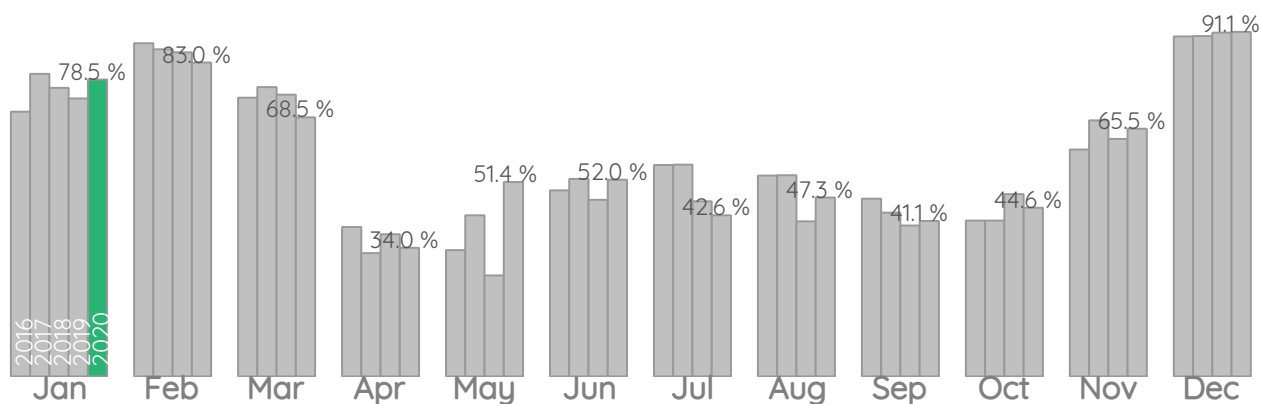
Room utilization 78.5 % (+5.0)
Unsold rooms 420

Airbnb and HomeAway

840 apartments (+126)
118 private rooms (-1)
25 shared rooms (+0)

Apartment utilization 59.7 % (+11)
Unsold apartments 340

Registered Room Utilization



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

Visit Rovaniemi>

Lordinaukio, Maakuntakatu 29-31, 96200 Rovaniemi
(016) 346 270, info@visitrovaniemi.fi, visitrovaniemi.fi

