



Rovaniemi

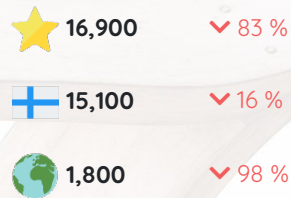
Accommodation and Travel Stats

📅 January 2021

Rovaniemi: Tourism In A Nutshell



Bed Nights

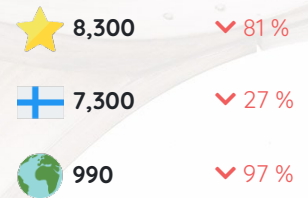


Top 3:

Germany	550	▼ 86 %
France	161	▼ 98 %
Estonia	150	▼ 64 %



Visitors

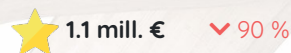


Top 3:

Germany	520	▼ 58 %
Estonia	76	▼ 59 %
France	53	▼ 98 %

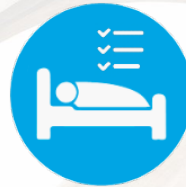


Accommodation Sales

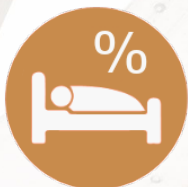
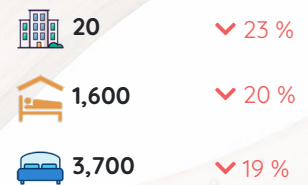


Average prices:

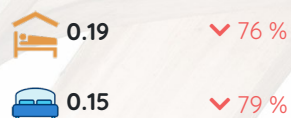
Night	64.90 €	▼ 42.80 €
Room	125.00 €	▼ 89.60 €
RevPAR	23.40 €	▼ 145.50 €



Capacity



Utilization

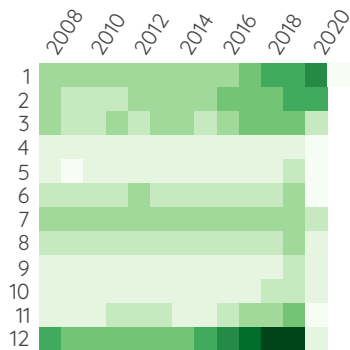


Weather

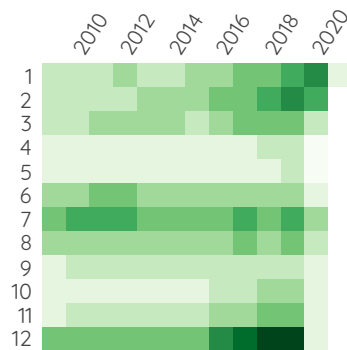


Key Indicators

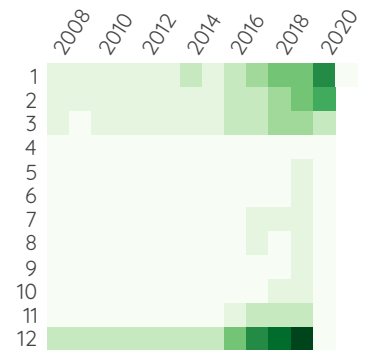
Bed Nights



Arrivals



Sales

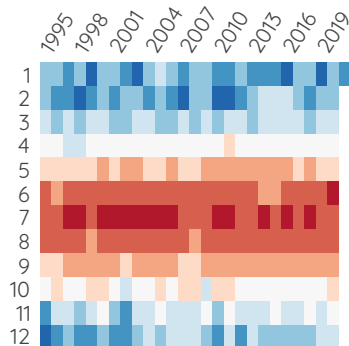


Travel key indicators: the darker the square the larger the value.

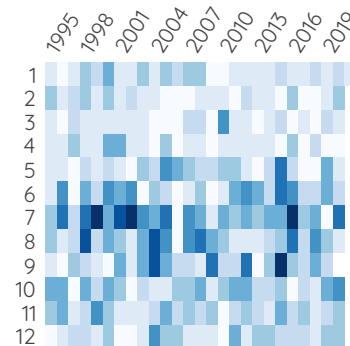
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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



16,900 Registered Bed Nights

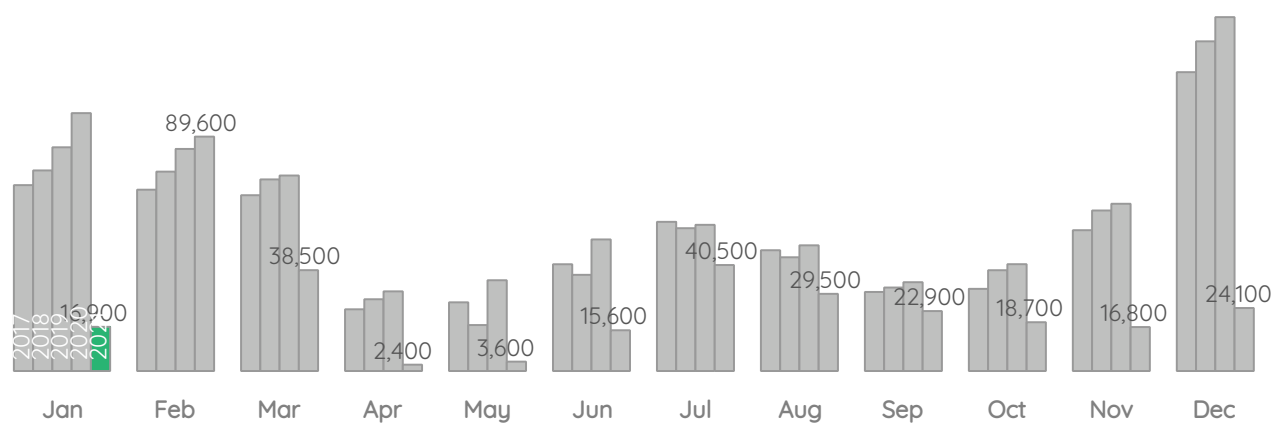
In January 2021, 16,900 bed nights were recorded in Rovaniemi (-82.9 %), of which 15,100 nights were spent by domestic visitors and 1,800 nights by foreigners. Domestic bed nights decreased 16 percent and foreign bed nights decreased 98 percent. In total, bed nights decreased 83 percent from last year's January.

Most foreign bed nights were recorded for travelers from Germany (550 nights).

11,500 nights (-86.2 %) were spend by leisure visitors and 5,400 nights (-64.2 %) 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

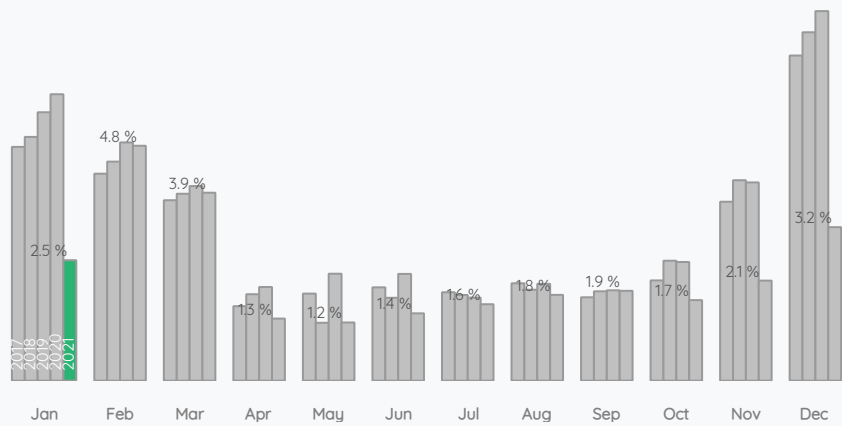
	January 2021 Amount	Change	Share
Total	16,900	-82.9 % !	100.0 %
Finland	15,100	-15.5 % !	89.6 %
Foreign	1,800	-97.8 % !	10.4 %
Germany	550	-86.1 % !	3.3 %
France	161	-98.3 %	1.0 %
Estonia	150	-63.9 %	0.9 %
Sweden	144	-40.0 %	0.9 %
Russia	130	-98.8 %	0.8 %
Slovakia	72	35.8 %	0.4 %
Poland	58	-92.3 %	0.3 %
Norway	57	-49.6 %	0.3 %
Latvia	50	-83.6 %	0.3 %
India	48	-97.9 %	0.3 %
United Kingdom	39	-99.0 %	0.2 %
United States	34	-97.9 %	0.2 %
Japan	21	-99.0 %	0.1 %
Italy	21	-99.5 %	0.1 %
China	18	-99.9 %	0.1 %
Netherlands	16	-98.7 %	0.1 %
Bulgaria	16	-84.9 %	0.1 %

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

Market Share 2.5 Percent

Total of 681,000 bed nights (-59.2 %) were recorded in the whole country, of which 629,000 nights (-34.3 %) were spent by domestic visitors and 52,000 nights (-92.7 %) by foreigners.

The market share of Rovaniemi out of total bed nights was 2.5 % (-3.4 percentage points), out of domestic bed nights 2.4 % and foreign bed nights 3.4 %.



8,300 Tourists Arrived To Accommodation

Arrivals to registered accommodation decreased 81 percent compared to earlier year. Of all arrivals, 88.0 percent were domestic, and 12.0 percent were from foreign countries.

During January, domestic visitors stayed in registered accommodation in Rovaniemi on average 2.1 nights (+0.29) and foreigners 1.8 nights (-0.67).

	January 2021 Amount	Change	Share
Total	8,300	-80.8 % !	100.0 %
Finland	7,300	-27.5 % !	88.0 %
Foreign	990	-97.0 % !	12.0 %
Germany	520	-57.7 % !	6.3 %
Estonia	76	-59.1 %	0.9 %
France	53	-97.9 %	0.6 %
Sweden	50	-64.5 %	0.6 %
Russia	38	-98.8 %	0.5 %
Poland	29	-88.0 %	0.4 %
Norway	23	-70.1 %	0.3 %
India	22	-97.9 %	0.3 %
United Kingdom	17	-98.8 %	0.2 %
Italy	16	-98.8 %	0.2 %
United States	13	-98.1 %	0.2 %
Switzerland	12	-96.2 %	0.1 %
China	9	-99.9 %	0.1 %
Slovakia	8	-50.0 %	0.1 %
Japan	8	-99.3 %	0.1 %
Latvia	6	-93.3 %	0.1 %
Spain	6	-99.3 %	0.1 %

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

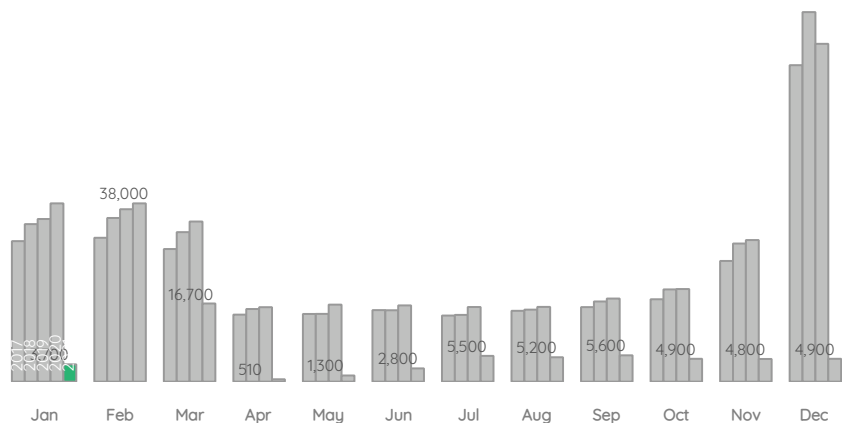
3,700 Air Travelers

The airport received a total of 3,700 passengers, which means air passenger arrivals decreased 90 percent.

Of local passengers, 0.5 % arrived from abroad, thus the share of domestic passengers was 99.5 %.

In addition, there were 4,300 passengers departing the airport (-90.4 %), therefore the total number of trips via the airport was 8,000 (-90.4 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	January 2021 Amount	Change
Total	3,700	-90.3 % !
Finland	3,700	-87.4 % !
Foreign	17	-99.8 % !

! = change at least 10 %

Departing Passengers To

	January 2021 Amount	Change
Total	4,300	-90.4 % !
Finland	4,300	-87.3 % !
Foreign	48	-99.6 % !

! = change at least 10 %



Accommodation Sales 2.1 Million Euro

Total accommodation sales in January were 2.1 million euro (-10.8 million). The share of Airbnb and Vrbo was 23.5 percent. Therefore, registered accommodation sales were 1.1 million euro (-9.5 million) and non-registered sales 486,000 euro (-1.5 million).

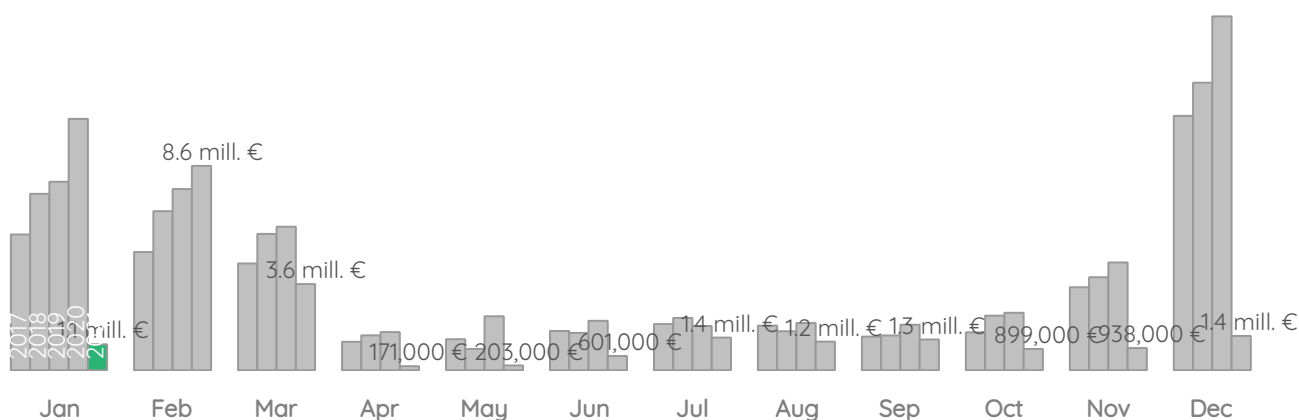
Average Prices

	January 2021	
	Amount	Change
Adr (Non-Registered)	161 €	-7.2 %
Adr (Registered)	125 €	-41.8 % !
Bed Night (Registered)	65 €	-39.8 % !
Revpar (Non-Registered)	64 €	-35.3 % !
Revpar (Registered)	23 €	-86.2 % !

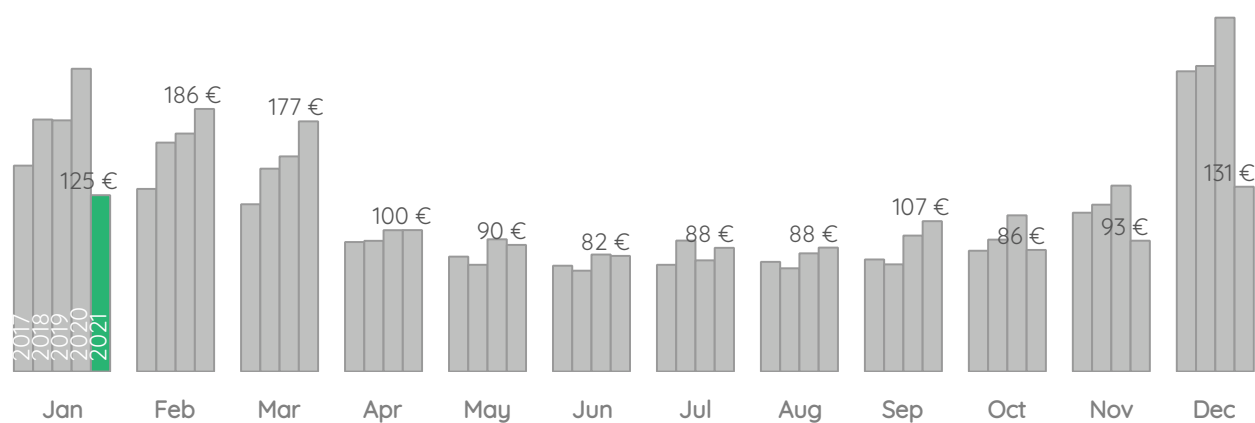
! = change at least 10 %

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

20 accommodation establishments (-6)
1,600 rooms (-400)
3,700 beds (-910)

Room utilization 18.7 % (-60)
Unsold rooms 1,300
Bed utilization 14.5 % (-54)

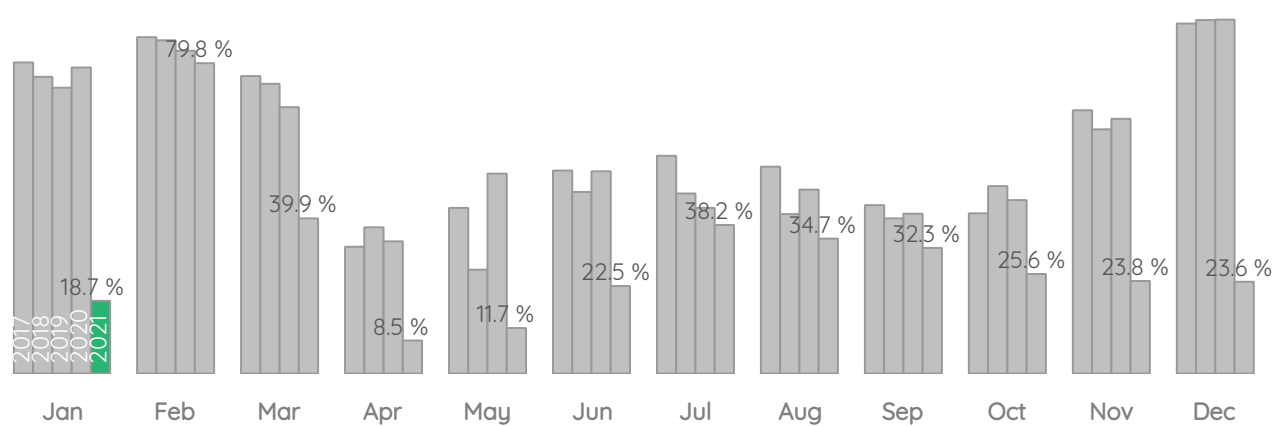
Airbnb and Vrbo

580 accommodation establishments (-440)
510 apartments (-370)
1,000 rooms (-690)

Apartment utilization 39.4 % (-17)
Unsold apartments 310

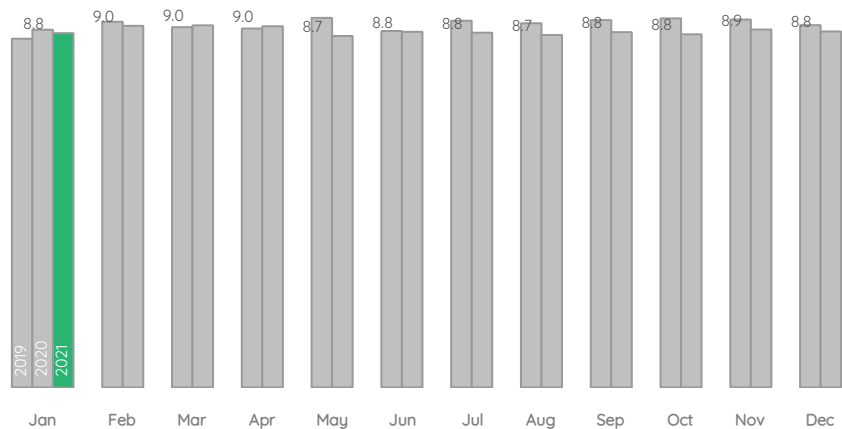


Registered Room Utilization For Establishments



Hotel Customer Satisfaction

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

Rovaniemen kaupunki
Elinkeinopalvelut
PL 8216
96101 Rovaniemi
(016) 3221 , kirjaamo@rovaniemi.fi , rovaniemi.fi

