



Rovaniemi

Accommodation and Travel Stats

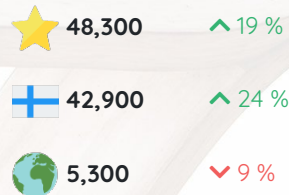
📅 July 2021

Rovaniemi: Tourism In A Nutshell

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



Bed Nights

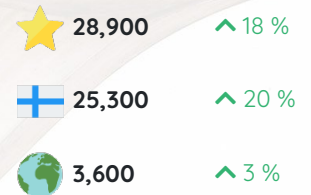


Top 3:

Norway	1,600	▼ 59 %
Germany	950	▲ 87 %
Spain	400	▲ 1,819 %



Visitors



Top 3:

Norway	1,100	▼ 54 %
Germany	640	▲ 108 %
Spain	360	▲ 7,020 %



Accommodation Sales



Average prices:

Night	36.60 €	▲ 2.60 €
Room	92.10 €	▲ 4.40 €
RevPAR	33.10 €	▼ 0.40 €



Capacity



Utilization



Weather



65,400 Bed Nights In Paid Accommodation

Total of 65,400 bed nights (+13.7 %) were recorded in paid accommodation in Rovaniemi in July 2021. This figure includes bed nights at registered establishments as well as at AirBnB and Vrbo. The share of registered bed nights was 74 % and non-registered 22 %.

Between January and July, the number of paid bed nights was 235,000 (-48.8 %). Share of registered was 66 % and non-registered 32 %.

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. Non-registered bed nights statistics include bed nights from AirBnB and Vrbo.

Registered Bed Nights Increased 19 Percent

In July 2021, 48,300 registered bed nights were recorded in Rovaniemi (+19.2 %), of which 42,900 nights were spent by domestic visitors and 5,300 nights by foreigners. Registered domestic bed nights increased 24 percent and registered foreign bed nights decreased nine percent. In total, registered bed nights increased 19 percent from last year's July.

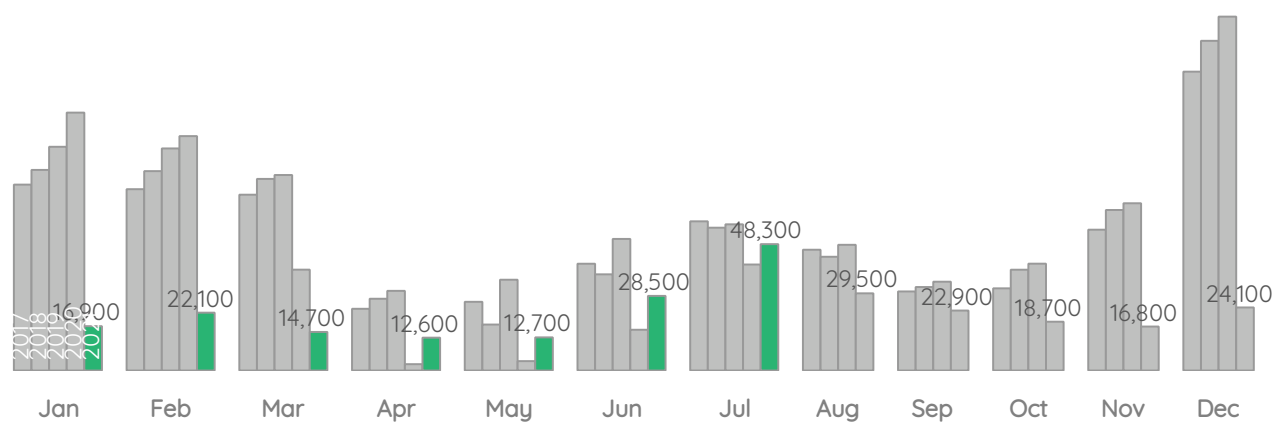
Most foreign registered bed nights were recorded for travelers from Norway (1,600 nights).

41,800 nights (+20.8 %) were spend by leisure visitors and 6,500 nights (+10.2 %) by business visitors.

Between January and July, 136,000 registered bed nights (+36.4 %) were recorded for domestic visitors and 20,100 (-89.4 %) for foreigners in Rovaniemi, in total 156,000 (-46.0 %) 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

	July 2021 Amount	Change	Share	Jan-July 2021 Amount	Change	Share
Total	48,300	19.2 % !	100.0 %	156,000	-46.0 % !	100.0 %
Finland	42,900	23.9 % !	88.9 %	136,000	36.4 % !	87.1 %
Foreign	5,300	-8.7 %	11.1 %	20,100	-89.4 % !	12.9 %
Norway	1,600	-59.4 % !	3.4 %	2,000	-60.0 % !	1.3 %
Germany	950	87.0 % !	2.0 %	8,400	-42.7 % !	5.4 %
Spain	400	1,819.0 %	0.8 %	680	-88.1 %	0.4 %
Sweden	340	206.2 %	0.7 %	940	-19.8 %	0.6 %
Poland	290	114.6 %	0.6 %	680	-57.3 %	0.4 %
Switzerland	270	69.0 %	0.6 %	320	-87.4 %	0.2 %
Netherlands	188	224.1 %	0.4 %	280	-93.2 %	0.2 %
Italy	184	1,315.4 %	0.4 %	820	-87.2 %	0.5 %
France	103	442.1 %	0.2 %	1,000	-95.8 %	0.6 %
Estonia	96	-58.8 %	0.2 %	560	-49.8 %	0.4 %
Austria	79	259.1 %	0.2 %	135	-82.5 %	0.1 %
Belgium	55	17.0 %	0.1 %	150	-94.0 %	0.1 %
United Kingdom	49	122.7 %	0.1 %	440	-95.8 %	0.3 %
Lithuania	48	-17.2 %	0.1 %	68	-79.8 %	0.0 %
United States	47		0.1 %	1,100	-75.6 %	0.7 %
Czech Republic	44	1,000.0 %	0.1 %	220	-20.9 %	0.1 %
Denmark	37	-78.4 %	0.1 %	81	-91.9 %	0.1 %

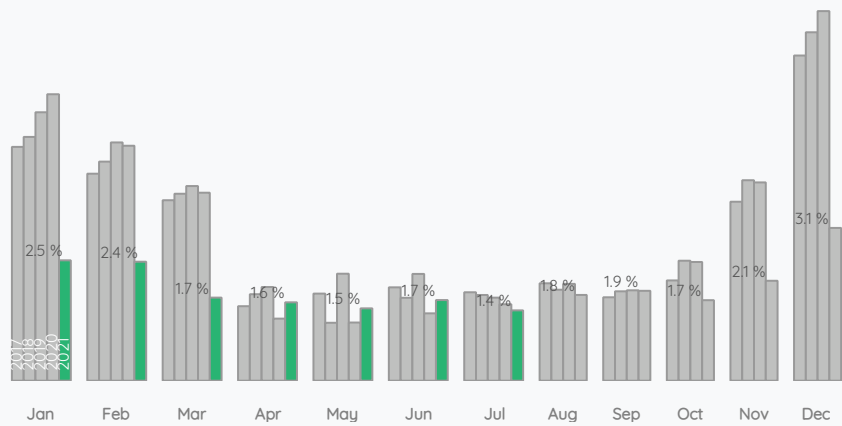
! = change at least 10 % and share at least 1 %



Market Share 1.4 Percent

Total of 3.3 million registered bed nights (+29.6 %) were recorded in the whole country, of which 3.2 million nights (+29.5 %) were spent by domestic visitors and 186,000 nights (+30.8 %) by foreigners.

The market share of Rovaniemi out of total registered bed nights was 1.4 % (-0.1 percentage points), out of domestic bed nights 1.4 % and foreign bed nights 2.9 %.



28,900 Tourists Arrived To Registered Accommodation

Arrivals to registered accommodation increased 18 percent compared to earlier year. Of all registered arrivals, 87.7 percent were domestic, and 12.3 percent were from foreign countries.

During July, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.7 nights (+0.05) and foreigners 1.5 nights (-0.19).

	July 2021 Amount	Change	Share	Jan-July 2021 Amount	Change	Share
Total	28,900	17.8 % !	100.0 %	88,100	-35.6 % !	100.0 %
Finland	25,300	20.2 % !	87.7 %	76,000	33.0 % !	86.3 %
Foreign	3,600	2.8 %	12.3 %	12,000	-84.9 % !	13.7 %
Norway	1,100	-54.2 % !	3.7 %	1,300	-57.9 % !	1.4 %
Germany	640	107.8 % !	2.2 %	6,400	-1.4 %	7.3 %
Spain	360	7,020.0 % !	1.2 %	450	-75.2 %	0.5 %
Sweden	220	197.3 %	0.8 %	550	-8.4 %	0.6 %
Poland	220	443.9 %	0.8 %	310	-47.5 %	0.3 %
Switzerland	162	80.0 %	0.6 %	210	-81.5 %	0.2 %
Italy	123	1,130.0 %	0.4 %	310	-87.8 %	0.4 %
Netherlands	113	189.7 %	0.4 %	158	-88.2 %	0.2 %
France	78	333.3 %	0.3 %	400	-93.8 %	0.5 %
Estonia	70	-62.6 %	0.2 %	270	-53.9 %	0.3 %
Austria	44	214.3 %	0.2 %	81	-73.5 %	0.1 %
Lithuania	40	-23.1 %	0.1 %	52	-63.4 %	0.1 %
Czech Republic	34	1,600.0 %	0.1 %	66	-33.3 %	0.1 %
United Kingdom	28	33.3 %	0.1 %	220	-93.7 %	0.2 %
United States	28		0.1 %	162	-91.7 %	0.2 %
Belgium	27	42.1 %	0.1 %	77	-91.0 %	0.1 %
Portugal	23	1,050.0 %	0.1 %	67	-76.9 %	0.1 %

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



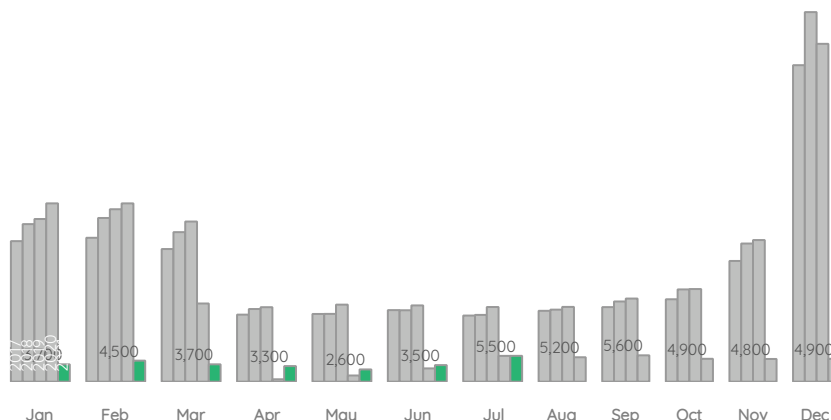
5,500 Air Travelers

The airport received a total of 5,500 passengers, which means air passenger arrivals increased less than one percent.

Of local passengers, 0.2 % arrived from abroad, thus the share of domestic passengers was 99.8 %.

In addition, there were 5,400 passengers departing the airport (+4.9 %), therefore the total number of trips via the airport was 11,000 (+2.5 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	July 2021		Jan-July 2021	
	Amount	Change	Amount	Change
Total	5,500	0.1 %	26,800	-73.9 % !
Finland	5,500	0.9 %	26,400	-67.0 % !
Foreign	12	-76.9 % !	390	-98.3 % !

! = change at least 10 %

Departing Passengers To

	July 2021		Jan-July 2021	
	Amount	Change	Amount	Change
Total	5,400	4.9 %	27,800	-75.8 % !
Finland	5,400	5.1 %	27,600	-68.9 % !
Foreign	24	-29.4 % !	200	-99.2 % !

! = change at least 10 %

Accommodation Sales 2.2 Million Euro

Total accommodation sales in July were 2.2 million euro (+325,000). The share of Airbnb and Vrbo was 20.5 percent. Therefore, registered accommodation sales were 1.8 million euro (+390,000) and non-registered sales 457,000 euro (-64,800).

Total January-July sales were 10.9 million euro and they decreased 20.6 million euro from the previous year.

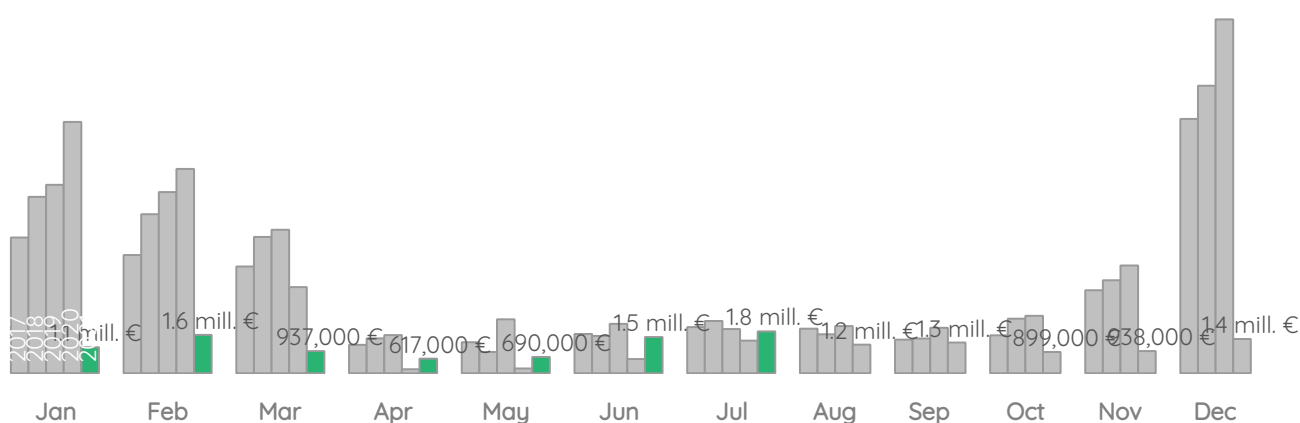
Average Prices

	July 2021	Change	Jan-July 2021	Change
Amount			Amount	
Adr (Non-Registered)	120 €	1.6 %	133 €	-7.4 %
Adr (Registered)	92 €	5.1 %	106 €	-39.7 % !
Revpar (Non-Registered)	68 €	19.6 % !	57 €	-24.7 % !
Bed Night (Registered)	37 €	7.6 %	53 €	-39.3 % !
Revpar (Registered)	33 €	-1.3 %	27 €	-69.1 % !

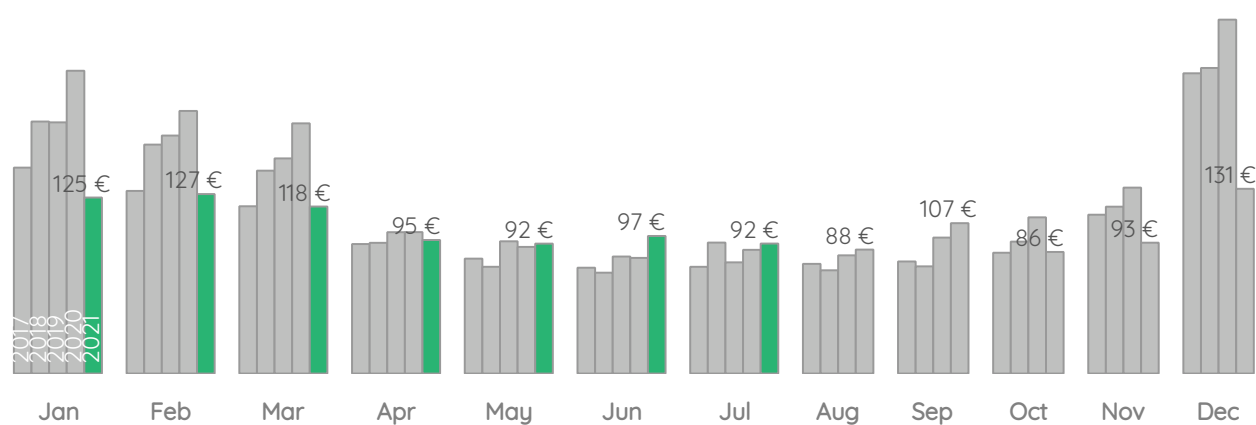
! = change at least 10 %

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

23 accommodation establishments (+4)
1,700 rooms (+380)
4,000 beds (+750)

Room utilization 35.9 % (-2.3)
Unsold rooms 1,100

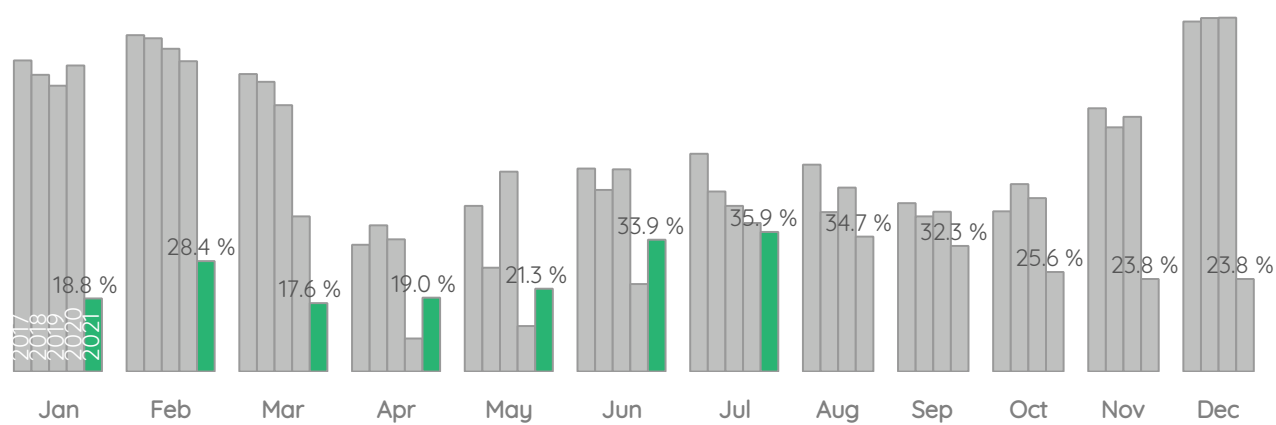
Airbnb and Vrbo

460 accommodation establishments (-140)
400 apartments (-126)
780 rooms (-220)

Apartment utilization 56.6 % (+8.5)
Unsold apartments 175

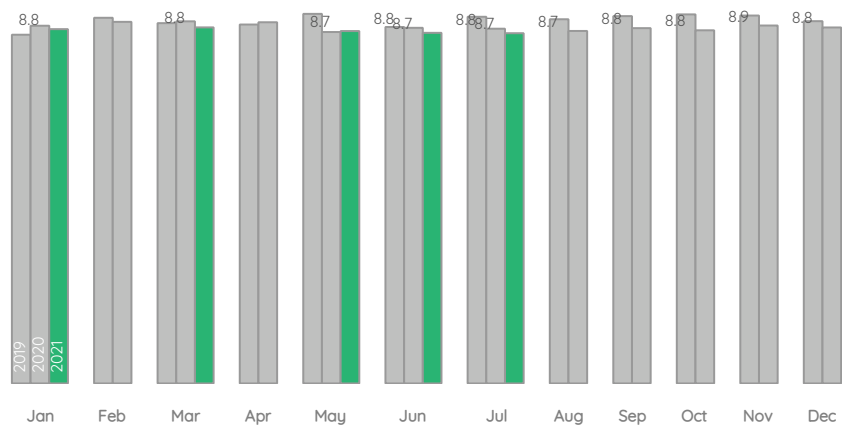


Registered Room Utilization For Establishments



Accommodation Customer Satisfaction

Average customer satisfaction score on Booking.com given by accommodation customers in July was 8.69/10 (-0.11).



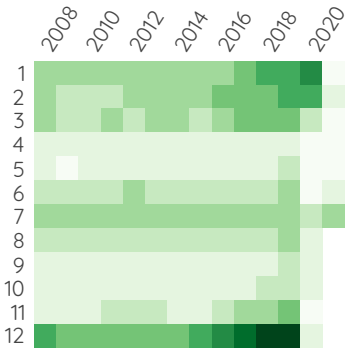
Accommodation Customer Satisfaction By Nationalities

	July 2021 Amount	Change	Jan-July 2021 Amount	Change
Finland	8.7	-1.2 %		
Total	8.7	-1.3 %		

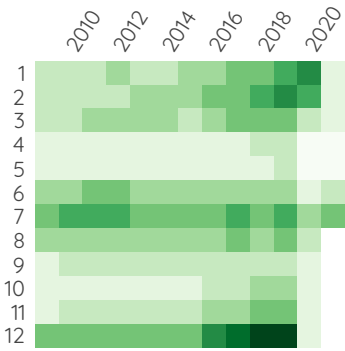
! = change at least 10 %

Key Indicators

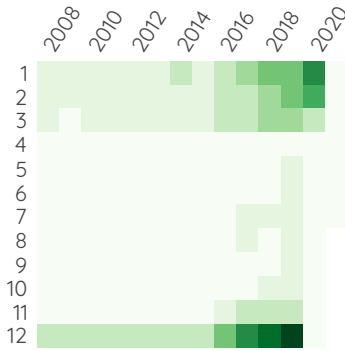
Bed Nights



Arrivals



Sales

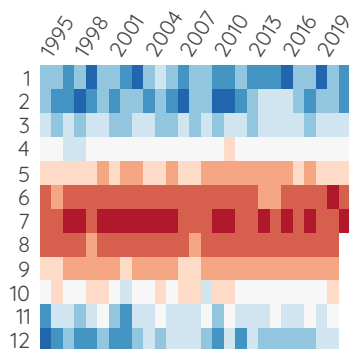


Travel key indicators: the darker the square the larger the value.

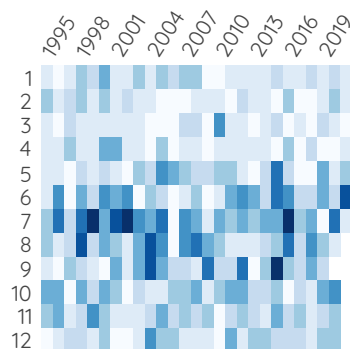
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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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