



Rovaniemi

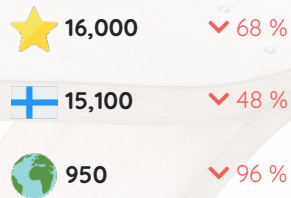
Accommodation and Travel Stats

📅 June 2020

Rovaniemi: Tourism In A Nutshell



Bed Nights

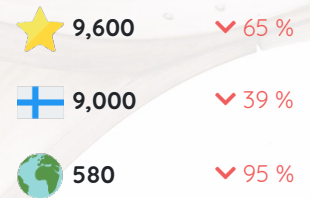


Top 3:

Norway	620	▼ 66 %
Estonia	57	▼ 31 %
Germany	48	▼ 99 %



Visitors

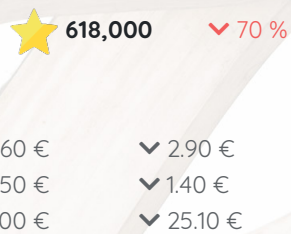


Top 3:

Norway	360	▼ 68 %
Estonia	39	▼ 13 %
Germany	32	▼ 99 %

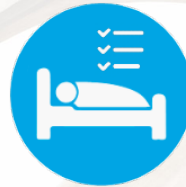


Accommodation Sales

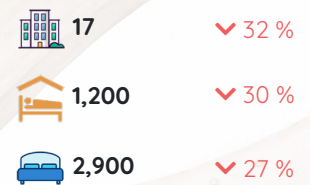


Average prices:

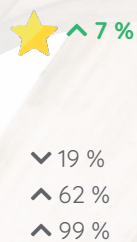
Night	38.60 €	▼ 2.90 €
Room	81.50 €	▼ 1.40 €
RevPAR	18.00 €	▼ 25.10 €



Capacity



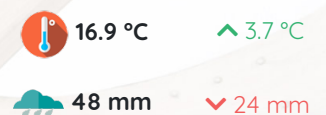
Tax Free (January)



Russia
China
Japan

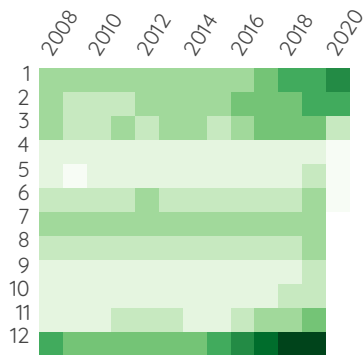


Weather

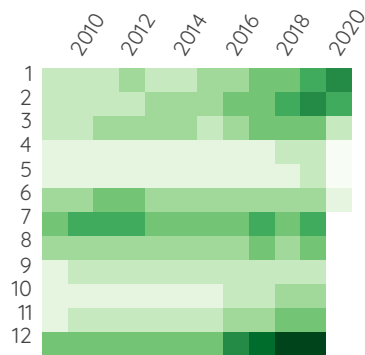


Key Indicators

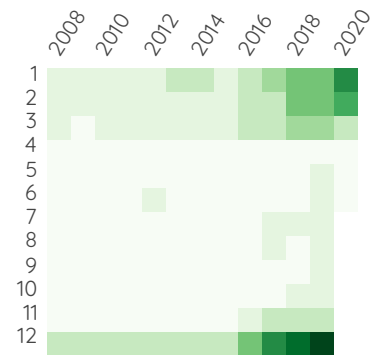
Bed Nights



Arrivals



Sales

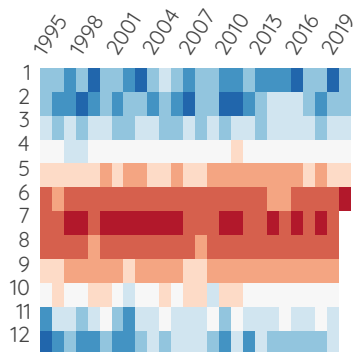


Travel key indicators: the darker the square the larger the value.

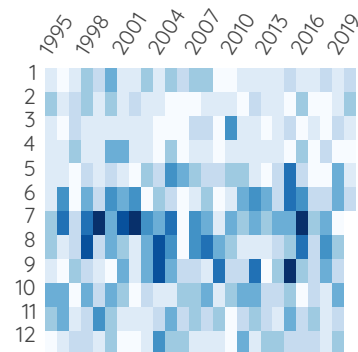
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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



16,000 Registered Bed Nights

In June 2020, 16,000 bed nights were recorded in Rovaniemi (-68.1 %), of which 15,100 nights were spent by domestic visitors and 950 nights by foreigners. Domestic bed nights decreased 48 percent and foreign bed nights decreased 96 percent. In total, bed nights decreased 68 percent from last year's June.

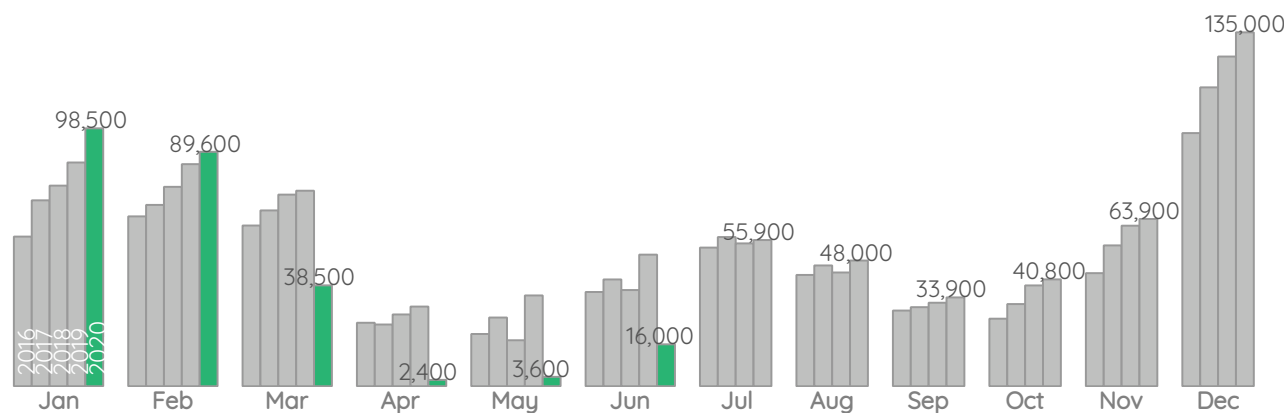
Most foreign bed nights were recorded for travelers from Norway (620 nights).

11,700 nights (-68.5 %) were spend by leisure visitors and 4,300 nights (-67.2 %) by business visitors.

Between January and June, 65,200 bed nights (-39.6 %) were recorded for domestic visitors and 183,000 (-27.3 %) for foreigners in Rovaniemi, in total 249,000 (-31.0 %) 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

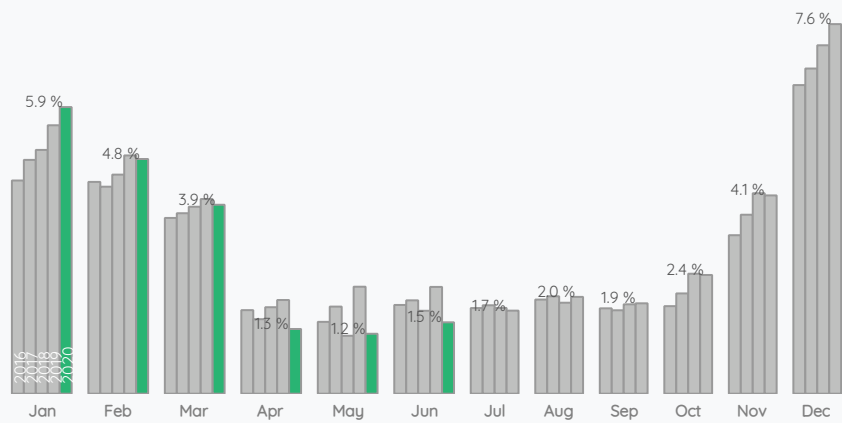
	June 2020 Amount	Change	Share	Jan-June 2020 Amount	Change	Share
Total	16,000	-68.1 % !	100.0 %	249,000	-31.0 % !	100.0 %
Finland	15,100	-47.6 % !	94.1 %	65,200	-39.6 % !	26.2 %
Foreign	950	-95.6 % !	5.9 %	183,000	-27.3 % !	73.8 %
Norway	620	-65.9 % !	3.9 %	1,100	-76.0 %	0.4 %
Estonia	57	-31.3 %	0.4 %	890	10.7 %	0.4 %
Germany	48	-98.7 %	0.3 %	14,100	-25.8 % !	5.7 %
Netherlands	33	-97.0 %	0.2 %	4,100	-2.1 %	1.7 %
Sweden	25	-97.9 %	0.2 %	1,100	-75.5 %	0.4 %
Poland	18	-95.3 %	0.1 %	1,400	-12.5 %	0.6 %
Canada	18	-93.6 %	0.1 %	440	-47.3 %	0.2 %
Russia	12	-98.8 %	0.1 %	12,200	-10.0 % !	4.9 %
Denmark	11	-99.2 %	0.1 %	830	-82.9 %	0.3 %
United States	10	-99.6 %	0.1 %	4,400	-64.1 % !	1.7 %
Switzerland	10	-99.0 %	0.1 %	2,400	-41.2 %	1.0 %
Latvia	10	-75.0 %	0.1 %	400	-62.9 %	0.2 %
Japan	8	-95.4 %	0.0 %	6,700	0.0 %	2.7 %
Luxembourg	8	-60.0 %	0.0 %	1,700	30.1 %	0.7 %
Lithuania	8	-92.1 %	0.0 %	280	-32.2 %	0.1 %
France	6	-99.2 %	0.0 %	24,100	-14.5 % !	9.7 %
Italy	5	-98.9 %	0.0 %	6,400	-10.3 % !	2.6 %

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

Market Share 1.5 Percent

Total of 1.1 million bed nights (-52.3 %) were recorded in the whole country, of which 1.0 million nights (-37.7 %) were spent by domestic visitors and 44,300 nights (-92.7 %) by foreigners.

The market share of Rovaniemi out of total bed nights was 1.5 % (-0.7 percentage points), out of domestic bed nights 1.4 % and foreign bed nights 2.1 %.



9,600 Tourists Arrived To Accommodation

Arrivals to registered accommodation decreased 65 percent compared to earlier year. Of all arrivals, 93.9 percent were domestic, and 6.1 percent were from foreign countries.

During June, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.7 nights (-0.27) and foreigners 1.6 nights (-0.06).

	June 2020			Jan-June 2020		
	Amount	Change	Share	Amount	Change	Share
Total	9,600	-65.2 % !	100.0 %	113,000	-34.7 % !	100.0 %
Finland	9,000	-39.2 % !	93.9 %	36,400	-39.8 % !	32.4 %
Foreign	580	-95.4 % !	6.1 %	76,200	-31.9 % !	67.6 %
Norway	360	-68.1 % !	3.8 %	680	-73.3 %	0.6 %
Estonia	39	-13.3 %	0.4 %	390	8.0 %	0.3 %
Germany	32	-98.8 %	0.3 %	6,200	-46.1 % !	5.5 %
Sweden	17	-97.6 %	0.2 %	530	-76.1 %	0.5 %
Poland	14	-95.5 %	0.1 %	540	-35.1 %	0.5 %
Netherlands	13	-98.2 %	0.1 %	1,300	-34.3 % !	1.2 %
Russia	11	-98.2 %	0.1 %	4,000	-21.8 % !	3.6 %
Switzerland	10	-98.7 %	0.1 %	1,000	-51.8 %	0.9 %
Latvia	10	-58.3 %	0.1 %	146	-49.3 %	0.1 %
Canada	9	-94.9 %	0.1 %	220	-46.4 %	0.2 %
Luxembourg	8	0.0 %	0.1 %	570	9.0 %	0.5 %
France	6	-98.9 %	0.1 %	6,400	-25.9 % !	5.7 %
Denmark	5	-99.2 %	0.1 %	380	-76.0 %	0.3 %
United Kingdom	4	-98.7 %	0.0 %	3,400	-26.9 % !	3.0 %
Italy	4	-98.8 %	0.0 %	2,500	-13.7 % !	2.2 %
United States	4	-99.1 %	0.0 %	1,900	-38.1 % !	1.7 %
Spain	4	-98.9 %	0.0 %	1,800	-37.8 % !	1.6 %

! = 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.

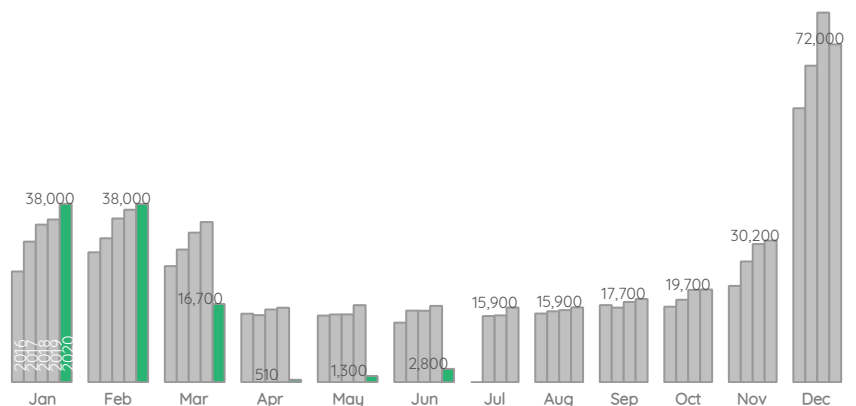
2,800 Air Travelers

The airport received a total of 2,800 passengers, which means air passenger arrivals decreased 83 percent.

Of local passengers, 0.0 % arrived from abroad, thus the share of domestic passengers was 100.0 %.

In addition, there were 2,700 passengers departing the airport (-83.2 %), therefore the total number of trips via the airport was 5,500 (-82.9 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	June 2020 Amount	Change	Jan-June 2020 Amount	Change
Total	2,800	-82.6 % !	97,300	-36.8 % !
Finland	2,800	-82.2 % !	74,600	-43.0 % !
Foreign	0	-100.0 % !	22,700	-1.6 %

! = change at least 10 %

Departing Passengers To

	June 2020 Amount	Change	Jan-June 2020 Amount	Change
Total	2,700	-83.2 % !	109,000	-35.0 % !
Finland	2,700	-82.9 % !	83,500	-40.9 % !
Foreign	0	-100.0 % !	25,800	-4.2 %

! = change at least 10 %

Accommodation Sales 1.1 Million Euro

Total accommodation sales in June were 1.1 million euro (-1.5 million).

Total January-June sales were 30.0 million euro and they decreased 2.3 million euro from the previous year.

Average Prices

	June 2020 Amount	Change	Jan- June 2020 Amount	Change
Adr (Non-Registered)	133	32.1 % !	147	14.3 % !
Adr (Registered)	82	-1.7 %	181	28.8 % !
Revpar (Non-Registered)	57	14.3 % !	78	19.3 % !
Bed Night (Registered)	39	-7.0 %	94	22.7 % !
Revpar (Registered)	18	-58.2 % !	91	5.3 %

! = change at least 10 %

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

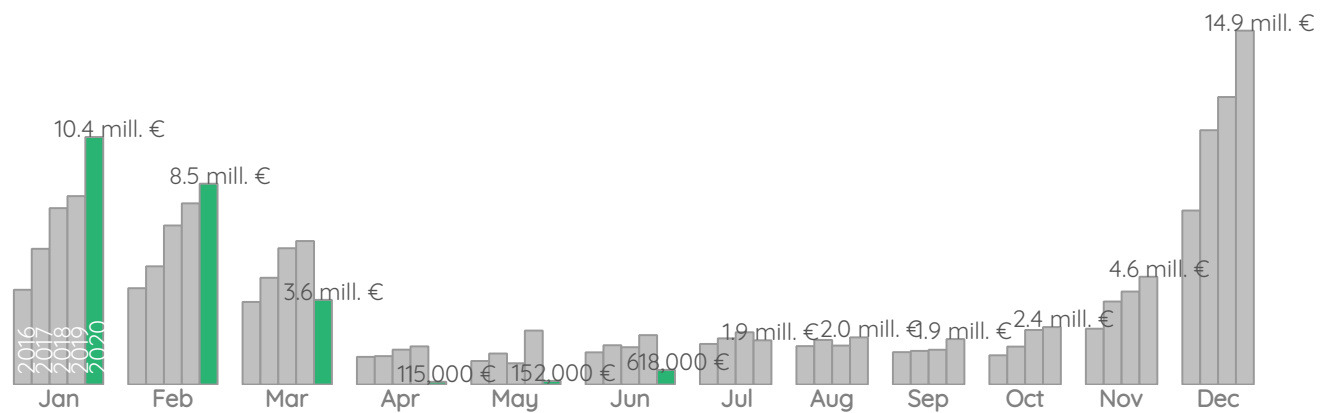
Tax Free Sales +6.7 % (January)

Tax free sales increased seven percent from the previous year.

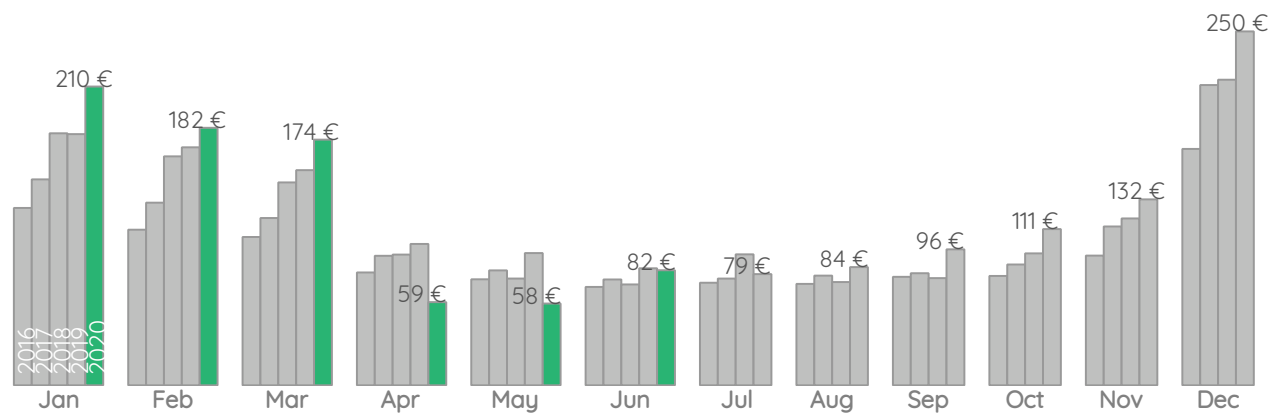
(Russians -18.6 %, Chinese +62.5 %, Japanese +98.5 %)



Registered Accommodation Sales



Average Registered Room Price (Adr)



Capacity & Utilization

Registered Accommodation

17 accommodation
establishments (-8)
1,200 rooms (-510)
2,900 beds (-1,100)

Room utilization 22.1 % (-30)
(for establishments in use)

Unsold rooms 900

Bed utilization 15.9 % (-23)

Airbnb and HomeAway

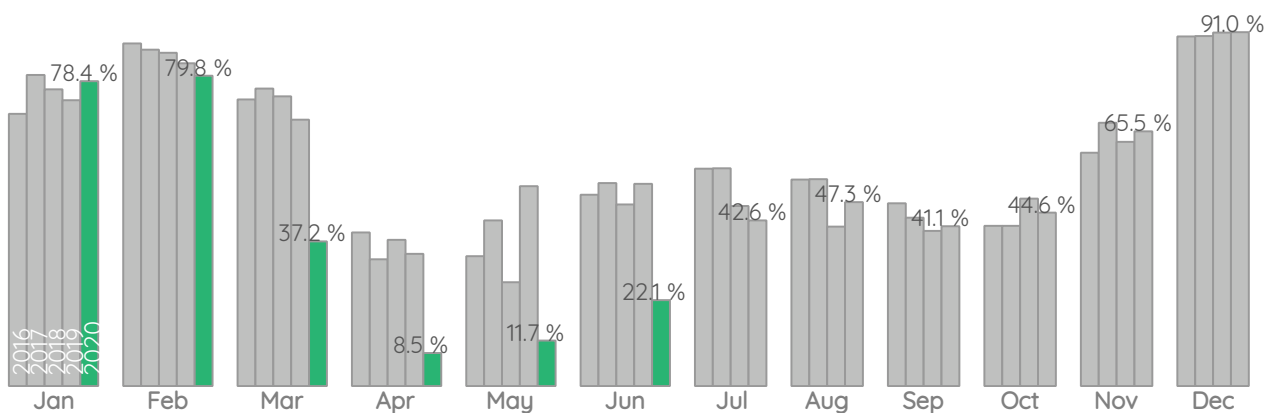
670 accommodation
establishments (-31)
590 apartments (-2)
1,100 rooms (+0)

Apartment utilization 42.9 %
(-6.7)

(for apartments in use)

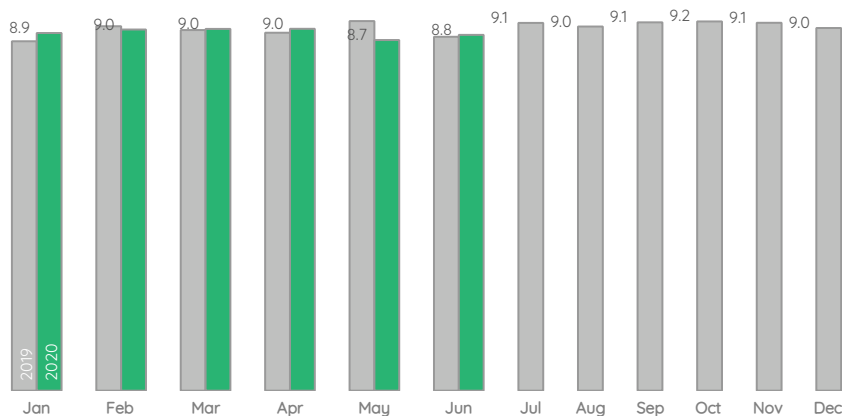
Unsold apartments 340

Registered Room Utilization



Hotel Customer Satisfaction

Average customer satisfaction score on Booking.com given by hotel customers in June was 8.82/10 (+0.05).



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

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

