



Rovaniemi

Accommodation and Travel Stats

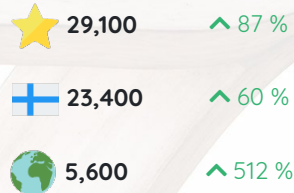
📅 June 2021

Rovaniemi: Tourism In A Nutshell

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



Bed Nights

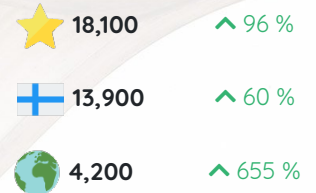


Top 3:

Germany	3,900	▲ 8,071 %
United States	940	▲ 9,300 %
Norway	181	▼ 70 %



Visitors

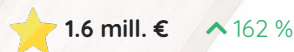


Top 3:

Germany	3,700	▲ 11,503 %
United States	100	▲ 2,400 %
Norway	98	▼ 72 %



Accommodation Sales

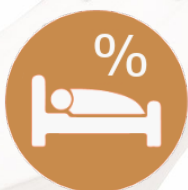
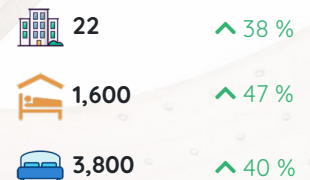


Average prices:

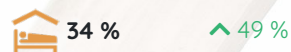
Night	54.20 €	▲ 15.60 €
Room	97.50 €	▲ 15.50 €
RevPAR	32.60 €	▲ 14.20 €



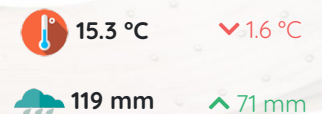
Capacity



Utilization



Weather



Registered Bed Nights Increased 87 Percent

In June 2021, 29,100 registered bed nights were recorded in Rovaniemi (+86.6 %), of which 23,400 nights were spent by domestic visitors and 5,600 nights by foreigners. Registered domestic bed nights increased 60 percent and registered foreign bed nights increased 510 percent. In total, registered bed nights increased 87 percent from last year's June.

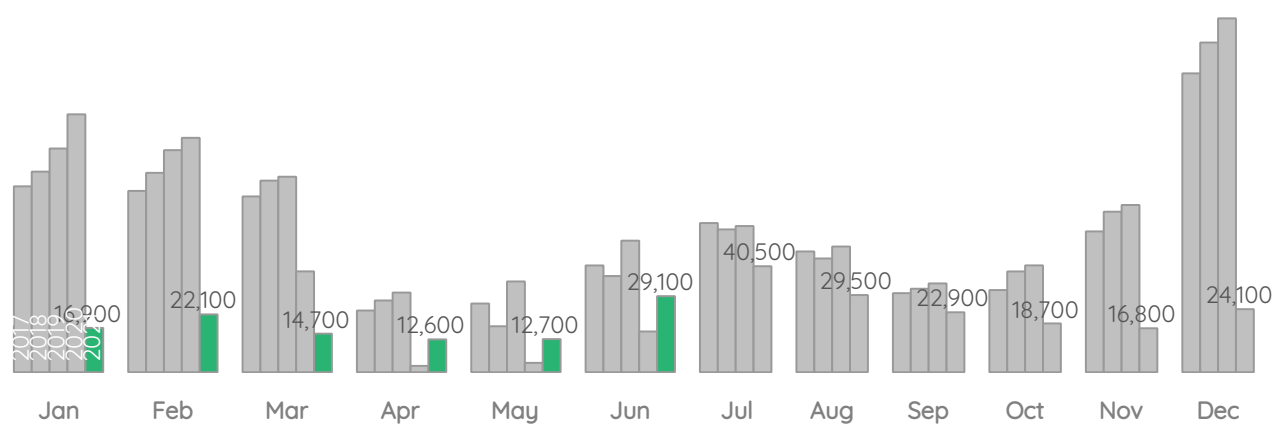
Most foreign registered bed nights were recorded for travelers from Germany (3,900 nights).

17,700 nights (+55.2 %) were spend by leisure visitors and 11,400 nights (+172.0 %) by business visitors.

Between January and June, 93,300 registered bed nights (+43.9 %) were recorded for domestic visitors and 14,800 (-91.9 %) for foreigners in Rovaniemi, in total 108,000 (-56.5 %) 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

	June 2021 Amount	Change	Share	Jan-June 2021 Amount	Change	Share
Total	29,100	86.6 % !	100.0 %	108,000	-56.5 % !	100.0 %
Finland	23,400	60.0 % !	80.7 %	93,300	43.9 % !	86.3 %
Foreign	5,600	511.9 % !	19.3 %	14,800	-91.9 % !	13.7 %
Germany	3,900	8,070.8 % !	13.5 %	7,400	-47.3 % !	6.9 %
United States	940	9,300.0 % !	3.2 %	1,000	-76.7 %	0.9 %
Norway	181	-70.1 %	0.6 %	410	-62.4 %	0.4 %
Sweden	98	292.0 %	0.3 %	600	-43.7 %	0.6 %
Poland	70	288.9 %	0.2 %	380	-73.5 %	0.4 %
Estonia	61	7.0 %	0.2 %	470	-47.5 %	0.4 %
France	42	600.0 %	0.1 %	910	-96.2 %	0.8 %
Russia	30	172.7 %	0.1 %	280	-97.7 %	0.3 %
Austria	30		0.1 %	56	-92.5 %	0.1 %
Italy	29	480.0 %	0.1 %	630	-90.1 %	0.6 %
Netherlands	25	-24.2 %	0.1 %	98	-97.6 %	0.1 %
Lithuania	21	162.5 %	0.1 %	35	-87.4 %	0.0 %
Denmark	19	137.5 %	0.1 %	44	-94.7 %	0.0 %
Switzerland	18	200.0 %	0.1 %	50	-97.9 %	0.0 %
United Kingdom	13	225.0 %	0.0 %	390	-96.3 %	0.4 %
China	12	300.0 %	0.0 %	78	-99.7 %	0.1 %
India	9		0.0 %	116	-97.5 %	0.1 %

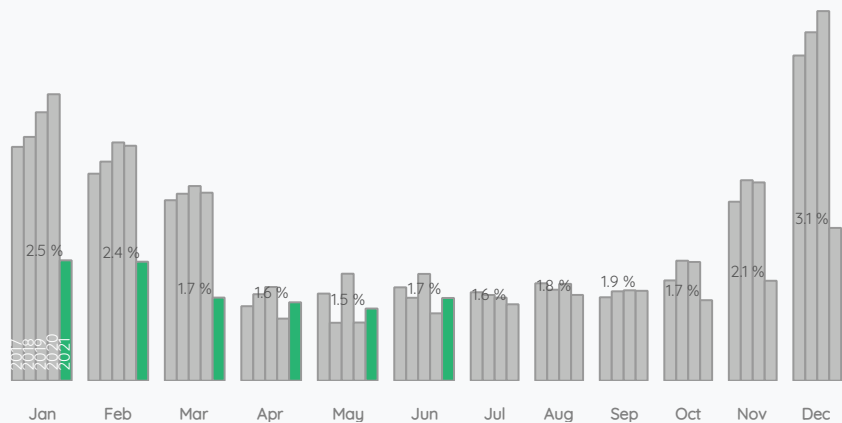
! = change at least 10 % and share at least 1 %



Market Share 1.7 Percent

Total of 1.7 million registered bed nights (+51.9 %) were recorded in the whole country, of which 1.6 million nights (+52.0 %) were spent by domestic visitors and 76,300 nights (+49.8 %) by foreigners.

The market share of Rovaniemi out of total registered bed nights was 1.7 % (+0.3 percentage points), out of domestic bed nights 1.4 % and foreign bed nights 7.4 %.



18,100 Tourists Arrived To Registered Accommodation

Arrivals to registered accommodation increased 96 percent compared to earlier year. Of all registered arrivals, 76.6 percent were domestic, and 23.4 percent were from foreign countries.

During June, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.7 nights (0.0) and foreigners 1.3 nights (-0.31).

	June 2021 Amount	Change	Share	Jan-June 2021 Amount	Change	Share
Total	18,100	96.2 % !	100.0 %	59,600	-47.0 % !	100.0 %
Finland	13,900	60.0 % !	76.6 %	51,100	-41.4 % !	85.7 %
Foreign	4,200	654.6 % !	23.4 %	8,500	-88.8 % !	14.3 %
Germany	3,700	11,503.1 % !	20.5 %	5,800	-6.7 %	9.7 %
United States	100	2,400.0 %	0.6 %	134	-93.1 %	0.2 %
Norway	98	-72.5 %	0.5 %	193	-71.0 %	0.3 %
Sweden	79	364.7 %	0.4 %	330	-37.5 %	0.6 %
Estonia	38	-2.6 %	0.2 %	196	-49.7 %	0.3 %
France	24	300.0 %	0.1 %	320	-95.0 %	0.5 %
Austria	21		0.1 %	37	-87.3 %	0.1 %
Russia	20	100.0 %	0.1 %	110	-97.3 %	0.2 %
Netherlands	19	46.2 %	0.1 %	48	-96.3 %	0.1 %
Switzerland	15	150.0 %	0.1 %	44	-95.7 %	0.1 %
Italy	14	250.0 %	0.1 %	186	-92.6 %	0.3 %
United Kingdom	13	225.0 %	0.1 %	188	-94.5 %	0.3 %
Denmark	8	100.0 %	0.0 %	19	-94.9 %	0.0 %
Lithuania	8	100.0 %	0.0 %	14	-84.4 %	0.0 %
Portugal	7		0.0 %	46	-84.0 %	0.1 %
China	7	133.3 %	0.0 %	39	-99.7 %	0.1 %
Spain	4	0.0 %	0.0 %	97	-94.7 %	0.2 %

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



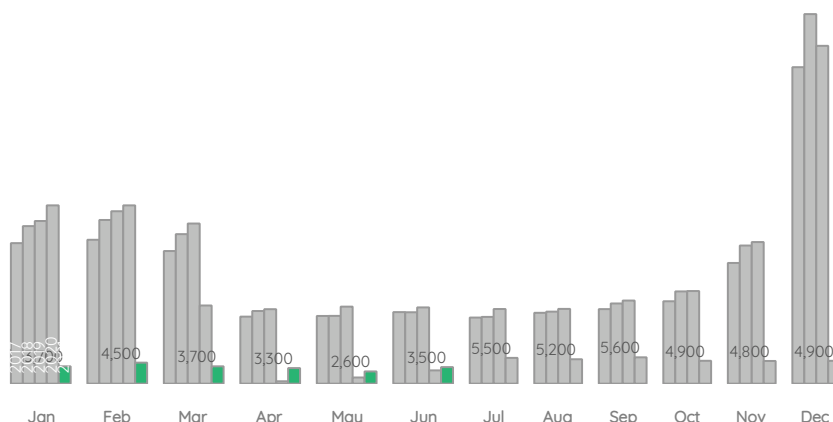
3,500 Air Travelers

The airport received a total of 3,500 passengers, which means air passenger arrivals increased 25 percent.

Of local passengers, 0.3 % arrived from abroad, thus the share of domestic passengers was 99.7 %.

In addition, there were 3,400 passengers departing the airport (+25.9 %), therefore the total number of trips via the airport was 6,900 (+25.2 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	June 2021		Jan-June 2021	
	Amount	Change	Amount	Change
Total	3,500	24.7 % !	21,300	-78.1 % !
Finland	3,500	24.3 % !	21,000	-71.9 % !
Foreign	9		380	-98.3 % !

! = change at least 10 %

Departing Passengers To

	June 2021		Jan-June 2021	
	Amount	Change	Amount	Change
Total	3,400	25.9 % !	22,300	-79.6 % !
Finland	3,400	25.9 % !	22,100	-73.5 % !
Foreign	0		179	-99.3 % !

! = change at least 10 %



Accommodation Sales 1.9 Million Euro

Total accommodation sales in June were 1.9 million euro (+810,000). The share of Airbnb and Vrbo was 17.0 percent. Therefore, registered accommodation sales were 1.6 million euro (+975,000) and non-registered sales 323,000 euro (-165,000).

Total January-June sales were 8.8 million euro and they decreased 20.9 million euro from the previous year.

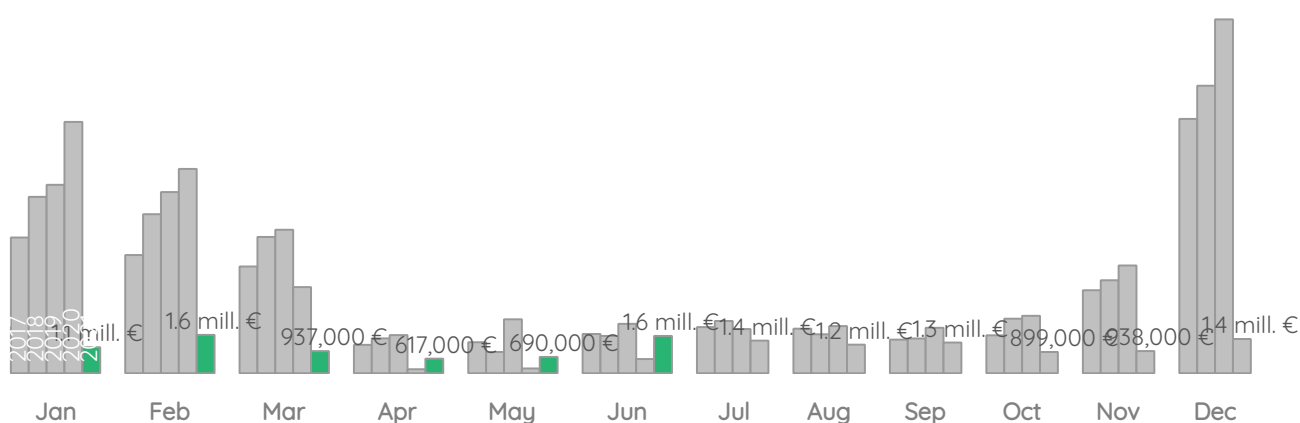
Average Prices

	June 2021	Change	Jan-June 2021	Change
Amount			Amount	
Adr (Non-Registered)	127 €	-3.8 %	136 €	-7.1 %
Adr (Registered)	97 €	18.9 % !	110 €	-41.0 % !
Bed Night (Registered)	54 €	40.6 % !	61 €	-37.0 % !
Revpar (Non-Registered)	52 €	-8.7 %	55 €	-29.3 % !
Revpar (Registered)	33 €	77.1 % !	26 €	-73.0 % !

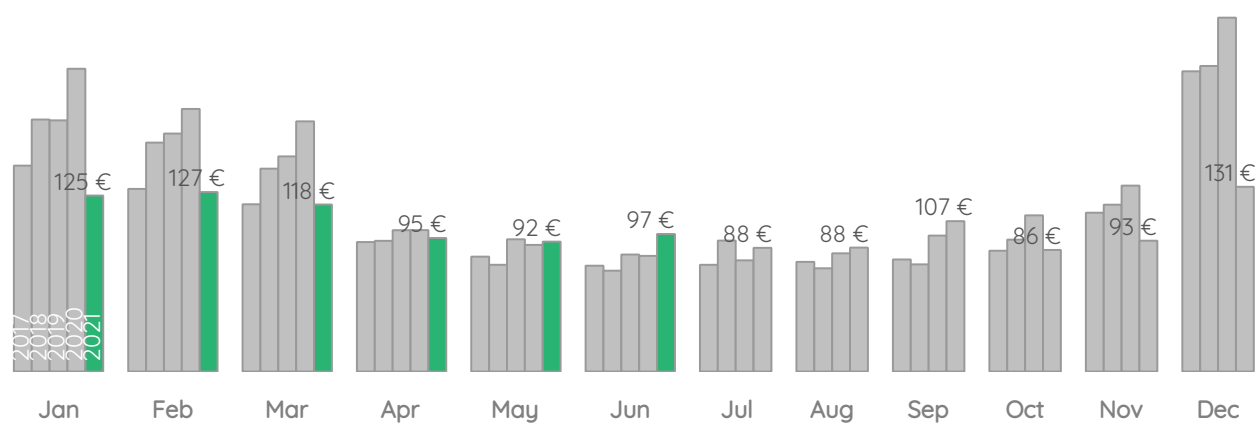
! = change at least 10 %

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 (+6)
1,600 rooms (+520)
3,800 beds (+1,100)

Room utilization 33.5 % (+11)
Unsold rooms 1,100

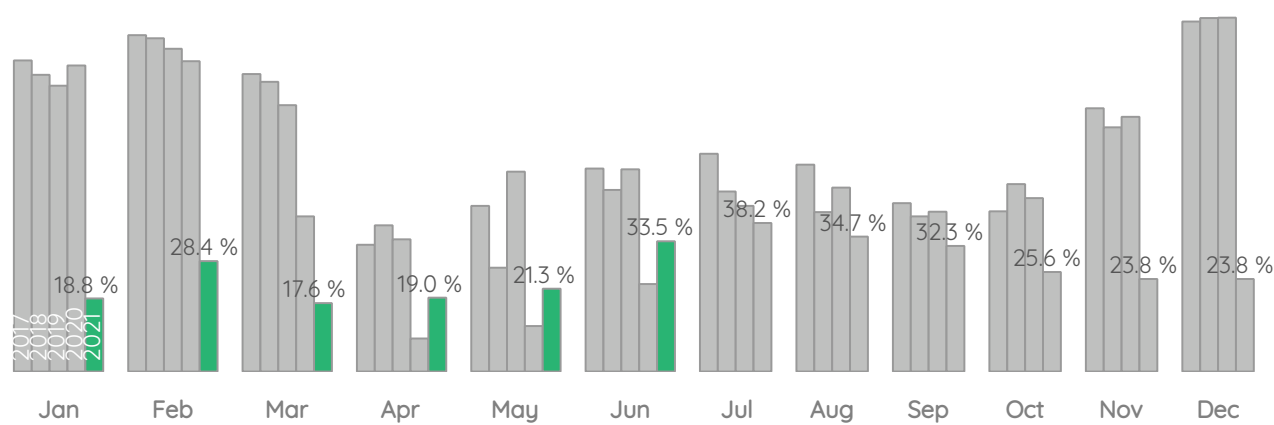
Airbnb and Vrbo

500 accommodation establishments (-164)
440 apartments (-148)
830 rooms (-300)

Apartment utilization 40.7 % (-2.2)
Unsold apartments 260

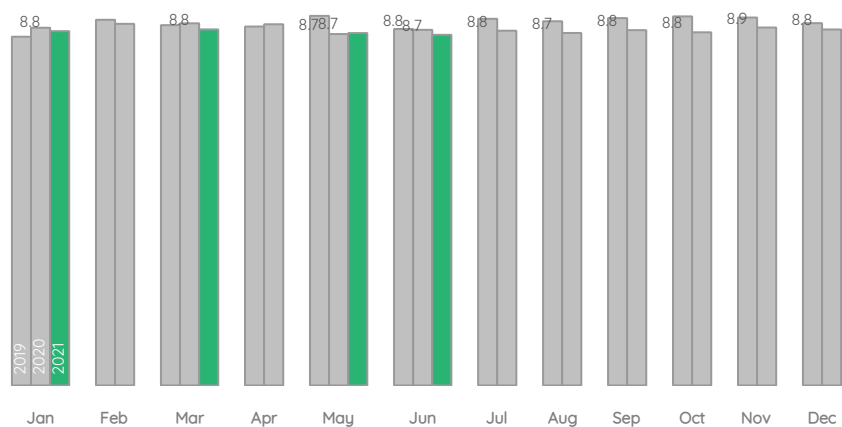


Registered Room Utilization For Establishments



Accommodation Customer Satisfaction

Average customer satisfaction score on Booking.com given by accommodation customers in June was 8.7/10 (-0.12).



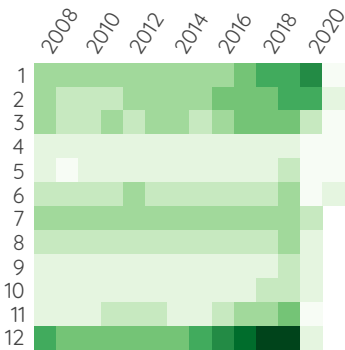
Accommodation Customer Satisfaction By Nationalities

	June 2021 Amount	Change	Jan-June 2021 Amount	Change
Foreign	8.7	-5.4 %		
Total	8.7	-1.4 %		
Finland	8.7	-1.1 %		

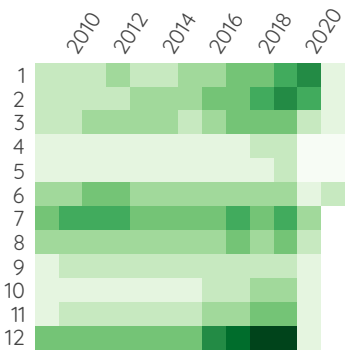
! = change at least 10 %

Key Indicators

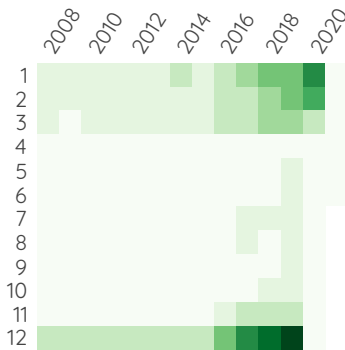
Bed Nights



Arrivals



Sales

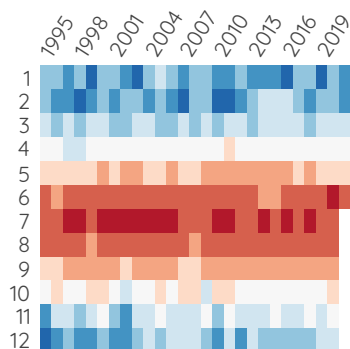


Travel key indicators: the darker the square the larger the value.

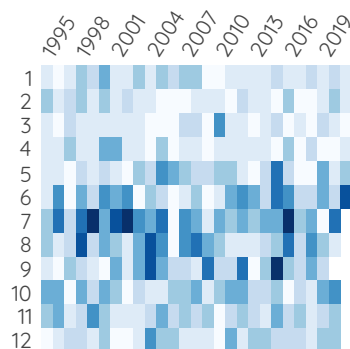
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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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