



ROVANIEMI TRAVEL KEY FIGURES

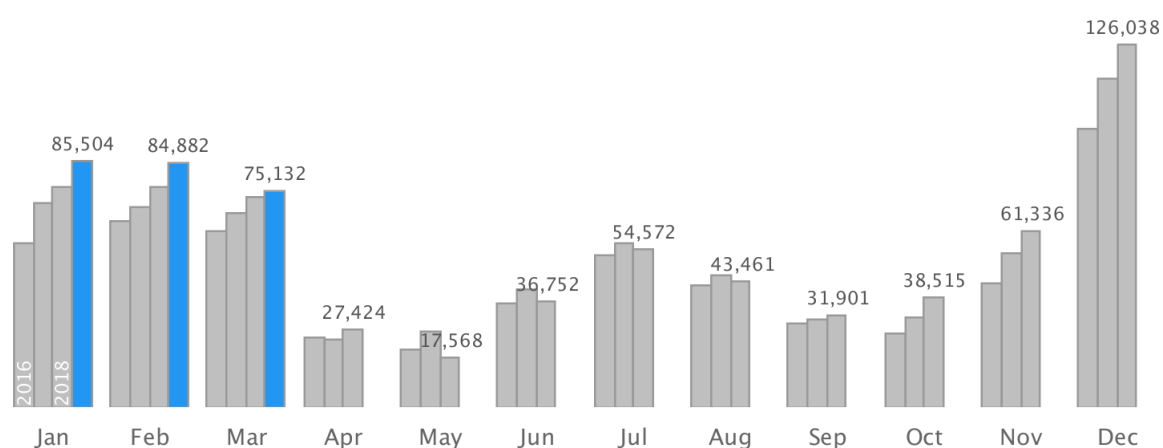
March 2019

Registered overnight stays increased three percent in Rovaniemi

In March 2019, 75,100 overnight stays were registered in Rovaniemi, of which Finns accounted for 17,100 (+7 %) and foreign residents 58,000 (+1 %). In total, overnight stays increased three percent compared to march last year. The highest number of foreign visitors in Rovaniemi was for the Israelites: 15,600 overnight stays.

Between Jan-march this year, the number of registered overnight stays for domestic visitors in Rovaniemi was 45,100 (+12 %) and 200,000 (+8 %) for those by foreign visitors, in total 246,000 (+9 %) overnight stays so far.

Bednights in Rovaniemi



Overnight stays by country of residence

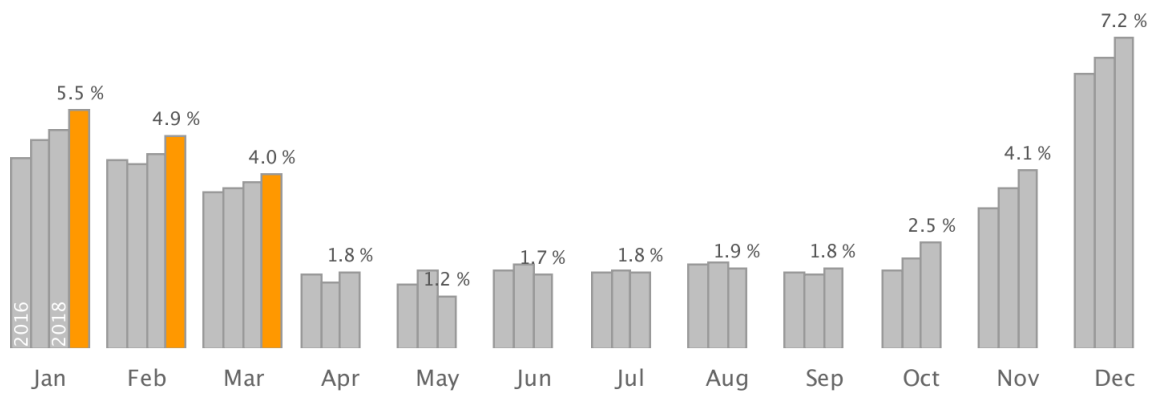
	MARCH Amount	Change	Share	JAN-MARCH Amount	Change	Share
All	75,100	2.6 %	100.0 %	246,000	8.6 %	100.0 %
Foreign	58,000	1.3 %	77.2 %	200,000	7.8 %	81.6 %
Finland	17,100	7.3 %	22.8 %	45,100	12.2 %	18.4 %
Israel	15,600	-3.4 %	20.7 %	27,500	0.8 %	11.2 %
France	6,400	3.7 %	8.5 %	25,800	20.5 %	10.5 %
Germany	4,200	31.1 %	5.6 %	14,400	23.8 %	5.8 %
China	4,000	-32.2 %	5.3 %	30,300	5.7 %	12.3 %
Spain	2,400	-46.3 %	3.2 %	7,900	-17.9 %	3.2 %
Japan	1,900	14.0 %	2.6 %	6,100	-1.8 %	2.5 %
Britain	1,900	19.1 %	2.5 %	9,600	18.8 %	3.9 %
Singapore	1,500	-30.6 %	1.9 %	4,200	-11.3 %	1.7 %
Belgium	1,400	152.9 %	1.8 %	3,000	13.7 %	1.2 %
Italy	1,200	5.4 %	1.7 %	6,200	21.7 %	2.5 %
United States	1,200	21.3 %	1.7 %	3,700	35.3 %	1.5 %
India	1,200	9.0 %	1.6 %	3,400	16.5 %	1.4 %
Sweden	1,100	251.6 %	1.5 %	1,800	75.2 %	0.7 %
Taiwan	970	9.2 %	1.3 %	3,100	-4.3 %	1.3 %
Switzerland	870	62.1 %	1.2 %	2,700	18.2 %	1.1 %
Australia	860	31.3 %	1.1 %	4,000	20.6 %	1.6 %
Netherlands	740	49.1 %	1.0 %	2,600	5.4 %	1.1 %
Russia	640	31.8 %	0.9 %	11,000	7.3 %	4.5 %
Norway	570	91.9 %	0.8 %	1,100	31.9 %	0.5 %
Turkey	400	-30.9 %	0.5 %	3,500	-29.4 %	1.4 %
Poland	210	-43.8 %	0.3 %	1,200	-11.6 %	0.5 %
Ireland	67	21.8 %	0.1 %	300	-10.9 %	0.1 %

(China also includes visitors from Hong Kong)

Market share 4.0 per cent

In Finland, the number of registered overnight stays was 1.88 million (-1 %), of which Finnish residents accounted for 1.30 million (-2 %). 570,000 (-0.5 %) were registered for those living abroad. Rovaniemi´s market share of all overnight stays in Finland was 4.0 % (+0.2 percentage points), of overnight stays by Finnish residents 1.3 % and those by foreigners 10.2 %. When it comes to market share in Lapland, Rovaniemi´s market share of all overnight stays in Lapland was 18.1 % (+0.4 percentage points), of overnight stays by Finnish residents 8.9 % and those by foreigners 26.1 %.

Market share of bednights



In comparison with overnight stays in March, Rovaniemi was number seven among Finnish tourism areas.

Overnight stays in selected tourism areas

	MARCH Amount	Change	Share	JAN-MARCH Amount	Change	Share
Finland	1,880,000	-1.4 %	100.0 %	5,160,000	0.8 %	100.0 %
Helsinki	308,000	6.8 %	16.4 %	887,000	4.0 %	17.2 %
Vantaa	92,900	4.3 %	5.0 %	270,000	6.7 %	5.2 %
Sotkamo	91,000	-0.8 %	4.9 %	233,000	2.7 %	4.5 %
Tampere	90,100	-3.3 %	4.8 %	239,000	0.4 %	4.6 %
Kittilä	82,000	0.8 %	4.4 %	224,000	0.7 %	4.3 %
Kuusamo	80,000	-10.4 %	4.3 %	209,000	-5.9 %	4.0 %
Rovaniemi	75,100	2.6 %	4.0 %	246,000	8.6 %	4.8 %
Kolari	69,500	-5.7 %	3.7 %	169,000	-4.3 %	3.3 %
Turku	59,900	6.6 %	3.2 %	152,000	3.3 %	3.0 %
Oulu	58,000	4.1 %	3.1 %	152,000	3.5 %	3.0 %

Of overnight stays in March, 59,500 (+136 %) were for leisure time travellers and 15,600 (+117 %) for business travellers.

In March, Finnish residents stayed in registered accommodation facilities in Rovaniemi 1.7 overnight stays (+0.0 overnight stays) and foreigners 2.4 overnight stays on average (-0.1 overnight stays).

Accommodation facilities received 34,400 travellers

Arrivals in Rovaniemi registered accommodation facilities increased six percent compared to the same month last year. Of the travellers who stayed overnight, 29.2 % were Finnish residents and 70.8 % foreigners.

Arrivals in Rovaniemi accommodation facilities

	MARCH Amount	Change	JAN-MARCH Amount	Change
All	34,400	6.2 %	114,000	12.2 %
Foreign	24,300	6.0 %	88,300	13.7 %
Finland	10,000	6.5 %	25,900	7.5 %

Accommodation turnover 6.04 million euro

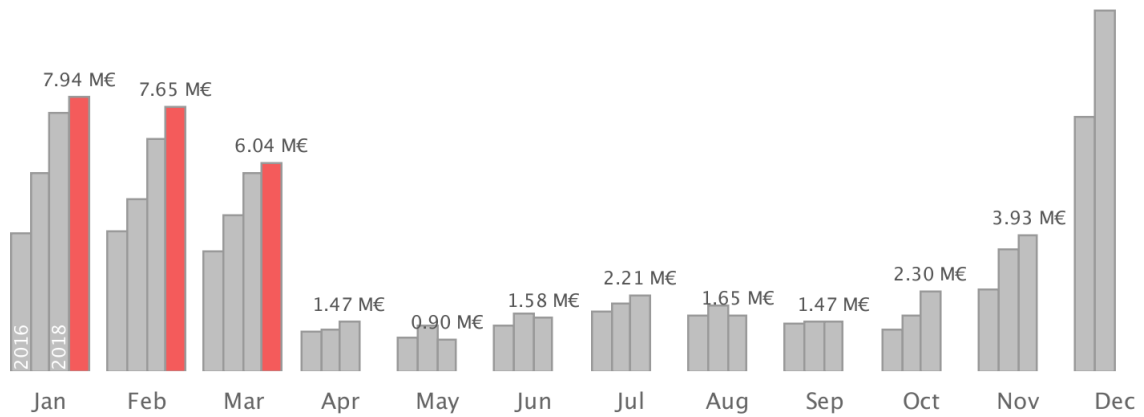
In total, the turnover (with VAT) in registered accommodation facilities March was 6.04 million euro, when a year earlier it was 5.76 million euro. The average price per room was 152 euro (+8 euro) and occupancy rate 67.7 % (-7 percentage point).

Tax free -sales decreased 46 percent (Russia -66 %, China -51 %).

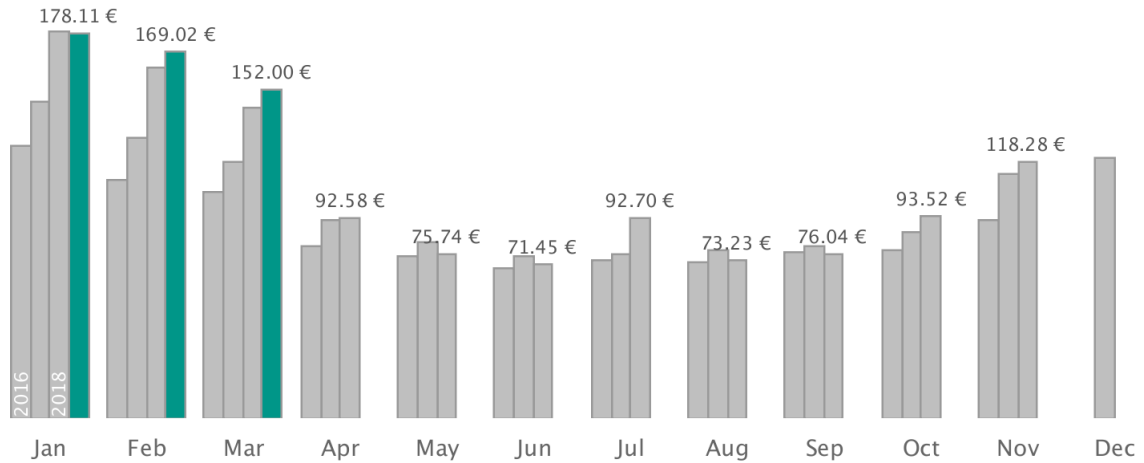
Accommodation sales in total, room price AVG, occupation rate and RevPAR

	Sales €	Average room price €	Occupation rate %	RevPAR €
01-03 2015	8,550,000	103.16	69.47	71.56
01-03 2016	11,600,000	113.64	77.27	87.54
01-03 2017	15,200,000	131.19	80.99	106.34
01-03 2018	19,900,000	161.58	78.83	127.47
01-03 2019	21,600,000	166.36	74.17	123.76

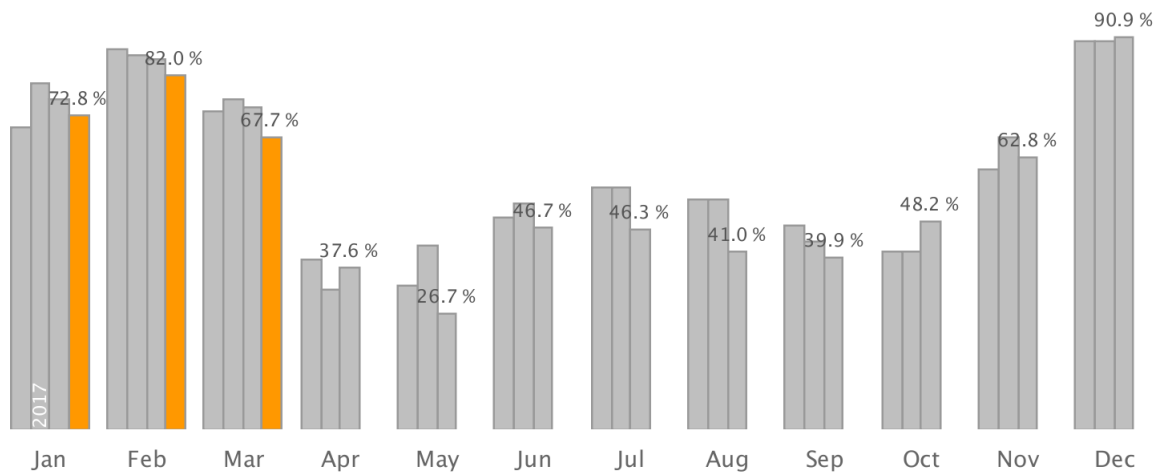
Accomodation turnover (million EUR)



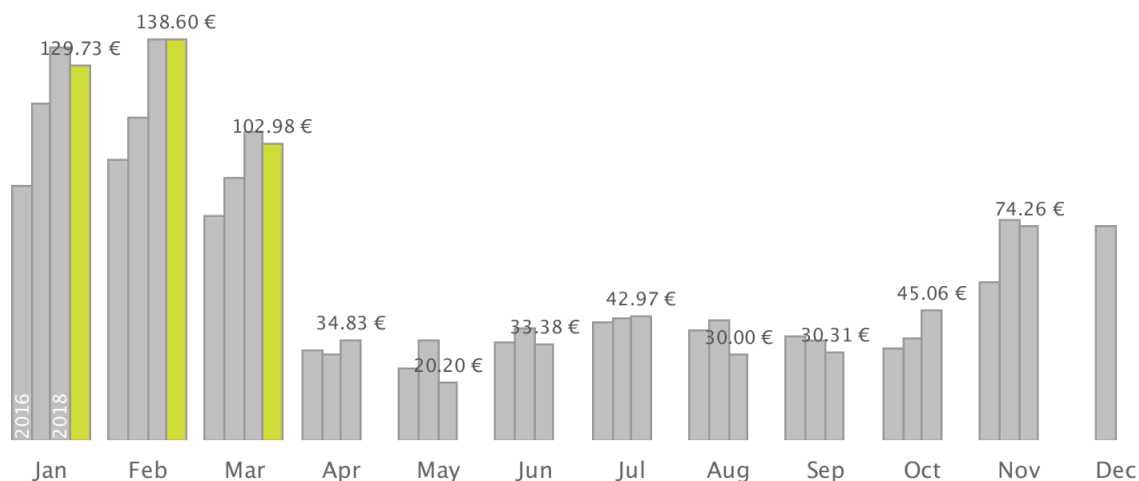
Average room price EUR



Occupancy rate



RevPAR EUR



RevPAR (revenue per available room).

Formula: $RevPAR = \text{average room price} * \text{room occupancy rate}$.

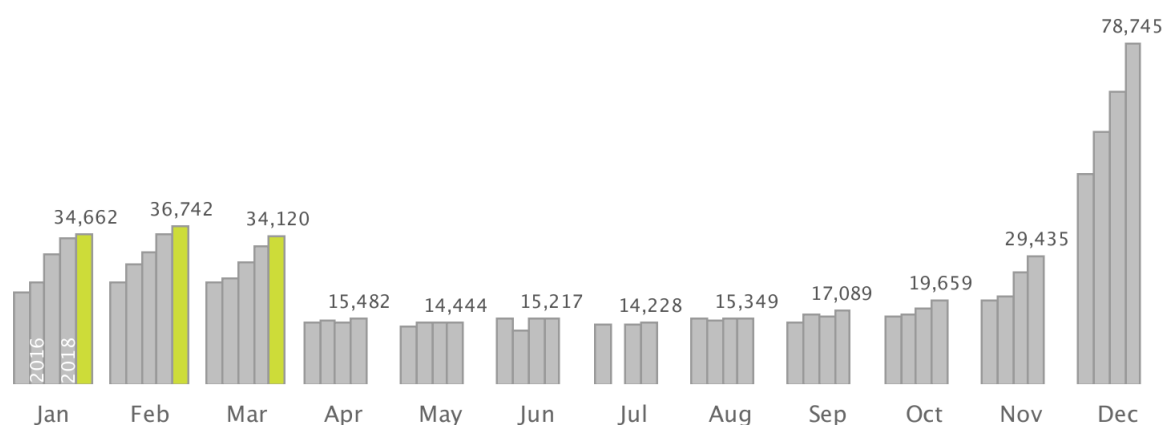
Airbnb in Rovaniemi

In March, the Airbnb-sales of entire places was 812,000 euro, with the change of +22 per cent compared to a year earlier. In March there were 590 entire places available, the change was +19 per cent. The occupancy rate of entire places was 54.8. There were 106 private rooms available, the change: +23 per cent. The amount of shared Airbnb-rooms was 18 (-33 %).

34,100 flight passengers arrivals

Rovaniemi Airport received 34,100 passengers, of which 20.8 % came with direct flights from abroad and 79.2 % with domestic flights. Foreign travelers also arrive with domestic flights via Helsinki Airport. In total, the arrivals increased seven percent.

Passenger arrivals at Rovaniemi Airport



Passenger arrivals at Rovaniemi Airport

	MARCH Amount	Change	JAN-MARCH Amount	Change
All	34,100	7.1 %	106,000	5.2 %
Domestic	27,000	4.3 %	83,300	4.8 %
International	7,100	19.1 %	22,200	6.9 %

Sources: Statistics Finland, Global Blue, Finavia, AirDNA

Compiled by: Tutkimus- ja Analysointikeskus TAK Oy (Research and Analysis Centre TAK)

Visit Rovaniemi

Lordinaukio, Maakuntakatu 29-31, 96200 Rovaniemi

(016) 346 270, [info \(at\) visitrovaniemi.fi](mailto:info@visitrovaniemi.fi), visitrovaniemi.fi