



Rovaniemi

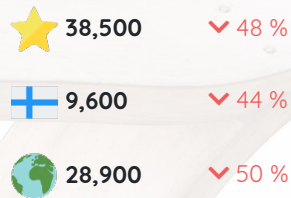
Accommodation and Travel Stats

📅 March 2020

Rovaniemi: Tourism In A Nutshell



Bed Nights

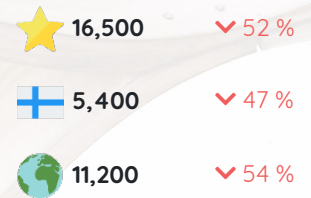


Top 3:

Israel	7,200	▼ 54 %
France	4,400	▼ 31 %
Germany	2,700	▼ 34 %



Visitors

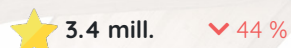


Top 3:

Israel	1,900	▼ 61 %
France	1,100	▼ 47 %
Germany	980	▼ 46 %



Accommodation Sales

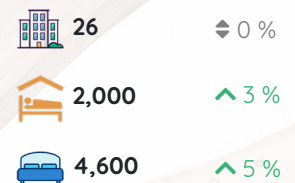


Average prices:

Night	87.40 €	▲ 6.20 €
Room	162.30 €	▲ 9.90 €
RevPAR	59.60 €	▼ 44.80 €



Capacity



Tax Free (January)



Russia	▼ 19 %
China	▲ 62 %
Japan	▲ 99 %

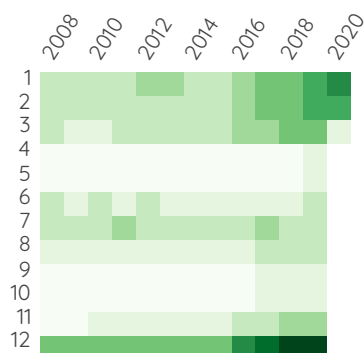


Weather

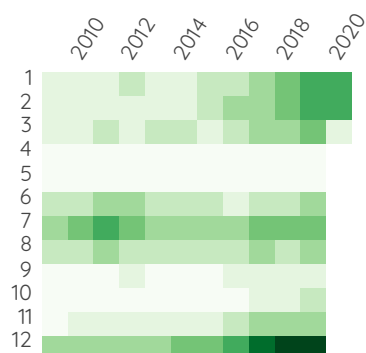


Key Indicators

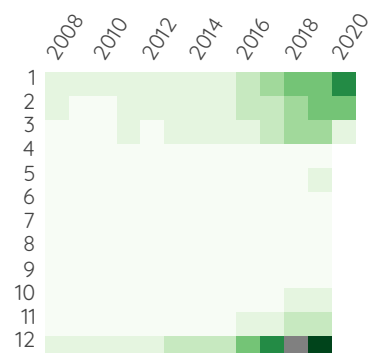
Bed Nights



Arrivals



Sales

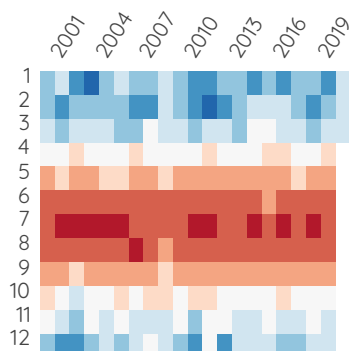


Travel key indicators: the darker the square the larger the value.

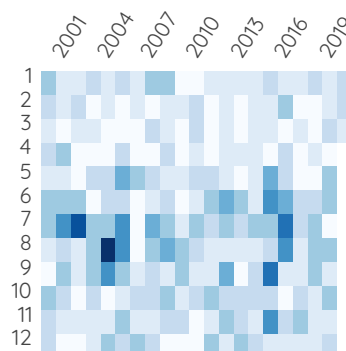
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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



38,500 Registered Bed Nights

In March 2020, 38,500 bed nights were recorded in Rovaniemi (-48.4 %), of which 9,600 nights were spent by domestic visitors and 28,900 nights by foreigners. Domestic bed nights decreased 44 percent and foreign bed nights decreased 50 percent. In total, bed nights decreased 48 percent from last year's March.

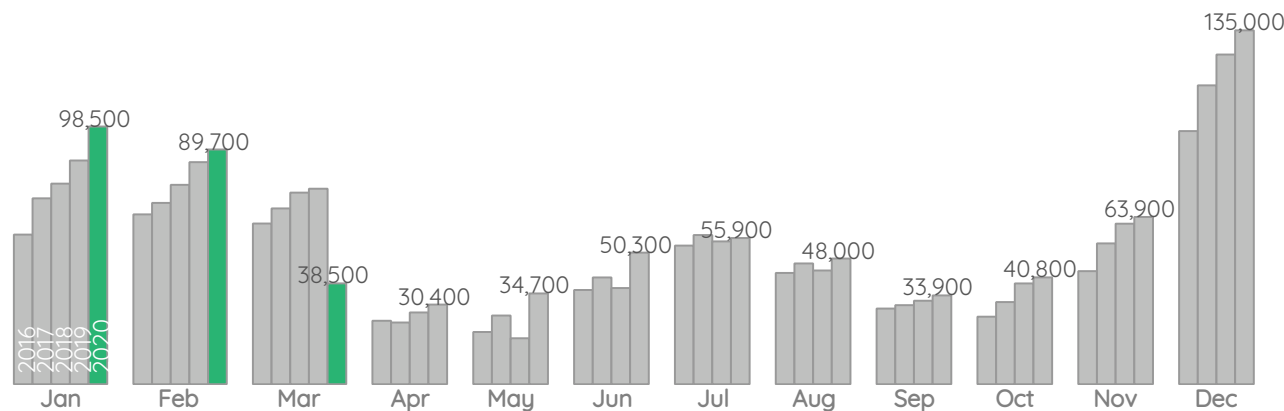
Most foreign bed nights were recorded for travelers from Israel (7,200 nights).

30,600 nights (-48.3 %) were spend by leisure visitors and 8,000 nights (-48.9 %) by business visitors.

Between January and March, 44,500 bed nights (-1.3 %) were recorded for domestic visitors and 182,000 (-8.9 %) for foreigners in Rovaniemi, in total 227,000 (-7.5 %) 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

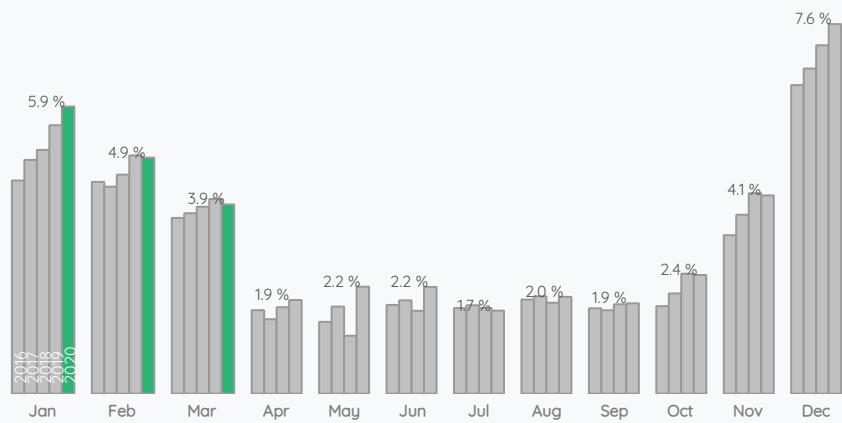
	March 2020			Jan-March 2020		
	Amount	Change	Share	Amount	Change	Share
Total	38,500	-48.4 % !	100.0 %	227,000	-7.5 %	100.0 %
Foreign	28,900	-49.8 % !	75.0 %	182,000	-8.9 %	80.4 %
Finland	9,600	-43.7 % !	25.0 %	44,500	-1.3 %	19.6 %
Israel	7,200	-53.6 % !	18.7 %	19,000	-30.8 % !	8.4 %
France	4,400	-30.7 % !	11.4 %	24,100	-6.1 %	10.6 %
Germany	2,700	-33.9 % !	7.0 %	14,100	-0.6 %	6.2 %
United Kingdom	1,400	-29.9 % !	3.5 %	10,400	8.2 %	4.6 %
Japan	1,200	-40.7 % !	3.0 %	6,700	9.3 %	3.0 %
Singapore	1,000	-29.9 % !	2.6 %	4,300	1.8 %	1.9 %
Netherlands	900	23.0 % !	2.3 %	4,100	59.7 % !	1.8 %
Spain	820	-64.9 % !	2.1 %	5,700	-27.5 % !	2.5 %
United States	640	-45.3 % !	1.7 %	4,300	21.1 % !	1.9 %
India	640	-45.6 % !	1.7 %	4,600	38.6 % !	2.0 %
Italy	540	-53.2 % !	1.4 %	6,400	4.9 %	2.8 %
Sweden	510	-53.0 % !	1.3 %	1,000	-43.3 %	0.5 %
Thailand	480	-59.1 % !	1.2 %	1,900	-23.5 %	0.8 %
Turkey	450	5.6 %	1.2 %	5,100	35.9 % !	2.2 %
Malaysia	410	-59.1 % !	1.1 %	1,700	-24.1 %	0.7 %
Switzerland	390	-54.6 % !	1.0 %	2,300	-12.7 % !	1.0 %
Russia	390	-43.2 % !	1.0 %	12,100	9.5 %	5.4 %

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

Market Share 3.9 Percent

Total of 989,000 bed nights (-46.9 %) were recorded in the whole country, of which 722,000 nights (-44.3 %) were spent by domestic visitors and 267,000 nights (-53.0 %) by foreigners.

The market share of Rovaniemi out of total bed nights was 3.9 % (-0.1 percentage points), out of domestic bed nights 1.3 % and foreign bed nights 10.8 %.



16,500 Tourists Arrived To Accommodation

Arrivals to registered accommodation decreased 52 percent compared to earlier year. Of all arrivals, 32.4 percent were domestic, and 67.6 percent were from foreign countries.

During March, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.8 nights (+0.09) and foreigners 2.6 nights (+0.21).

	March 2020 Amount	Change	Share	Jan- March 2020 Amount	Change	Share
Total	16,500	-51.8 % !	100.0 %	100,000	-12.0 % !	100.0 %
Foreign	11,200	-54.0 % !	67.6 %	75,500	-14.4 % !	75.2 %
Finland	5,400	-46.5 % !	32.4 %	24,900	-3.8 %	24.8 %
Israel	1,900	-61.0 % !	11.4 %	6,400	-30.1 % !	6.3 %
France	1,100	-46.5 % !	6.4 %	6,400	-14.8 % !	6.4 %
Germany	980	-45.7 % !	5.9 %	6,200	-25.7 % !	6.1 %
Japan	640	-41.0 % !	3.9 %	3,700	6.1 %	3.6 %
United Kingdom	600	-26.4 % !	3.6 %	3,400	-14.8 % !	3.4 %
Singapore	560	-36.8 % !	3.4 %	2,500	-1.6 %	2.5 %
Thailand	350	-52.0 % !	2.1 %	1,200	-21.5 % !	1.2 %
United States	340	-37.3 % !	2.1 %	1,900	20.0 % !	1.9 %
India	300	-38.6 % !	1.8 %	2,200	43.1 % !	2.2 %
Spain	270	-54.0 % !	1.6 %	1,800	-9.6 %	1.8 %
Taiwan	240	-56.2 % !	1.5 %	1,800	-4.4 %	1.8 %
Malaysia	240	-56.5 % !	1.4 %	990	-22.5 %	1.0 %
Italy	230	-54.7 % !	1.4 %	2,500	5.4 %	2.5 %
China	230	-86.6 % !	1.4 %	10,700	-31.4 % !	10.6 %
Russia	220	-47.0 % !	1.3 %	4,000	10.2 % !	4.0 %
Turkey	210	11.0 % !	1.3 %	2,200	20.7 % !	2.2 %
Netherlands	210	-23.2 % !	1.3 %	1,300	19.1 % !	1.3 %

! = 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.

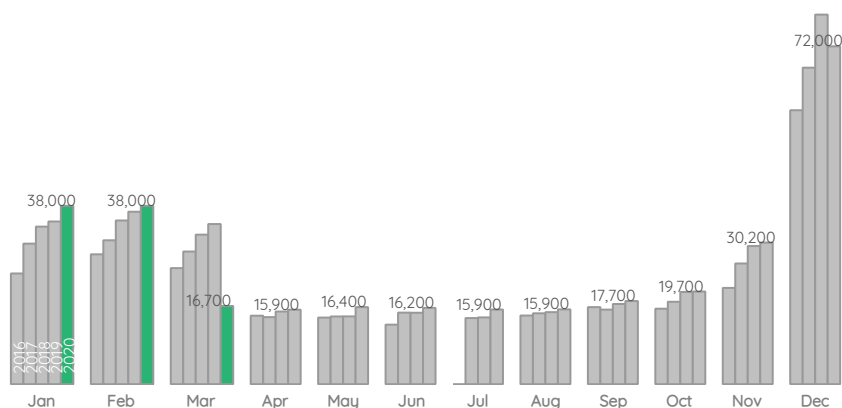
16,700 Air Travelers

The airport received a total of 16,700 passengers, which means air passenger arrivals decreased 51 percent.

Of local passengers, 25.9 % arrived from abroad, thus the share of domestic passengers was 74.1 %.

In addition, there were 20,600 passengers departing the airport (-46.2 %), therefore the total number of trips via the airport was 37,300.

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	March 2020 Amount	Change	Jan-March 2020 Amount	Change
Total	16,700	-51.2 % !	92,600	-12.2 % !
Finland	12,400	-54.3 % !	70,000	-16.0 % !
Foreign	4,300	-39.3 % !	22,700	2.0 %
Israel	1,300	-50.4 % !	3,500	-28.7 % !
United Kingdom	1,300	-53.0 % !	7,400	-10.9 % !
France	700	-15.7 % !	3,800	-3.0 %
Netherlands	350	-33.3 % !	1,700	-5.2 %
Turkey	340		3,000	1,489.9 % !
Norway	159		165	189.5 % !
Switzerland	145	-49.1 % !	1,400	-1.0 %
Sweden	15		15	
Ukraine	14		190	19.5 % !
Poland	12		12	50.0 % !
Russia	8.0		500	10.5 % !
Germany	7.0	-95.7 % !	8.0	-95.2 % !
Italy	0.0		186	4.5 %
Greece	0.0		174	2.4 %
Spain	0.0		115	-32.7 % !
Luxembourg	0.0		530	45.3 % !
Cyprus	0.0		12	

! = change at least 10 %

Departing Passengers To

	March 2020 Amount	Change	Jan-March 2020 Amount	Change
Total	20,600	-46.2 % !	104,000	-11.7 % !
Finland	15,300	-48.7 % !	78,600	-14.9 % !
Foreign	5,200	-37.5 % !	25,800	-0.6 %
Israel	1,800	-37.7 % !	3,600	-23.6 % !
United Kingdom	1,300	-60.1 % !	8,400	-16.8 % !
France	840	-8.5 %	4,100	0.4 %
Netherlands	530	-27.2 % !	1,900	-4.2 %
Turkey	370		3,300	478.1 % !
Switzerland	320	-29.5 % !	1,500	0.2 %
Ukraine	14		380	11.5 % !
Poland	12		12	200.0 % !
Latvia	8.0		8.0	
Germany	7.0	-91.0 % !	22	-74.4 % !
Estonia	0.0		11	
Denmark	0.0		4.0	
Hong Kong	0.0		6.0	
Austria	0.0		5.0	
Sweden	0.0		11	37.5 % !
Italy	0.0		370	5.1 %
Cyprus	0.0		12	

! = change at least 10 %

Accommodation Sales 4.5 Million Euro

Total accommodation sales in March were 4.5 million euro (-2.5 million). The share of Airbnb and HomeAway was 33.9 percent. Therefore, registered accommodation sales were 3.4 million euro (-2.7 million) and Airbnb and HomeAway sales 1.1 million euro (+242,000).

Total January-March sales were 27.7 million euro and they increased 2.6 million euro from the previous year.

Average Prices

	March 2020 Amount	Change	Jan- March 2020 Amount	Change
Adr (Registered)	162 €	6.5 %	185 €	11.5 % !
Adr (Airbnb & Homeaway)	133 €	12.1 % !	152 €	7.7 %
Bed Night (Registered)	87 €	7.7 %	98 €	11.2 % !
Revpar (Airbnb & Homeaway)	67 €	2.2 %	91 €	18.6 % !
Revpar (Registered)	60 €	-42.9 % !	124 €	-1.2 %

! = change at least 10 %

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

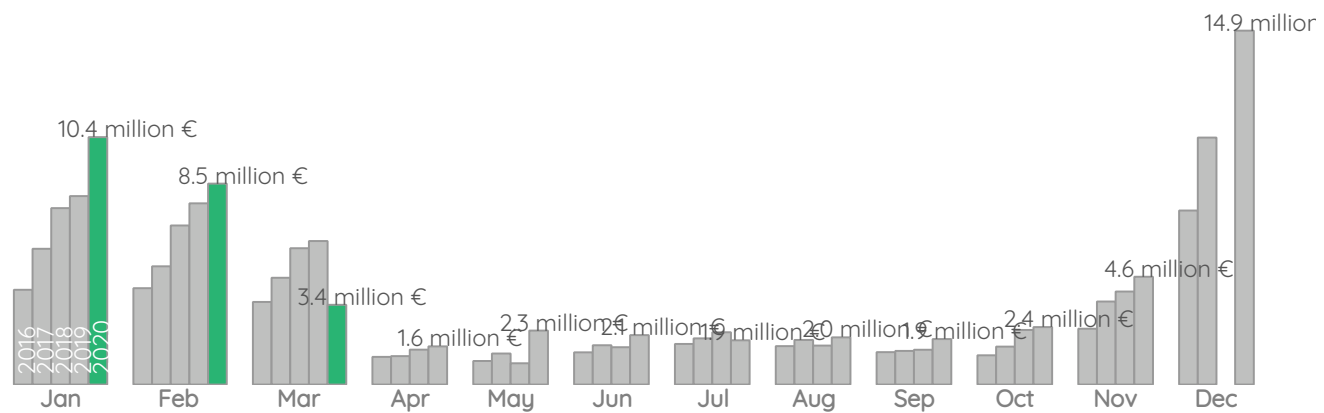
Tax Free Sales +6.7 % (January)

Tax free sales increased seven percent from the previous year.

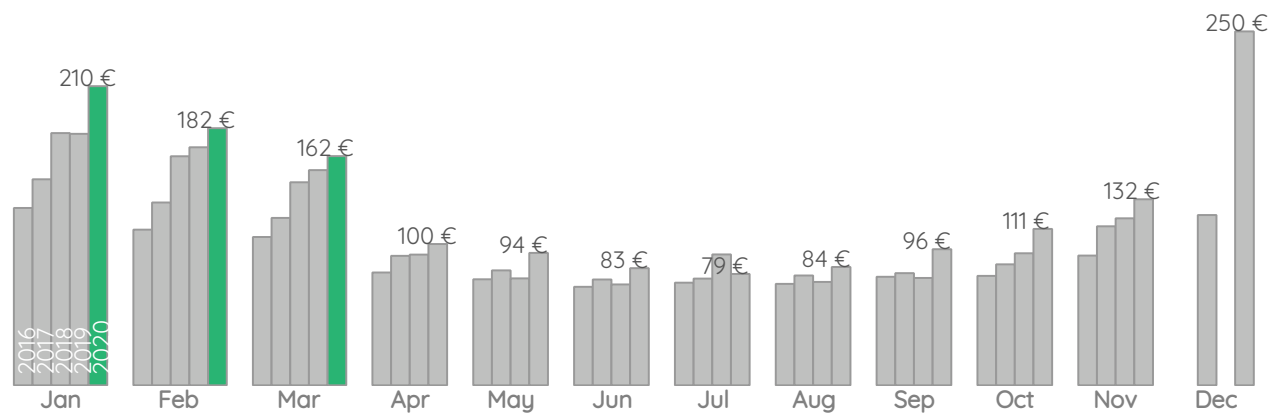
(Russians -18.6 %, Chinese +62.5 %, Japanese +98.5 %)



Registered Accommodation Sales



Average Registered Room Price (Adr)



Capacity & Utilization

Registered Accommodation

26 accommodation
establishments (+0)
2,000 rooms (+63)
4,600 beds (+230)

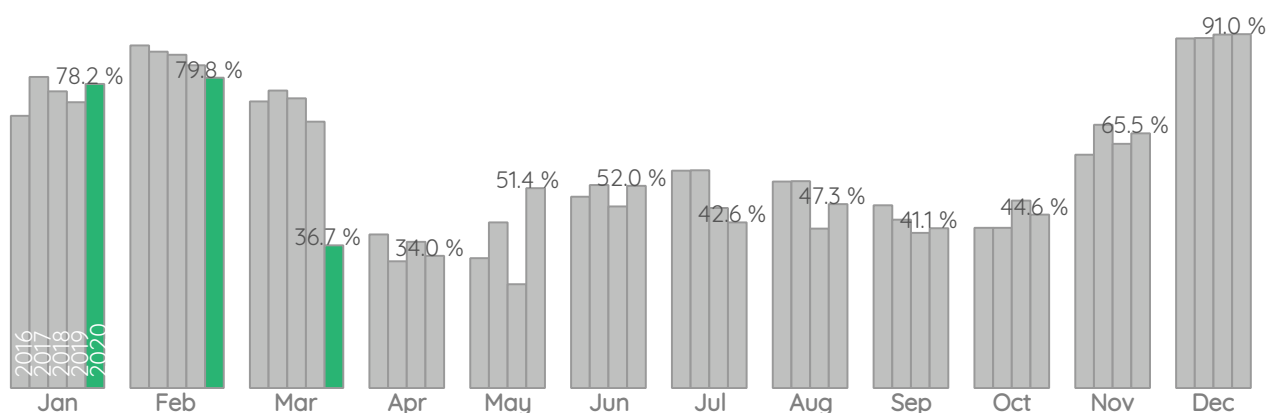
Room utilization 36.7 % (-32)
Unsold rooms 1,200

Airbnb and HomeAway

760 apartments (+113)
97 private rooms (-9)
22 shared rooms (+5)

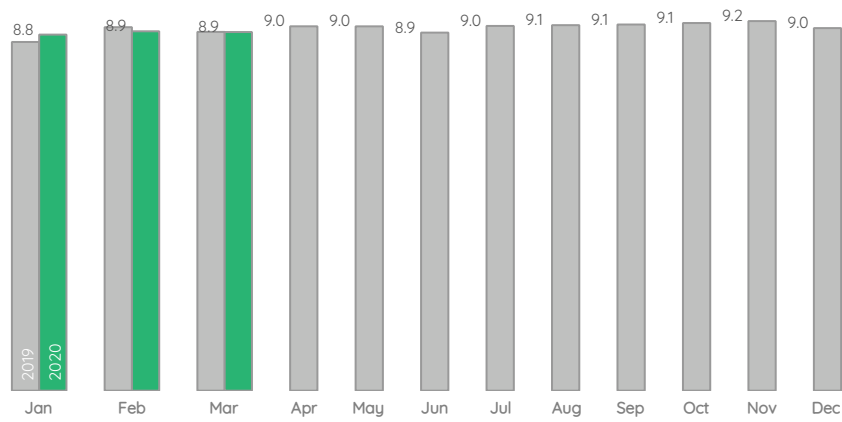
Apartment utilization 50.2 %
(-4.8)
Unsold apartments 380

Registered Room Utilization



Hotel Customer Satisfaction

Average customer satisfaction score on Booking.com given by hotel customers in March was 8.88/10 (0.0).



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

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