



Rovaniemi

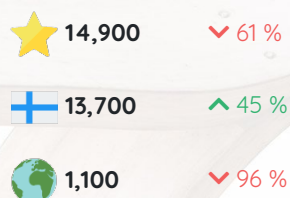
Accommodation and Travel Stats

📅 March 2021

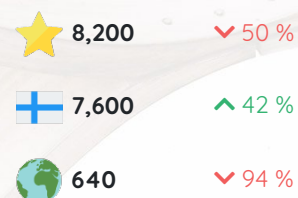
Rovaniemi: Tourism In A Nutshell



Bed Nights



Visitors

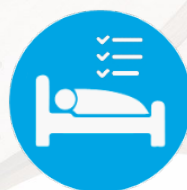


Accommodation Sales

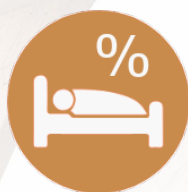
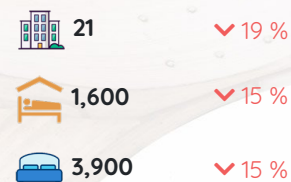


Average prices:

Night	63.30 €	▼ 31.10 €
Room	118.00 €	▼ 59.30 €
RevPAR	20.90 €	▼ 49.90 €



Capacity



Utilization

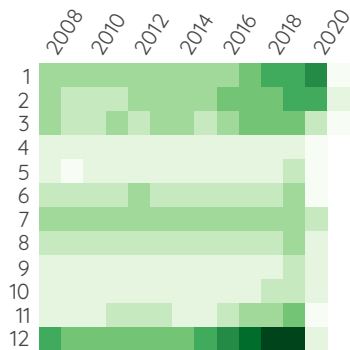


Weather

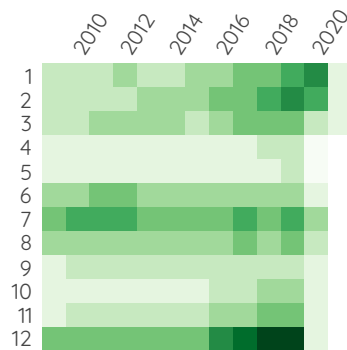


Key Indicators

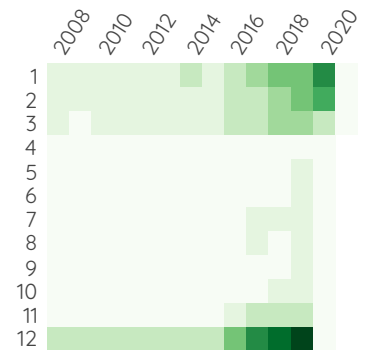
Bed Nights



Arrivals



Sales

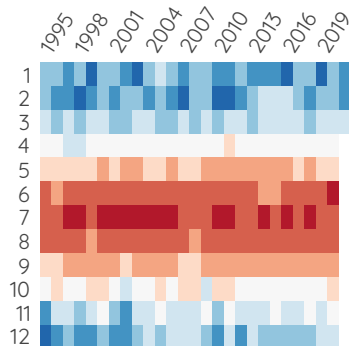


Travel key indicators: the darker the square the larger the value.

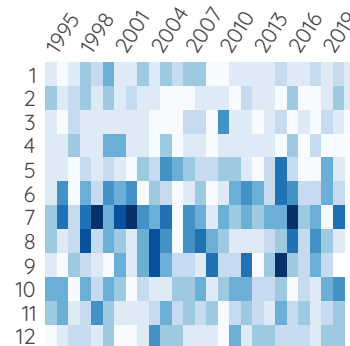
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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 and accommodation trends.

Temperature



Rainfall



14,900 Registered Bed Nights

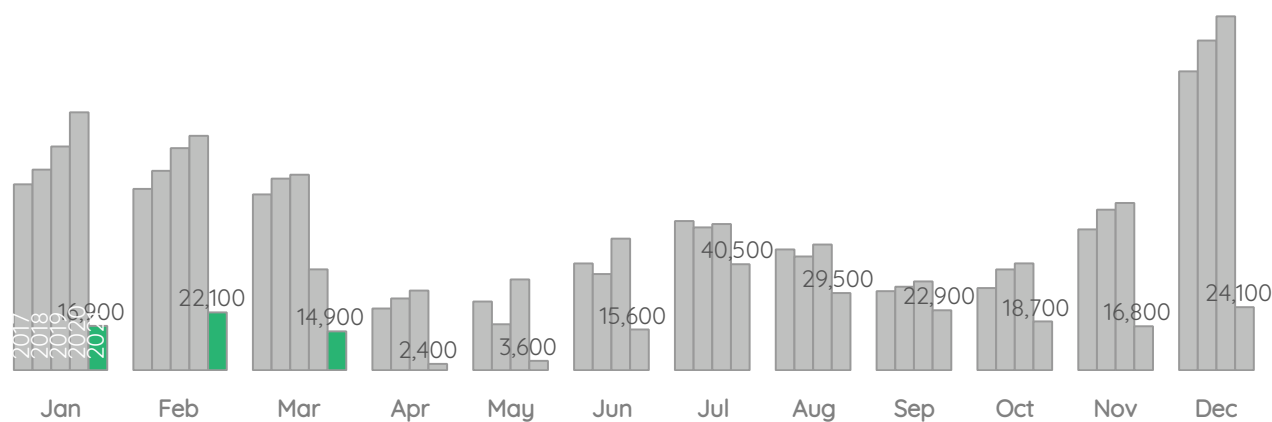
In March 2021, 14,900 bed nights were recorded in Rovaniemi (-61.5 %), of which 13,700 nights were spent by domestic visitors and 1,100 nights by foreigners. Domestic bed nights increased 45 percent and foreign bed nights decreased 96 percent. In total, bed nights decreased 61 percent from last year's March.

10,800 nights (-64.6 %) were spend by leisure visitors and 4,100 nights (-49.7 %) by business visitors.

Between January and March, 46,300 bed nights (+4.6 %) were recorded for domestic visitors and 7,600 (-95.8 %) for foreigners in Rovaniemi, in total 53,900 (-76.2 %) 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

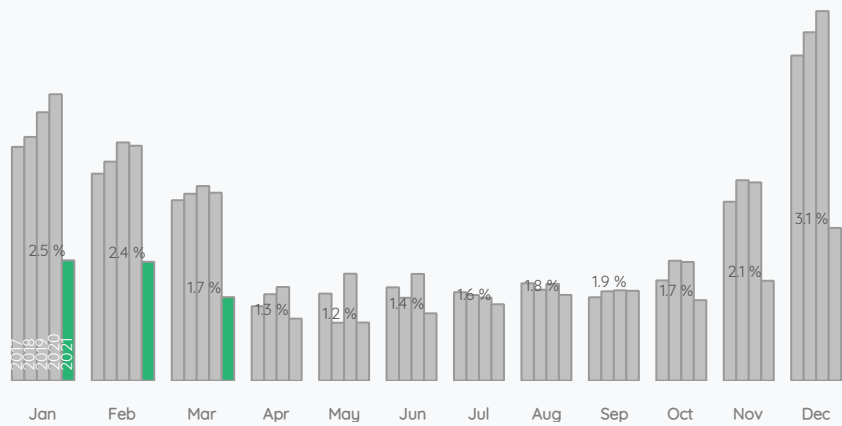
	March 2021			Jan-March 2021		
	Amount	Change	Share	Amount	Change	Share
Total	14,900	-61.5 % !	100.0 %	53,900	-76.2 % !	100.0 %
Finland	13,700	44.8 % !	92.4 %	46,300	4.6 %	85.9 %
Foreign	1,100	-96.1 % !	7.6 %	7,600	-95.8 % !	14.1 %
Germany	530	-80.3 % !	3.6 %	2,700	-80.8 % !	5.0 %
France	96	-97.8 %	0.6 %	770	-96.8 % !	1.4 %
Poland	86	-6.5 %	0.6 %	280	-80.4 %	0.5 %
Russia	55	-86.6 %	0.4 %	240	-98.0 %	0.5 %
Spain	50	-94.0 %	0.3 %	230	-95.9 %	0.4 %
Italy	49	-90.9 %	0.3 %	580	-90.9 % !	1.1 %
Netherlands	27	-97.0 %	0.2 %	71	-98.3 %	0.1 %
Sweden	23	-95.5 %	0.2 %	340	-66.7 %	0.6 %
South Korea	21	-40.0 %	0.1 %	27	-96.9 %	0.1 %
Belgium	17	-93.3 %	0.1 %	78	-96.8 %	0.1 %
United States	17	-97.4 %	0.1 %	68	-98.4 %	0.1 %
Brazil	16	-87.0 %	0.1 %	16	-98.7 %	0.0 %
Slovakia	15	7.1 %	0.1 %	89	-14.4 %	0.2 %
India	14	-97.8 %	0.1 %	62	-98.7 %	0.1 %
United Kingdom	12	-99.1 %	0.1 %	350	-96.6 %	0.6 %
China	12	-99.1 %	0.1 %	56	-99.8 %	0.1 %
Norway	7	-87.0 %	0.0 %	145	-69.7 %	0.3 %

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

Market Share 1.7 Percent

Total of 863,000 bed nights (-13.3 %) were recorded in the whole country, of which 816,000 nights (+11.7 %) were spent by domestic visitors and 47,500 nights (-82.1 %) by foreigners.

The market share of Rovaniemi out of total bed nights was 1.7 % (-2.1 percentage points), out of domestic bed nights 1.7 % and foreign bed nights 2.4 %.



8,200 Tourists Arrived To Accommodation

Arrivals to registered accommodation decreased 50 percent compared to earlier year. Of all arrivals, 92.2 percent were domestic, and 7.8 percent were from foreign countries.

During March, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.8 nights (+0.04) and foreigners 1.8 nights (-0.83).

	March 2021 Amount	Change	Share	Jan- March 2021 Amount	Change	Share
Total	8,200	-50.4 % !	100.0 %	26,900	-73.2 % !	100.0 %
Finland	7,600	41.6 % !	92.2 %	23,900	-4.1 %	88.7 %
Foreign	640	-94.3 % !	7.8 %	3,000	-96.0 % !	11.3 %
Germany	370	-62.8 % !	4.5 %	1,300	-79.2 % !	4.8 %
France	53	-95.0 %	0.6 %	270	-95.8 %	1.0 %
Spain	36	-86.7 %	0.4 %	71	-96.1 %	0.3 %
Italy	24	-89.5 %	0.3 %	155	-93.8 %	0.6 %
Russia	21	-90.7 %	0.3 %	84	-97.9 %	0.3 %
Slovakia	15	50.0 %	0.2 %	25	-47.9 %	0.1 %
United States	11	-96.9 %	0.1 %	31	-98.4 %	0.1 %
China	10	-98.8 %	0.1 %	28	-99.8 %	0.1 %
Sweden	9	-95.6 %	0.1 %	124	-75.6 %	0.5 %
Netherlands	9	-95.7 %	0.1 %	27	-97.9 %	0.1 %
United Kingdom	8	-98.7 %	0.1 %	155	-95.4 %	0.6 %
Poland	8	-84.6 %	0.1 %	76	-85.7 %	0.3 %
India	8	-97.4 %	0.1 %	30	-98.6 %	0.1 %
Norway	7	-79.4 %	0.1 %	48	-84.4 %	0.2 %
Belgium	7	-90.8 %	0.1 %	37	-95.6 %	0.1 %
Estonia	6	-88.5 %	0.1 %	121	-64.7 %	0.4 %
Switzerland	6	-97.0 %	0.1 %	27	-97.3 %	0.1 %

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

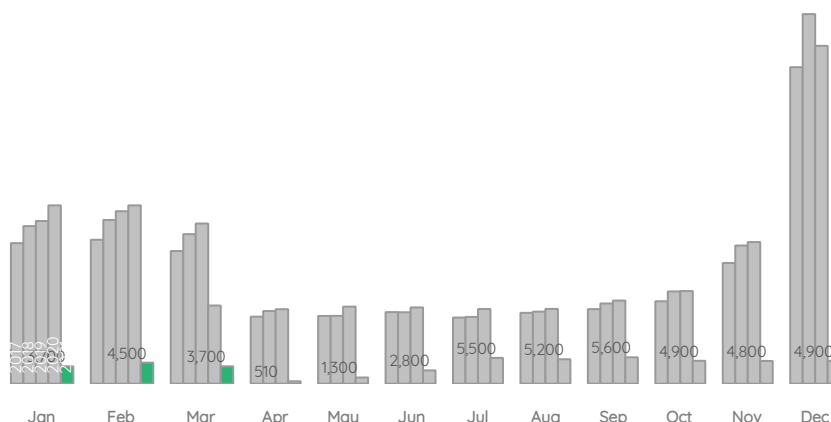
3,700 Air Travelers

The airport received a total of 3,700 passengers, which means air passenger arrivals decreased 78 percent.

Of local passengers, 2.8 % arrived from abroad, thus the share of domestic passengers was 97.2 %.

In addition, there were 3,900 passengers departing the airport (-81.3 %), therefore the total number of trips via the airport was 7,600 (-79.7 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	March 2021		Jan-March 2021	
	Amount	Change	Amount	Change
Total	3,700	-77.8 % !	11,900	-87.2 % !
Finland	3,600	-70.9 % !	11,700	-83.3 % !
Foreign	104	-97.6 % !	189	-99.2 % !

! = change at least 10 %

Departing Passengers To

	March 2021		Jan-March 2021	
	Amount	Change	Amount	Change
Total	3,900	-81.3 % !	12,400	-88.1 % !
Finland	3,800	-75.4 % !	12,200	-84.4 % !
Foreign	90	-98.3 % !	178	-99.3 % !

! = change at least 10 %



Accommodation Sales 1.6 Million Euro

Total accommodation sales in March were 1.6 million euro (-3.0 million). The share of Airbnb and Vrbo was 26.7 percent. Therefore, registered accommodation sales were 940,000 euro (-2.7 million) and non-registered sales 434,000 euro (-521,000).

Total January-March sales were 5.2 million euro and they decreased 22.2 million euro from the previous year.

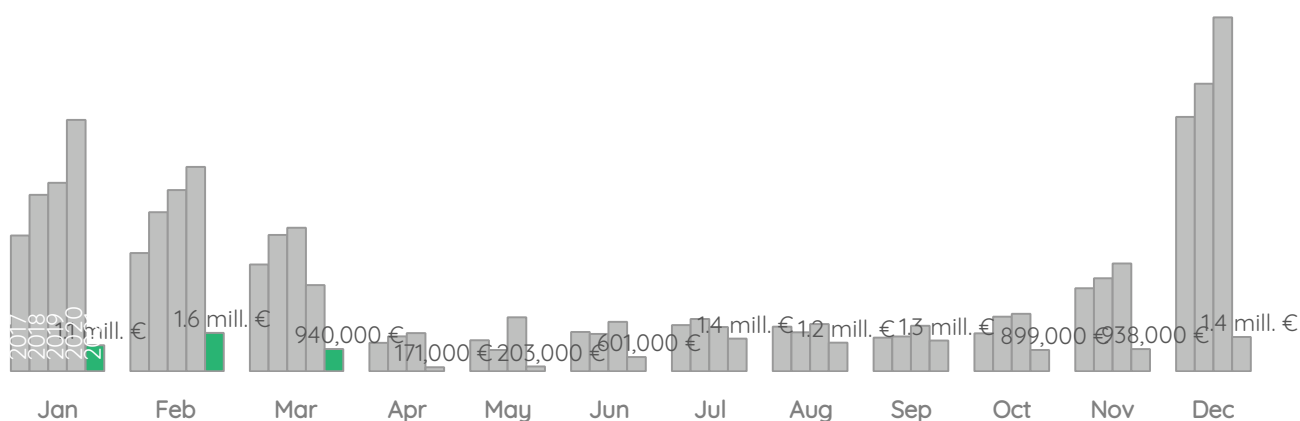
Average Prices

	March 2021	Change	Jan-March 2021	Change
Amount			Amount	
Adr (Non-Registered)	133 €	1.7 %	146 €	-2.5 %
Adr (Registered)	118 €	-33.5 % !	124 €	-36.6 % !
Bed Night (Registered)	63 €	-33.0 % !	68 €	-32.7 % !
Revpar (Non-Registered)	57 €	-6.8 %	62 €	-26.8 % !
Revpar (Registered)	21 €	-70.5 % !	27 €	-79.2 % !

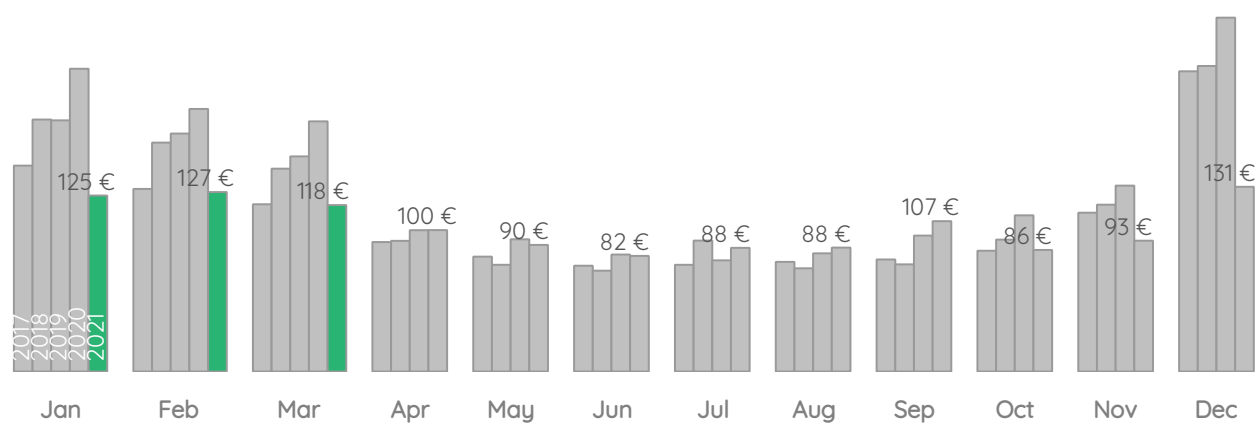
! = change at least 10 %

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

21 accommodation establishments (-5)
1,600 rooms (-300)
3,900 beds (-700)

Room utilization 17.7 % (-22)
Unsold rooms 1,400

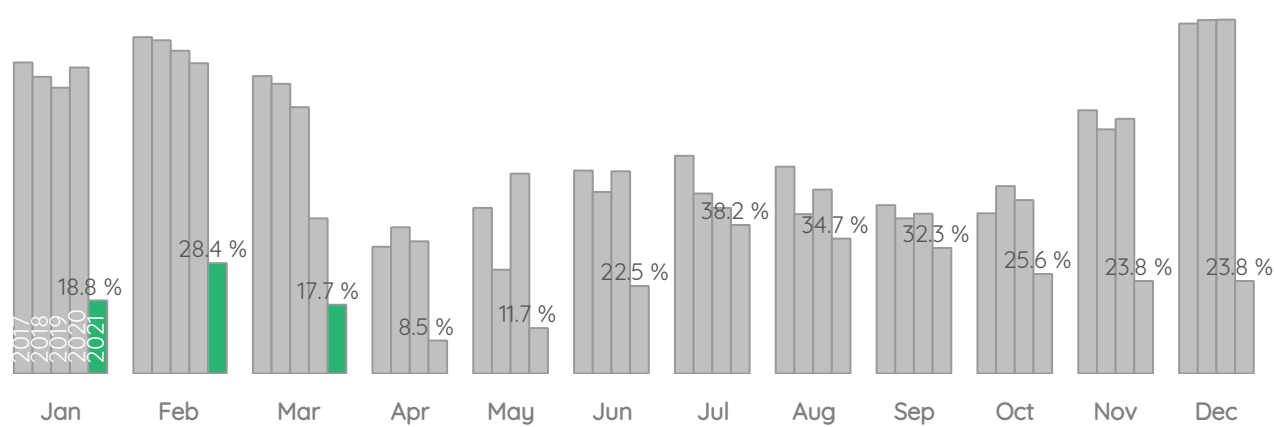
Airbnb and Vrbo

550 accommodation establishments (-310)
480 apartments (-270)
930 rooms (-470)

Apartment utilization 43.0 % (-3.9)
Unsold apartments 270

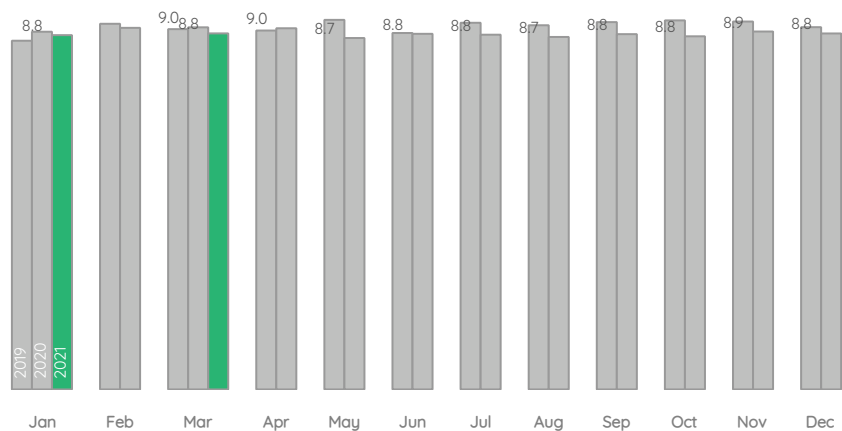


Registered Room Utilization For Establishments



Hotel Customer Satisfaction

Average customer satisfaction score on Booking.com given by hotel customers in March was 8.84/10 (-0.15).



Hotel Customer Satisfaction By Nationalities

	March 2021 Amount	Change	Jan-March 2021 Amount	Change
Foreign	8.8	-2.1 %		
Total	8.8	-1.7 %		
Finland	8.8	0.0 %		

! = change at least 10 %

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

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

