



# ROVANIEMI TRAVEL KEY FIGURES

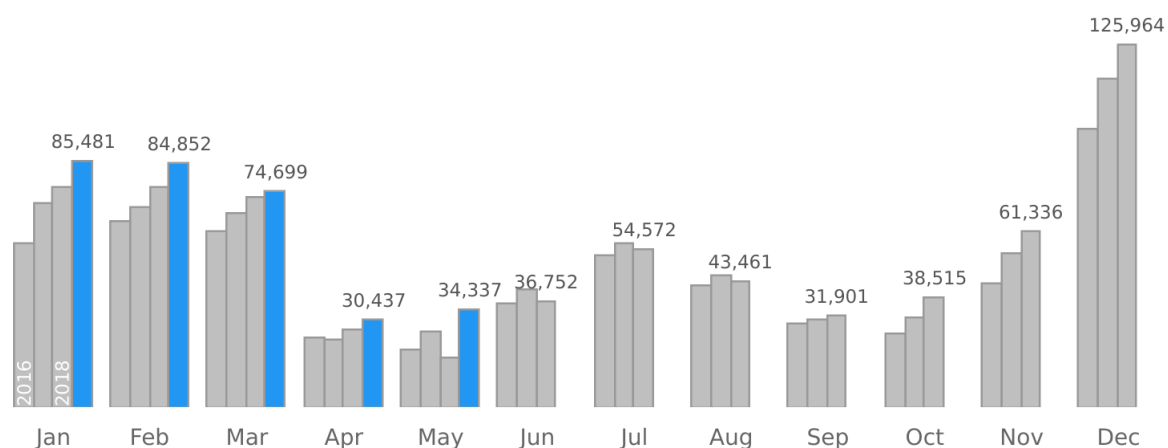
## May 2019

### Registered overnight stays increased 95 percent in Rovaniemi

In May 2019, 34,300 overnight stays were registered in Rovaniemi, of which Finns accounted for 18,600 (+49 %) and foreign residents 15,800 (+211 %). In total, overnight stays increased 95 percent compared to May last year. The highest number of foreign visitors in Rovaniemi was for Americans: 5,800 overnight stays.

Between Jan-May this year, the number of registered overnight stays for domestic visitors in Rovaniemi was 79,100 (+16 %) and 231,000 (+14 %) for those by foreign visitors, in total 310,000 (+14 %) overnight stays so far.

## Bednights in Rovaniemi



### Overnight stays by country of residence

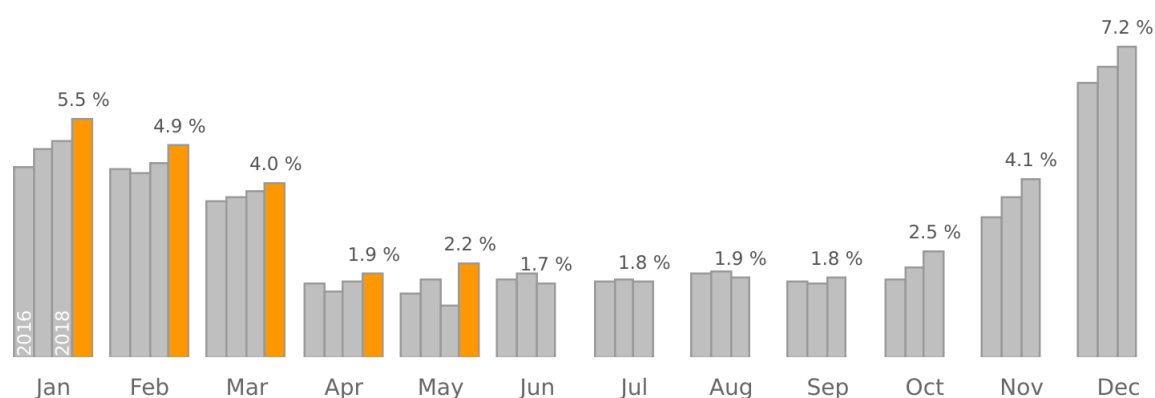
	MAY Amount	Change	Share	JAN-MAY Amount	Change	Share
All	34,300	95.5 %	100.0 %	310,000	14.3 %	100.0 %
Finland	18,600	48.7 %	54.1 %	79,100	15.9 %	25.5 %
Foreign	15,800	210.5 %	45.9 %	231,000	13.8 %	74.5 %
United States	5,800	900.7 %	16.9 %	9,900	180.2 %	3.2 %
Russia	1,000	208.8 %	3.0 %	12,500	13.7 %	4.0 %
Norway	920	14.4 %	2.7 %	2,800	34.6 %	0.9 %
Sweden	770	126.1 %	2.2 %	3,100	93.2 %	1.0 %
Australia	710	24.4 %	2.1 %	5,000	18.1 %	1.6 %
China	530	78.9 %	1.5 %	32,900	9.3 %	10.6 %
Germany	410	29.2 %	1.2 %	15,200	21.4 %	4.9 %
India	370	3.3 %	1.1 %	4,100	18.0 %	1.3 %
Netherlands	370	416.9 %	1.1 %	3,100	16.1 %	1.0 %
France	310	287.3 %	0.9 %	27,300	24.3 %	8.8 %
Spain	270	105.4 %	0.8 %	9,000	-16.5 %	2.9 %
Britain	260	35.8 %	0.8 %	10,400	20.7 %	3.3 %
Italy	220	333.3 %	0.6 %	6,600	23.2 %	2.1 %
Switzerland	130	30.0 %	0.4 %	3,000	18.9 %	1.0 %
Belgium	97	18.3 %	0.3 %	3,200	12.4 %	1.0 %
Taiwan	61	79.4 %	0.2 %	3,400	-4.0 %	1.1 %
Japan	58	176.2 %	0.2 %	6,600	3.5 %	2.1 %
Poland	29	-72.6 %	0.1 %	1,300	-21.3 %	0.4 %
Singapore	18	-48.6 %	0.1 %	4,400	-9.9 %	1.4 %
Israel	15	15.4 %	0.0 %	30,300	6.6 %	9.8 %
Ireland	9	350.0 %	0.0 %	290	-24.0 %	0.1 %
Turkey	1	-88.9 %	0.0 %	3,800	-25.8 %	1.2 %

(China also includes visitors from Hong Kong)

## Market share 2.2 per cent

In Finland, the number of registered overnight stays was 1.57 million (+6 %), of which Finnish residents accounted for 1.11 million (+4 %). 460,000 (+12 %) were registered for those living abroad. Rovaniemi´s market share of all overnight stays in Finland was 2.2 % (+1 percentage points), of overnight stays by Finnish residents 1.7 % and those by foreigners 3.4 %. When it comes to market share in Lapland, Rovaniemi´s market share of all overnight stays in Lapland was 41.0 % (+12 percentage points), of overnight stays by Finnish residents 36.9 % and those by foreigners 47.3 %.

### Market share of bednights



In comparison with overnight stays in May, Rovaniemi was number ten among Finnish tourism areas.

#### Overnight stays in selected tourism areas

	MAY Amount	Change	Share	JAN-MAY Amount	Change	Share
Finland	1,570,000	6.4 %	100.0 %	8,290,000	1.9 %	100.0 %
Helsinki	380,000	5.6 %	24.3 %	1,570,000	4.3 %	18.9 %
Vantaa	105,000	8.3 %	6.7 %	467,000	7.0 %	5.6 %
Tampere	93,900	5.5 %	6.0 %	419,000	1.4 %	5.1 %
Turku	65,000	5.0 %	4.1 %	276,000	2.3 %	3.3 %
Oulu	49,700	8.3 %	3.2 %	249,000	3.5 %	3.0 %
Espoo	40,700	-2.6 %	2.6 %	168,000	-1.2 %	2.0 %
Jyväskylä	39,100	4.0 %	2.5 %	179,000	0.6 %	2.2 %
Kuopio	35,800	6.0 %	2.3 %	212,000	1.4 %	2.6 %
Lappeenranta	34,500	7.9 %	2.2 %	158,000	-2.8 %	1.9 %
<b>Rovaniemi</b>	<b>34,300</b>	<b>95.5 %</b>	<b>2.2 %</b>	<b>310,000</b>	<b>14.3 %</b>	<b>3.7 %</b>

Of overnight stays in May, 14,100 (+50 %) were for leisure time travellers and 20,200 (+148 %) for business travellers.

In May, Finnish residents stayed in registered accommodation facilities in Rovaniemi 1.8 overnight stays (+0.2 overnight stays) and foreigners 3.3 overnight stays on average (+2 overnight stays).

## Accommodation facilities received 15,400 travellers

Arrivals in Rovaniemi registered accommodation facilities increased 35 percent compared to the same month last year. Of the travellers who stayed overnight, 68.7 % were Finnish residents and 31.3 % foreigners.

Arrivals in Rovaniemi accommodation facilities

	<b>MAY Amount</b>	<b>Change</b>	<b>JAN-MAY Amount</b>	<b>Change</b>
All	15,400	35.1 %	145,000	13.0 %
Finland	10,600	28.2 %	45,700	8.5 %
Foreign	4,800	53.2 %	99,200	15.2 %

## Accommodation turnover 2.13 million euro

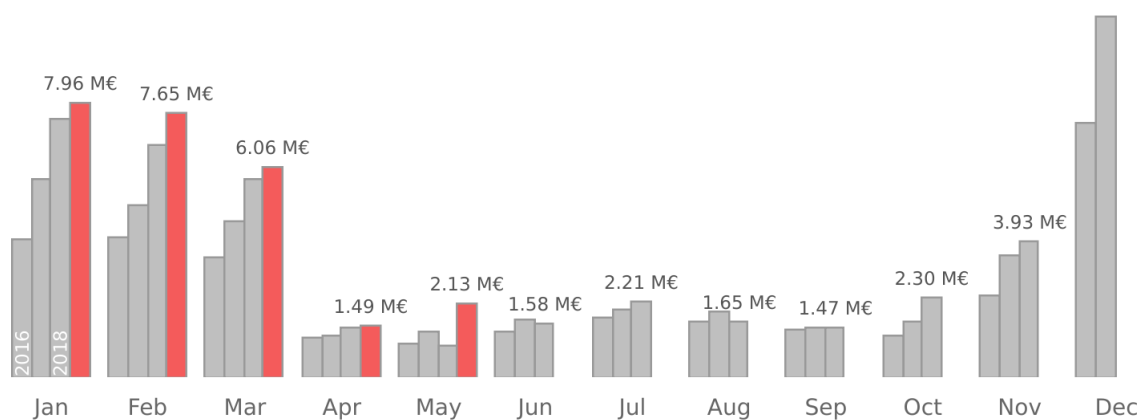
In total, the turnover (with VAT) in registered accommodation facilities may was 2.13 million euro, when a year earlier it was 898,000 euro. The average price per room was 88.9 euro (+13 euro) and occupancy rate 50.4 % (+24 percentage point).

Tax free -sales decreased 37 percent (Russia -40 %, China -74 %).

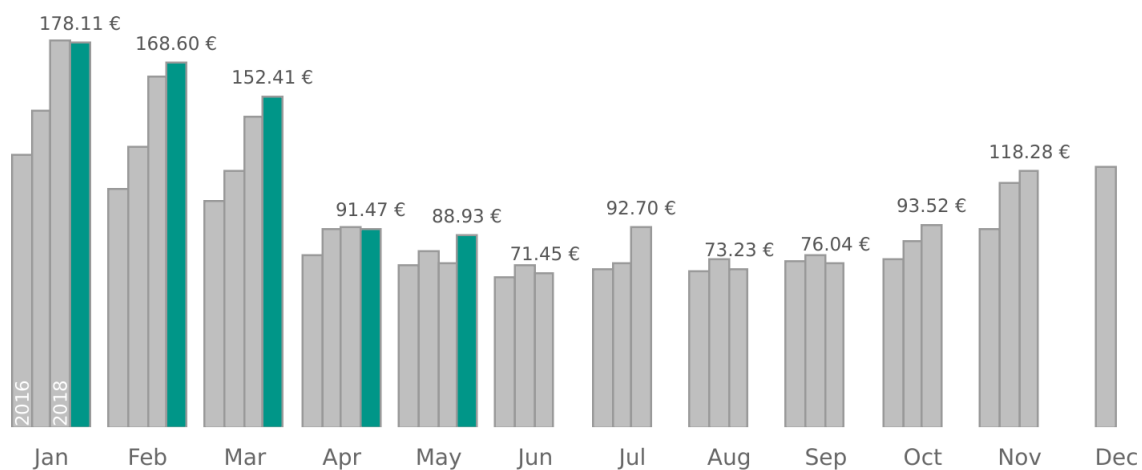
Accommodation sales in total, room price AVG, occupation rate and RevPAR

	<b>Sales €</b>	<b>Average room price €</b>	<b>Occupation rate %</b>	<b>RevPAR €</b>
01-05 2015	10,600,000	91.58	58.23	55.37
01-05 2016	13,700,000	99.81	61.65	64.89
01-05 2017	17,700,000	115.18	65.19	79.53
01-05 2018	22,300,000	132.96	61.58	90.49
01-05 2019	25,300,000	138.72	62.26	92.36

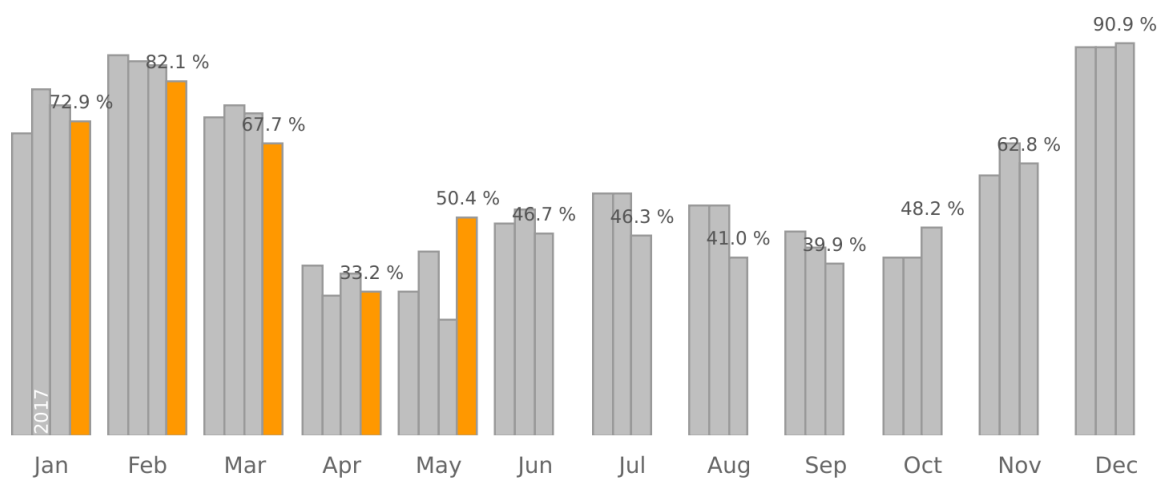
## Accommodation turnover (million EUR)



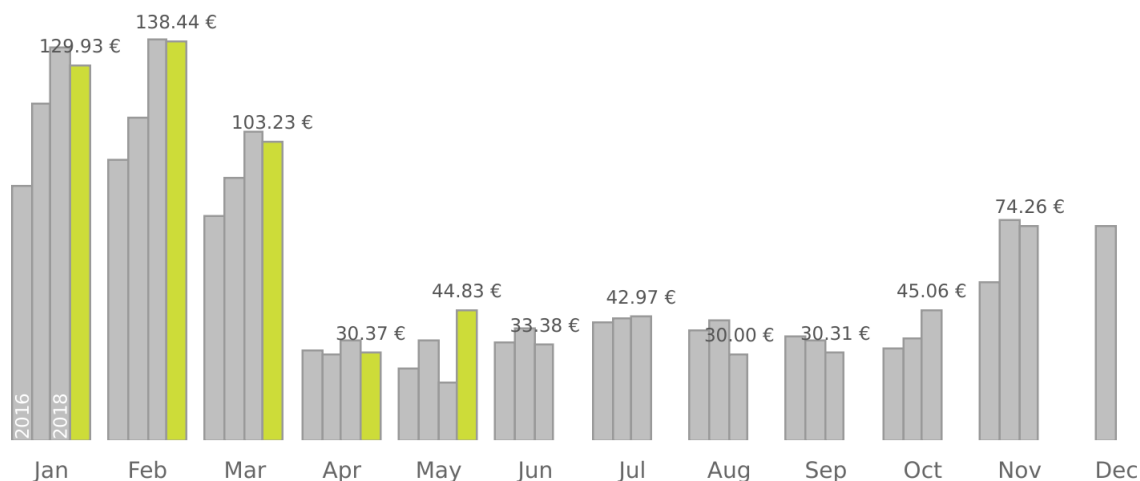
## Average room price EUR



## Occupancy rate



## RevPAR EUR



RevPAR (revenue per available room).

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

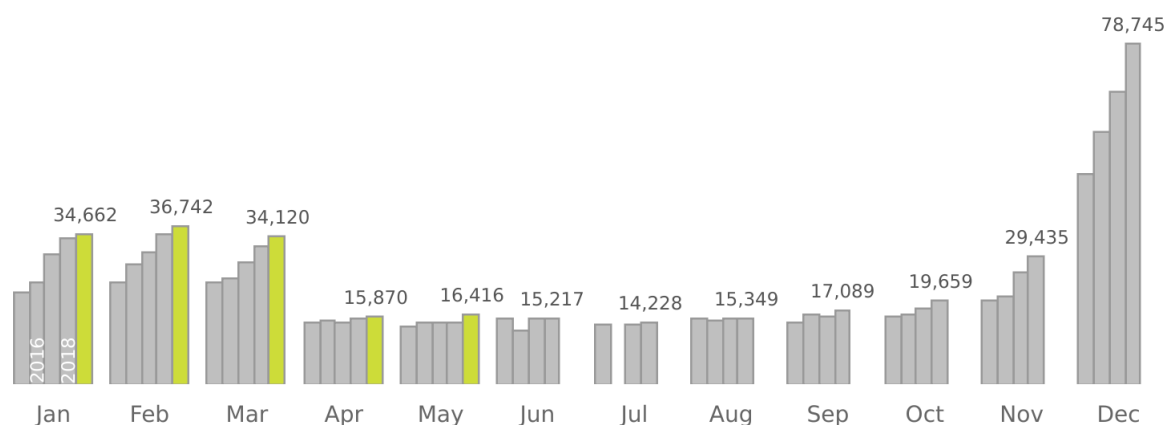
## Airbnb in Rovaniemi

In May, the Airbnb-sales of entire places was 289,000 euro, with the change of +20 per cent compared to a year earlier. In May there were 520 entire places available, the change was +22 per cent. The occupancy rate of entire places was 37.9. There were 104 private rooms available, the change: +41 per cent. The amount of shared Airbnb-rooms was 18 (-22 %).

## 16,400 flight passengers arrivals

Rovaniemi Airport received 16,400 passengers, of which 1.8 % came with direct flights from abroad and 98.2 % with domestic flights. Foreign travelers also arrive with domestic flights via Helsinki Airport. In total, the arrivals increased 14 percent.

## Passenger arrivals at Rovaniemi Airport



### Passenger arrivals at Rovaniemi Airport

	<b>MAY Amount</b>	<b>Change</b>	<b>JAN-MAY Amount</b>	<b>Change</b>
All	16,400	13.7 %	138,000	5.8 %
Domestic	16,100	11.6 %	115,000	6.1 %
International	290	-	22,700	4.4 %

Sources: Statistics Finland, Global Blue, Finavia, AirDNA

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

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