



Rovaniemi

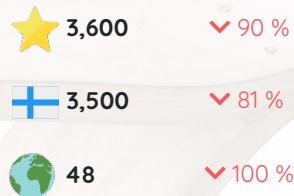
Accommodation and Travel Stats

📅 May 2020

Rovaniemi: Tourism In A Nutshell



Bed Nights

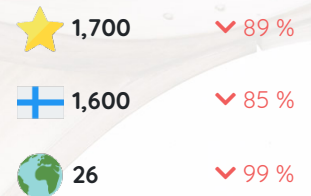


Top 3:

Spain	16	▼ 94 %
Germany	15	▼ 97 %
Sweden	8.0	▼ 99 %



Visitors



Top 3:

Spain	8.0	▼ 96 %
Germany	6.0	▼ 98 %
Sweden	5.0	▼ 99 %



Accommodation Sales

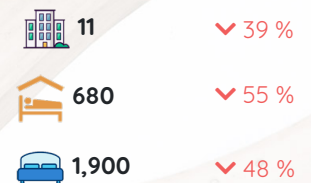


Average prices:

Night	42.40	▼ 23.30
Room	57.80	▼ 35.90
RevPAR	6.80	▼ 41.40



Capacity



Tax Free (January)



▼ 19 %
▲ 62 %
▲ 99 %

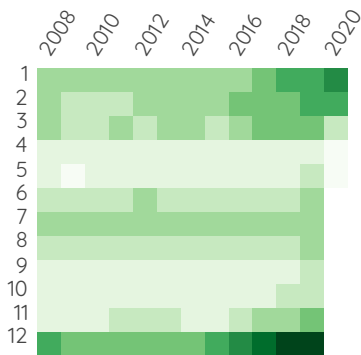


Weather

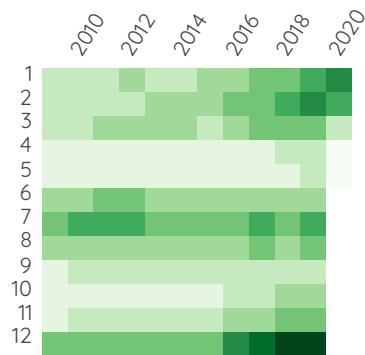


Key Indicators

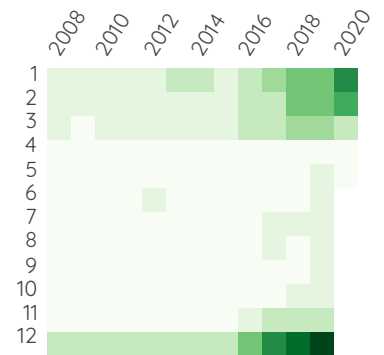
Bed Nights



Arrivals



Sales

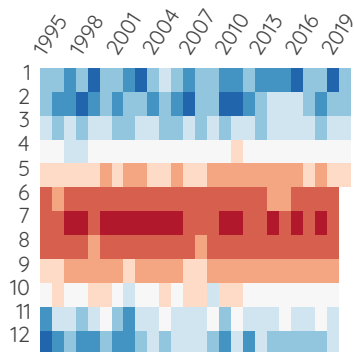


Travel key indicators: the darker the square the larger the value.

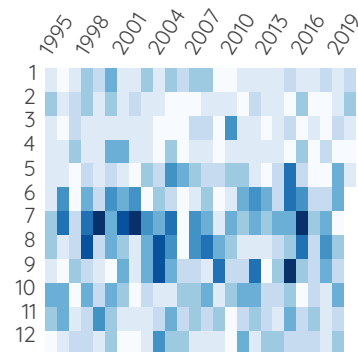
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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



3,600 Registered Bed Nights

In May 2020, 3,600 bed nights were recorded in Rovaniemi (-89.7 %), of which 3,500 nights were spent by domestic visitors and 48 nights by foreigners. Domestic bed nights decreased 81 percent and foreign bed nights decreased 100 percent. In total, bed nights decreased 90 percent from last year's May.

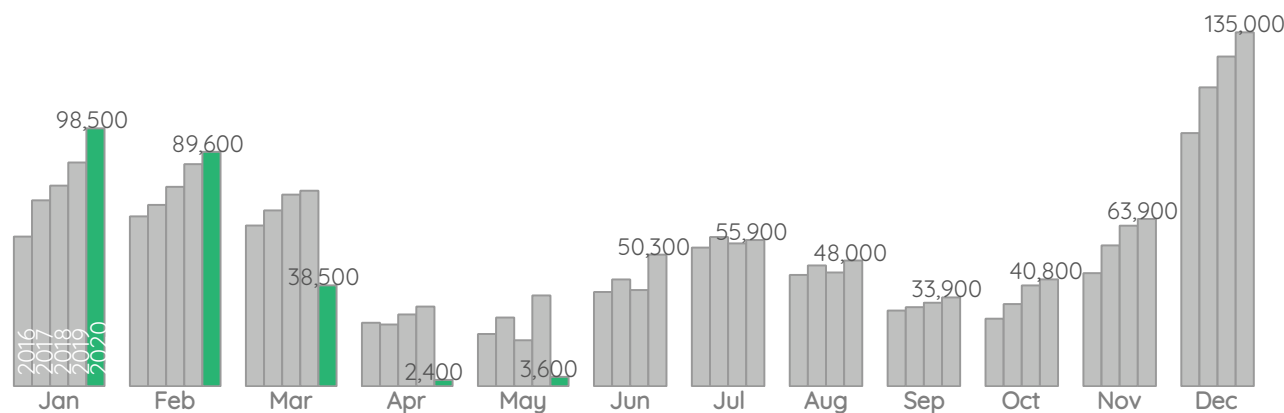
Most foreign bed nights were recorded for travelers from Spain (16 nights).

1,600 nights (-88.8 %) were spend by leisure visitors and 2,000 nights (-90.3 %) by business visitors.

Between January and May, 50,200 bed nights (-36.8 %) were recorded for domestic visitors and 182,000 (-20.9 %) for foreigners in Rovaniemi, in total 233,000 (-25.0 %) 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

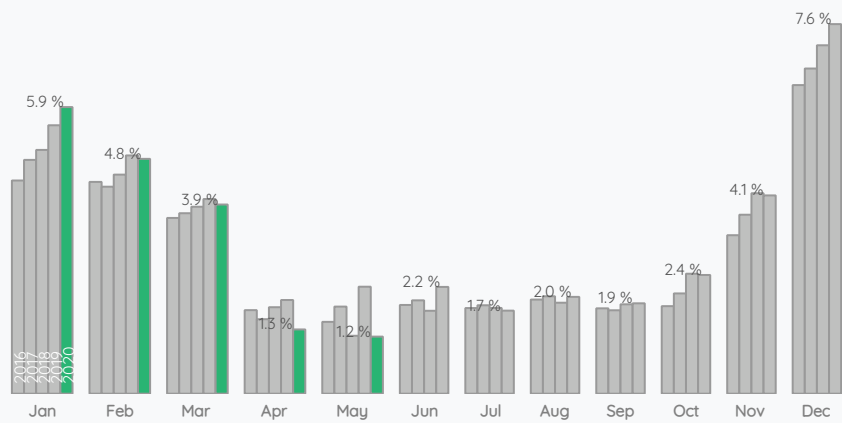
	May 2020 Amount	Change	Share	Jan-May 2020 Amount	Change	Share
Total	3,600	-89.7 % !	100.0 %	233,000	-25.0 % !	100.0 %
Finland	3,500	-81.2 % !	98.7 %	50,200	-36.8 % !	21.6 %
Foreign	48	-99.7 % !	1.3 %	182,000	-20.9 % !	78.4 %
Spain	16	-94.0 %	0.4 %	5,700	-37.1 % !	2.4 %
Germany	15	-96.6 %	0.4 %	14,100	-7.7 %	6.1 %
Sweden	8	-99.0 %	0.2 %	1,000	-67.1 %	0.4 %
Italy	2	-99.1 %	0.1 %	6,400	-4.1 %	2.7 %
Turkey	2	100.0 %	0.1 %	5,100	35.6 % !	2.2 %
Switzerland	1	-99.3 %	0.0 %	2,400	-21.2 % !	1.0 %
Norway	1	-99.9 %	0.0 %	480	-82.7 %	0.2 %
Latvia	1	-98.4 %	0.0 %	390	-62.4 %	0.2 %
France	0	-100.0 %	0.0 %	24,100	-12.0 % !	10.3 %
Israel	0	-100.0 %	0.0 %	19,000	-37.3 % !	8.2 %
China	0	-100.0 %	0.0 %	18,200	-35.4 % !	7.8 %
Russia	0	-100.0 %	0.0 %	12,100	-2.7 %	5.2 %
United Kingdom	0	-100.0 %	0.0 %	10,400	0.4 %	4.5 %
Japan	0	-100.0 %	0.0 %	6,700	2.5 %	2.9 %
India	0	-100.0 %	0.0 %	4,600	11.5 % !	2.0 %
United States	0	-100.0 %	0.0 %	4,300	-56.2 % !	1.9 %
Singapore	0	-100.0 %	0.0 %	4,300	-3.5 %	1.8 %

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

Market Share 1.2 Percent

Total of 305,000 bed nights (-80.7 %) were recorded in the whole country, of which 285,000 nights (-74.4 %) were spent by domestic visitors and 20,000 nights (-95.7 %) by foreigners.

The market share of Rovaniemi out of total bed nights was 1.2 % (-1.0 percentage points), out of domestic bed nights 1.2 % and foreign bed nights 0.2 %.



1,700 Tourists Arrived To Accommodation

Arrivals to registered accommodation decreased 89 percent compared to earlier year. Of all arrivals, 98.4 percent were domestic, and 1.6 percent were from foreign countries.

During May, domestic visitors stayed in registered accommodation in Rovaniemi on average 2.2 nights (+0.38) and foreigners 1.8 nights (-1.4).

	May 2020			Jan-May 2020		
	Amount	Change	Share	Amount	Change	Share
Total	1,700	-89.2 % !	100.0 %	103,000	-28.9 % !	100.0 %
Finland	1,600	-84.5 % !	98.4 %	27,400	-40.0 % !	26.6 %
Foreign	26	-99.5 % !	1.6 %	75,600	-23.8 % !	73.4 %
Spain	8	-96.0 %	0.5 %	1,800	-28.8 % !	1.8 %
Germany	6	-97.7 %	0.4 %	6,200	-29.8 % !	6.0 %
Sweden	5	-98.8 %	0.3 %	510	-65.8 %	0.5 %
Italy	2	-97.2 %	0.1 %	2,500	-3.2 %	2.4 %
Turkey	1	0.0 %	0.1 %	2,300	20.6 % !	2.2 %
Switzerland	1	-98.8 %	0.1 %	1,000	-24.5 %	1.0 %
Norway	1	-99.8 %	0.1 %	310	-77.6 %	0.3 %
Latvia	1	-94.4 %	0.1 %	136	-48.5 %	0.1 %
China	0	-100.0 %	0.0 %	10,700	-33.7 % !	10.4 %
France	0	-100.0 %	0.0 %	6,400	-21.1 % !	6.2 %
Israel	0	-100.0 %	0.0 %	6,400	-33.7 % !	6.2 %
Russia	0	-100.0 %	0.0 %	4,000	-11.3 % !	3.9 %
Japan	0	-100.0 %	0.0 %	3,700	-1.3 %	3.6 %
United Kingdom	0	-100.0 %	0.0 %	3,400	-21.7 % !	3.3 %
Singapore	0	-100.0 %	0.0 %	2,500	-5.3 %	2.5 %
India	0	-100.0 %	0.0 %	2,200	15.4 % !	2.1 %
United States	0	-100.0 %	0.0 %	1,900	-27.8 % !	1.9 %

! = 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.

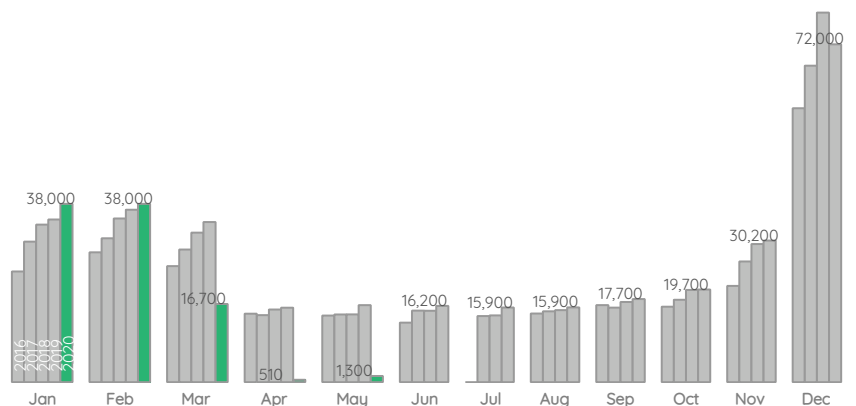
1,300 Air Travelers

The airport received a total of 1,300 passengers, which means air passenger arrivals decreased 92 percent.

Of local passengers, 0.0 % arrived from abroad, thus the share of domestic passengers was 100.0 %.

In addition, there were 1,500 passengers departing the airport (-90.8 %), therefore the total number of trips via the airport was 2,800 (-91.4 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	May 2020 Amount	Change	Jan-May 2020 Amount	Change
Total	1,300	-92.0 % !	94,500	-31.4 % !
Finland	1,300	-91.8 % !	71,800	-37.6 % !
Foreign	0	-100.0 % !	22,700	-0.2 %

! = change at least 10 %

Departing Passengers To

	May 2020 Amount	Change	Jan-May 2020 Amount	Change
Total	1,500	-90.8 % !	107,000	-30.0 % !
Finland	1,500	-90.6 % !	80,800	-35.7 % !
Foreign	0	-100.0 % !	25,800	-3.1 %

! = change at least 10 %

Average Prices

	May 2020 Amount	Change	Jan-May 2020 Amount	Change
Adr (Non-Registered)	135	24.0 % !	150	13.0 % !
Revpar (Non-Registered)	70	55.2 % !	88	29.5 % !
Adr (Registered)	58	-38.3 % !	188	25.4 % !
Bed Night (Registered)	42	-35.5 % !	98	18.8 % !
Revpar (Registered)	6.8	-86.0 % !	103	8.8 %

! = change at least 10 %

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

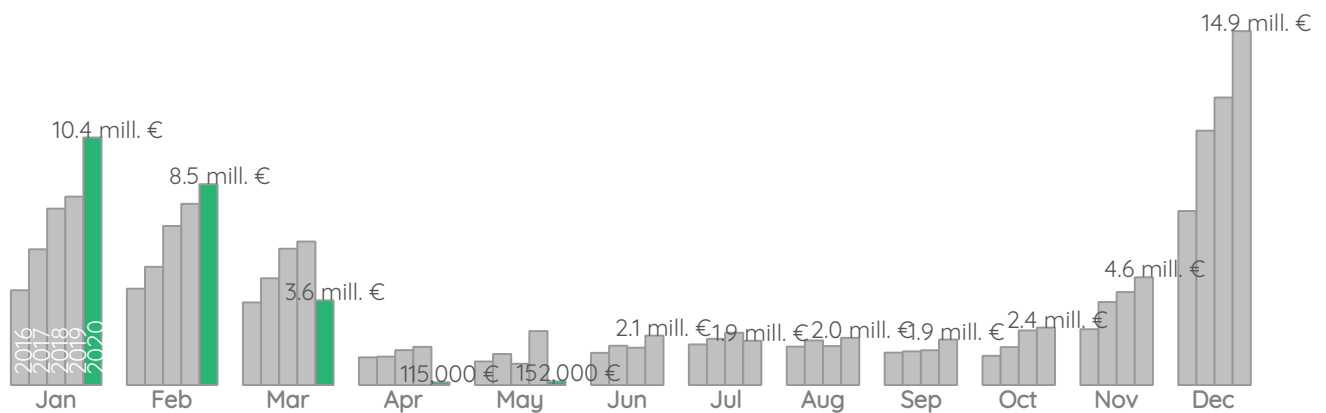


Tax Free Sales +6.7 % (January)

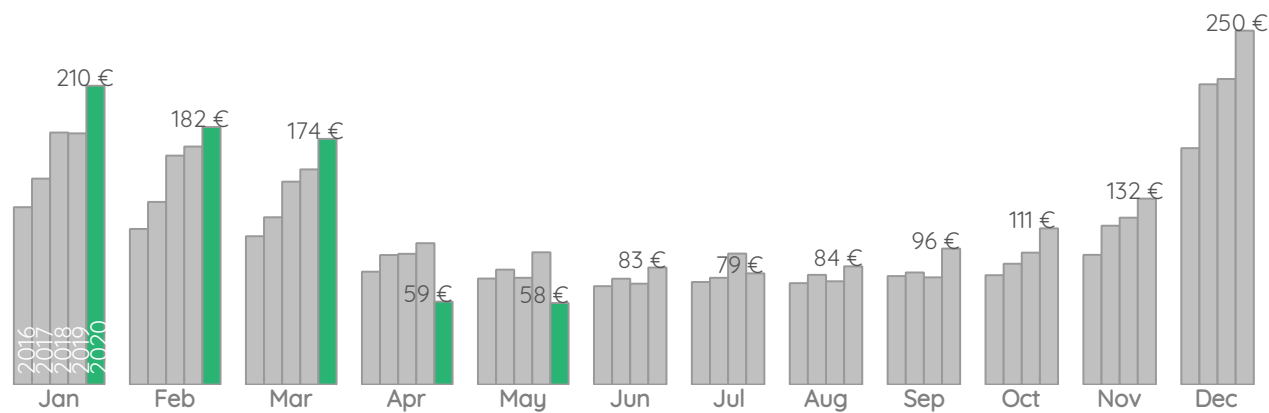
Tax free sales increased seven percent from the previous year.

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

Registered Accommodation Sales



Average Registered Room Price (Adr)



Capacity & Utilization

Registered Accommodation

11 accommodation
establishments (-7)
680 rooms (-820)
1,900 beds (-1,700)

Room utilization 11.7 % (-40)
Unsold rooms 600

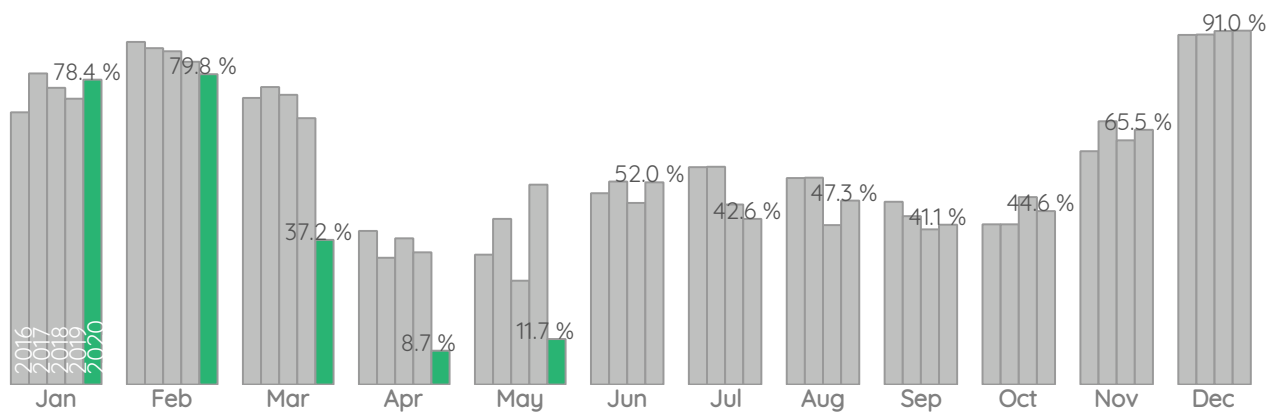
Airbnb and HomeAway

630 accommodation
establishments (-80)
550 apartments (-42)
1,000 rooms (-108)

Apartment utilization 51.7 % (+10)
Unsold apartments 260

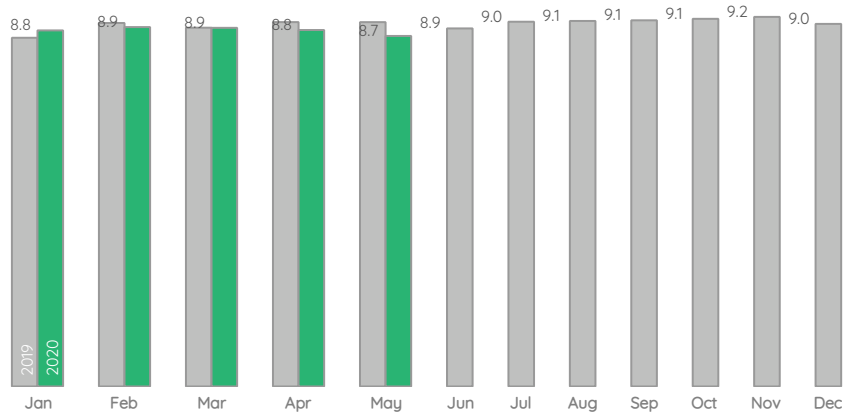


Registered Room Utilization



Hotel Customer Satisfaction

Average customer satisfaction score on Booking.com given by hotel customers in May was 8.68/10 (-0.34).



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

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