



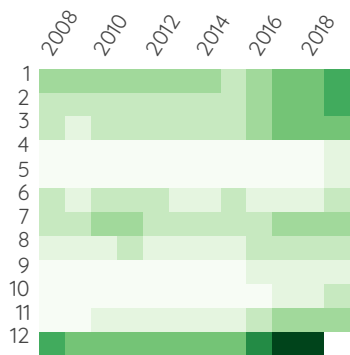
# Rovaniemi

## Accommodation and Travel Stats

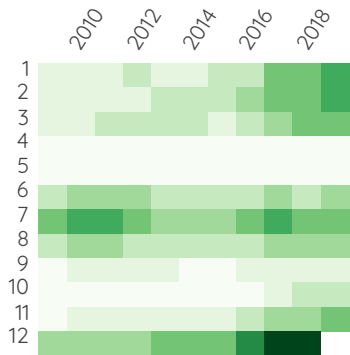
📅 November 2019

### Key Indicators

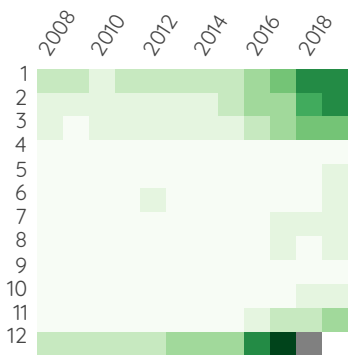
Bed Nights



Arrivals



Sales



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

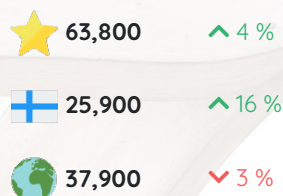
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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.

# Rovaniemi: Tourism In A Nutshell



## Bed Nights

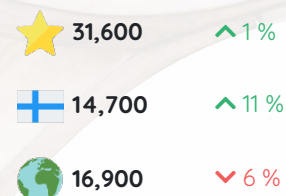


### Top 3:

China	3,500	▲ 27 %
United Kingdom	3,200	▼ 13 %
Italy	2,700	▲ 6 %



## Visitors

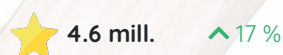


### Top 3:

China	2,100	▲ 13 %
United Kingdom	1,300	▼ 11 %
Japan	990	▲ 1 %



## Accommodation Sales

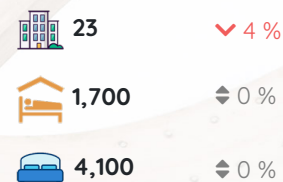


### Average prices:

Night	71.80 €	▲ 7.80 €
Room	132.50 €	▲ 14.20 €
RevPAR	86.90 €	▲ 12.70 €



## Capacity

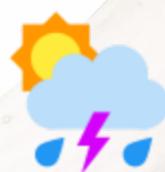


## Tax Free



Russia  
China  
Japan

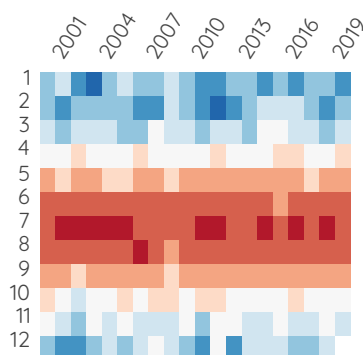
▼ 30 %  
▲ 69 %  
▲ 260 %



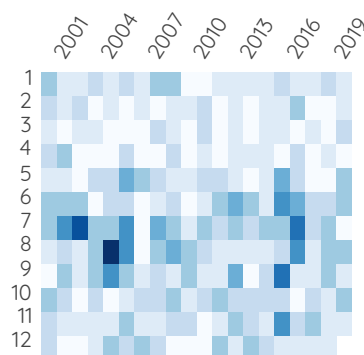
## Weather



## Temperature



## Rainfall



## Registered Bed Nights Increased Four Percent

In November 2019, 63,800 bed nights were recorded in Rovaniemi (+4.0 %), of which 25,900 nights were spent by domestic visitors and 37,900 nights by foreigners. Domestic bed nights increased 16 percent and foreign bed nights decreased three percent. In total, bed nights increased four percent from last year's November.

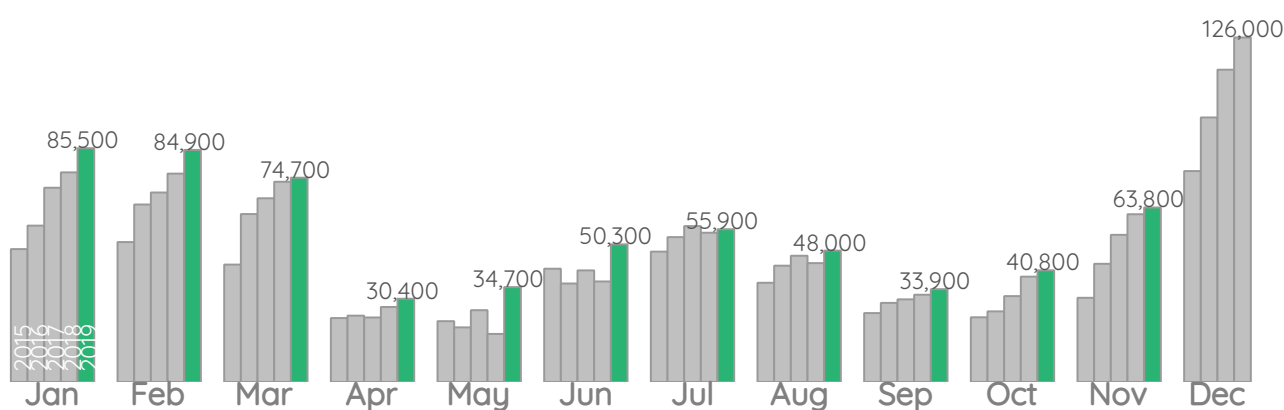
Most foreign bed nights were recorded for travelers from China (3,500 nights).

Between January and November, 240,000 bed nights (+16.9 %) were recorded for domestic visitors and 363,000 (+9.2 %) for foreigners in Rovaniemi, in total 603,000 (+12.2 %) nights.

43,800 nights (-1.6 %) were spend by leisure visitors and 20,000 nights (+18.8 %) by business visitors.

*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

	November 2019 Amount	Change	Share	Jan-November 2019 Amount	Change	Share
<b>Total</b>	63,800	4.0 %	100.0 %	603,000	12.2 % !	100.0 %
<b>Foreign</b>	37,900	-2.6 %	59.4 %	363,000	9.2 %	60.2 %
<b>Finland</b>	25,900	15.5 % !	40.6 %	240,000	16.9 % !	39.8 %
<b>Europe</b>	21,900	1.1 %	34.3 %	195,000	12.1 % !	32.4 %
<b>Eu-28</b>	17,600	-2.6 %	27.7 %	154,000	12.2 % !	25.6 %
<b>Asia</b>	12,600	15.6 % !	19.7 %	132,000	10.9 % !	21.8 %
<b>China</b>	3,500	26.7 % !	5.5 %	37,700	16.3 % !	6.3 %
<b>United Kingdom</b>	3,200	-12.7 % !	5.0 %	16,000	9.0 %	2.6 %
<b>Scandinavia</b>	2,700	5.3 %	4.3 %	27,300	22.3 % !	4.5 %
<b>Italy</b>	2,700	6.0 %	4.3 %	14,000	21.1 % !	2.3 %
<b>Spain</b>	2,400	12.0 % !	3.8 %	16,000	-4.9 %	2.7 %
<b>Russia</b>	2,400	19.1 % !	3.7 %	19,100	15.1 % !	3.2 %
<b>America</b>	2,200	-31.2 % !	3.5 %	21,500	35.4 % !	3.6 %
<b>Germany</b>	2,100	17.7 % !	3.2 %	29,400	11.2 % !	4.9 %
<b>Japan</b>	1,800	-13.4 % !	2.8 %	13,200	-1.5 %	2.2 %

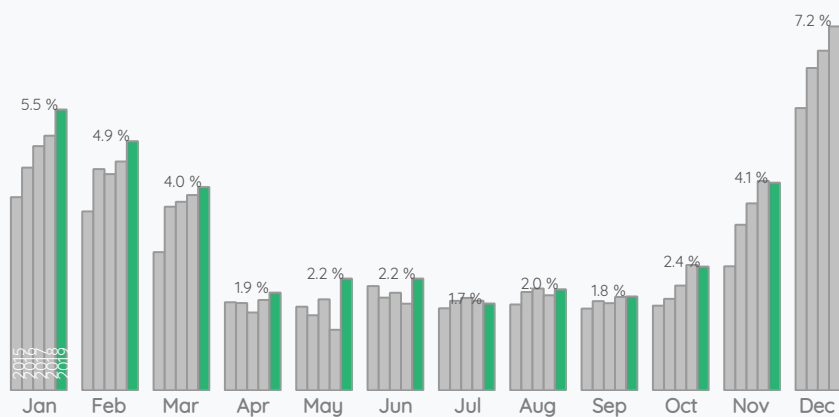
! = change at least 10 % and share at least 1 %



## Market Share 4.1 Percent

Total of 1.6 million bed nights (+4.9 %) were recorded in the whole country, of which 1.1 million nights (+5.5 %) were spent by domestic visitors and 453,000 nights (+3.4 %) by foreigners.

The market share of Rovaniemi out of total bed nights was 4.1 % (-0.0 percentage points), out of domestic bed nights 2.3 % and foreign bed nights 8.4 %.



## 31,600 Tourists Arrived To Accommodation

Arrivals to registered accommodation increased one percent compared to earlier year. Of all arrivals, 46.5 percent were domestic, and 53.5 percent were from foreign countries.

During November, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.8 nights (+0.07) and foreigners 2.2 nights (+0.07).

	November 2019 Amount	Change	Share	Jan- November 2019 Amount	Change	Share
<b>Total</b>	31,600	1.2 %	100.0 %	312,000	9.3 %	100.0 %
<b>Foreign</b>	16,900	-5.8 %	53.5 %	173,000	8.4 %	55.5 %
<b>Finland</b>	14,700	10.6 % !	46.5 %	139,000	10.4 % !	44.5 %
<b>Europe</b>	8,100	-3.6 %	25.8 %	90,600	14.7 % !	29.0 %
<b>Asia</b>	7,100	7.2 %	22.3 %	67,200	11.2 % !	21.5 %
<b>Eu-28</b>	6,500	-8.5 %	20.5 %	70,200	14.4 % !	22.5 %
<b>China</b>	2,100	13.1 % !	6.6 %	21,500	4.0 %	6.9 %
<b>Scandinavia</b>	1,400	12.6 % !	4.5 %	14,800	8.8 %	4.7 %
<b>United Kingdom</b>	1,300	-10.6 % !	4.0 %	6,900	2.4 %	2.2 %
<b>Hong Kong</b>	1,200	2.4 %	3.8 %	5,700	0.5 %	1.8 %
<b>America</b>	1,100	-41.6 % !	3.3 %	7,800	-13.5 % !	2.5 %
<b>Japan</b>	990	1.4 %	3.1 %	7,800	2.9 %	2.5 %
<b>Singapore</b>	980	-11.3 % !	3.1 %	4,000	-9.4 %	1.3 %
<b>Italy</b>	960	-6.0 %	3.0 %	6,400	22.9 % !	2.0 %
<b>Spain</b>	840	13.2 % !	2.7 %	6,200	-2.4 %	2.0 %

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



## 910 International Congress Guests In 2018

The number of international congress quests decreased 46 percent from the previous year.

There was a total of 7.0 congresses organized (-2.0) in 2018.

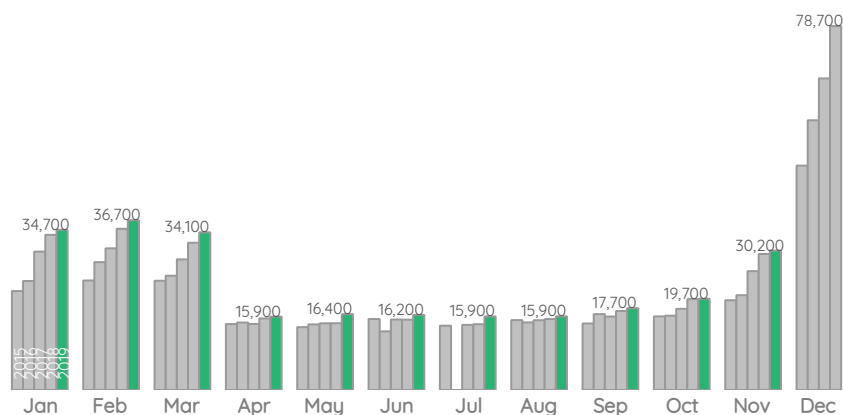
## 30,200 Air Travelers

The airport received a total of 30,200 passengers, which means air passenger arrivals increased three percent.

Of local passengers, 12.9 % arrived from abroad, thus the share of domestic passengers was 87.1 %.

In addition, there were 28,000 passengers departing the airport (-0.6 %), therefore the total number of trips via the airport was 58,200.

## Arriving Passengers (Excl. Transfers)



## Arriving Passengers From

	November 2019 Amount	Change	Jan-November 2019 Amount	Change
<b>Total</b>	30,200	2.5 %	254,000	5.1 %
<b>Finland</b>	26,300	0.2 %	225,000	5.0 %
<b>Foreign</b>	3,900	21.6 % !	28,400	6.0 %

! = change at least 10 %

## Departing Passengers To

	November 2019 Amount	Change	Jan-November 2019 Amount	Change
<b>Total</b>	28,000	-0.6 %	266,000	7.4 %
<b>Finland</b>	24,700	-2.2 %	235,000	7.5 %
<b>Foreign</b>	3,400	12.5 % !	31,700	6.4 %

! = change at least 10 %

*International = International cruise ships*



## Accommodation Sales 5.4 Million Euro

Total accommodation sales in November were 5.4 million euro (+861,000). The share of Airbnb was 17.4 percent. Therefore, registered accommodation sales were 4.6 million euro (+657,000) and Airbnb sales 797,000 euro (+204,000).

Total January-November sales were 47.2 million euro and they increased 6.2 million euro from the previous year.

## Average Prices

	November 2019 Amount	Change	Jan- November 2019 Amount	Change
<b>Adr (Airbnb)</b>	142 €	4.3 %	132 €	4.6 %
<b>Adr (Registered)</b>	132 €	12.0 % !	116 €	7.2 %
<b>Revpar (Registered)</b>	87 €	17.0 % !	69 €	7.4 %
<b>Bed Night (Registered)</b>	72 €	12.2 % !	66 €	0.6 %
<b>Revpar (Airbnb)</b>	64 €	-4.2 %	61 €	5.3 %

! = change at least 10 %

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

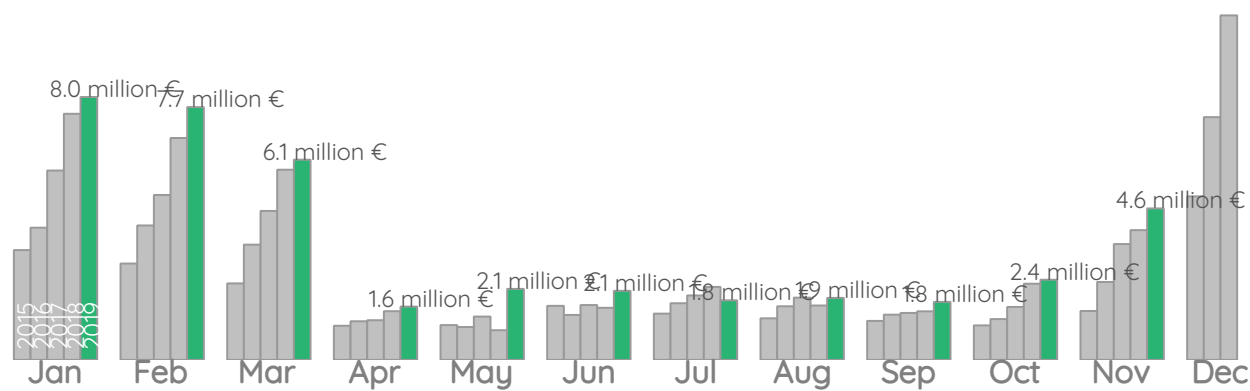
## Tax Free Sales -13.2 %

Tax free sales decreased 13 percent from the previous year.

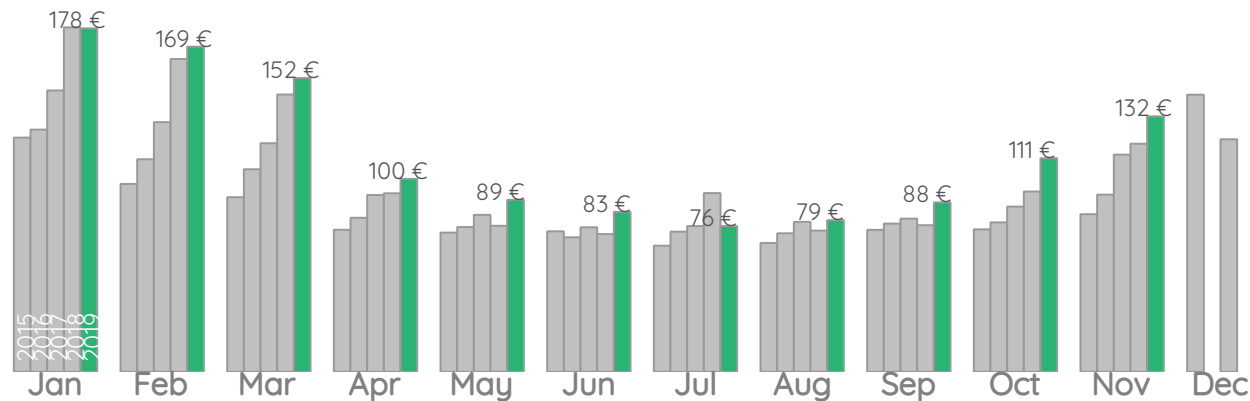
(Russians -29.7 %, Chinese +69.0 %, Japanese +259.8 %)



Registered Accommodation Sales



Average Registered Room Price (Adr)



## Capacity & Utilization

### Registered Accommodation

23 accommodation  
establishments (-1)  
1,700 rooms (-7)  
4,100 beds (-19)

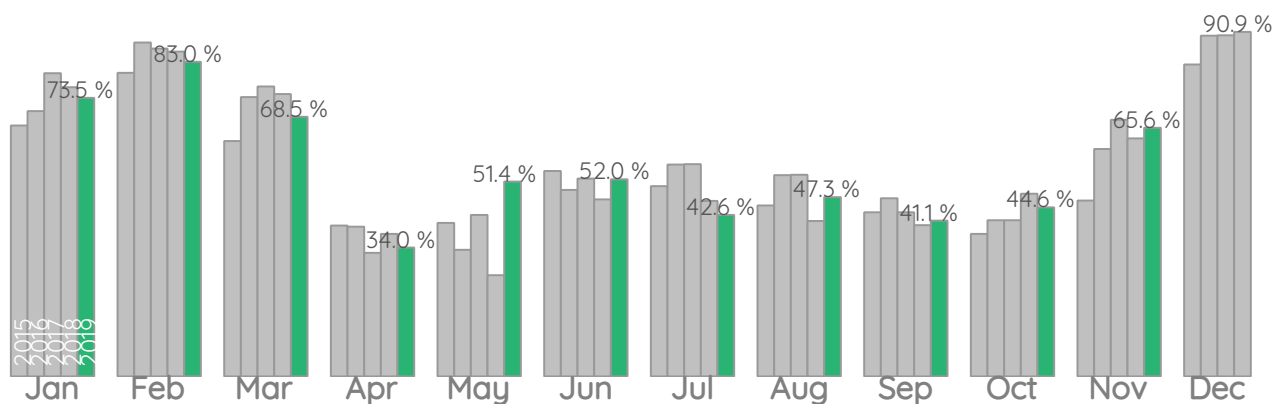
Room utilization 65.6 % (+2.8)  
Unsold rooms 590

### Airbnb

600 apartments (+82)  
110 private rooms (+25)  
23 shared rooms (+1)

Apartment utilization 44.8 %  
(-4.0)  
Unsold apartments 330

## Registered Room Utilization



**Sources:** Airdna, Business Finland, Finavia, Finnish Meteorological Institute, Global Blue, Statistics Finland

Visit Rovaniemi>

Lordinaukio, Maakuntakatu 29-31, 96200 Rovaniemi  
(016) 346 270, [info@visitrovaniemi.fi](mailto:info@visitrovaniemi.fi), [visitrovaniemi.fi](https://visitrovaniemi.fi)

