



# Rovaniemi

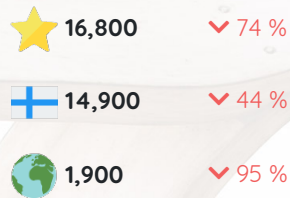
## Accommodation and Travel Stats

📅 November 2020

# Rovaniemi: Tourism In A Nutshell



## Bed Nights

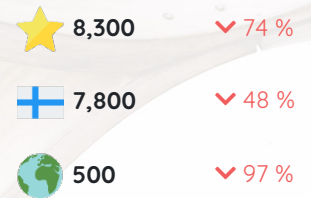


### Top 3:

Czech Republic	620	▲ 373 %
Poland	250	▼ 41 %
Estonia	200	▲ 9 %



## Visitors



### Top 3:

United Kingdom	88	▼ 93 %
Germany	76	▼ 88 %
Sweden	56	▼ 91 %



## Accommodation Sales

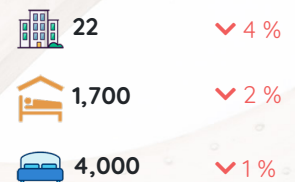


### Average prices:

Night	55.80 €	▼ 15.40 €
Room	92.70 €	▼ 39.00 €
RevPAR	22.10 €	▼ 64.20 €



## Capacity

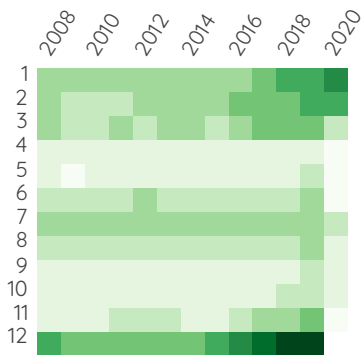


## Weather

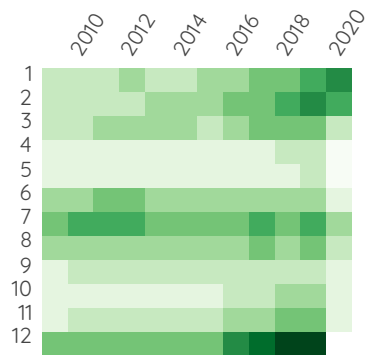


## Key Indicators

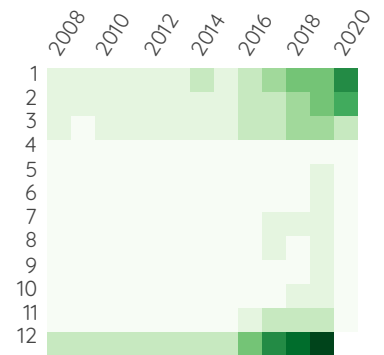
### Bed Nights



### Arrivals



### Sales

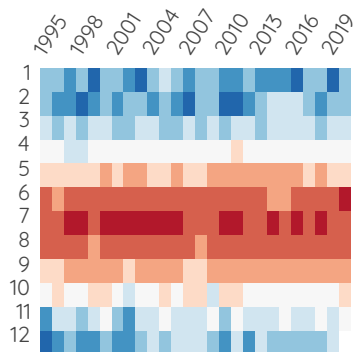


Travel key indicators: the darker the square the larger the value.

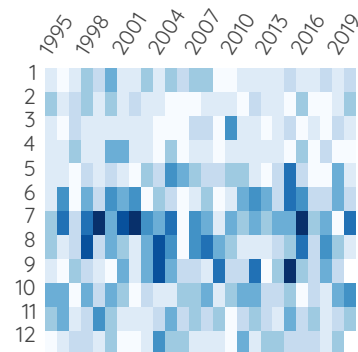
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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



# 16,800 Registered Bed Nights

In November 2020, 16,800 bed nights were recorded in Rovaniemi (-73.7 %), of which 14,900 nights were spent by domestic visitors and 1,900 nights by foreigners. Domestic bed nights decreased 44 percent and foreign bed nights decreased 95 percent. In total, bed nights decreased 74 percent from last year's November.

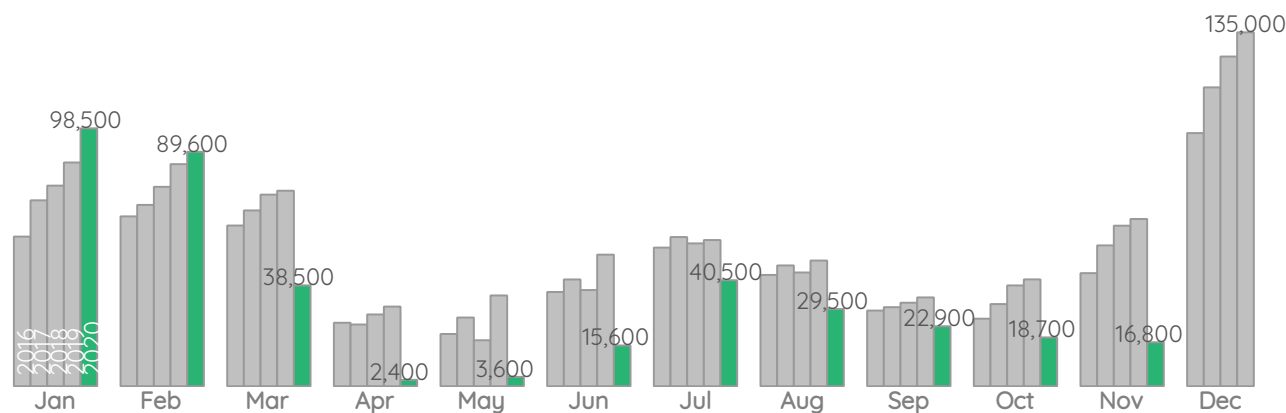
Most foreign bed nights were recorded for travelers from Czech Republic (620 nights).

8,700 nights (-79.3 %) were spend by leisure visitors and 8,100 nights (-62.8 %) by business visitors.

Between January and November, 179,000 bed nights (-25.4 %) were recorded for domestic visitors and 197,000 (-45.6 %) for foreigners in Rovaniemi, in total 377,000 (-37.5 %) 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

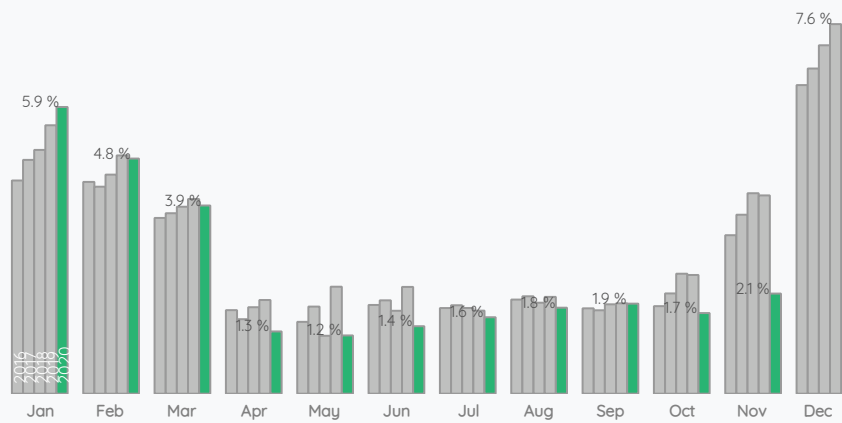
	November 2020			Jan-November 2020		
	Amount	Change	Share	Amount	Change	Share
<b>Total</b>	16,800	-73.7 % !	100.0 %	377,000	-37.5 % !	100.0 %
<b>Finland</b>	14,900	-44.0 % !	88.4 %	179,000	-25.4 % !	47.6 %
<b>Foreign</b>	1,900	-94.8 % !	11.6 %	197,000	-45.6 % !	52.4 %
<b>Czech Republic</b>	620	373.3 % !	3.7 %	910	-8.1 %	0.2 %
<b>Poland</b>	250	-41.0 % !	1.5 %	1,900	-47.8 %	0.5 %
<b>Estonia</b>	200	9.3 %	1.2 %	1,800	15.0 %	0.5 %
<b>Germany</b>	183	-90.5 % !	1.1 %	16,100	-45.0 % !	4.3 %
<b>United Kingdom</b>	122	-96.0 %	0.7 %	10,700	-32.4 % !	2.8 %
<b>Austria</b>	102	-84.8 %	0.6 %	900	-70.0 %	0.2 %
<b>Sweden</b>	91	-92.0 %	0.5 %	2,100	-74.5 %	0.6 %
<b>Japan</b>	87	-95.1 %	0.5 %	6,900	-48.2 % !	1.8 %
<b>Spain</b>	30	-98.8 %	0.2 %	5,800	-64.0 % !	1.5 %
<b>Belgium</b>	29	-89.6 %	0.2 %	2,600	-41.7 %	0.7 %
<b>Norway</b>	21	-98.3 %	0.1 %	6,200	-51.4 % !	1.6 %
<b>Denmark</b>	17	-94.3 %	0.1 %	1,100	-81.5 %	0.3 %
<b>India</b>	15	-97.1 %	0.1 %	4,600	-31.1 % !	1.2 %
<b>Slovakia</b>	15	-81.5 %	0.1 %	162	-57.4 %	0.0 %
<b>Netherlands</b>	14	-93.9 %	0.1 %	4,400	-45.0 % !	1.2 %
<b>Latvia</b>	14	-84.9 %	0.1 %	660	-47.3 %	0.2 %
<b>United States</b>	13	-99.2 %	0.1 %	4,400	-73.2 % !	1.2 %

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

# Market Share 2.1 Percent

Total of 815,000 bed nights (-47.9 %) were recorded in the whole country, of which 728,000 nights (-34.3 %) were spent by domestic visitors and 87,200 nights (-80.9 %) by foreigners.

The market share of Rovaniemi out of total bed nights was 2.1 % (-2.0 percentage points), out of domestic bed nights 2.0 % and foreign bed nights 2.2 %.



## 8,300 Tourists Arrived To Accommodation

Arrivals to registered accommodation decreased 74 percent compared to earlier year. Of all arrivals, 93.9 percent were domestic, and 6.1 percent were from foreign countries.

During November, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.9 nights (+0.12) and foreigners 3.9 nights (+1.6).

	November 2020			Jan-November 2020		
	Amount	Change	Share	Amount	Change	Share
<b>Total</b>	8,300	-73.7 % !	100.0 %	187,000	-40.2 % !	100.0 %
<b>Finland</b>	7,800	-47.7 % !	93.9 %	103,000	-25.9 % !	55.2 %
<b>Foreign</b>	500	-97.0 % !	6.1 %	83,800	-51.6 % !	44.8 %
<b>United Kingdom</b>	88	-92.8 % !	1.1 %	3,600	-47.9 % !	1.9 %
<b>Germany</b>	76	-88.4 %	0.9 %	7,400	-58.3 % !	4.0 %
<b>Sweden</b>	56	-90.8 %	0.7 %	940	-80.1 %	0.5 %
<b>Czech Republic</b>	35	-36.4 %	0.4 %	141	-74.5 %	0.1 %
<b>Japan</b>	25	-97.5 %	0.3 %	3,700	-52.3 % !	2.0 %
<b>Poland</b>	20	-88.8 %	0.2 %	650	-69.8 %	0.3 %
<b>Estonia</b>	18	-78.3 %	0.2 %	940	17.7 %	0.5 %
<b>Norway</b>	14	-97.9 %	0.2 %	3,800	-50.9 % !	2.0 %
<b>Austria</b>	12	-90.3 %	0.1 %	340	-76.0 %	0.2 %
<b>Latvia</b>	11	-65.6 %	0.1 %	340	-9.5 %	0.2 %
<b>United States</b>	10	-98.7 %	0.1 %	2,000	-63.2 % !	1.1 %
<b>Netherlands</b>	10	-89.2 %	0.1 %	1,500	-67.5 %	0.8 %
<b>France</b>	9	-98.0 %	0.1 %	6,500	-37.8 % !	3.5 %
<b>Italy</b>	9	-99.1 %	0.1 %	2,800	-55.9 % !	1.5 %
<b>Spain</b>	9	-99.0 %	0.1 %	1,900	-69.7 % !	1.0 %
<b>Denmark</b>	9	-93.7 %	0.1 %	510	-76.8 %	0.3 %
<b>Slovakia</b>	8	-70.4 %	0.1 %	79	-53.0 %	0.0 %

! = 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.

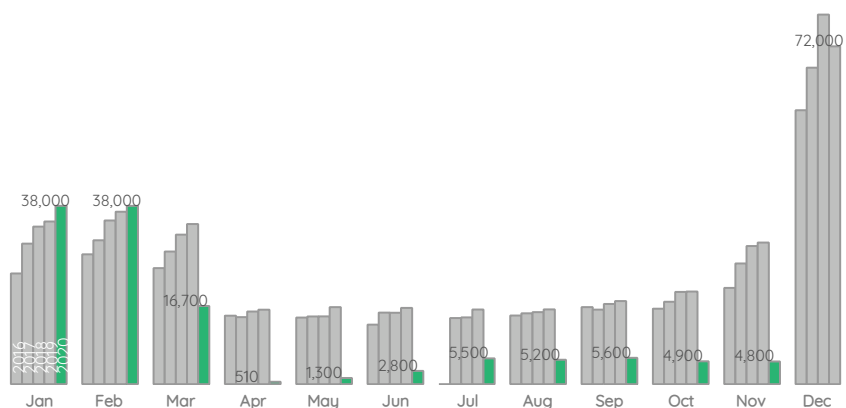
## 4,800 Air Travelers

The airport received a total of 4,800 passengers, which means air passenger arrivals decreased 84 percent.

Of local passengers, 0.2 % arrived from abroad, thus the share of domestic passengers was 99.8 %.

In addition, there were 5,000 passengers departing the airport (-82.1 %), therefore the total number of trips via the airport was 9,900 (-83.1 %).

### Arriving Passengers (Excl. Transfers)





## Arriving Passengers From

	November 2020		Jan-November 2020	
	Amount	Change	Amount	Change
<b>Total</b>	4,800	-84.0 % !	123,000	-51.4 % !
<b>Finland</b>	4,800	-81.6 % !	101,000	-55.3 % !
<b>Foreign</b>	9	-99.8 % !	22,800	-19.9 % !

! = change at least 10 %

## Departing Passengers To

	November 2020		Jan-November 2020	
	Amount	Change	Amount	Change
<b>Total</b>	5,000	-82.1 % !	136,000	-49.1 % !
<b>Finland</b>	4,800	-80.4 % !	110,000	-53.3 % !
<b>Foreign</b>	189	-94.4 % !	26,000	-18.0 % !

! = change at least 10 %

## Accommodation Sales 1.7 Million Euro

Total accommodation sales in November were 1.7 million euro (-3.8 million). The share of Airbnb and Vrbo was 25.2 percent. Therefore, registered accommodation sales were 938,000 euro (-3.6 million) and non-registered sales 426,000 euro (-501,000).

Total January-November sales were 38.5 million euro and they decreased 10.1 million euro from the previous year.

## Average Prices

	November 2020 Amount	Change	Jan- November 2020 Amount	Change
Adr (Non-Registered)	154 €	13.3 % !	141 €	9.4 %
Adr (Registered)	93 €	-29.6 % !	155 €	22.6 % !
Revpar (Non-Registered)	62 €	-9.0 %	71 €	10.3 % !
Bed Night (Registered)	56 €	-21.6 % !	79 €	17.2 % !
Revpar (Registered)	22 €	-74.4 % !	65 €	-7.9 %

! = change at least 10 %

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

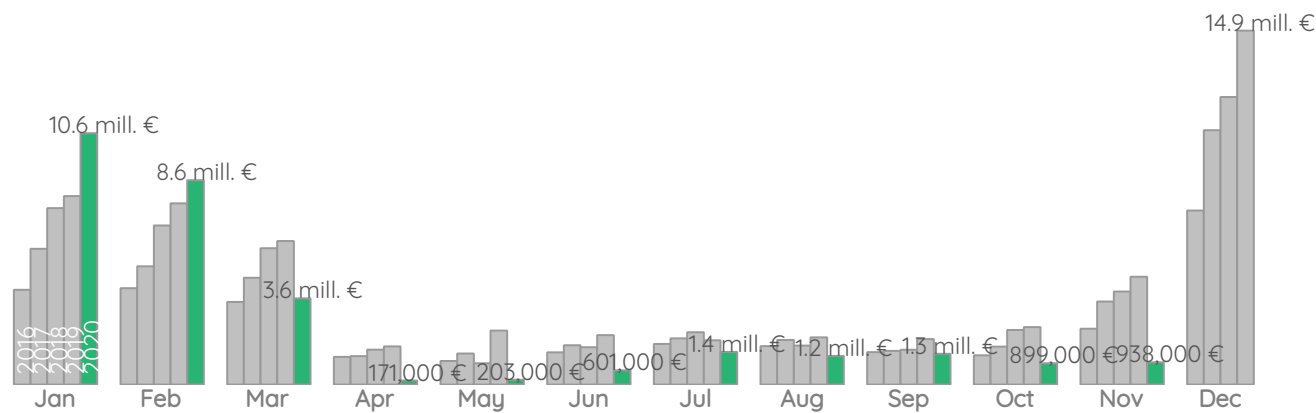
## Tax Free Sales +6.7 % (January)

Tax free sales increased seven percent from the previous year.

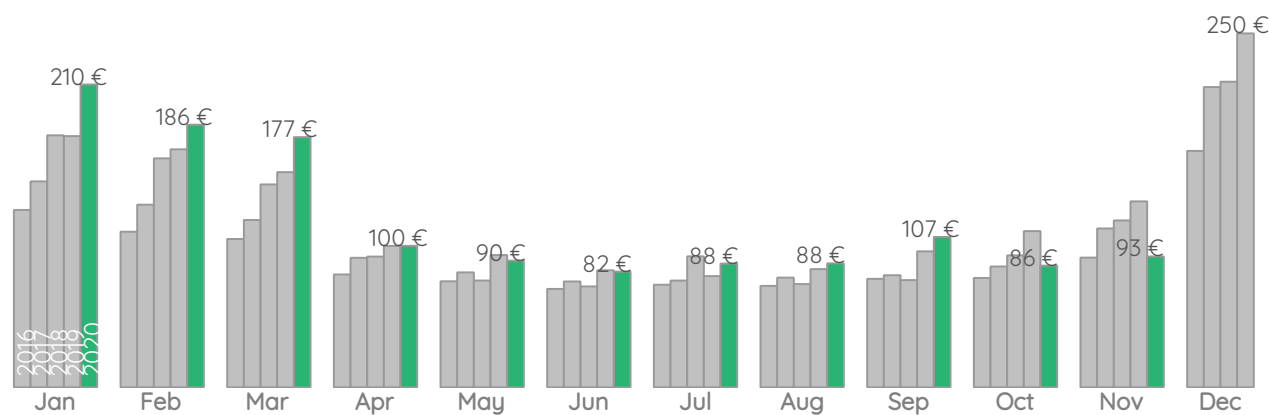
(Russians -18.6 %, Chinese +62.5 %, Japanese +98.5 %)



Registered Accommodation Sales



Average Registered Room Price (Adr)



## Capacity & Utilization

### Registered Accommodation

22 accommodation  
establishments (-1)  
1,700 rooms (-35)  
4,000 beds (-51)

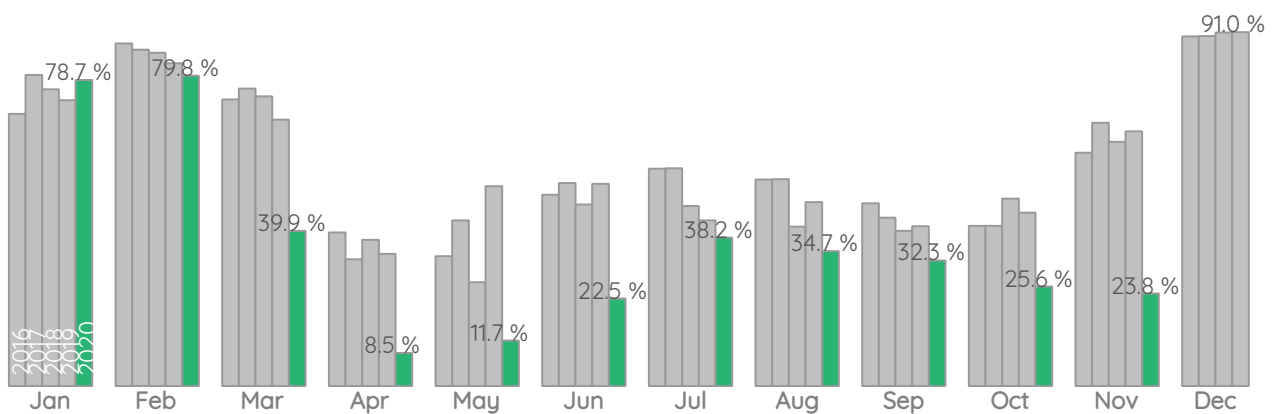
Room utilization 23.8 % (-42)  
Unsold rooms 1,300

### Airbnb and Vrbo

570 accommodation  
establishments (-184)  
500 apartments (-136)  
960 rooms (-290)

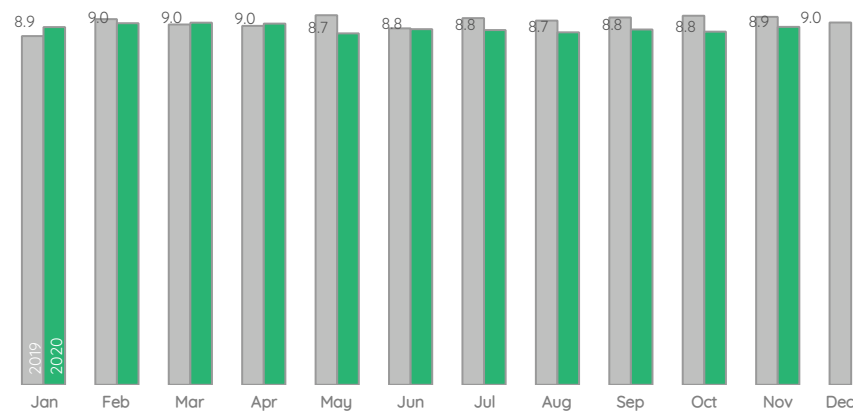
Apartment utilization 39.9 %  
(-9.8)  
Unsold apartments 300

### Registered Room Utilization For Establishments



# Hotel Customer Satisfaction

Average customer satisfaction score on Booking.com given by hotel customers in November was 8.88/10 (-0.25).



# Hotel Customer Satisfaction By Nationalities

	November 2020	Change	Jan-November 2020	Change
	Amount		Amount	
Foreign	9.0	-3.0 %	9.0	-1.2 %
Total	8.9	-2.7 %	8.9	-1.4 %
Finland	8.9	0.7 %	8.8	-0.8 %

! = change at least 10 %

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

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