



Rovaniemi

Accommodation and Travel Stats

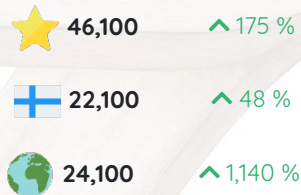
📅 November 2021

Rovaniemi: Tourism In A Nutshell

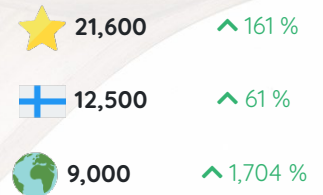
Registered accommodation. All changes are relative to the same period a year ago.



Bed Nights



Visitors



Accommodation Sales

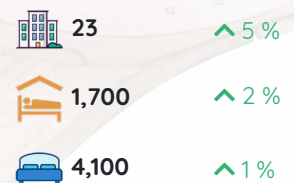


Average prices:

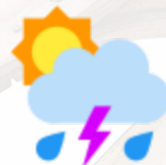
Night	78.20 €	^ 22.40 €
Room	156.00 €	^ 63.20 €
RevPAR	70.00 €	^ 48.00 €



Capacity



Utilization



Weather



Registered Bed Nights Increased 175 Percent

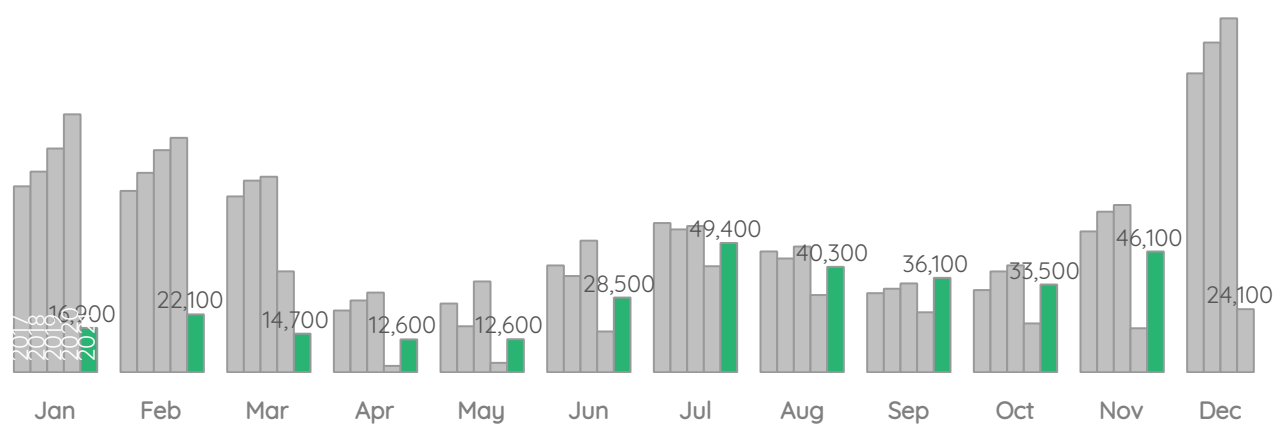
In November 2021, 46,100 registered bed nights were recorded in Rovaniemi (+174.5 %), of which 22,100 nights were spent by domestic visitors and 24,100 nights by foreigners. Registered domestic bed nights increased 48 percent and registered foreign bed nights increased 1,100 percent. In total, registered bed nights increased 175 percent from last year's November.

34,600 nights (+296.5 %) were spend by leisure visitors and 11,500 nights (+42.4 %) by business visitors.

Between January and November, 245,000 registered bed nights (+36.8 %) were recorded for domestic visitors and 67,600 (-65.8 %) for foreigners in Rovaniemi, in total 313,000 (-16.9 %) registered 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



Registered Bed Nights By Country Of Arrival

	November 2021			Jan-November 2021		
	Amount	Change	Share	Amount	Change	Share
Total	46,100	174.5 % !	100.0 %	313,000	-16.9 % !	100.0 %
Foreign	24,100	1,140.4 % !	52.2 %	67,600	-65.8 % !	21.6 %
Finland	22,100	48.4 % !	47.8 %	245,000	36.8 % !	78.4 %
United Kingdom	3,300	2,641.0 % !	7.2 %	4,500	-57.9 % !	1.4 %
Spain	2,900	9,620.0 % !	6.3 %	4,500	-21.8 % !	1.4 %
Germany	2,800	1,451.4 % !	6.2 %	15,800	-2.2 %	5.0 %
France	2,400	21,590.9 % !	5.2 %	4,600	-81.0 % !	1.5 %
Italy	2,100	18,545.5 % !	4.4 %	4,300	-36.8 % !	1.4 %
United States	1,200	9,500.0 % !	2.7 %	3,700	-16.7 % !	1.2 %
Poland	710	183.2 % !	1.5 %	2,400	26.4 %	0.8 %
Sweden	610	571.4 % !	1.3 %	3,200	47.6 % !	1.0 %
Belgium	560	1,834.5 % !	1.2 %	1,100	-59.2 %	0.3 %
Norway	560	2,566.7 % !	1.2 %	4,800	-22.3 % !	1.5 %
Austria	540	424.5 % !	1.2 %	1,200	31.1 %	0.4 %
Switzerland	500	9,900.0 % !	1.1 %	1,800	-34.4 %	0.6 %
Ireland	400	8,000.0 %	0.9 %	490	-2.6 %	0.2 %
Netherlands	350	2,407.1 %	0.8 %	1,800	-59.7 %	0.6 %
Japan	320	272.4 %	0.7 %	450	-93.4 %	0.1 %
Czech Republic	320	-48.4 %	0.7 %	760	-17.2 %	0.2 %
Brazil	300	30,100.0 %	0.7 %	560	-54.0 %	0.2 %

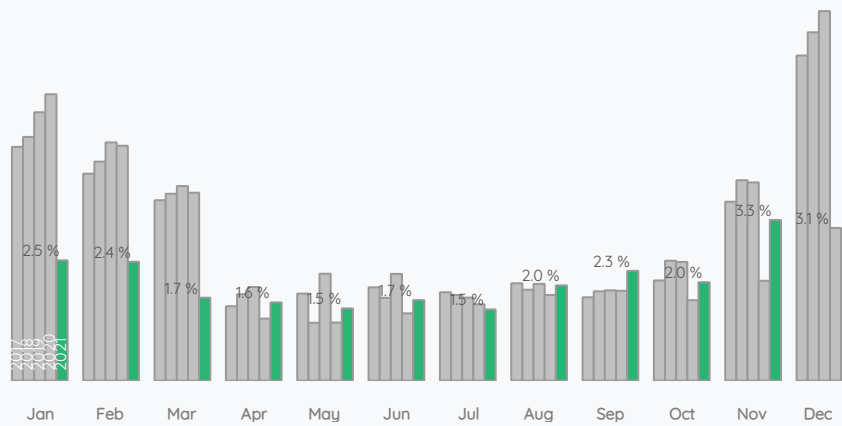
! = change at least 10 % and share at least 1 %



Market Share 3.3 Percent

Total of 1.4 million registered bed nights (+70.7 %) were recorded in the whole country, of which 1.1 million nights (+52.8 %) were spent by domestic visitors and 279,000 nights (+221.1 %) by foreigners.

The market share of Rovaniemi out of total registered bed nights was 3.3 % (+1.3 percentage points), out of domestic bed nights 2.0 % and foreign bed nights 8.6 %.



21,600 Tourists Arrived To Registered Accommodation

Arrivals to registered accommodation increased 161 percent compared to earlier year. Of all registered arrivals, 58.1 percent were domestic, and 41.9 percent were from foreign countries.

During November, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.8 nights (-0.15) and foreigners 2.7 nights (-1.2).

	November 2021			Jan-November 2021		
	Amount	Change	Share	Amount	Change	Share
Total	21,600	160.9 % !	100.0 %	172,000	-7.8 %	100.0 %
Finland	12,500	61.3 % !	58.1 %	140,000	35.5 % !	81.0 %
Foreign	9,000	1,704.4 % !	41.9 %	32,700	-61.0 % !	19.0 %
United Kingdom	1,100	1,201.1 % !	5.3 %	1,600	-53.9 %	1.0 %
Germany	1,000	1,235.5 % !	4.7 %	9,900	33.5 % !	5.8 %
Spain	920	10,177.8 % !	4.3 %	1,800	-2.6 %	1.1 %
France	840	9,222.2 % !	3.9 %	1,800	-72.4 % !	1.0 %
Italy	760	8,322.2 % !	3.5 %	2,000	-30.5 % !	1.1 %
United States	570	5,580.0 % !	2.6 %	1,100	-42.5 %	0.7 %
Norway	320	2,178.6 % !	1.5 %	2,800	-27.0 % !	1.6 %
Sweden	290	417.9 % !	1.3 %	1,800	95.5 % !	1.1 %
Poland	290	1,340.0 % !	1.3 %	1,200	80.5 %	0.7 %
Belgium	210	2,842.9 %	1.0 %	460	-49.2 %	0.3 %
Switzerland	199	3,880.0 %	0.9 %	950	-21.0 %	0.6 %
Ireland	161	3,120.0 %	0.7 %	210	10.8 %	0.1 %
Austria	157	1,208.3 %	0.7 %	470	37.9 %	0.3 %
Netherlands	133	1,230.0 %	0.6 %	900	-38.6 %	0.5 %
Brazil	127	12,600.0 %	0.6 %	220	-57.8 %	0.1 %
Romania	123	6,050.0 %	0.6 %	300	234.1 %	0.2 %
Portugal	109		0.5 %	250	-15.4 %	0.1 %

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



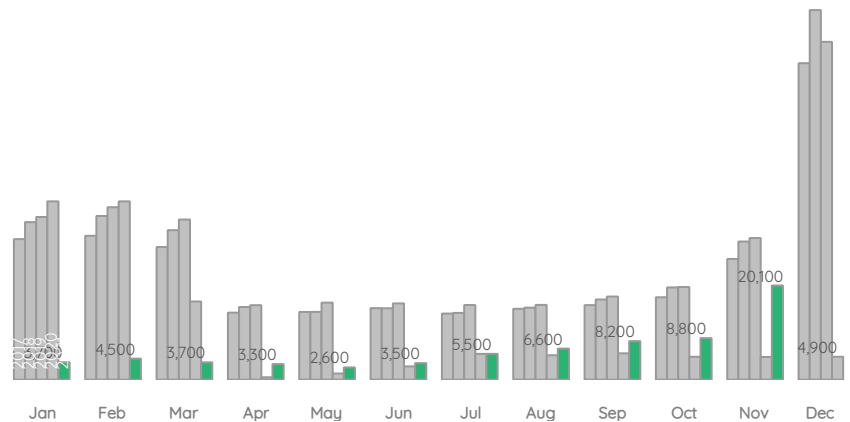
20,100 Air Travelers

The airport received a total of 20,100 passengers, which means air passenger arrivals increased 320 percent.

Of local passengers, 7.5 % arrived from abroad, thus the share of domestic passengers was 92.5 %.

In addition, there were 18,600 passengers departing the airport (+271.6 %), therefore the total number of trips via the airport was 38,700 (+292.8 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	November 2021		Jan-November 2021	
	Amount	Change	Amount	Change
Total	20,100	314.7 % !	70,600	-42.8 % !
Finland	18,600	284.4 % !	68,600	-31.8 % !
Foreign	1,500	16,588.9 % !	2,000	-91.2 % !

! = change at least 10 %

Departing Passengers To

	November 2021		Jan-November 2021	
	Amount	Change	Amount	Change
Total	18,600	271.6 % !	71,100	-47.6 % !
Finland	17,500	263.5 % !	69,600	-36.5 % !
Foreign	1,100	477.8 % !	1,500	-94.3 % !

! = change at least 10 %



Accommodation Sales 4.3 Million Euro

Total accommodation sales in November were 4.3 million euro (+2.9 million). The share of Airbnb and Vrbo was 16.2 percent. Therefore, registered accommodation sales were 3.6 million euro (+2.7 million) and non-registered sales 697,000 euro (+265,000).

Total January-November sales were 22.1 million euro and they decreased 15.4 million euro from the previous year.

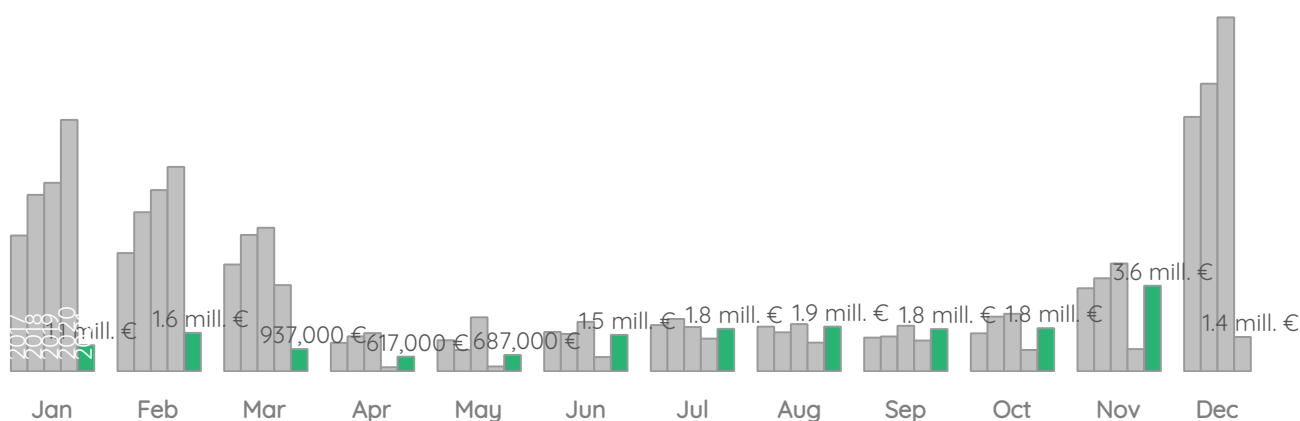
Average Prices

	November 2021	Change	Jan-November 2021	Change
Amount			Amount	
Adr (Registered)	156 €	68.2 % !	111 €	-28.4 % !
Adr (Non-Registered)	156 €	-0.0 %	134 €	-5.1 %
Revpar (Non-Registered)	79 €	26.2 % !	60 €	-15.0 % !
Bed Night (Registered)	78 €	40.2 % !	56 €	-29.3 % !
Revpar (Registered)	70 €	217.3 % !	34 €	-47.7 % !

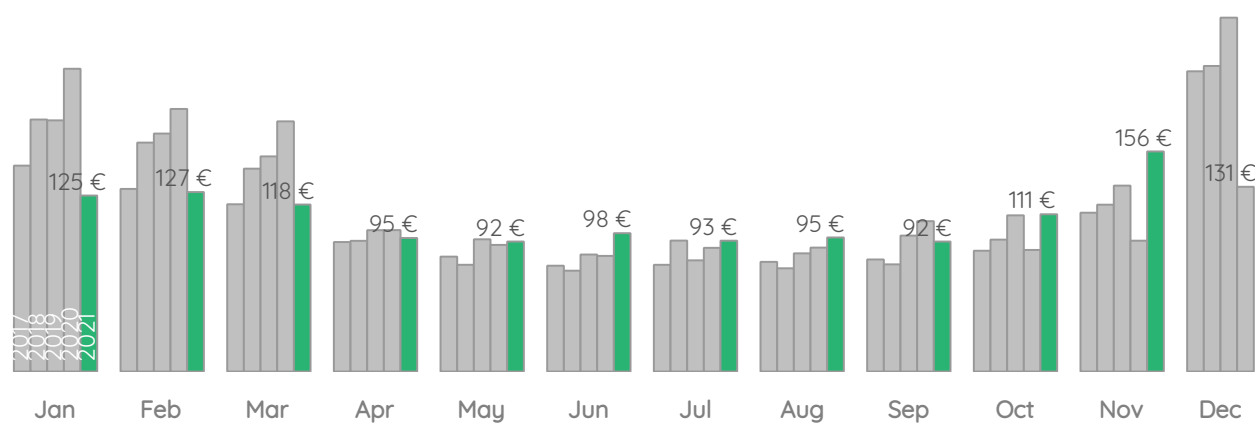
! = change at least 10 %

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

23 accommodation establishments (+1)
1,700 rooms (+31)
4,100 beds (+55)

Room utilization 44.9 % (+21)
Unsold rooms 940

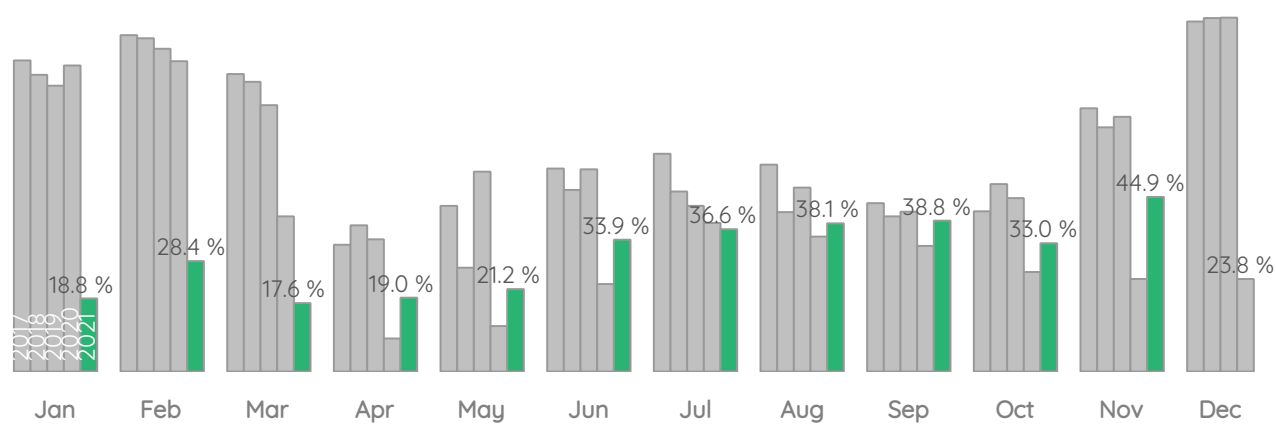
Airbnb and Vrbo

500 accommodation establishments (-66)
440 apartments (-53)
860 rooms (-95)

Apartment utilization 50.6 % (+11)
Unsold apartments 220

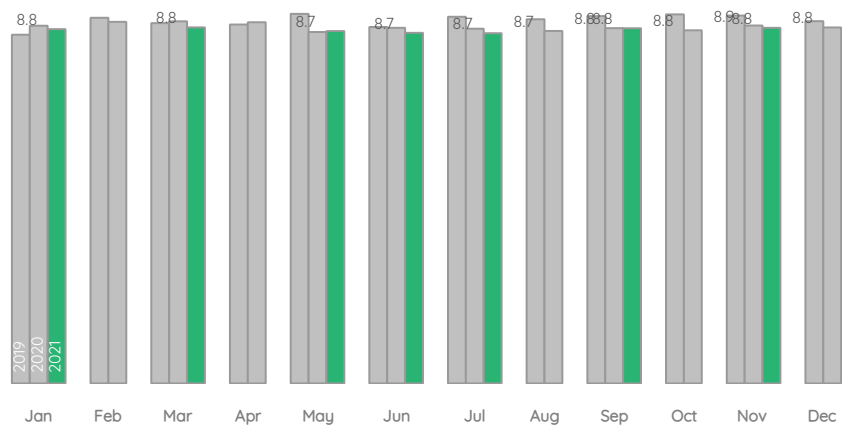


Registered Room Utilization For Establishments



Accommodation Customer Satisfaction

Average customer satisfaction score on Booking.com given by accommodation customers in November was 8.82/10 (-0.06).



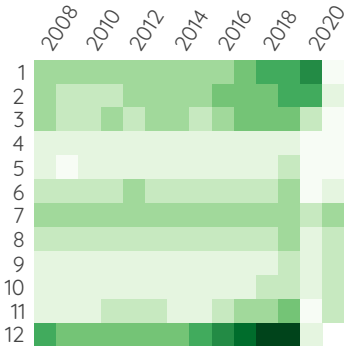
Accommodation Customer Satisfaction By Nationalities

	November 2021		Jan-November 2021	
	Amount	Change	Amount	Change
Poland	9.5			
United Kingdom	9.2			
France	9.0			
Foreign	8.9	-1.1 %		
Spain	8.9			
Total	8.8	-0.6 %		
Italy	8.8			
Finland	8.7	-1.7 %		
Belgium	8.6			
Germany	8.5			

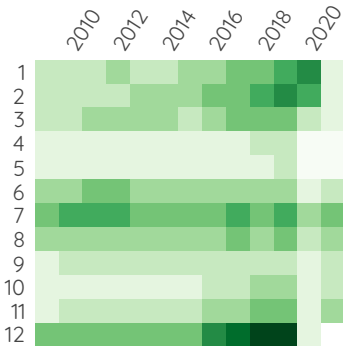
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Key Indicators

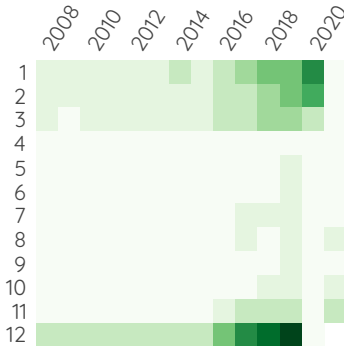
Bed Nights



Arrivals



Sales

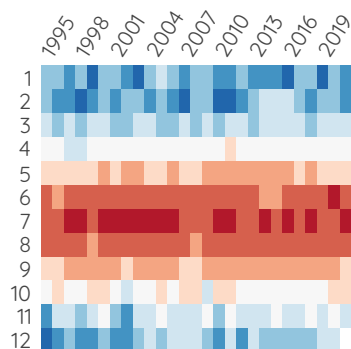


Travel key indicators: the darker the square the larger the value.

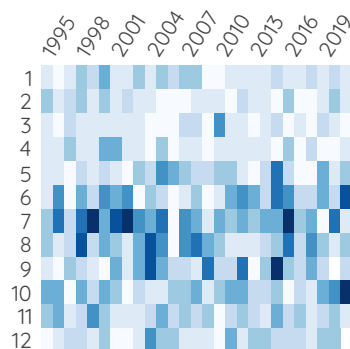
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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



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

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