



Rovaniemi

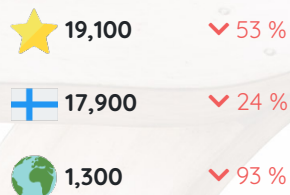
Accommodation and Travel Stats

📅 October 2020

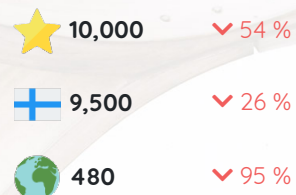
Rovaniemi: Tourism In A Nutshell



Bed Nights



Visitors

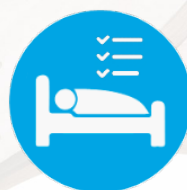


Accommodation Sales

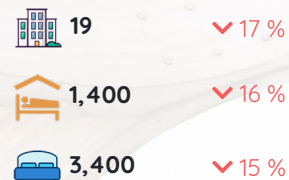


Average prices:

Night	47.70 €	▼ 11.70 €
Room	87.00 €	▼ 23.70 €
RevPAR	21.00 €	▼ 28.30 €



Capacity

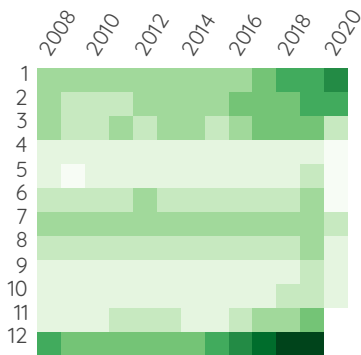


Weather

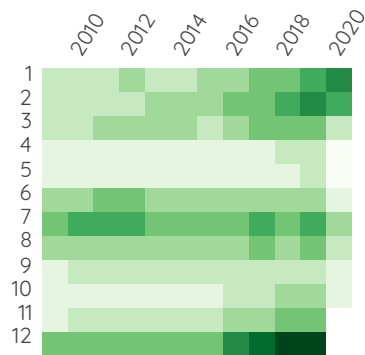


Key Indicators

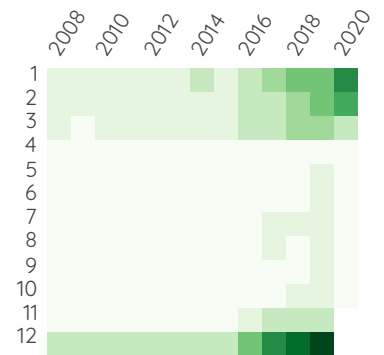
Bed Nights



Arrivals



Sales

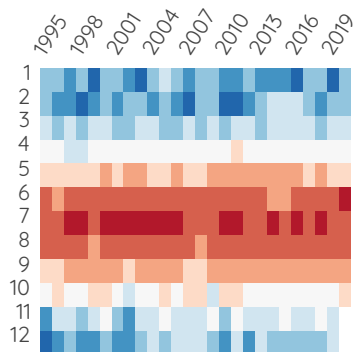


Travel key indicators: the darker the square the larger the value.

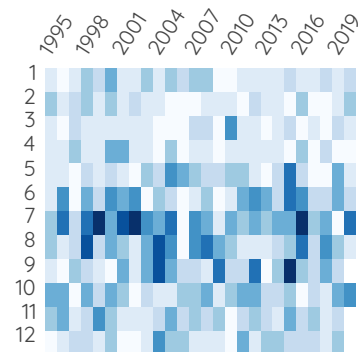
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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



19,100 Registered Bed Nights

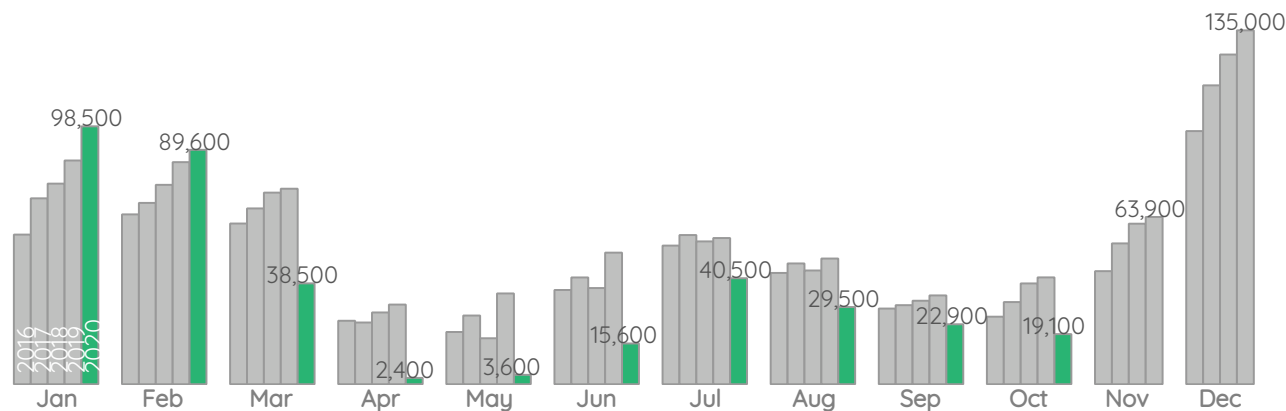
In October 2020, 19,100 bed nights were recorded in Rovaniemi (-53.1 %), of which 17,900 nights were spent by domestic visitors and 1,300 nights by foreigners. Domestic bed nights decreased 24 percent and foreign bed nights decreased 93 percent. In total, bed nights decreased 53 percent from last year's October.

12,000 nights (-54.2 %) were spend by leisure visitors and 7,100 nights (-51.1 %) by business visitors.

Between January and October, 165,000 bed nights (-22.8 %) were recorded for domestic visitors and 195,000 (-40.0 %) for foreigners in Rovaniemi, in total 360,000 (-33.2 %) 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

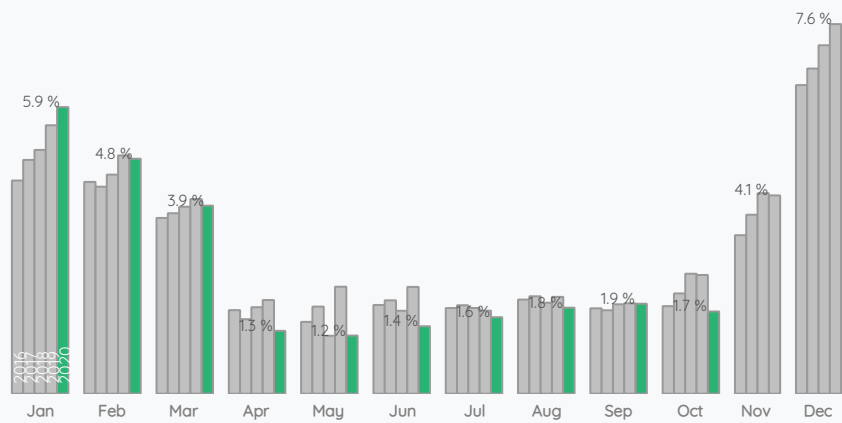
	October 2020			Jan-October 2020		
	Amount	Change	Share	Amount	Change	Share
Total	19,100	-53.1 % !	100.0 %	360,000	-33.2 % !	100.0 %
Finland	17,900	-23.6 % !	93.4 %	165,000	-22.8 % !	45.8 %
Foreign	1,300	-92.8 % !	6.6 %	195,000	-40.0 % !	54.2 %
Sweden	640	93.1 % !	3.4 %	2,000	-71.8 %	0.6 %
Italy	87	-83.4 %	0.5 %	6,800	-39.9 % !	1.9 %
Germany	66	-95.2 %	0.3 %	15,900	-41.8 % !	4.4 %
France	41	-93.7 %	0.2 %	24,200	-21.2 % !	6.7 %
United States	36	-94.1 %	0.2 %	4,400	-70.3 % !	1.2 %
Latvia	35	52.2 %	0.2 %	650	-44.3 %	0.2 %
United Kingdom	34	-95.0 %	0.2 %	10,600	-17.1 % !	2.9 %
Spain	31	-94.4 %	0.2 %	5,800	-57.6 % !	1.6 %
Switzerland	29	-91.1 %	0.2 %	2,800	-57.8 %	0.8 %
Estonia	24	-83.3 %	0.1 %	1,600	15.8 %	0.4 %
Russia	23	-96.8 %	0.1 %	12,200	-27.0 % !	3.4 %
Netherlands	23	-86.4 %	0.1 %	4,400	-43.5 % !	1.2 %
Japan	19	-99.2 %	0.1 %	6,800	-40.9 % !	1.9 %
Norway	16	-96.5 %	0.1 %	6,200	-46.2 % !	1.7 %
Czech Republic	14	-67.4 %	0.1 %	290	-66.0 %	0.1 %
Turkey	12	-81.2 %	0.1 %	5,100	29.4 % !	1.4 %
Austria	9	-94.0 %	0.0 %	800	-65.7 %	0.2 %

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

Market Share 1.7 Percent

Total of 1.1 million bed nights (-32.3 %) were recorded in the whole country, of which 1.1 million nights (-14.8 %) were spent by domestic visitors and 79,700 nights (-81.7 %) by foreigners.

The market share of Rovaniemi out of total bed nights was 1.7 % (-0.8 percentage points), out of domestic bed nights 1.7 % and foreign bed nights 1.6 %.



10,000 Tourists Arrived To Accommodation

Arrivals to registered accommodation decreased 54 percent compared to earlier year. Of all arrivals, 95.2 percent were domestic, and 4.8 percent were from foreign countries.

During October, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.9 nights (+0.07) and foreigners 2.6 nights (+0.69).

	October 2020			Jan-October 2020		
	Amount	Change	Share	Amount	Change	Share
Total	10,000	-54.3 % !	100.0 %	179,000	-36.3 % !	100.0 %
Finland	9,500	-26.4 % !	95.2 %	95,400	-23.2 % !	53.4 %
Foreign	480	-94.7 % !	4.8 %	83,300	-46.8 % !	46.6 %
Sweden	131	-30.7 % !	1.3 %	880	-78.5 %	0.5 %
Italy	79	-65.9 %	0.8 %	2,800	-48.0 % !	1.6 %
Germany	32	-94.4 %	0.3 %	7,400	-57.1 % !	4.1 %
France	24	-90.0 %	0.2 %	6,500	-35.0 % !	3.6 %
United Kingdom	22	-92.4 %	0.2 %	3,500	-38.3 % !	2.0 %
Spain	22	-90.8 %	0.2 %	1,900	-64.9 % !	1.0 %
Estonia	15	-74.6 %	0.2 %	920	28.9 %	0.5 %
Russia	14	-96.4 %	0.1 %	4,100	-43.5 % !	2.3 %
United States	14	-94.9 %	0.1 %	2,000	-57.4 % !	1.1 %
Norway	12	-95.7 %	0.1 %	3,800	-46.5 % !	2.1 %
Latvia	11	0.0 %	0.1 %	330	-4.3 %	0.2 %
Japan	9	-99.4 %	0.1 %	3,700	-45.6 % !	2.1 %
Netherlands	7	-89.6 %	0.1 %	1,500	-67.1 %	0.8 %
China	5	-99.7 %	0.1 %	13,900	-41.8 % !	7.8 %
Turkey	5	-86.8 %	0.1 %	2,300	12.3 % !	1.3 %
Switzerland	5	-96.4 %	0.1 %	1,200	-68.6 %	0.7 %
Austria	5	-90.7 %	0.1 %	330	-74.6 %	0.2 %

! = 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.

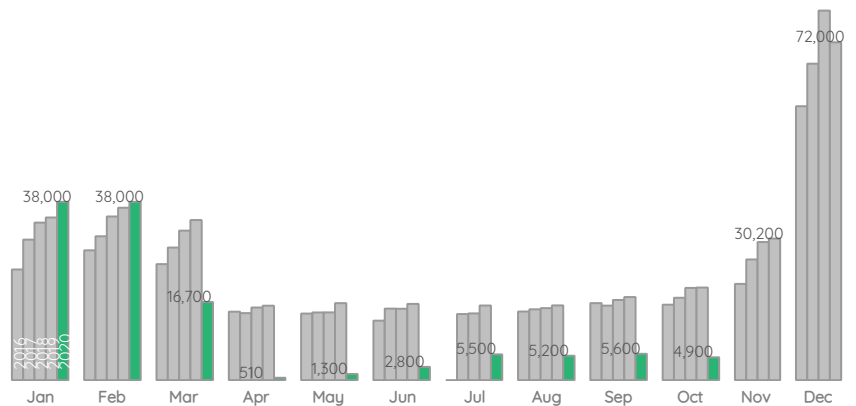
4,900 Air Travelers

The airport received a total of 4,900 passengers, which means air passenger arrivals decreased 75 percent.

Of local passengers, 0.1 % arrived from abroad, thus the share of domestic passengers was 99.9 %.

In addition, there were 4,900 passengers departing the airport (-75.8 %), therefore the total number of trips via the airport was 9,800 (-75.5 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	October 2020		Jan-October 2020	
	Amount	Change	Amount	Change
Total	4,900	-75.3 % !	118,000	-46.9 % !
Finland	4,900	-74.9 % !	95,700	-51.8 % !
Foreign	7	-97.9 % !	22,700	-7.1 %

! = change at least 10 %

Departing Passengers To

	October 2020		Jan-October 2020	
	Amount	Change	Amount	Change
Total	4,900	-75.8 % !	131,000	-45.2 % !
Finland	4,900	-75.4 % !	105,000	-50.1 % !
Foreign	9	-97.6 % !	25,900	-8.9 %

! = change at least 10 %

Accommodation Sales 1.4 Million Euro

Total accommodation sales in October were 1.4 million euro (-1.6 million). The share of Airbnb and Vrbo was 26.8 percent. Therefore, registered accommodation sales were 913,000 euro (-1.5 million) and non-registered sales 384,000 euro (-246,000).

Total January-October sales were 36.8 million euro and they decreased 6.3 million euro from the previous year.

Average Prices

	October 2020 Amount	Change	Jan- October 2020 Amount	Change
Adr (Non-Registered)	129 €	-1.4 %	140 €	9.7 %
Adr (Registered)	87 €	-21.4 % !	159 €	26.4 % !
Revpar (Non-Registered)	54 €	-5.4 %	71 €	12.0 % !
Bed Night (Registered)	48 €	-19.8 % !	80 €	19.5 % !
Revpar (Registered)	21 €	-57.4 % !	70 €	1.3 %

! = change at least 10 %

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

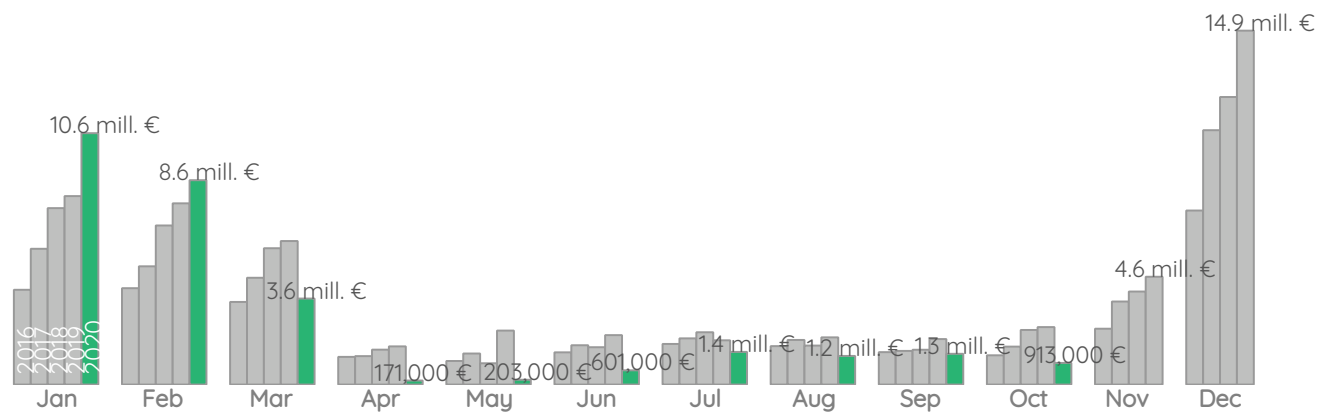
Tax Free Sales +6.7 % (January)

Tax free sales increased seven percent from the previous year.

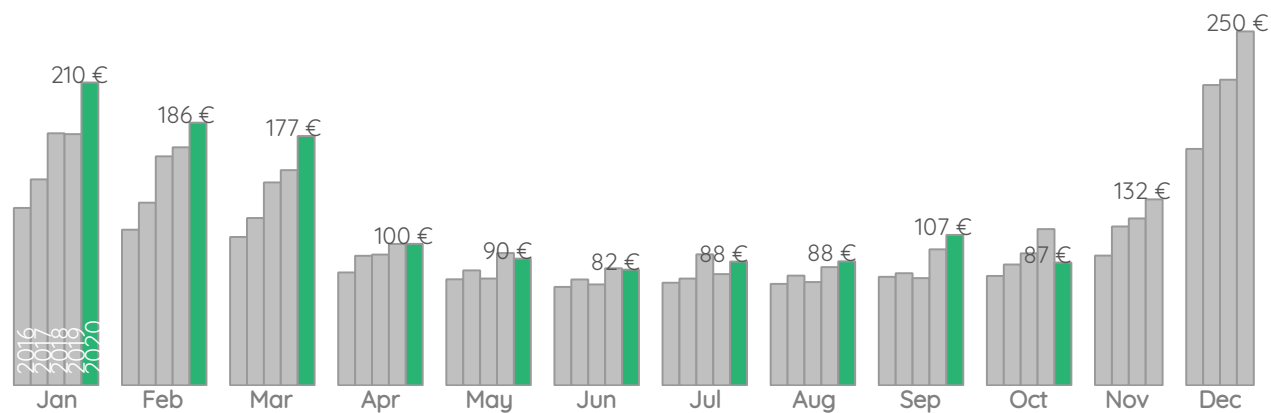
(Russians -18.6 %, Chinese +62.5 %, Japanese +98.5 %)



Registered Accommodation Sales



Average Registered Room Price (Adr)



Capacity & Utilization

Registered Accommodation

19 accommodation
establishments (-4)
1,400 rooms (-260)
3,400 beds (-580)

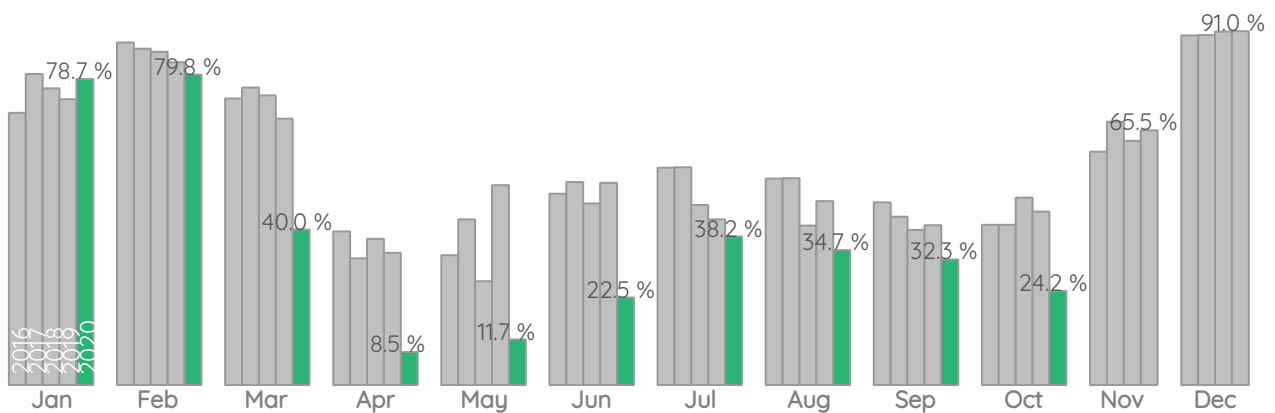
Room utilization 24.2 % (-20)
Unsold rooms 1,100

Airbnb and Vrbo

520 accommodation
establishments (-166)
460 apartments (-120)
870 rooms (-300)

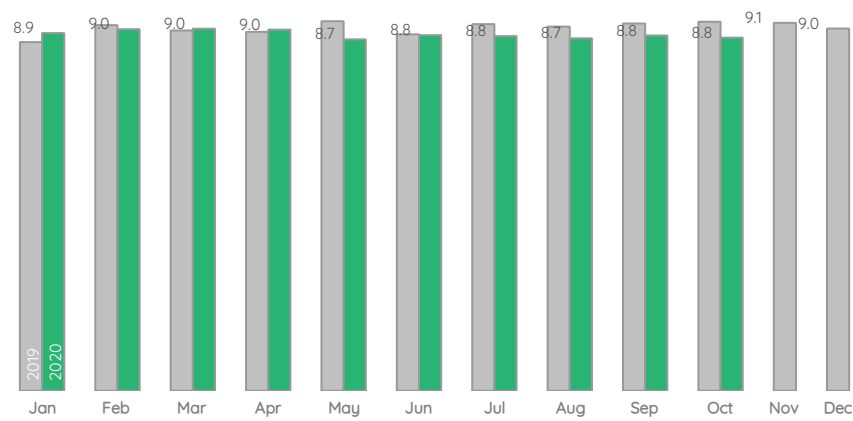
Apartment utilization 41.7 % (-1.8)
Unsold apartments 270

Registered Room Utilization For Establishments



Hotel Customer Satisfaction

Average customer satisfaction score on Booking.com given by hotel customers in October was 8.76/10 (-0.39).



Hotel Customer Satisfaction By Nationalities

	October 2020	Change	Jan-October 2020	Change
	Amount		Amount	
Foreign	8.8	-5.4 %	9.0	-0.9 %
Total	8.8	-4.3 %	8.9	-1.2 %
Finland	8.8	-2.0 %	8.8	-1.0 %

! = 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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