



# Rovaniemi

## Accommodation and Travel Stats

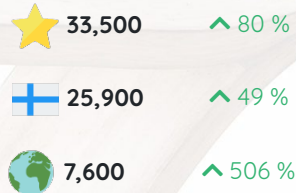
📅 October 2021

# Rovaniemi: Tourism In A Nutshell

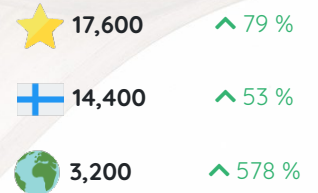
Registered accommodation. All changes are relative to the same period a year ago.



## Bed Nights



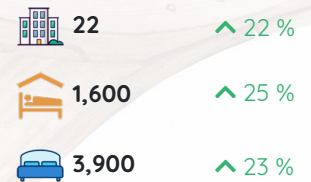
## Visitors



## Accommodation Sales



## Capacity

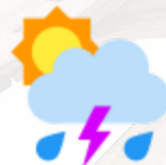


### Average prices:

Night	54.30 €	^ 6.00 €
Room	111.50 €	^ 25.30 €
RevPAR	36.80 €	^ 14.70 €



## Utilization



## Weather



# Registered Bed Nights Increased 80 Percent

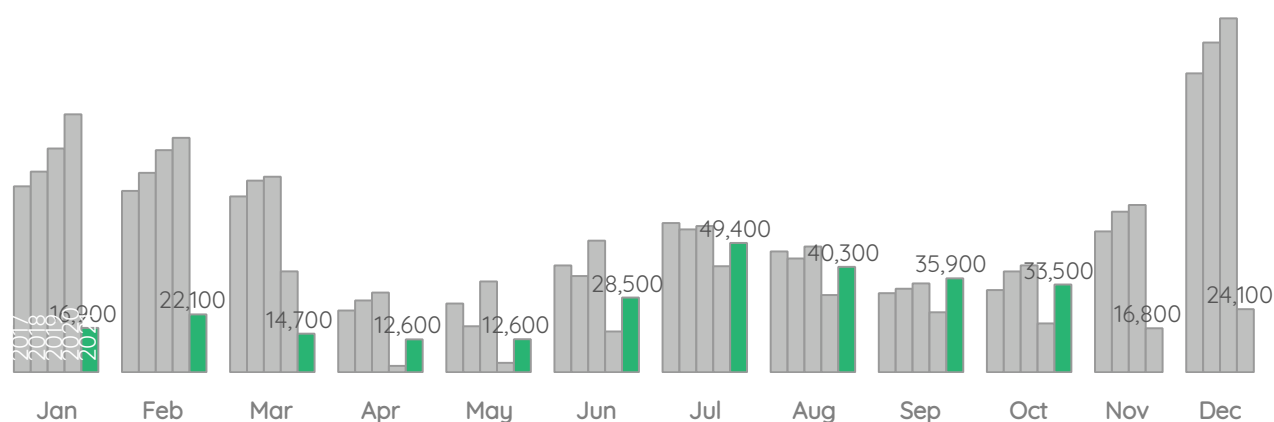
In October 2021, 33,500 registered bed nights were recorded in Rovaniemi (+79.7 %), of which 25,900 nights were spent by domestic visitors and 7,600 nights by foreigners. Registered domestic bed nights increased 49 percent and registered foreign bed nights increased 510 percent. In total, registered bed nights increased 80 percent from last year's October.

23,300 nights (+100.5 %) were spend by leisure visitors and 10,200 nights (+45.4 %) by business visitors.

Between January and October, 223,000 registered bed nights (+35.7 %) were recorded for domestic visitors and 43,400 (-77.8 %) for foreigners in Rovaniemi, in total 267,000 (-25.9 %) 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

	October 2021			Jan-October 2021		
	Amount	Change	Share	Amount	Change	Share
<b>Total</b>	33,500	79.7 % !	100.0 %	267,000	-25.9 % !	100.0 %
<b>Finland</b>	25,900	48.9 % !	77.3 %	223,000	35.7 % !	83.7 %
<b>Foreign</b>	7,600	506.0 % !	22.7 %	43,400	-77.8 % !	16.3 %
<b>Germany</b>	1,300	1,916.7 % !	4.0 %	12,900	-19.0 % !	4.8 %
<b>Norway</b>	870	5,362.5 % !	2.6 %	4,300	-31.1 % !	1.6 %
<b>France</b>	580	1,314.6 % !	1.7 %	2,200	-90.8 %	0.8 %
<b>Spain</b>	510	1,554.8 % !	1.5 %	1,600	-72.2 %	0.6 %
<b>United States</b>	380	969.4 % !	1.1 %	2,400	-44.8 %	0.9 %
<b>Italy</b>	380	342.5 % !	1.1 %	2,300	-66.9 %	0.8 %
<b>Sweden</b>	300	-53.3 %	0.9 %	2,500	24.3 %	1.0 %
<b>Switzerland</b>	300	937.9 %	0.9 %	1,300	-52.6 %	0.5 %
<b>United Kingdom</b>	300	776.5 %	0.9 %	1,200	-89.0 %	0.4 %
<b>Denmark</b>	210	2,957.1 %	0.6 %	540	-50.5 %	0.2 %
<b>Netherlands</b>	200	787.0 %	0.6 %	1,400	-67.9 %	0.5 %
<b>Brazil</b>	190		0.6 %	260	-78.6 %	0.1 %
<b>Russia</b>	177	669.6 %	0.5 %	690	-94.4 %	0.3 %
<b>Austria</b>	152	1,588.9 %	0.5 %	640	-19.4 %	0.2 %
<b>Iceland</b>	127		0.4 %	163	109.0 %	0.1 %
<b>Belgium</b>	126	3,050.0 %	0.4 %	500	-80.5 %	0.2 %
<b>Estonia</b>	101	320.8 %	0.3 %	850	-45.6 %	0.3 %

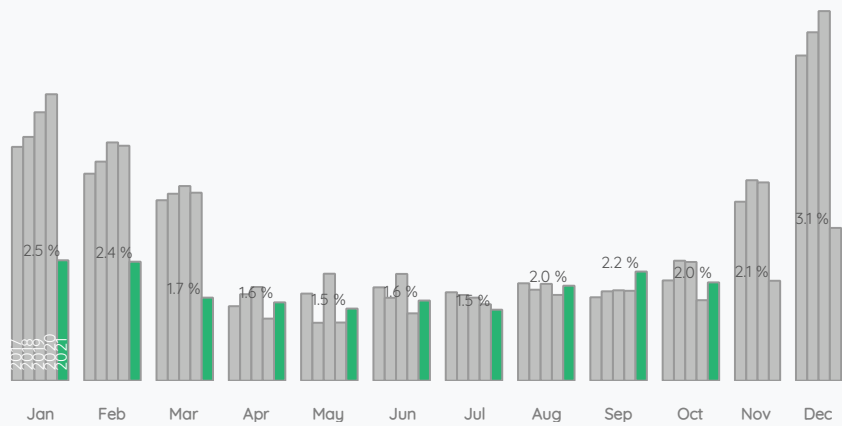
! = change at least 10 % and share at least 1 %



# Market Share 2.0 Percent

Total of 1.7 million registered bed nights (+47.2 %) were recorded in the whole country, of which 1.5 million nights (+39.3 %) were spent by domestic visitors and 200,000 nights (+149.5 %) by foreigners.

The market share of Rovaniemi out of total registered bed nights was 2.0 % (+0.4 percentage points), out of domestic bed nights 1.8 % and foreign bed nights 3.8 %.



## 17,600 Tourists Arrived To Registered Accommodation

Arrivals to registered accommodation increased 79 percent compared to earlier year. Of all registered arrivals, 81.6 percent were domestic, and 18.4 percent were from foreign countries.

During October, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.8 nights (-0.05) and foreigners 2.4 nights (-0.28).

	October 2021 Amount	Change	Share	Jan- October 2021 Amount	Change	Share
<b>Total</b>	17,600	78.5 % !	100.0 %	151,000	-15.7 % !	100.0 %
<b>Finland</b>	14,400	53.0 % !	81.6 %	127,000	33.3 % !	84.3 %
<b>Foreign</b>	3,200	578.5 % !	18.4 %	23,600	-71.7 % !	15.7 %
<b>Germany</b>	570	1,671.9 % !	3.2 %	8,900	21.2 % !	5.9 %
<b>Norway</b>	450	3,641.7 % !	2.5 %	2,500	-35.2 % !	1.6 %
<b>France</b>	220	837.5 % !	1.3 %	940	-85.4 % !	0.6 %
<b>United States</b>	210	1,421.4 % !	1.2 %	570	-70.9 % !	0.4 %
<b>Spain</b>	200	831.8 % !	1.2 %	890	-52.4 % !	0.6 %
<b>Sweden</b>	166	26.7 %	0.9 %	1,500	75.1 % !	1.0 %
<b>Italy</b>	153	93.7 %	0.9 %	1,200	-57.3 % !	0.8 %
<b>United Kingdom</b>	120	445.5 %	0.7 %	500	-85.5 % !	0.3 %
<b>Switzerland</b>	106	2,020.0 %	0.6 %	750	-37.8 % !	0.5 %
<b>Denmark</b>	78	1,850.0 %	0.4 %	250	-51.2 % !	0.2 %
<b>Netherlands</b>	76	985.7 %	0.4 %	760	-47.8 % !	0.5 %
<b>Brazil</b>	66		0.4 %	96	-81.8 % !	0.1 %
<b>Estonia</b>	62	313.3 %	0.4 %	470	-49.2 % !	0.3 %
<b>Austria</b>	58	1,060.0 %	0.3 %	310	-5.2 % !	0.2 %
<b>Turkey</b>	55	1,000.0 %	0.3 %	105	-95.4 % !	0.1 %
<b>Belgium</b>	48	1,500.0 %	0.3 %	250	-71.8 % !	0.2 %
<b>Japan</b>	43	377.8 %	0.2 %	78	-97.9 % !	0.1 %

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



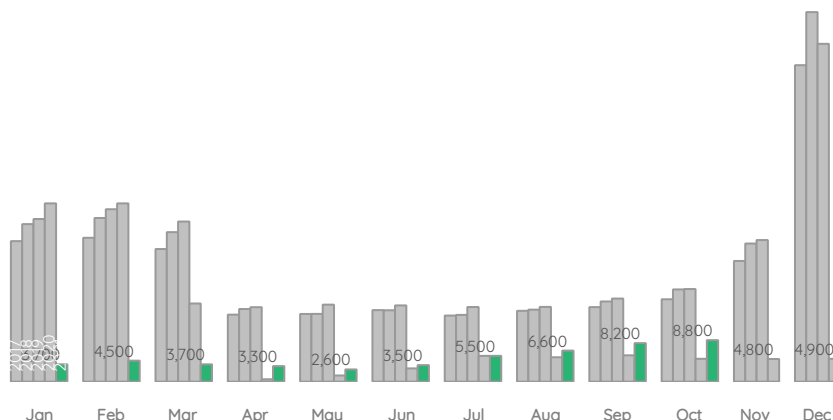
## 8,800 Air Travelers

The airport received a total of 8,800 passengers, which means air passenger arrivals increased 81 percent.

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

In addition, there were 9,300 passengers departing the airport (+89.6 %), therefore the total number of trips via the airport was 18,100 (+85.6 %).

### Arriving Passengers (Excl. Transfers)



### Arriving Passengers From

	October 2021		Jan-October 2021	
	Amount	Change	Amount	Change
<b>Total</b>	8,800	81.5 % !	50,500	-57.4 % !
<b>Finland</b>	8,800	81.4 % !	50,000	-47.8 % !
<b>Foreign</b>	18	157.1 % !	510	-97.8 % !

! = change at least 10 %

### Departing Passengers To

	October 2021		Jan-October 2021	
	Amount	Change	Amount	Change
<b>Total</b>	9,300	89.6 % !	52,500	-59.8 % !
<b>Finland</b>	9,200	89.6 % !	52,100	-50.3 % !
<b>Foreign</b>	18	100.0 % !	380	-98.5 % !

! = change at least 10 %

## Accommodation Sales 2.2 Million Euro

Total accommodation sales in October were 2.2 million euro (+1.1 million). The share of Airbnb and Vrbo was 16.6 percent. Therefore, registered accommodation sales were 1.8 million euro (+919,000) and non-registered sales 362,000 euro (+160,000).

Total January-October sales were 16.7 million euro and they decreased 18.0 million euro from the previous year.

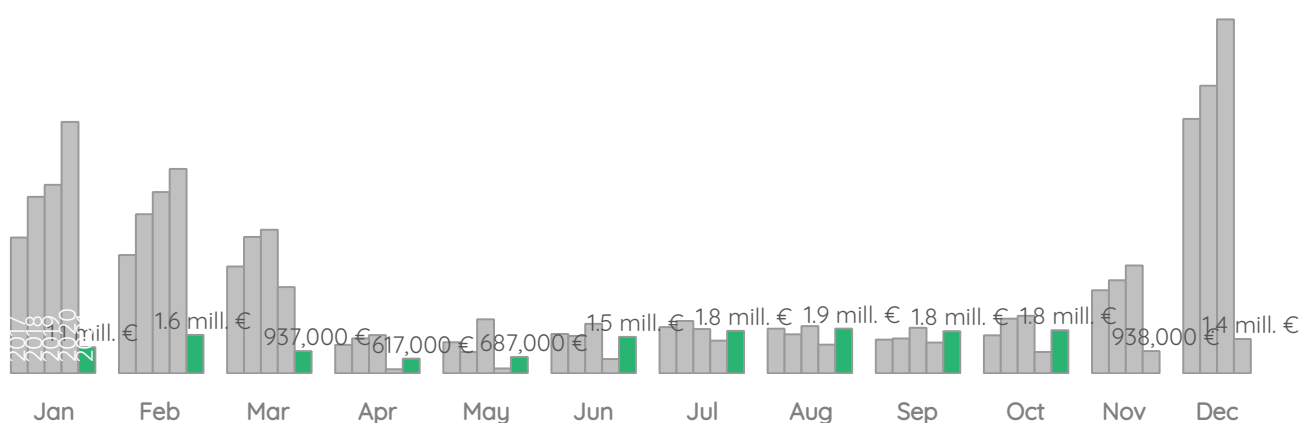
## Average Prices

	October 2021		Jan-October 2021	
	Amount	Change	Amount	Change
Adr (Non-Registered)	118 €	20.3 % !	120 €	-10.5 % !
Adr (Registered)	111 €	29.3 % !	103 €	-35.1 % !
Bed Night (Registered)	54 €	12.5 % !	52 €	-35.1 % !
Revpar (Non-Registered)	54 €	59.6 % !	48 €	-24.5 % !
Revpar (Registered)	37 €	66.7 % !	30 €	-57.3 % !

! = change at least 10 %

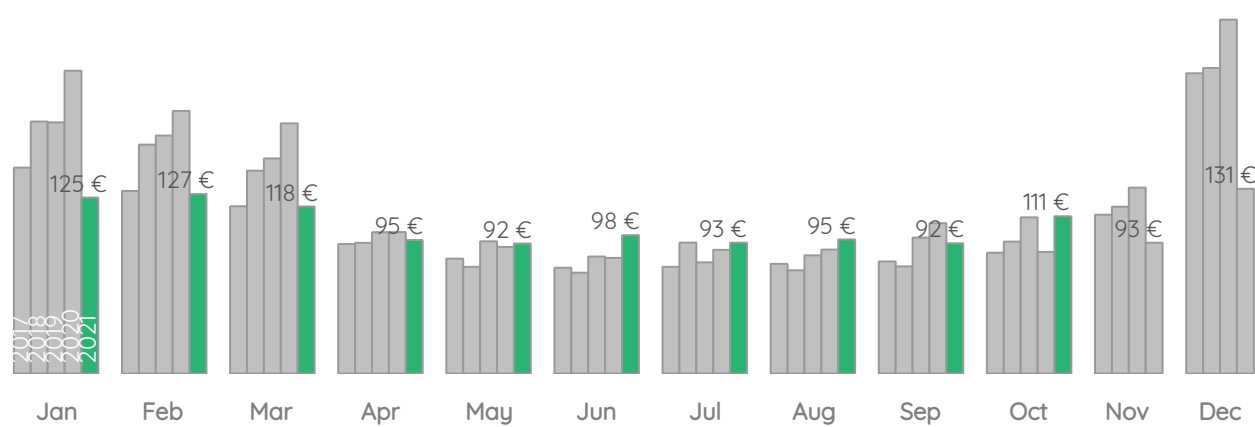
adr=average daily rate, revpar=revenue per available room (adr \* utilization), bed night=accommodation sales per bed nights

## Registered Accommodation Sales





Average Registered Room Price (Adr)



Capacity & Utilization

Registered Accommodation

22 accommodation  
establishments (+4)  
1,600 rooms (+330)  
3,900 beds (+740)

Room utilization 33.0 % (+7.4)  
Unsold rooms 1,100

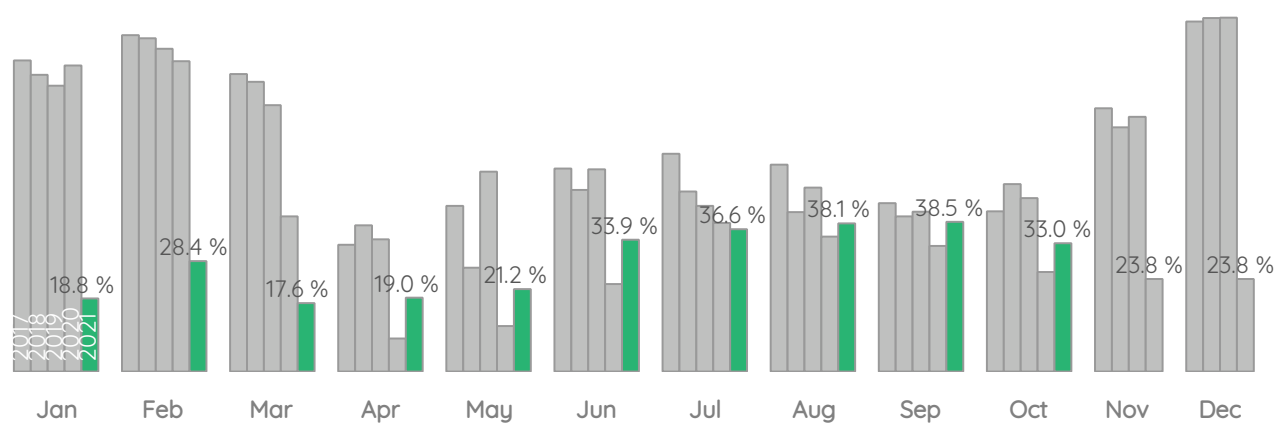
Airbnb and Vrbo

410 accommodation  
establishments (-34)  
350 apartments (-31)  
650 rooms (-74)

Apartment utilization 45.5 % (+11)  
Unsold apartments 193

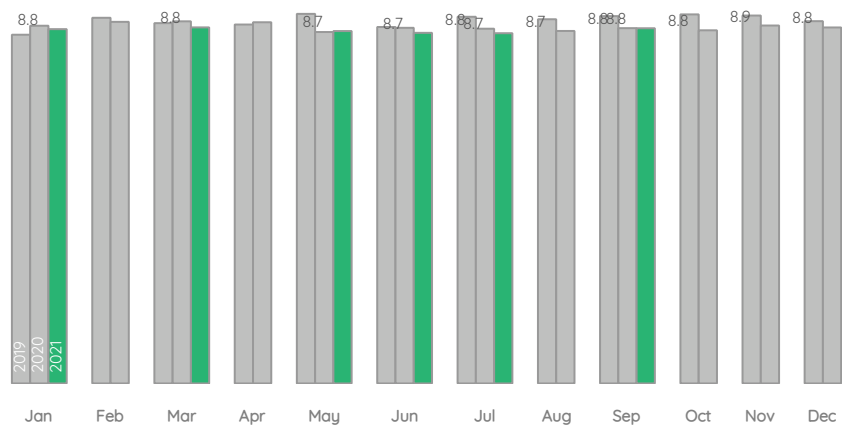


Registered Room Utilization For Establishments



Accommodation Customer Satisfaction (September)

Average customer satisfaction score on Booking.com given by accommodation customers in September was 8.81/10 (0.0).



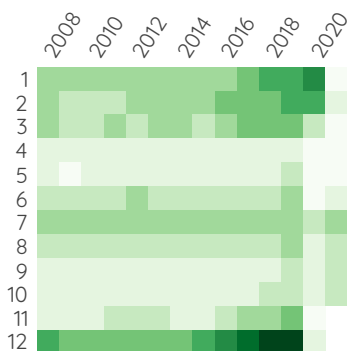
## Accommodation Customer Satisfaction By Nationalities

	September 2021	Change	Jan-September 2021	Change
	Amount		Amount	
Italy	9.2			
Belgium	9.2			
Sweden	9.1			
France	9.0			
Foreign	9.0	1.4 %		
Netherlands	9.0			
Germany	8.9			
Total	8.8	-0.0 %		
Spain	8.8			
Finland	8.7	-1.1 %		
Switzerland	8.7			

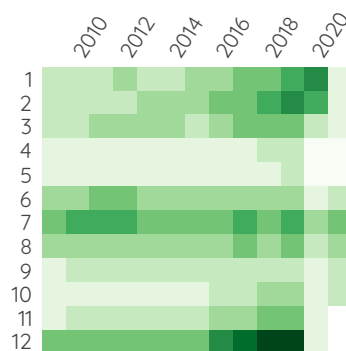
! = change at least 10 %

## Key Indicators

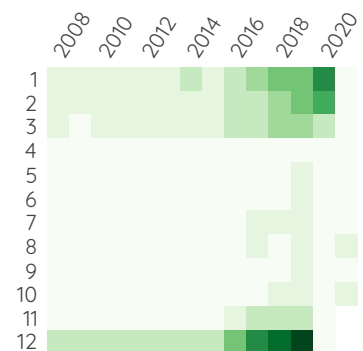
Bed Nights



Arrivals



Sales

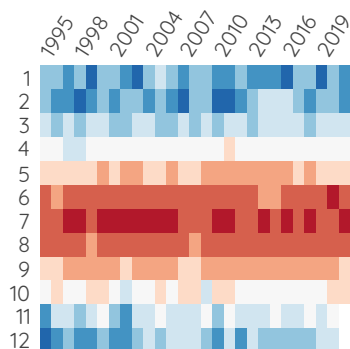


Travel key indicators: the darker the square the larger the value.

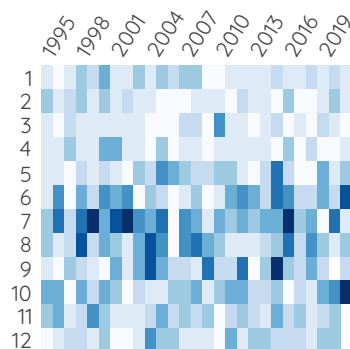
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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



Share this report



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

Rovaniemen kaupunki  
Elinkeinopalvelut  
PL 8216  
96101 Rovaniemi  
(016) 3221 , kirjaamo@rovaniemi.fi , rovaniemi.fi

