ROVANIEMI TRAVEL KEY FIGURES

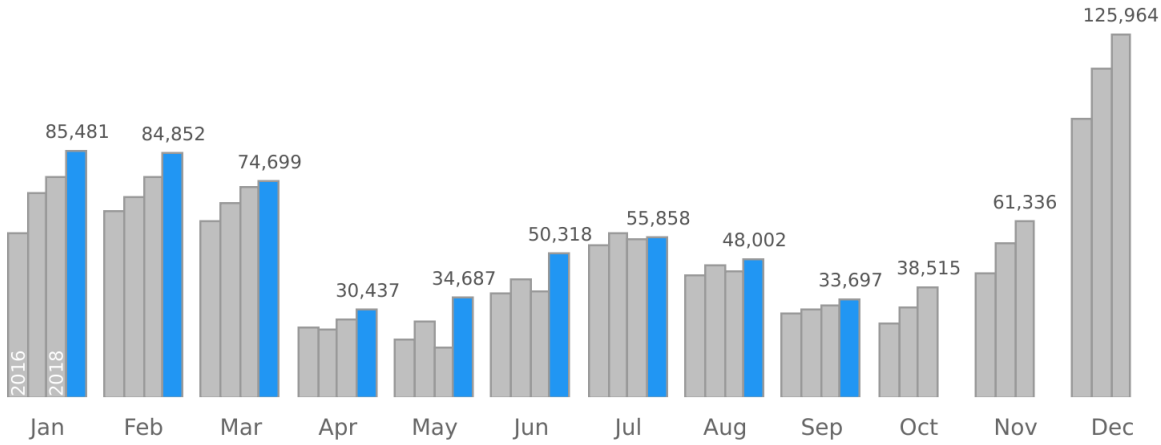
September 2019

Registered overnight stays increased six percent in Rovaniemi

In September 2019, 33,700 overnight stays were registered in Rovaniemi, of which Finns accounted for 22,700 (+8 %) and foreign residents 11,000 (+1 %). In total, overnight stays increased six percent compared to september last year. The highest number of foreign visitors in Rovaniemi was for Japanese: 1,700 overnight stays.

Between Jan-september this year, the number of registered overnight stayes for domestic visitors in Rovaniemi was 190,000 (+17 %) and 308,000 (+12 %) for those by foreign visitors, in total 498,000 (+14 %) overnight stays so far.

Bednights in Rovaniemi



Overnight stays by country of residence

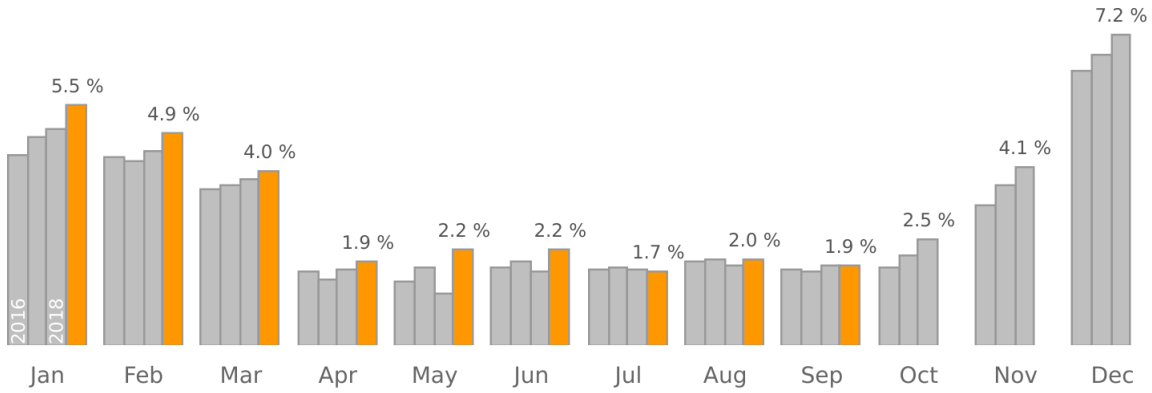
	SEPTEMBER Amount	Change	Share	JAN-SEPTEMBER Amount	Change	Share
All	33,700	5.6 %	100.0 %	498,000	13.8 %	100.0 %
Finland	22,700	8.3 %	67.5 %	190,000	16.6 %	38.2 %
Foreign	11,000	0.6 %	32.5 %	308,000	12.1 %	61.8 %
Japan	1,700	3.4 %	5.2 %	9,200	3.2 %	1.8 %
China	1,400	16.2 %	4.2 %	38,000	8.7 %	7.6 %
Germany	860	-18.8 %	2.5 %	26,000	9.4 %	5.2 %
Russia	560	9.3 %	1.7 %	16,000	16.8 %	3.2 %
Australia	510	22.2 %	1.5 %	8,400	7.4 %	1.7 %
Netherlands	490	37.3 %	1.4 %	7,600	19.3 %	1.5 %
United States	470	-31.8 %	1.4 %	14,200	118.8 %	2.9 %
Spain	470	61.6 %	1.4 %	13,000	-8.1 %	2.6 %
Norway	440	-17.7 %	1.3 %	11,000	7.1 %	2.2 %
Switzerland	420	53.7 %	1.2 %	6,200	8.7 %	1.3 %
Sweden	340	-23.2 %	1.0 %	6,900	29.1 %	1.4 %
Britain	330	6.1 %	1.0 %	12,100	17.9 %	2.4 %
India	310	45.9 %	0.9 %	5,800	15.3 %	1.2 %
Italy	300	22.4 %	0.9 %	10,800	27.4 %	2.2 %
Singapore	270	55.6 %	0.8 %	4,900	-6.2 %	1.0 %
France	160	-36.2 %	0.5 %	30,000	24.3 %	6.0 %
Taiwan	110	-5.8 %	0.3 %	3,900	-7.9 %	0.8 %
Poland	100	-50.0 %	0.3 %	3,100	-11.5 %	0.6 %
Belgium	70	20.7 %	0.2 %	4,000	10.8 %	0.8 %
Israel	34	13.3 %	0.1 %	30,600	6.6 %	6.1 %
Turkey	11	-	0.0 %	3,900	-24.1 %	0.8 %
Ireland	3	-25.0 %	0.0 %	380	-11.0 %	0.1 %

(China also includes visitors from Hong Kong)

Market share 1.9 per cent

In Finland, the number of registered overnight stays was 1.80 million (+4 %), of which Finnish residents accounted for 1.30 million (+2 %). 506,000 (+9 %) were registered for those living abroad. Rovaniemi´s market share of all overnight stays in Finland was 1.9 % (+0.0 percentage points), of overnight stays by Finnish residents 1.8 % and those by foreigners 2.2 %. When it comes to market share in Lapland, Rovaniemi ´s market share of all overnight stays in Lapland was 16.1 % (+1 percentage points), of overnight stays by Finnish residents 12.8 % and those by foreigners 35.4 %.

Market share of bednights



In comparison with overnight stays in September, Rovaniemi was number eleven among Finnish tourism areas.

Overnight stays in selected tourism areas

	SEPTEMBER Amount	Change	Share	JAN-SEPTEMBER Amount	Change	Share
Finland	1,800,000	3.9 %	100.0 %	18,000,000	3.5 %	100.0 %
Helsinki	375,000	6.8 %	20.8 %	3,400,000	7.4 %	18.8 %
Vantaa	112,000	14.6 %	6.2 %	942,000	11.7 %	5.2 %
Tampere	92,600	-0.7 %	5.1 %	894,000	0.9 %	5.0 %
Turku	64,900	15.1 %	3.6 %	654,000	4.4 %	3.6 %
Oulu	50,200	-5.3 %	2.8 %	497,000	0.9 %	2.8 %
Sotkamo	49,600	7.1 %	2.8 %	580,000	8.8 %	3.2 %
Espoo	42,100	1.3 %	2.3 %	356,000	-1.1 %	2.0 %
Kuusamo	40,900	-7.3 %	2.3 %	444,000	-0.6 %	2.5 %
Jyväskylä	40,100	2.7 %	2.2 %	377,000	-0.5 %	2.1 %
Kuopio	39,800	7.6 %	2.2 %	437,000	1.7 %	2.4 %
Rovaniemi	**33,700**	**5.6 %**	**1.9 %**	**498,000**	**13.8 %**	**2.8 %**

Of overnight stays in September, 21,600 (+14 %) were for leisure time travellers and 12,100 (-7 %) for business travellers.

In September, Finnish residents stayed in registered accomodation facilities in Rovaniemi 1.6 overnight stays (+0.1 overnight stays) and foreigners 1.7 overnight stays on average (+0.0 overnight stays).

Accomodation facilities received 20,500 travellers

Arrivals in Rovaniemi registered accomodation facilities increased two percent compared to the same month last year. Of the travellers who stayed overnight, 68.5 % were Finnish residents and 31.5 % foreigners.

Arrivals in Rovaniemi accommodation facilities

	SEPTEMBER Amount	Change	JAN-SEPTEMBER Amount	Change
All	20,500	1.7 %	259,000	10.9 %
Finland	14,000	2.3 %	111,000	9.4 %
Foreign	6,500	0.5 %	147,000	12.0 %

Accomodation turnover 1.74 million euro

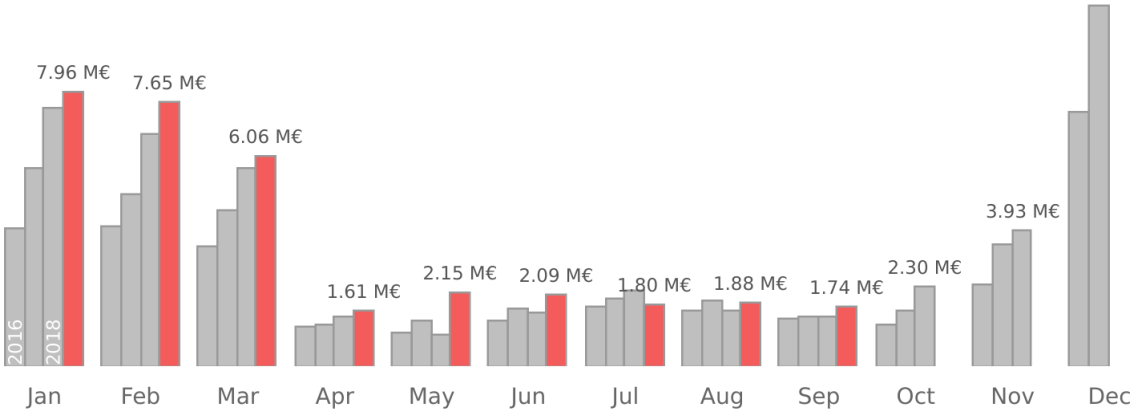
In total, the turnover (with VAT) in registered accomodation facilities september was 1.74 million euro, when a year earlier it was 1.47 million euro. The average price per room was 88.1 euro (+12 euro) and occupancy rate 40.5 % (+1 percentage point).

Tax free -sales decreased 28 percent (Russia -24 %, China -78 %).

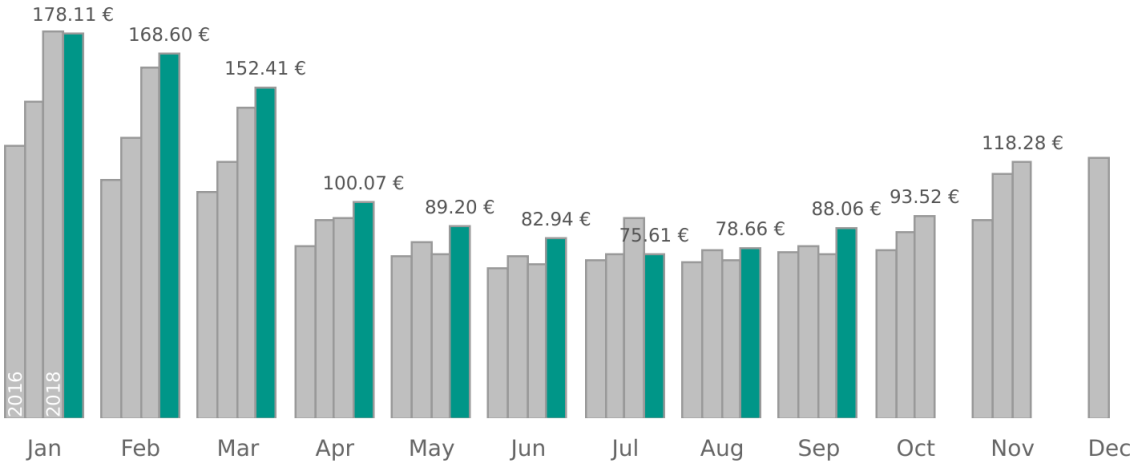
Accomodation sales in total, room price AVG, occupation rate and RevPAR

	Sales €	Average room price €	Occupation rate %	RevPAR €
01-09 2015	16,100,000	81.69	53.73	45.56
01-09 2016	19,800,000	88.18	57.22	53.04
01-09 2017	24,700,000	98.56	59.12	62.07
01-09 2018	29,200,000	109.03	53.62	65.78
01-09 2019	32,900,000	115.13	55.60	69.64

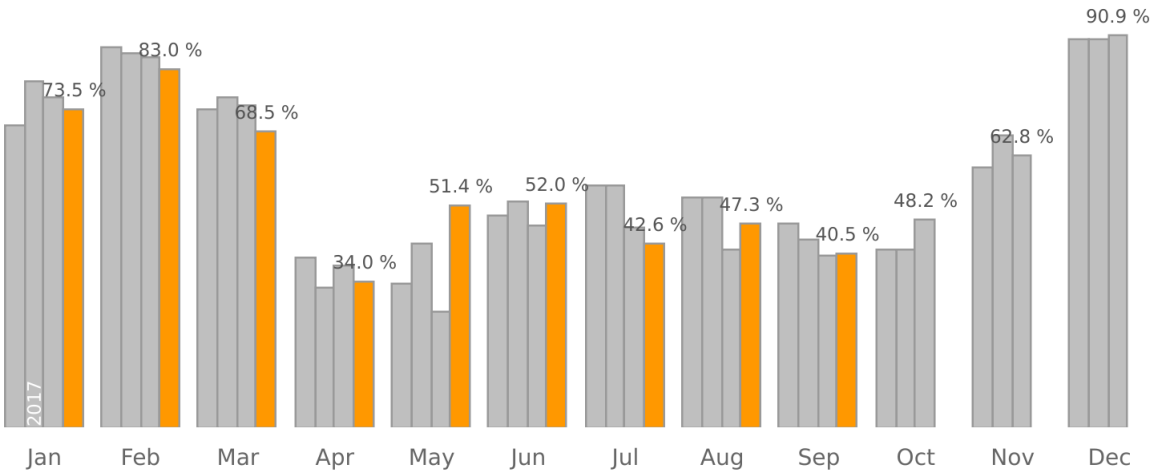
Accomodation turnover (million EUR)

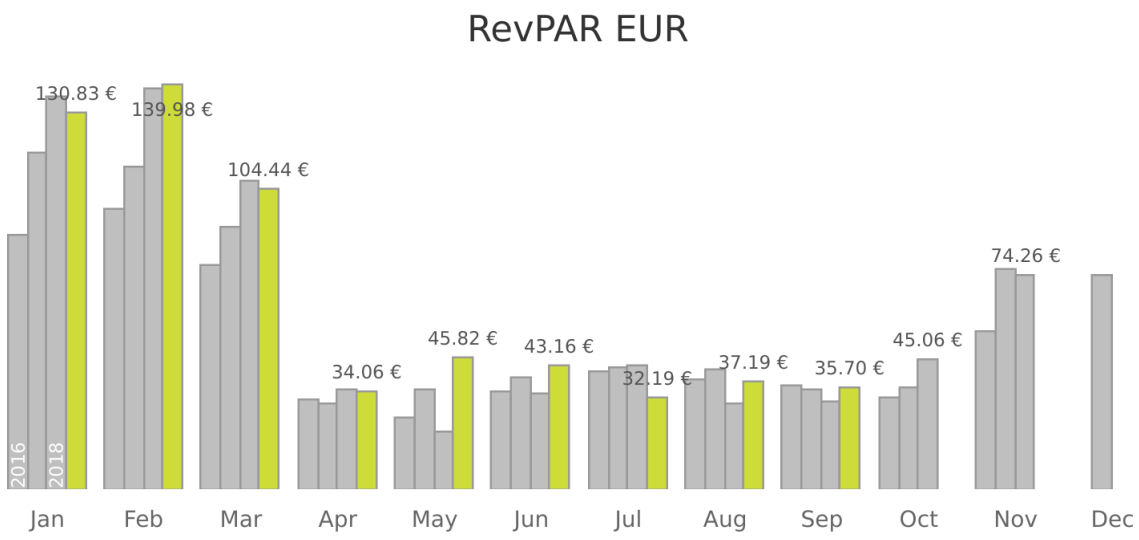


Average room price EUR



Occupancy rate





RevPAR (revenue per available room).

*Formula: RevPAR = average room price * room occupancy rate.*

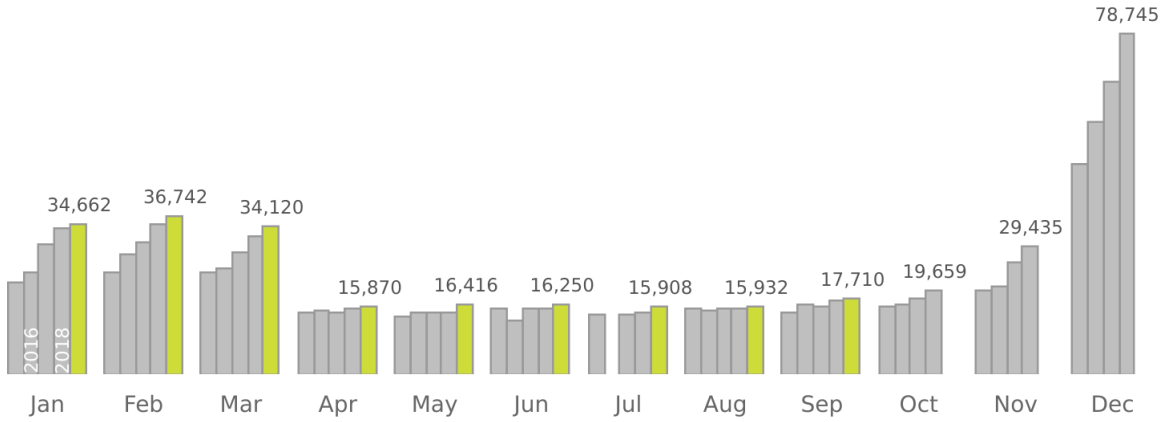
Airbnb in Rovaniemi

In September, the Airbnb-sales of entire places was 636,000 euro, with the change of +125 per cent compared to a year earlier. In September there were 390 entire places available, the change was -10 per cent. The occupancy rate of entire places was 53.2. There were 78 private rooms available, the change: +4 per cent. The amount of shared Airbnb-rooms was 13 (-38 %).

17,700 flight passengers arrivals

Rovaniemi Airport received 17,700 passengers, of which 1.8 % came with direct flights from abroad and 98.2 % with domestic flights. Foreign travelers also arrive with domestic flights via Helsinki Airport. In total, the arrivals increased four percent.

Passenger arrivals at Rovaniemi Airport



Passenger arrivals at Rovaniemi Airport

	SEPTEMBER Amount	Change	JAN-SEPTEMBER Amount	Change
All	17,700	3.6 %	204,000	6.0 %
Domestic	17,400	5.7 %	179,000	6.2 %
International	320	-49.4 %	24,200	4.1 %

Sources: Statistics Finland, Global Blue, Finavia, AirDNA

Compiled by: Tutkimus- ja Analysointikeskus TAK Oy (Research and Analysis Centre TAK)

Visit Rovaniemi

Lordinaukio, Maakuntakatu 29-31, 96200 Rovaniemi

(016) 346 270, info (at) visitrovaniemi.fi, visitrovaniemi.fi