



Rovaniemi

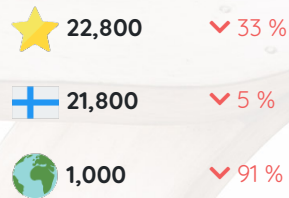
Accommodation and Travel Stats

📅 September 2020

Rovaniemi: Tourism In A Nutshell



Bed Nights

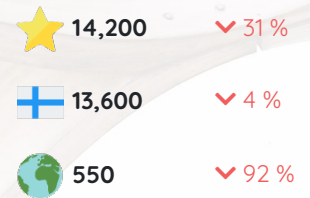


Top 3:

Germany	184	▼ 79 %
Switzerland	138	▼ 69 %
Estonia	114	▲ 25 %



Visitors

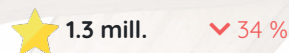


Top 3:

Germany	117	▼ 80 %
Estonia	79	▲ 46 %
Sweden	71	▼ 70 %



Accommodation Sales

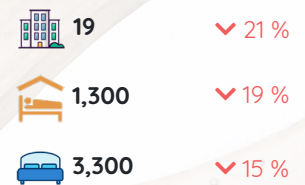


Average prices:

Night	55.50 €	▼ 1.00 €
Room	104.60 €	▲ 8.30 €
RevPAR	33.60 €	▼ 6.00 €



Capacity

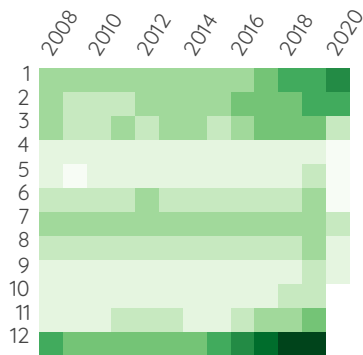


Weather (August)

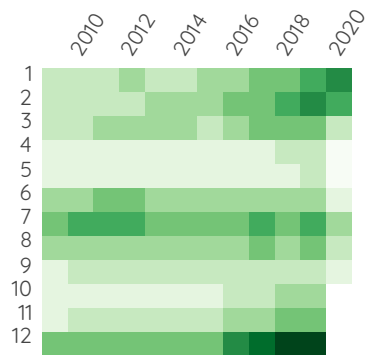


Key Indicators

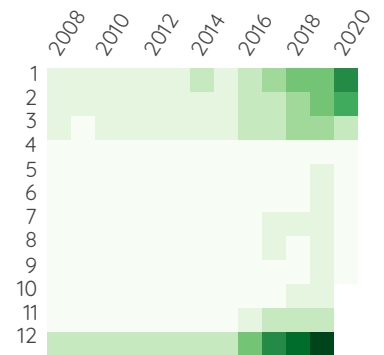
Bed Nights



Arrivals



Sales

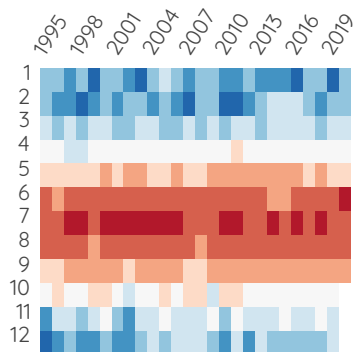


Travel key indicators: the darker the square the larger the value.

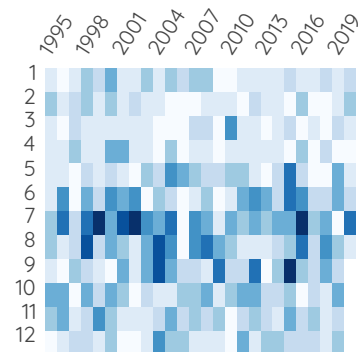
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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



22,800 Registered Bed Nights

In September 2020, 22,800 bed nights were recorded in Rovaniemi (-32.7 %), of which 21,800 nights were spent by domestic visitors and 1,000 nights by foreigners. Domestic bed nights decreased five percent and foreign bed nights decreased 91 percent. In total, bed nights decreased 33 percent from last year's September.

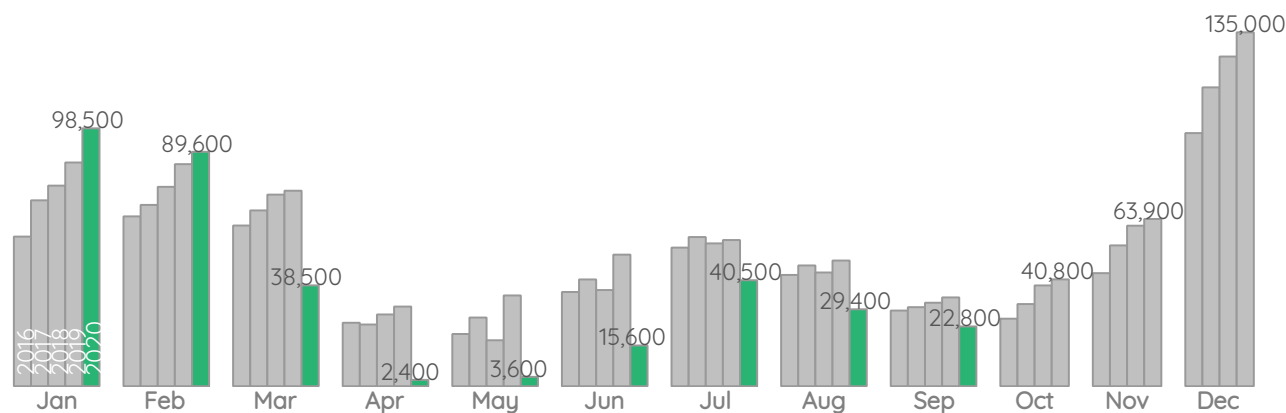
Most foreign bed nights were recorded for travelers from Germany (184 nights).

16,000 nights (-26.7 %) were spend by leisure visitors and 6,900 nights (-43.4 %) by business visitors.

Between January and September, 147,000 bed nights (-22.8 %) were recorded for domestic visitors and 194,000 (-37.0 %) for foreigners in Rovaniemi, in total 341,000 (-31.6 %) 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

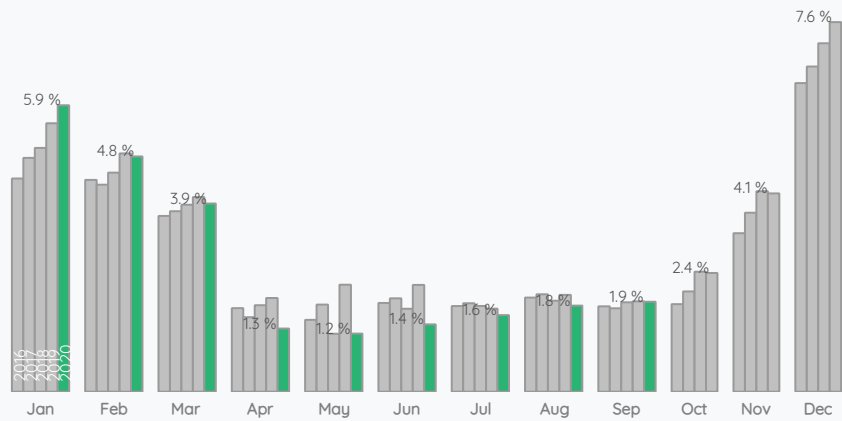
	September 2020			Jan-September 2020		
	Amount	Change	Share	Amount	Change	Share
Total	22,800	-32.7 % !	100.0 %	341,000	-31.6 % !	100.0 %
Finland	21,800	-4.8 %	95.5 %	147,000	-22.8 % !	43.1 %
Foreign	1,000	-90.7 % !	4.5 %	194,000	-37.0 % !	56.9 %
Germany	184	-79.0 %	0.8 %	15,800	-39.1 % !	4.6 %
Switzerland	138	-68.6 %	0.6 %	2,800	-56.1 %	0.8 %
Estonia	114	25.3 %	0.5 %	1,500	27.9 %	0.5 %
Sweden	104	-69.5 %	0.5 %	1,400	-79.8 %	0.4 %
Italy	78	-74.7 %	0.3 %	6,700	-37.9 % !	2.0 %
Ukraine	66	312.5 %	0.3 %	1,700	40.5 %	0.5 %
United Kingdom	51	-84.7 %	0.2 %	10,600	-12.7 % !	3.1 %
Norway	48	-89.2 %	0.2 %	6,200	-44.0 % !	1.8 %
Lithuania	27	-27.0 %	0.1 %	470	-34.4 %	0.1 %
France	23	-85.5 %	0.1 %	24,200	-19.6 % !	7.1 %
Russia	21	-96.4 %	0.1 %	12,200	-23.9 % !	3.6 %
Latvia	19	1,800.0 %	0.1 %	600	-47.1 %	0.2 %
Romania	16	-50.0 %	0.1 %	220	-52.6 %	0.1 %
Belgium	14	-80.6 %	0.1 %	2,600	-35.9 %	0.8 %
Thailand	13	-56.7 %	0.1 %	1,900	-46.9 %	0.6 %
Japan	12	-99.3 %	0.1 %	6,800	-26.0 % !	2.0 %
Singapore	10	-96.2 %	0.0 %	4,300	-13.2 % !	1.3 %

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

Market Share 1.9 Percent

Total of 1.2 million bed nights (-32.3 %) were recorded in the whole country, of which 1.1 million nights (-12.3 %) were spent by domestic visitors and 87,000 nights (-83.1 %) by foreigners.

The market share of Rovaniemi out of total bed nights was 1.9 % (-0.0 percentage points), out of domestic bed nights 1.9 % and foreign bed nights 1.2 %.



14,200 Tourists Arrived To Accommodation

Arrivals to registered accommodation decreased 31 percent compared to earlier year. Of all arrivals, 96.1 percent were domestic, and 3.9 percent were from foreign countries.

During September, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.6 nights (-0.02) and foreigners 1.9 nights (+0.17).

	September 2020			Jan-September 2020		
	Amount	Change	Share	Amount	Change	Share
Total	14,200	-31.4 % !	100.0 %	169,000	-34.9 % !	100.0 %
Finland	13,600	-3.7 %	96.1 %	85,800	-23.0 % !	50.9 %
Foreign	550	-91.6 % !	3.9 %	82,800	-43.9 % !	49.1 %
Germany	117	-80.2 %	0.8 %	7,300	-55.9 % !	4.3 %
Estonia	79	46.3 %	0.6 %	910	38.8 %	0.5 %
Sweden	71	-70.3 %	0.5 %	750	-80.8 %	0.4 %
Italy	52	-64.1 %	0.4 %	2,700	-47.4 % !	1.6 %
Norway	34	-89.2 %	0.2 %	3,800	-44.5 % !	2.2 %
Switzerland	31	-88.6 %	0.2 %	1,200	-67.6 %	0.7 %
Latvia	17	1,600.0 %	0.1 %	320	-6.5 %	0.2 %
Lithuania	16	-52.9 %	0.1 %	260	-21.8 %	0.2 %
France	13	-88.2 %	0.1 %	6,400	-33.7 % !	3.8 %
United Kingdom	12	-92.6 %	0.1 %	3,500	-35.4 % !	2.1 %
Russia	9	-97.4 %	0.1 %	4,100	-40.5 % !	2.4 %
Denmark	9	-74.3 %	0.1 %	500	-75.1 %	0.3 %
Japan	8	-99.2 %	0.1 %	3,700	-30.0 % !	2.2 %
Ukraine	8	-42.9 %	0.1 %	500	61.0 %	0.3 %
Romania	8	-55.6 %	0.1 %	84	-67.9 %	0.0 %
Poland	7	-86.3 %	0.0 %	630	-67.3 %	0.4 %
Singapore	6	-95.7 %	0.0 %	2,500	-13.7 % !	1.5 %

! = 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.

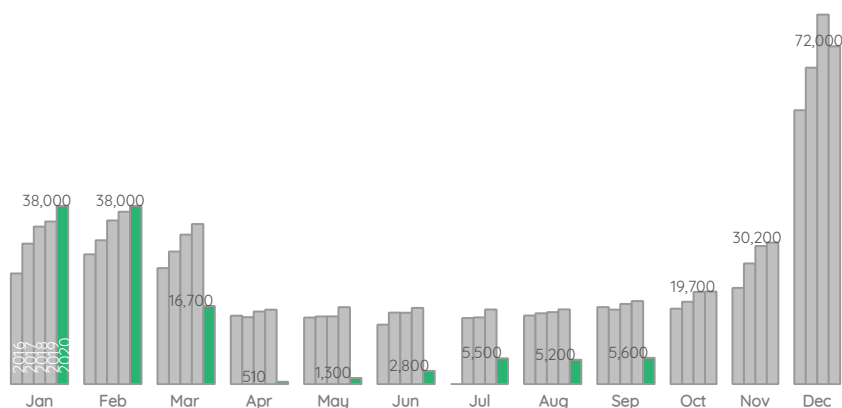
5,600 Air Travelers

The airport received a total of 5,600 passengers, which means air passenger arrivals decreased 68 percent.

Of local passengers, 0.0 % arrived from abroad, thus the share of domestic passengers was 100.0 %.

In addition, there were 5,500 passengers departing the airport (-69.8 %), therefore the total number of trips via the airport was 11,100 (-69.0 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	September 2020		Jan-September 2020	
	Amount	Change	Amount	Change
Total	5,600	-68.3 % !	114,000	-44.2 % !
Finland	5,600	-67.7 % !	90,900	-49.4 % !
Foreign	0	-100.0 % !	22,700	-5.9 %

! = change at least 10 %

Departing Passengers To

	September 2020		Jan-September 2020	
	Amount	Change	Amount	Change
Total	5,500	-69.8 % !	126,000	-42.4 % !
Finland	5,500	-69.2 % !	99,800	-47.5 % !
Foreign	0	-100.0 % !	25,800	-7.7 %

! = change at least 10 %

Accommodation Sales 1.7 Million Euro

Total accommodation sales in September were 1.7 million euro (-936,000). The share of Airbnb and HomeAway was 20.2 percent. Therefore, registered accommodation sales were 1.3 million euro (-652,000) and non-registered sales 345,000 euro (-372,000).

Total January-September sales were 35.4 million euro and they decreased 4.7 million euro from the previous year.

Average Prices

	September 2020 Amount	Change	Jan-September 2020 Amount	Change
Adr (Non-Registered)	119 €	-13.1 % !	141 €	10.4 % !
Adr (Registered)	105 €	8.6 %	160 €	26.2 % !
Bed Night (Registered)	56 €	-1.9 %	80 €	19.1 % !
Revpar (Non-Registered)	54 €	-29.1 % !	73 €	12.7 % !
Revpar (Registered)	34 €	-15.2 % !	73 €	3.0 %

! = change at least 10 %

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

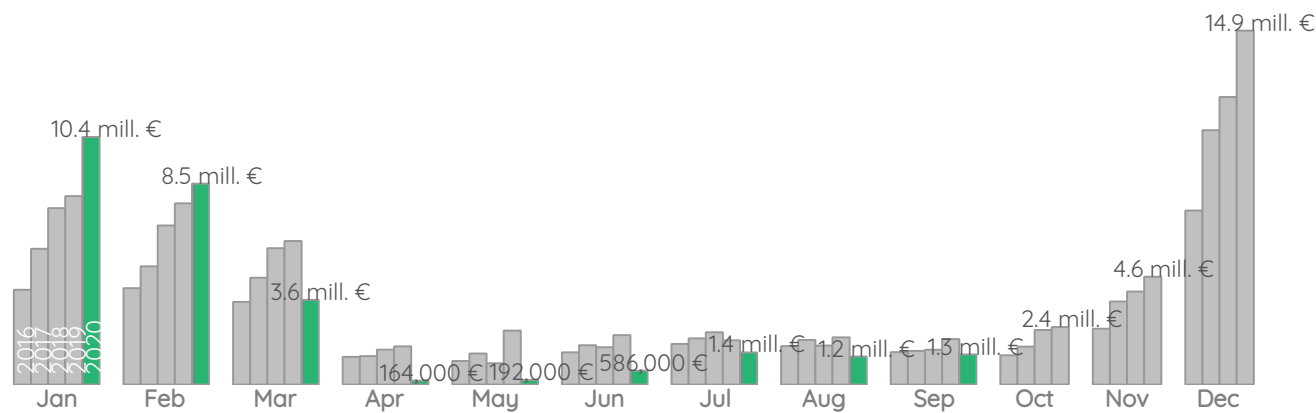
Tax Free Sales +6.7 % (January)

Tax free sales increased seven percent from the previous year.

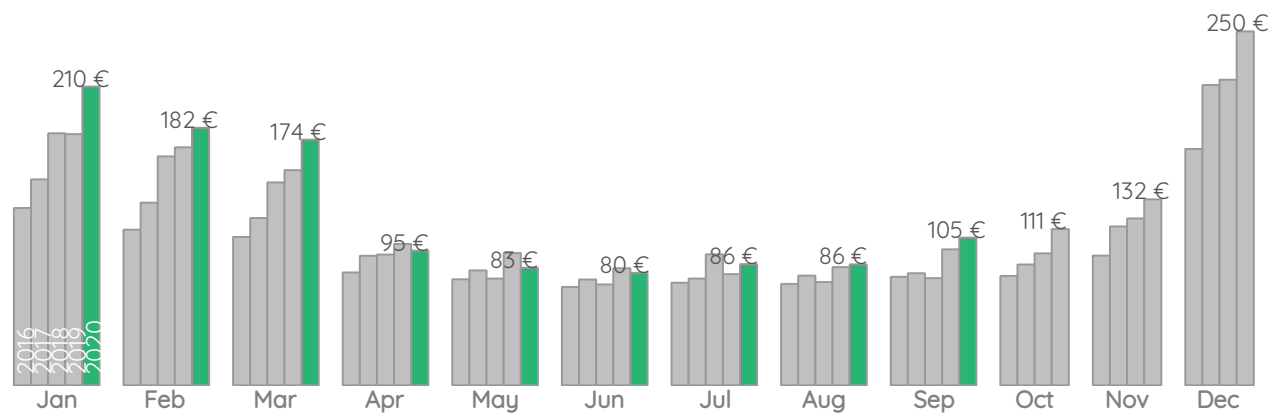
(Russians -18.6 %, Chinese +62.5 %, Japanese +98.5 %)



Registered Accommodation Sales



Average Registered Room Price (Adr)



Capacity & Utilization

Registered Accommodation

19 accommodation
establishments (-5)
1,300 rooms (-320)
3,300 beds (-580)

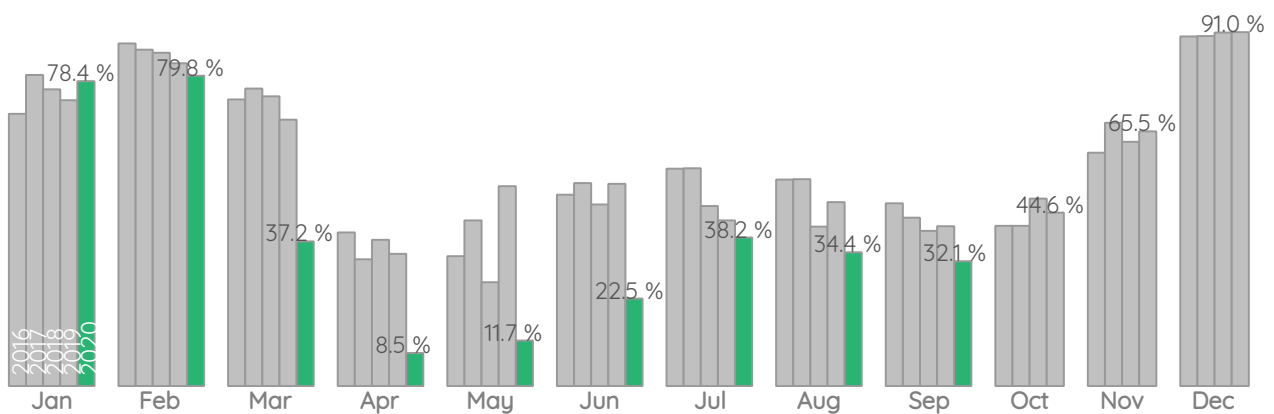
Room utilization 32.1 % (-9.0)
Unsold rooms 910

Airbnb and HomeAway

500 accommodation
establishments (-147)
440 apartments (-97)
810 rooms (-260)

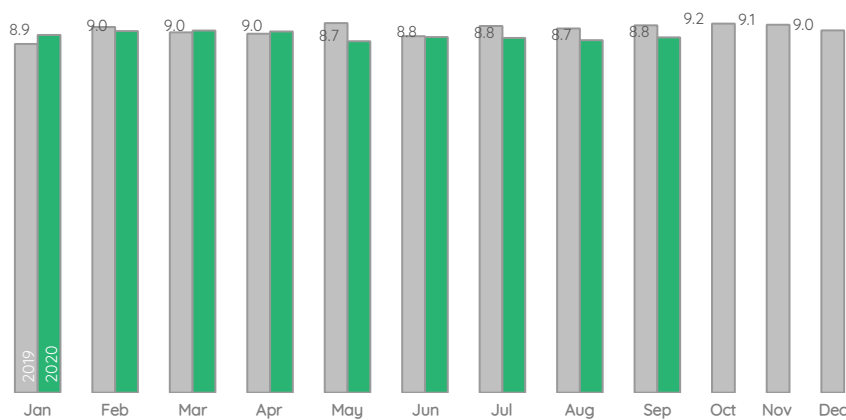
Apartment utilization 45.3 %
(-10)
Unsold apartments 240

Registered Room Utilization For Establishments



Hotel Customer Satisfaction

Average customer satisfaction score on Booking.com given by hotel customers in September was 8.82/10 (-0.3).



Hotel Customer Satisfaction By Nationalities

	September 2020		Jan-September 2020	
	Amount	Change	Amount	Change
Foreign	8.8	-3.9 %	9.0	-0.6 %
Total	8.8	-3.3 %	8.9	-0.9 %
Finland	8.8	-2.4 %	8.8	-0.9 %

! = 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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