



Rovaniemi

Accommodation and Travel Stats

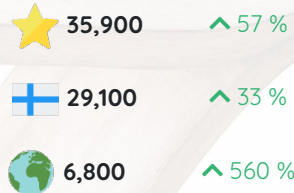
📅 September 2021

Rovaniemi: Tourism In A Nutshell

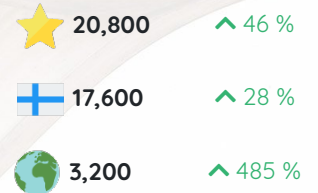
Registered accommodation. All changes are relative to the same period a year ago.



Bed Nights



Visitors



Accommodation Sales

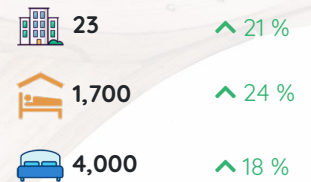


Average prices:

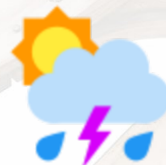
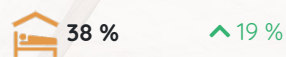
Night	49.50 €	▼ 7.10 €
Room	92.30 €	▼ 14.20 €
RevPAR	35.60 €	▲ 1.10 €



Capacity



Utilization



Weather



Registered Bed Nights Increased 57 Percent

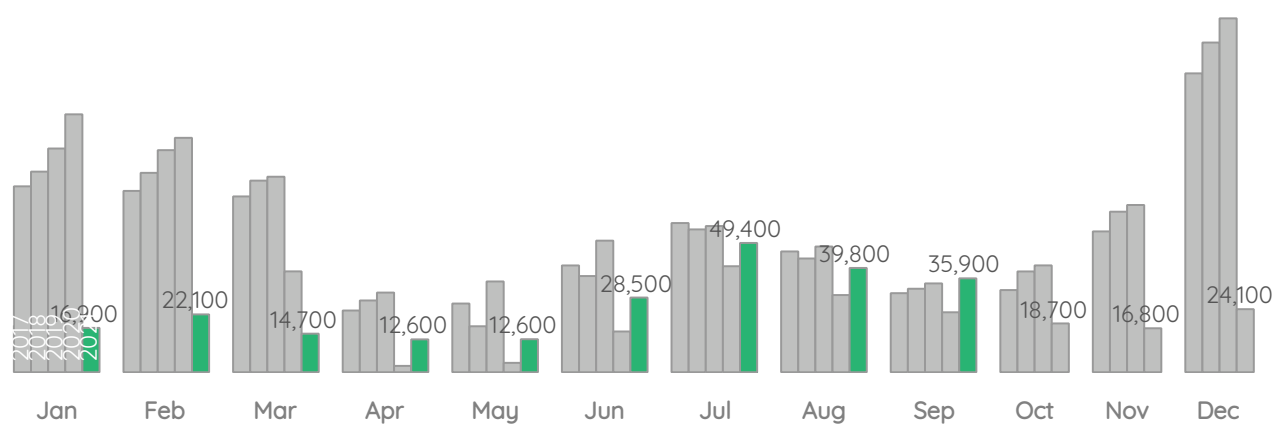
In September 2021, 35,900 registered bed nights were recorded in Rovaniemi (+56.6 %), of which 29,100 nights were spent by domestic visitors and 6,800 nights by foreigners. Registered domestic bed nights increased 33 percent and registered foreign bed nights increased 560 percent. In total, registered bed nights increased 57 percent from last year's September.

26,600 nights (+66.0 %) were spend by leisure visitors and 9,300 nights (+34.7 %) by business visitors.

Between January and September, 197,000 registered bed nights (+34.0 %) were recorded for domestic visitors and 35,600 (-81.7 %) for foreigners in Rovaniemi, in total 233,000 (-31.8 %) 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

	September 2021			Jan-September 2021		
	Amount	Change	Share	Amount	Change	Share
Total	35,900	56.6 % !	100.0 %	233,000	-31.8 % !	100.0 %
Finland	29,100	33.1 % !	81.2 %	197,000	34.0 % !	84.7 %
Foreign	6,800	559.6 % !	18.8 %	35,600	-81.7 % !	15.3 %
Germany	1,300	606.5 % !	3.6 %	11,600	-27.1 % !	5.0 %
Norway	520	972.9 % !	1.4 %	3,400	-45.0 % !	1.5 %
United States	400	9,775.0 % !	1.1 %	2,000	-53.1 %	0.9 %
Netherlands	370	6,116.7 % !	1.0 %	1,200	-72.4 %	0.5 %
Sweden	340	226.0 %	0.9 %	2,200	53.6 %	0.9 %
Poland	320	3,140.0 %	0.9 %	1,600	-3.6 %	0.7 %
Switzerland	300	118.8 %	0.8 %	1,000	-63.0 %	0.4 %
United Kingdom	280	445.1 %	0.8 %	860	-91.8 %	0.4 %
France	260	1,034.8 %	0.7 %	1,600	-93.2 %	0.7 %
Italy	250	225.6 %	0.7 %	1,800	-72.9 %	0.8 %
Turkey	210		0.6 %	280	-94.5 %	0.1 %
Russia	181	761.9 %	0.5 %	510	-95.8 %	0.2 %
Belarus	172		0.5 %	173	-4.4 %	0.1 %
Spain	168	2,700.0 %	0.5 %	1,100	-81.1 %	0.5 %
Israel	141		0.4 %	182	-99.0 %	0.1 %
Belgium	127	807.1 %	0.4 %	380	-85.4 %	0.2 %
Denmark	113	1,155.6 %	0.3 %	320	-70.5 %	0.1 %

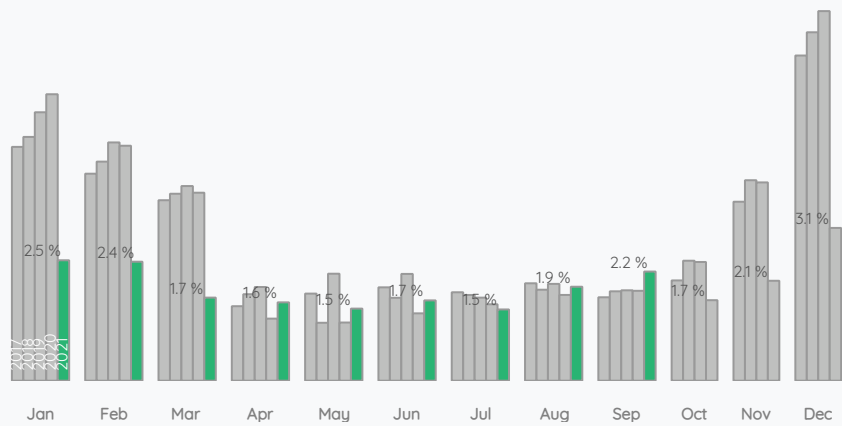
! = change at least 10 % and share at least 1 %



Market Share 2.2 Percent

Total of 1.6 million registered bed nights (+28.9 %) were recorded in the whole country, of which 1.4 million nights (+21.3 %) were spent by domestic visitors and 206,000 nights (+123.9 %) by foreigners.

The market share of Rovaniemi out of total registered bed nights was 2.2 % (+0.4 percentage points), out of domestic bed nights 2.1 % and foreign bed nights 3.3 %.



20,800 Tourists Arrived To Registered Accommodation

Arrivals to registered accommodation increased 46 percent compared to earlier year. Of all registered arrivals, 84.6 percent were domestic, and 15.4 percent were from foreign countries.

During September, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.7 nights (+0.06) and foreigners 2.1 nights (+0.24).

	September 2021			Jan-September 2021		
	Amount	Change	Share	Amount	Change	Share
Total	20,800	45.9 % !	100.0 %	133,000	-21.3 % !	100.0 %
Finland	17,600	28.3 % !	84.6 %	112,000	30.9 % !	84.7 %
Foreign	3,200	485.1 % !	15.4 %	20,300	-75.5 % !	15.3 %
Germany	760	547.9 % !	3.6 %	8,300	13.9 % !	6.3 %
Sweden	280	287.3 % !	1.3 %	1,400	79.8 % !	1.0 %
Norway	240	617.6 % !	1.2 %	2,000	-46.7 % !	1.5 %
Netherlands	230	7,433.3 % !	1.1 %	680	-52.9 % !	0.5 %
Switzerland	192	519.4 % !	0.9 %	640	-46.4 % !	0.5 %
Italy	168	223.1 % !	0.8 %	1,000	-63.2 % !	0.8 %
Poland	146	1,985.7 % !	0.7 %	840	34.2 % !	0.6 %
France	128	884.6 % !	0.6 %	720	-88.8 % !	0.5 %
United States	108	3,500.0 % !	0.5 %	360	-81.6 % !	0.3 %
United Kingdom	98	716.7 % !	0.5 %	380	-89.0 % !	0.3 %
Spain	91	2,175.0 % !	0.4 %	680	-63.1 % !	0.5 %
Belgium	68	1,033.3 % !	0.3 %	200	-77.0 % !	0.2 %
Israel	65		0.3 %	90	-98.6 % !	0.1 %
Czech Republic	48	2,300.0 % !	0.2 %	144	41.2 % !	0.1 %
Russia	46	411.1 % !	0.2 %	190	-95.3 % !	0.1 %
Romania	43	437.5 % !	0.2 %	143	70.2 % !	0.1 %
Denmark	41	355.6 % !	0.2 %	164	-67.2 % !	0.1 %

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



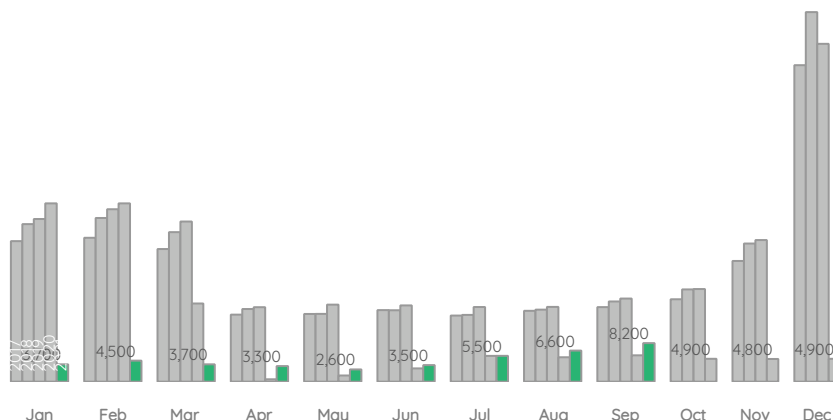
8,200 Air Travelers

The airport received a total of 8,200 passengers, which means air passenger arrivals increased 46 percent.

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

In addition, there were 8,600 passengers departing the airport (+56.4 %), therefore the total number of trips via the airport was 16,900 (+51.3 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	September 2021		Jan-September 2021	
	Amount	Change	Amount	Change
Total	8,200	46.3 % !	41,700	-63.3 % !
Finland	8,200	46.3 % !	41,200	-54.7 % !
Foreign	0		490	-97.8 % !

! = change at least 10 %

Departing Passengers To

	September 2021		Jan-September 2021	
	Amount	Change	Amount	Change
Total	8,600	56.4 % !	43,200	-65.6 % !
Finland	8,600	55.6 % !	42,800	-57.1 % !
Foreign	47		360	-98.6 % !

! = change at least 10 %



Accommodation Sales 2.2 Million Euro

Total accommodation sales in September were 2.2 million euro (+510,000). The share of Airbnb and Vrbo was 17.5 percent. Therefore, registered accommodation sales were 1.8 million euro (+479,000) and non-registered sales 376,000 euro (+31,100).

Total January-September sales were 15.5 million euro and they decreased 19.4 million euro from the previous year.

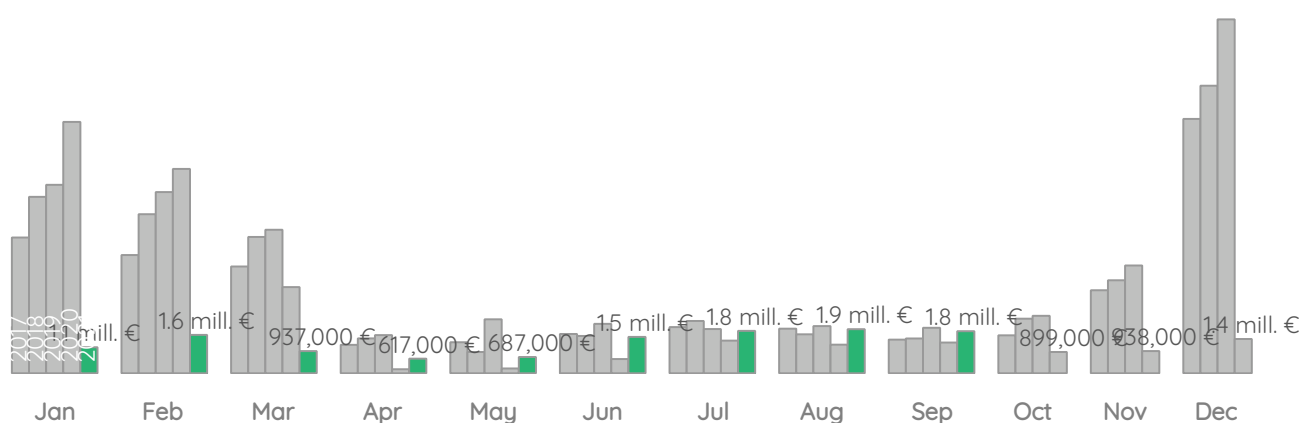
Average Prices

	September 2021		Jan-September 2021	
	Amount	Change	Amount	Change
Adr (Non-Registered)	116 €	-2.5 %	131 €	-7.0 %
Adr (Registered)	92 €	-13.3 % !	102 €	-37.5 % !
Revpar (Non-Registered)	60 €	12.6 % !	57 €	-21.1 % !
Bed Night (Registered)	50 €	-12.6 % !	51 €	-37.0 % !
Revpar (Registered)	36 €	3.3 %	29 €	-61.4 % !

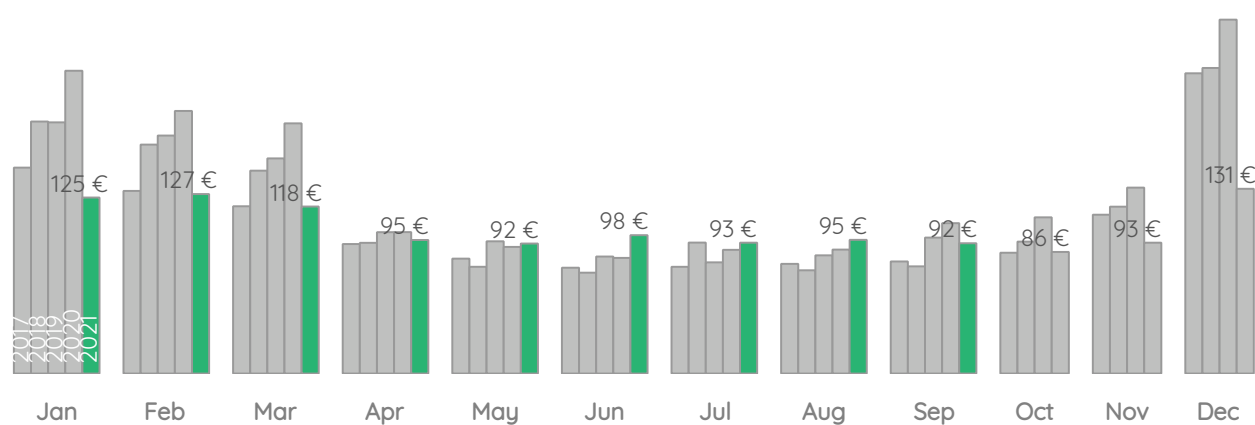
! = change at least 10 %

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 (+4)
1,700 rooms (+320)
4,000 beds (+620)

Room utilization 38.5 % (+6.2)
Unsold rooms 1,000

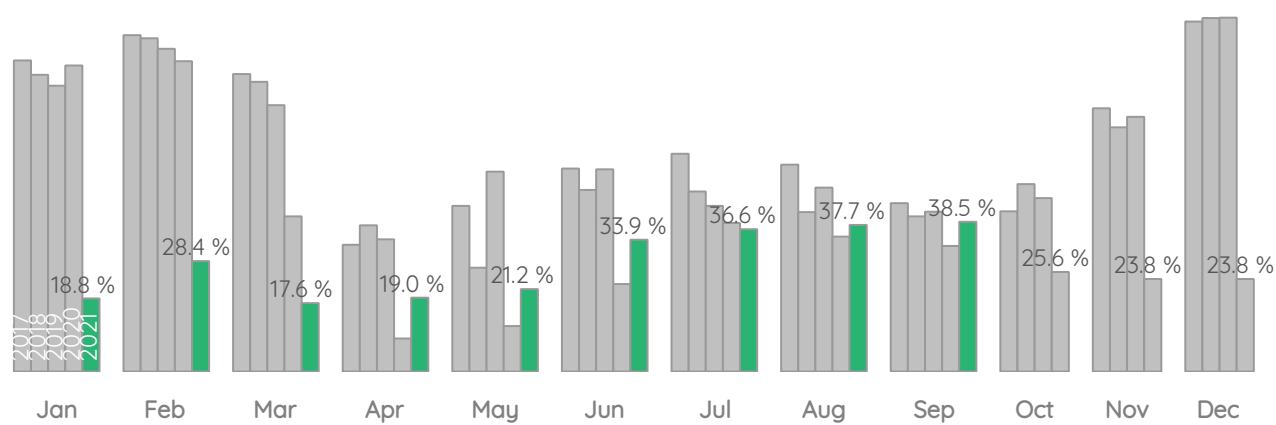
Airbnb and Vrbo

430 accommodation establishments (-61)
380 apartments (-54)
700 rooms (-103)

Apartment utilization 52.2 % (+7.0)
Unsold apartments 181

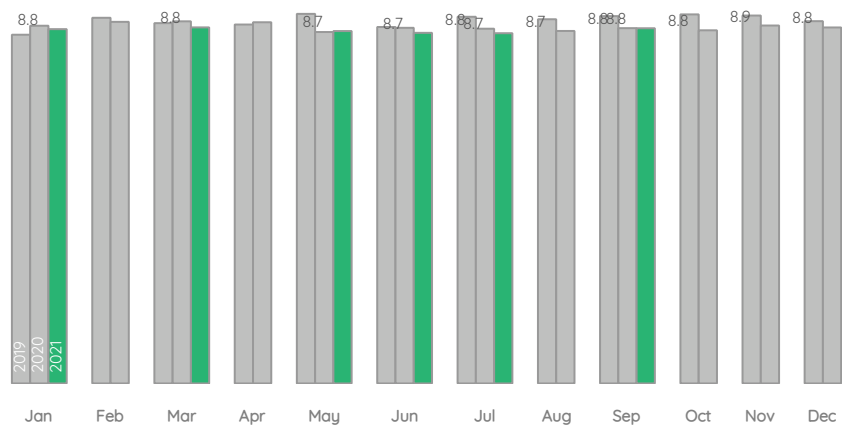


Registered Room Utilization For Establishments



Accommodation Customer Satisfaction

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



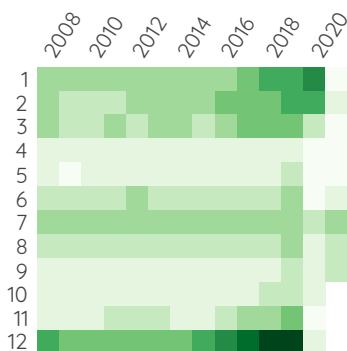
Accommodation Customer Satisfaction By Nationalities

	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			

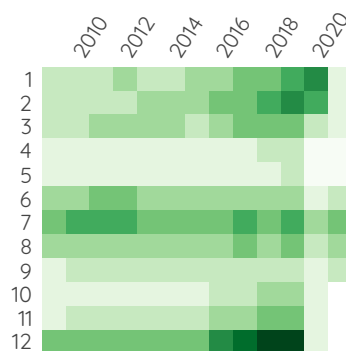
! = change at least 10 %

Key Indicators

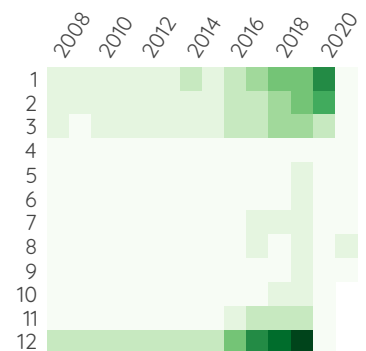
Bed Nights



Arrivals



Sales

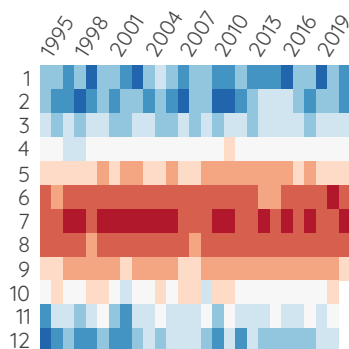


Travel key indicators: the darker the square the larger the value.

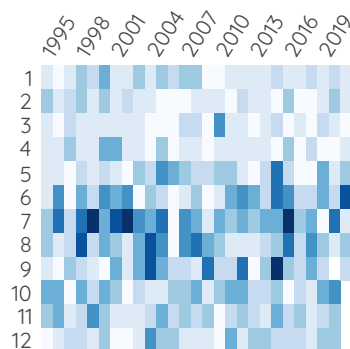
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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



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

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