Rovaniemi
THE HEART OF LAPLAND
FINLAND

TOURISM STATISTICS
December 2008

4 % increase in domestic overnights in 2008

Rovaniemi saw a slight fall (-0.6 %) in the number of registered overnight stays (477,300) in accommodation establishments in 2008. The number of foreign overnights (219,700) decreased by 4.3 %; however, a rise of 4.1 % was recorded for domestic overnight stays. In terms of guests from abroad, the largest number of visitors came from Russia (32,400), with an increase of 9.2 %, followed by Germany (28,300; +11.4 %), France (24,000; -18.5%) and Great Britain (23,200; -26.2%).

Overall, the country saw an increase of 2.2 % in overnight stays in 2008, with domestic overnights rising by 1.9 % and foreign overnights by 3.1 %.

In 2007, overnights in Rovaniemi (480,400) were up by 8.8 % on the preceding year, the increase being spread between domestic overnights, at +11.8 %, and international, at +6.5 %. The largest numbers of foreign visitors were accounted for by the British (31,400; +16.3 %), the Russians (29,600; +22.7 %), the French (29,100; -11.2 %), the Germans (25,300; +6.2 %) and the Spanish (21,000; +25.0 %).

Summertime growth from domestic tourism

During the 2008 summer season (May–October), the number of overnight stays in Rovaniemi increased by 2.6 % to 199,700. Domestic overnights rose by 4.1 %, while the number of foreign visitors remained more or less stable (+0.5 %). In terms of the figures for visitor frequency by nationality, a sharp increase of 29 % was recorded for Germans, followed by the Norwegians and the Dutch respectively.

In the 2007–2008 winter season (November–April), overnight stays in Rovaniemi increased by 4.9 % compared to the preceding winter. Quantitatively, most of the growth is accounted for by visitors from abroad, with an increase of 4.4 %; domestic overnights for the same period rose by 6.0 %. Measured in the number of overnight stays, the British, Russians, and French headed the list.

Growth in business travel

The number of business overnights increased by 16,800 in 2008. Leisure overnights, on the other hand, decreased by 17,600. The growth in business travel is almost wholly attributable to foreign guests, as is the entire drop in leisure travel; however, domestic travel for leisure reflected an increase of 4,600 overnight stays. In terms of visit purpose, the distribution of overnights in 2008 was: leisure 63.3 %; business 35.2 %; other purposes 1.4 %.

Rovaniemi in sixth place for number of overnights

In terms of the overall number of overnight stays, Rovaniemi ranked as the sixth highest of Finland's cities, preceded only by Helsinki, Tampere, Turku, Vantaa and Oulu.

When the figures are broken down into foreign and domestic visitors, Rovaniemi ranked second, bettered only by Helsinki and outstripping Vantaa, Turku and Tampere. However, the city's position is significantly weaker when it comes to the number of overnights spent by Finnish visitors. In 10th place, Rovaniemi came in after Vaasa, but before Pori.

Mean price rising, room occupancy falling

The room occupancy rate for all Rovaniemi's accommodation establishments* was 50.7 % in 2008, which is slightly lower than the previous year's 51.3 %. At 78.4 %, the rate was high in December, though it was still lower than in the previous year, when it hit an all-time record high of 83.7 %.

Nationally, the room occupancy rate for all accommodation establishments in 2008 was 50.4 %, with a 40.9 % rate for December.

The mean price per night in Rovaniemi was EUR 40.48 in 2008, reflecting an increase of almost EUR 1.5 on the previous year (EUR 39.00). The mean price for December (EUR 41.08) maintained the December 2007 level of EUR 41.13.

Countrywide, the mean price per night for 2008 was EUR 49.27 and EUR 49.17 for December.

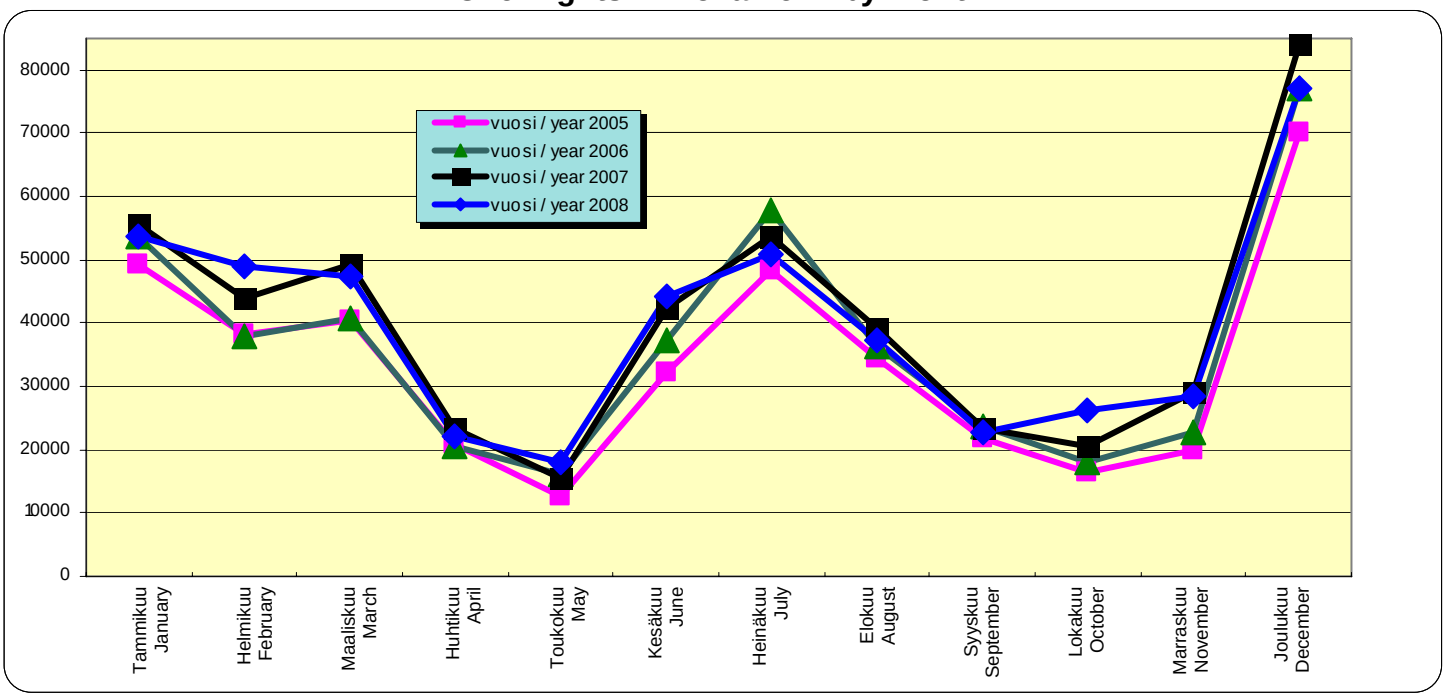
Value of accommodation turnover on the increase

The value of accommodation turnover amounted to EUR 19.66 million in 2008, which is EUR 400,000 greater than the previous year's EUR 19.26 million. The corresponding value in 2007 reflected a rise of over EUR 2.5 million on 2006, when it reached EUR 16.75 million.

Rovaniemi's registered accommodation capacity was 3,138 in December, which is 160 beds more than in the previous year. The average capacity in 2008 was 3,102 beds, giving approximately a total of 50 beds more than in 2007.

** accommodation establishments (hotels, hostels, holiday villages, campsites etc.) with at least 10 rooms or cabins*

Overnights in Rovaniemi by month

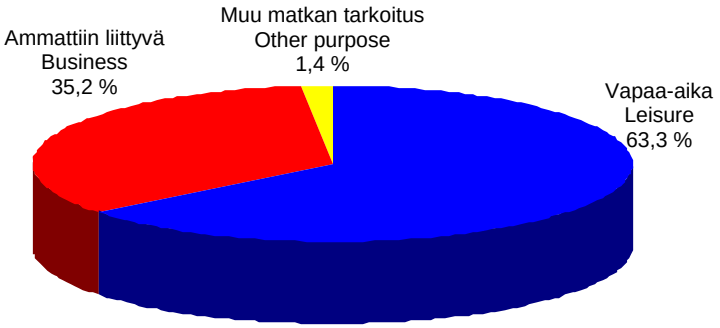


Overnights in accommodation establishments in Rovaniemi by country of residence

	XII/2007	XII/2008	Muutos XII/07>XII/08 Change XII/07>XII/08 %	2007	2008	Muutos 07/08 Change 07/08 %	2006	2007	Muutos 06/07 Change 06/07 %
Yhteensä - Total	**84 047**	**77 005**	**-8,4 %**	**480 221**	**477 340**	**-0,6 %**	**441 635**	**480 221**	**8,7 %**
Suomi - Finland	16 738	21 594	29,0 %	210 937	219 653	4,1 %	190 046	210 937	11,0 %
Ulkomaat - Foreign countries	67 309	55 411	-17,7 %	269 284	257 687	-4,3 %	251 589	269 284	7,0 %
Saksa - Germany	1 751	1 242	-29,1 %	25 355	28 250	11,4 %	23 767	25 355	6,7 %
Alankomaat - Netherlands	1 187	507	-57,3 %	14 857	14 828	-0,2 %	12 331	14 857	20,5 %
Venäjä - Russia	5 754	6 994	21,6 %	29 690	32 436	9,2 %	24 139	29 690	23,0 %
Ranska - France	3 781	2 953	-21,9 %	29 458	24 020	-18,5 %	32 782	29 458	-10,1 %
Iso-Britannia - Great Britain	23 985	17 144	-28,5 %	31 406	23 190	-26,2 %	26 998	31 406	16,3 %
Ruotsi - Sweden	312	348	11,5 %	7 881	7 203	-8,6 %	7 609	7 881	3,6 %
USA	855	141	-83,5 %	4 924	2 482	-49,6 %	3 531	4 924	39,5 %
Sveitsi - Switzerland	394	423	7,4 %	5 610	5 354	-4,6 %	7 353	5 610	-23,7 %
Italia - Italy	7 165	6 184	-13,7 %	18 891	16 255	-14,0 %	18 672	18 891	1,2 %
Norja - Norway	397	330	-16,9 %	11 720	12 915	10,2 %	10 346	11 720	13,3 %
Kreikka - Greece	2 786	2 775	-0,4 %	4 400	4 016	-8,7 %	4 487	4 400	-1,9 %
Viro - Estonia	1 432	1 375	-4,0 %	3 087	3 662	18,6 %	3 233	3 087	-4,5 %
Belgia - Belgium	420	456	8,6 %	3 778	3 276	-13,3 %	3 847	3 778	-1,8 %
Japani - Japan	2 541	2 110	-17,0 %	9 002	8 530	-5,2 %	9 174	9 002	-1,9 %
Tanska - Denmark	32	114	256,3 %	2 596	2 281	-12,1 %	2 335	2 596	11,2 %
Itävalta - Austria	274	178	-35,0 %	2 936	1 889	-35,7 %	2 339	2 936	25,5 %
Espanja - Spain	5 391	3 929	-27,1 %	21 161	18 727	-11,5 %	16 783	21 161	26,1 %
Latvia	297	235	-20,9 %	699	504	-27,9 %	374	699	86,9 %
Puola - Poland	139	225	61,9 %	2 508	3 850	53,5 %	3 286	2 508	-23,7 %
Unkari - Hungary	114	98	-14,0 %	1 485	1 496	0,7 %	1 230	1 485	20,7 %
Australia	821	1 113	35,6 %	4 005	4 659	16,3 %	3 865	4 005	3,6 %
Tšekki - Czech Republik	84	54	-35,7 %	812	766	-5,7 %	764	812	6,3 %
Kanada - Canada	96	71	-26,0 %	1 145	929	-18,9 %	616	1 145	85,9 %
Portugali - Portugal	129	375	190,7 %	1 225	1 423	16,2 %	2 381	1 225	-48,6 %
Kiina - China	408	425	4,2 %	3 151	2 074	-34,2 %	3 154	3 151	-0,1 %
Irlanti - Ireland	2 878	1 579	-45,1 %	3 151	1 916	-39,2 %	3 550	3 151	-11,2 %
Turkki - Turkey	123	72	-41,5 %	372	318	-14,5 %	89	372	318,0 %
Islanti - Iceland	2	0	-100,0 %	204	104	-49,0 %	150	204	36,0 %
Liettua - Lithuania	88	371	321,6 %	524	871	66,2 %	451	524	16,2 %
Uusi-Seelanti - New Zeeland	19	35	84,2 %	184	549	198,4 %	173	184	6,4 %
Taiwan	45	47	4,4 %	1 006	329	-67,3 %	1 116	1 006	-9,9 %
Ukraina - Ukraine	11	31	181,8 %	174	416	139,1 %	188	174	-7,4 %
Muut maat - Other countries	3 598	3 477	-3,4 %	21 887	28 169	28,7 %	20 476	21 887	6,9 %

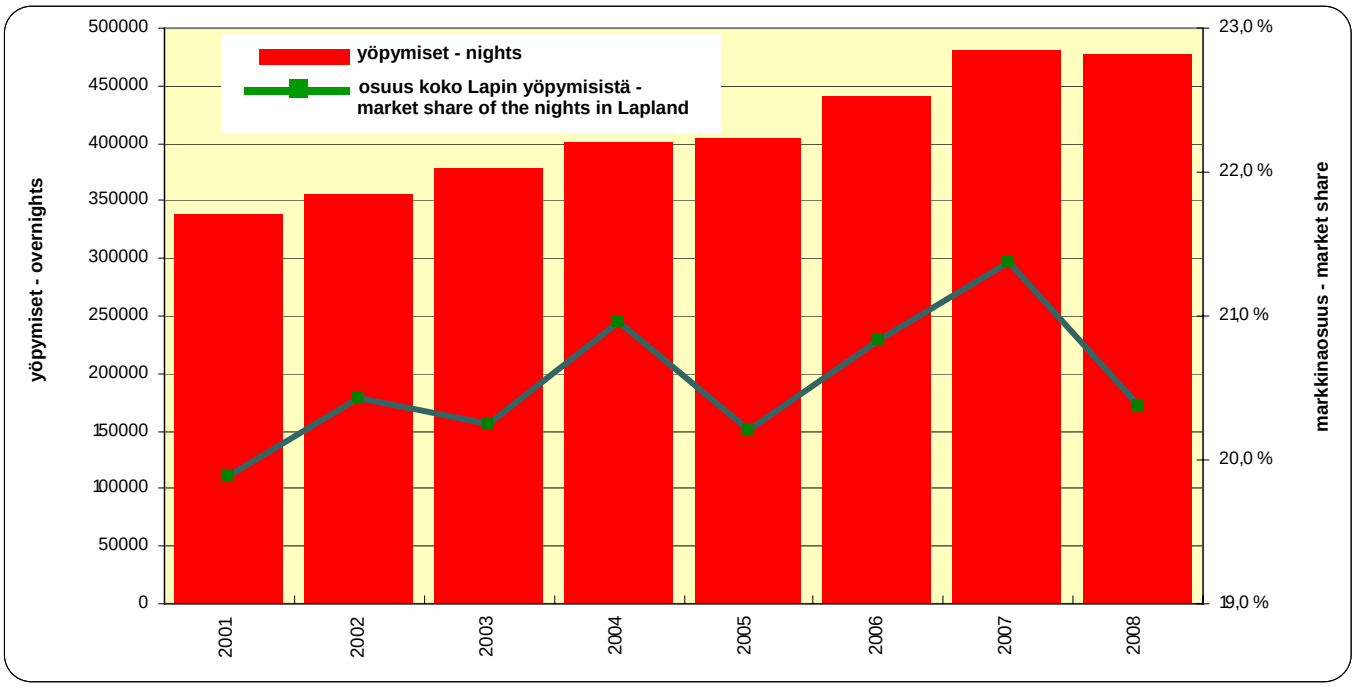
Overnights by purpose of visit

January-December 2008



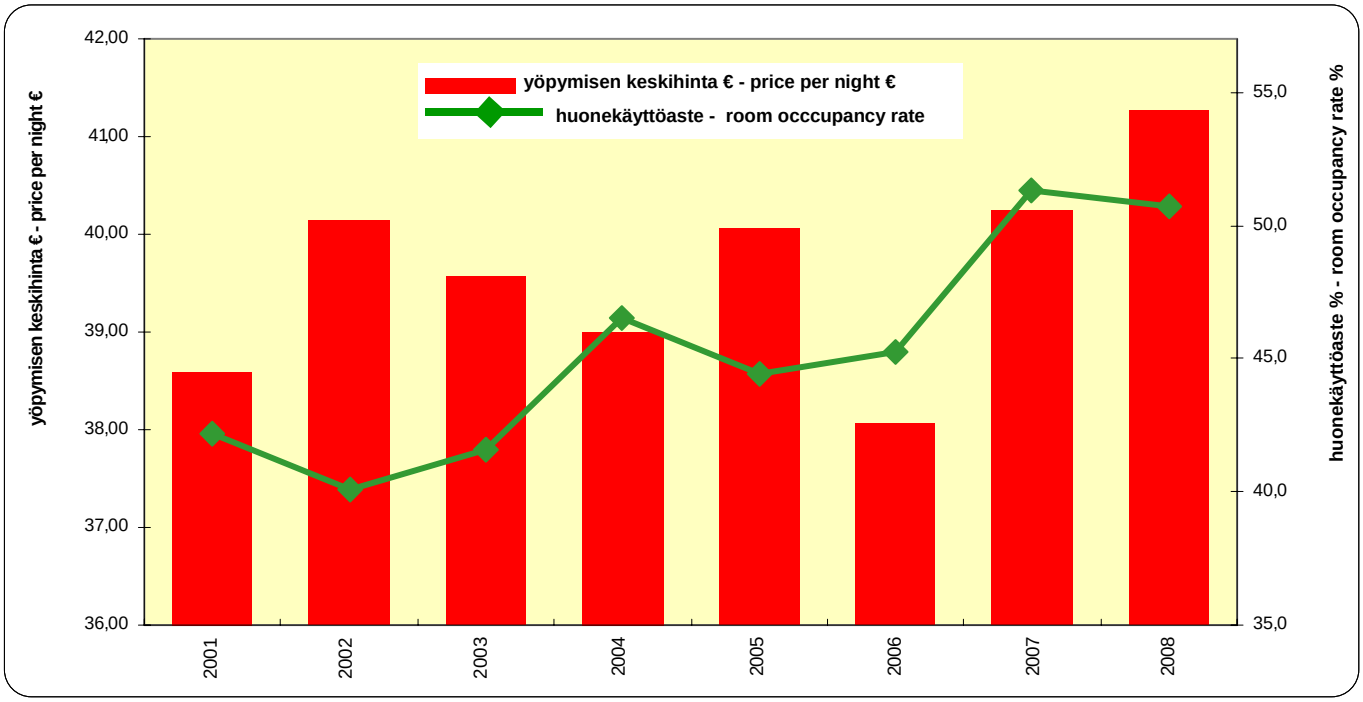
	Vapaa-aika Leisure	Osuus, % Share, %	Ammattiin liittyvät Business	Osuus, % Share, %	Muu matkan tarkoitus Other purpose	Osuus, % Share, %
2001	263 057	79,5 %	64 044	19,4 %	3 703	1,1 %
2002	291 890	82,1 %	55 764	15,7 %	7 727	2,2 %
2003	291 964	76,5 %	83 918	22,0 %	5 716	1,5 %
2004	291 609	72,7 %	105 528	26,3 %	3 796	0,9 %
2005	283 788	70,1 %	116 850	28,8 %	4 438	1,1 %
2006	308 564	69,7 %	130 399	29,5 %	3 625	0,8 %
2007	319 867	66,6 %	151 682	31,6 %	8 893	1,9 %
2008	302 316	63,3 %	168 187	35,2 %	6 837	1,4 %

Total number of overnights in Rovaniemi and the market share of overnights in entire Lapland



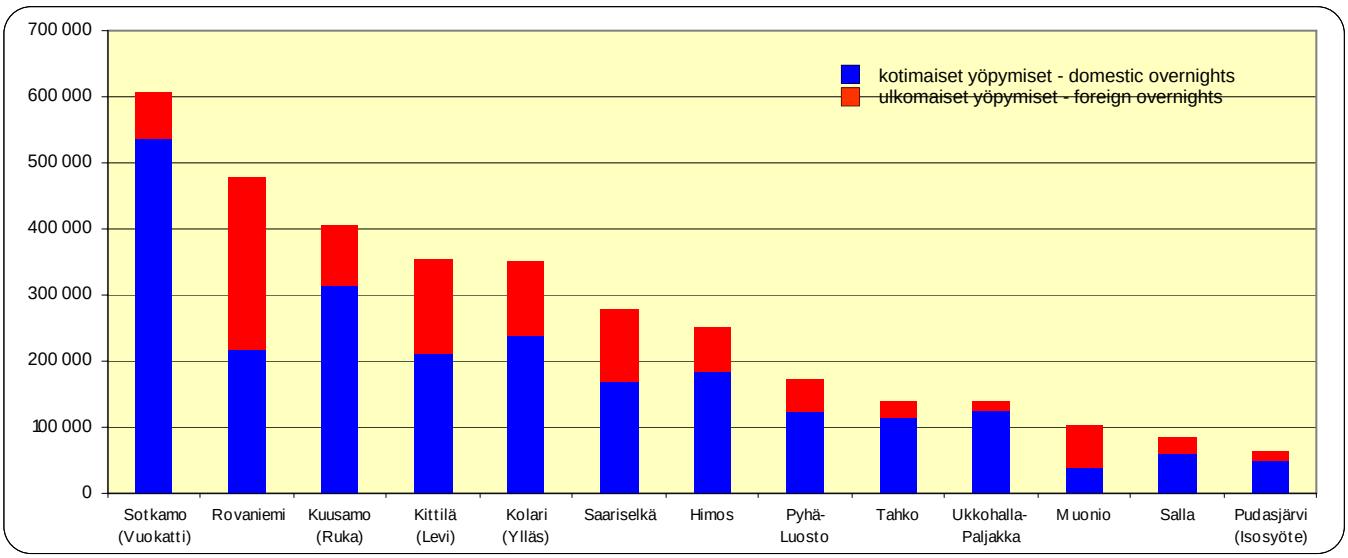
	yöpymiset nights	osuus koko Lapin yöpymisistä market share of the nights in Lapland	muutos abs. edellisestä vuodesta change abs. from previous year	muutos % edellisestä vuodesta change % from previous year
2001	328 586	20,1 %		
2002	355 381	20,4 %	26 795	8,2 %
2003	377 778	20,1 %	22 397	6,3 %
2004	400 818	20,8 %	23 040	6,1 %
2005	405 076	20,2 %	161 690	1,1 %
2006	441 635	20,9 %	36 559	9,0 %
2007	480 442	21,4 %	38 807	8,8 %
2008	477 340	20,4 %	-2 881	-0,6 %

Mean price per night (EUR) and room occupancy rate (%) in accommodation establishments in Rovaniemi



	keskihinta € price per night €	käyttöaste % occupancy rate %	majoitusmyynnin arvo € value of accommodation turnover €
2001	39,07	41,3	12 885 255
2002	40,13	40,1	14 064 007
2003	39,58	41,6	14 823 500
2004	39,01	46,0	15 650 925
2005	40,06	44,4	16 181 523
2006	38,07	45,3	16 749 560
2007	40,25	51,3	19 264 486
2008	41,26	50,7	19 664 010

Overnights in Rovaniemi and some other centres, January-December 2008



	2007, January-December			2008, January-December			Change-%		
	Yhteensä	Suomi	Ulkomaiset	Yhteensä	Suomi	Ulkomaiset	Yhteensä	Suomi	Ulkomaiset
WHOLE COUNTRY	**19 036 665**	**13 708 450**	**5 328 215**	**19 461 228**	**13 967 933**	**5 493 295**	**2,2 %**	**1,9 %**	**3,1 %**
LAPLAND	**2 247 164**	**1 355 655**	**891 509**	**2 342 428**	**1 421 855**	**920 573**	**4,2 %**	**4,9 %**	**3,3 %**
Sotkamo (Vuokatti)	516 932	461 781	55 151	606 169	536 686	69 483	17,3 %	16,2 %	26,0 %
Rovaniemi	**480 221**	**210 937**	**269 284**	**477 340**	**219 653**	**257 687**	**-0,6 %**	**4,1 %**	**-4,3 %**
Kuusamo (Ruka)	398 431	306 123	92 308	407 355	316 659	90 696	2,2 %	3,4 %	-1,7 %
Kittilä (Levi)	311 434	192 729	118 705	355 464	212 091	143 373	14,1 %	10,0 %	20,8 %
Kolari (Ylläs)	310 982	219 695	91 287	352 451	239 120	113 331	13,3 %	8,8 %	24,1 %
Saariselkä	266 596	156 177	110 419	278 093	170 382	107 711	4,3 %	9,1 %	-2,5 %
Himos	250 987	183 257	67 730	250 912	184 994	65 918	0,0 %	0,9 %	-2,7 %
Pyhä-Luosto	175 764	129 317	46 447	173 075	124 534	48 541	-1,5 %	-3,7 %	4,5 %
Tahko	130 219	107 846	22 373	140 688	115 210	25 478	8,0 %	6,8 %	13,9 %
Ukkohalla-Paljakka	99 548	91 869	7 679	139 612	125 193	14 419	40,2 %	36,3 %	87,8 %
Muonio	106 853	39 032	67 821	103 115	39 819	63 296	-3,5 %	2,0 %	-6,7 %
Salla	75 494	52 894	22 600	85 052	60 664	24 388	12,7 %	14,7 %	7,9 %
Pudasjärvi (Isosyöte)	58 759	45 894	12 865	65 134	49 369	15 765	10,8 %	7,6 %	22,5 %

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