



Lapland covers 30% of Finland's land area, 3% of Finland's population lives in Lapland



Lapland produces 10% of Finland's export and hosts 19% of Finland's international travelers



Lapland higher education institutes are the northernmost in the European Union. There's also an extensive network of vocational education in Lapland.

Arctic research and education e.g. University of Lapland, Arctic Centre, Lapland University of Applied Science, Lapland research institutes and The Sámi Education Institute.

Population in Lapland 2014

181 748 inhabitants (as many reindeer as people)



Under 1% of Lappish people speaks Sámi language as their native language, 74% of them lives in Northern Lapland. Sámi people are only indigenous people in the European Union.

Lapland is the the largest region in the world to harvest organic natural products



99% of the forest area in Lapland qualifies as organic

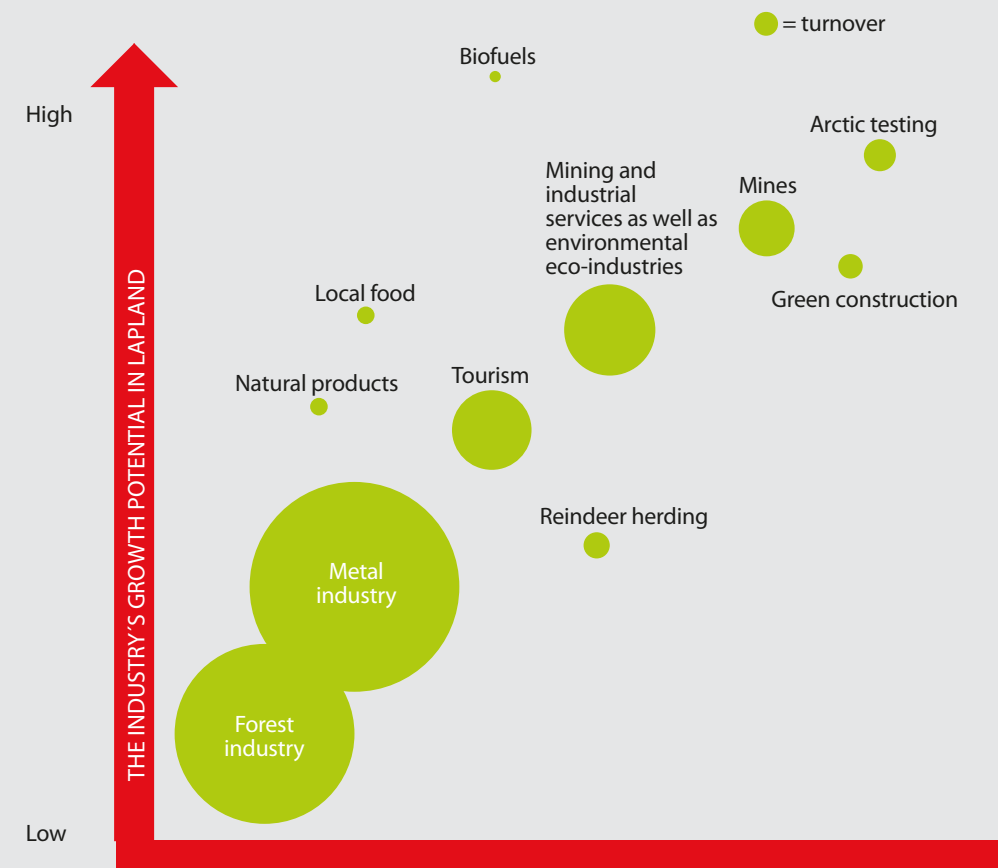
Lapland has been proven to have the purest air in the world

Snow 210 days/year, Northern lights 200 days/year
Polar Nights and Midnight Sun 2 months/year

Main industries in Lapland

- Forest industry
- Metal industry
- Tourism
- Trade
- Mining industry

Growth potential of industries related to the Arctic business of Lapland



Tourism income in Lapland 2013

632 M€

Registered overnight stays in Lapland 2015

2,36 million