

10 FACTS ABOUT TOURISM IN FINNISH LAPLAND



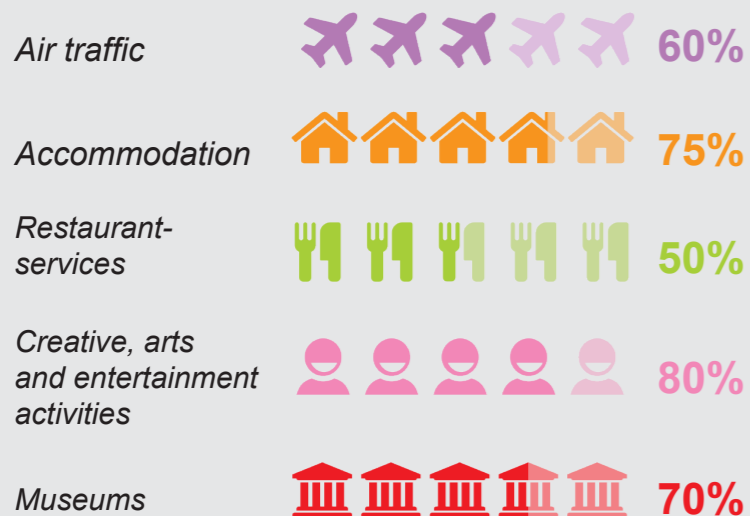
Lapland, along with Helsinki, is the most international destination in Finland*



Tourism in Lapland is a growing export industry and a significant employer



Tourism's share of some industries' revenues in Lapland, 2013



Tourism employment in Lapland 2013



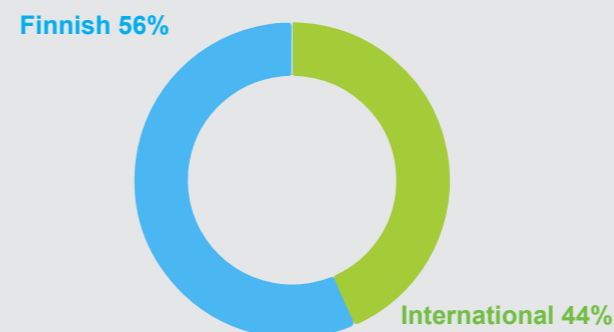
Tourism income in Lapland 2013*

632M€

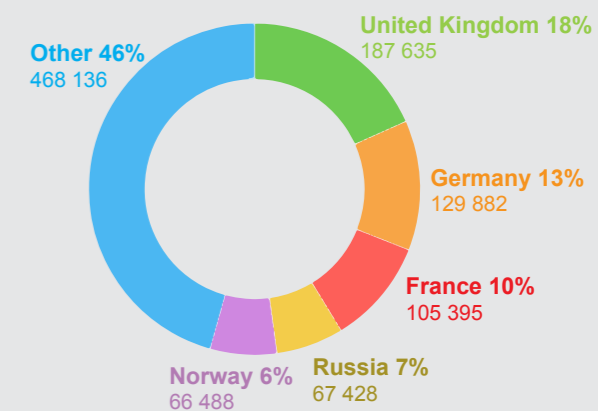
Tourism as part of companies' revenue: Kolari 48%, Enontekiö 47%, and Pelkosenniemi 46%



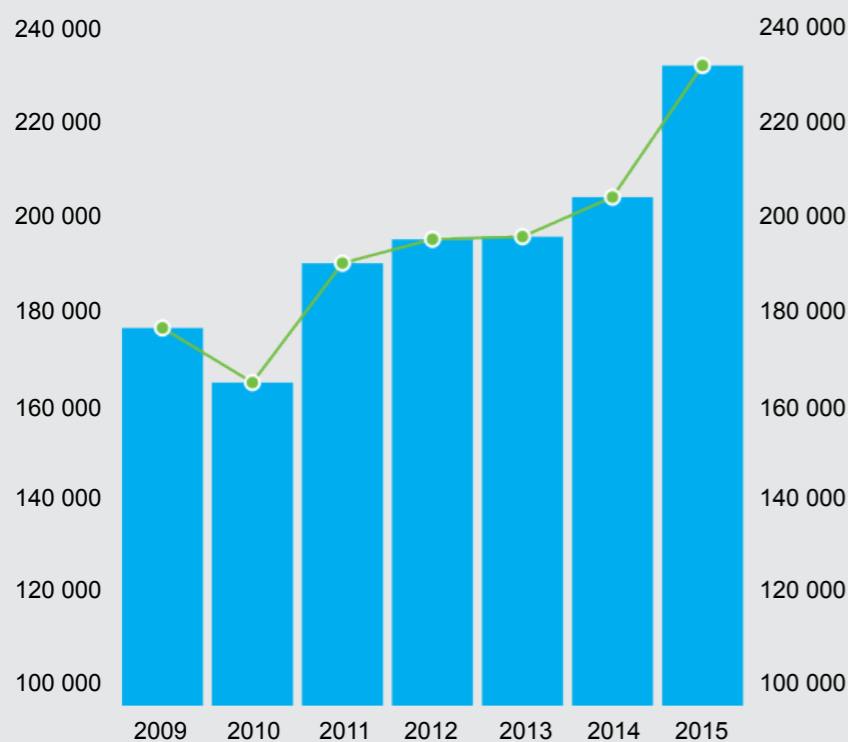
2,36 million registered overnight stays in Lapland 2015



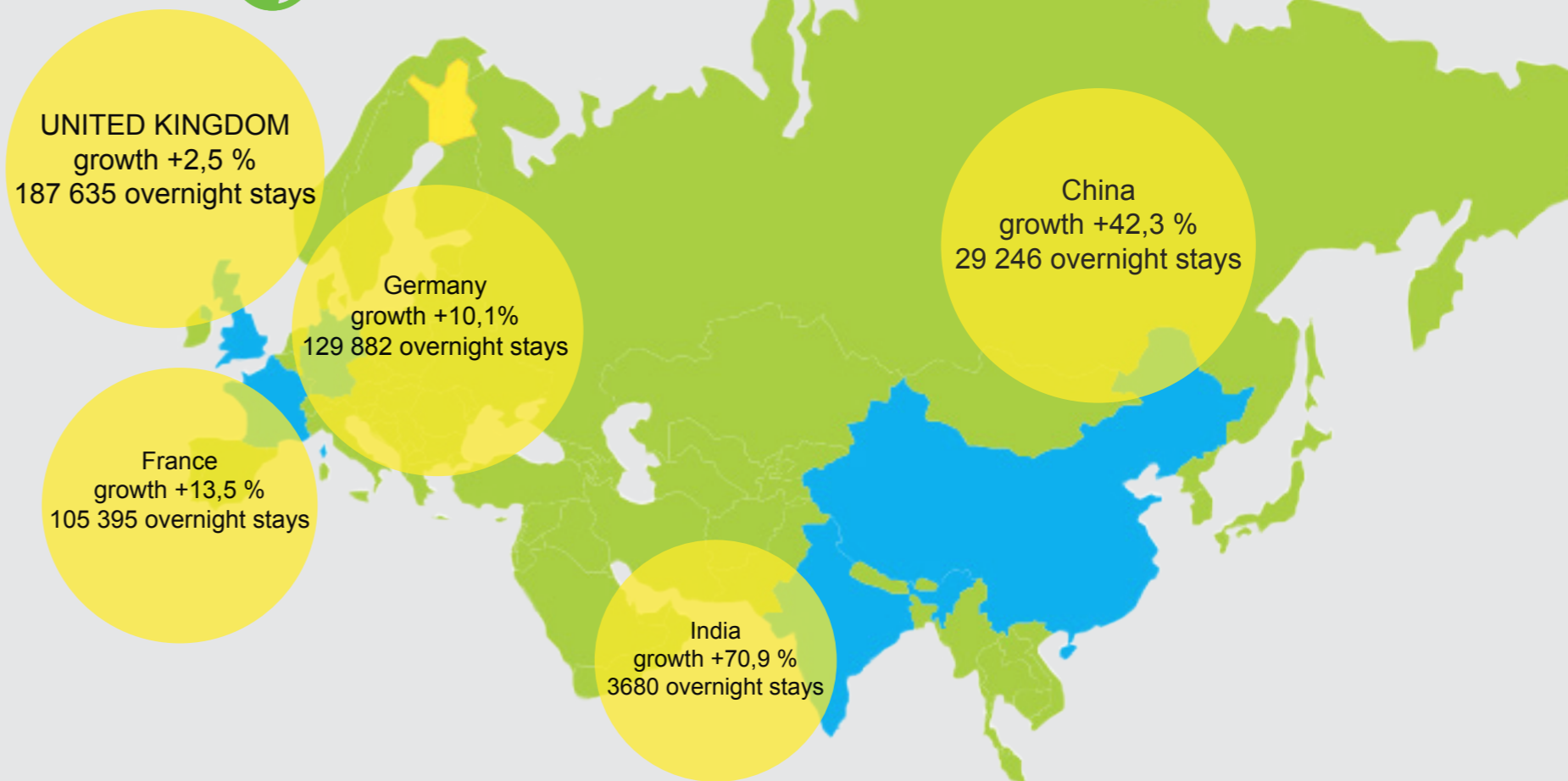
International travellers' registered overnight stays in Lapland 2015



Passenger traffic at Lapland Airports, December 2009-2015



Examples of Lapland's growing tourism markets 2015



LAPLAND Above Ordinary



Leverage from the EU 2014-2020



Sources: *) Estimate conducted by the Regional Council of Lapland, the Ministry of Employment and the Economy/ToimialaOnline statistics database, Finland's Tourism Strategy to 2020, Finavia, tourism statistics of the Regional Council of Lapland, a report about the income and employment effects of tourism in Lapland 2011 "Matkailulla maakunta menestyy – Matkailun tulo- ja työllisyysvaikutukset 12 lappilaisessa kunnassa vuonna 2011".