

10 FACTS ABOUT TOURISM IN FINNISH LAPLAND



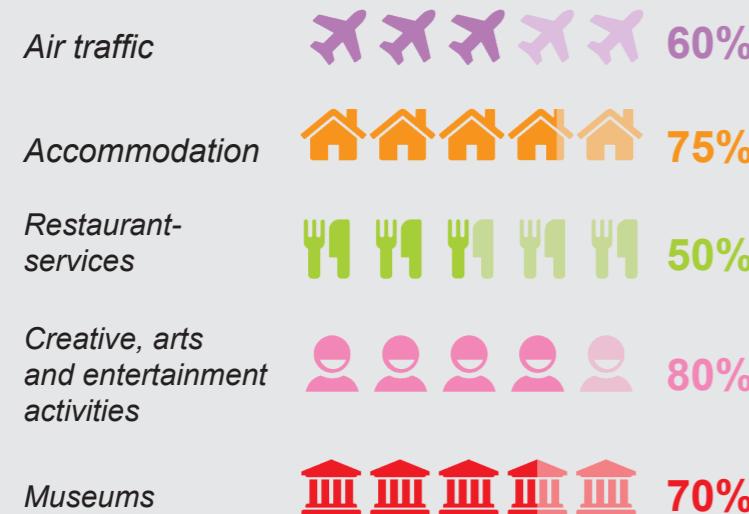
Lapland, along with Helsinki, is the most international destination in Finland*



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

5000 Full-time equivalent



Tourism is a considerable employer, especially of the young.

Tourism income in Lapland 2013*

632 M€

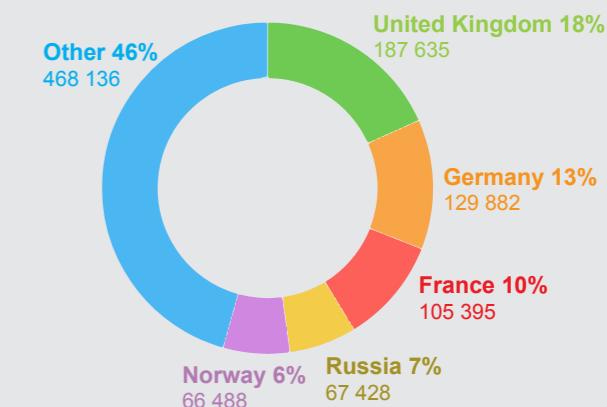
Tourism as part of companies' revenue: Kolari 48%, Enontekiö 47%, and Pello 46%



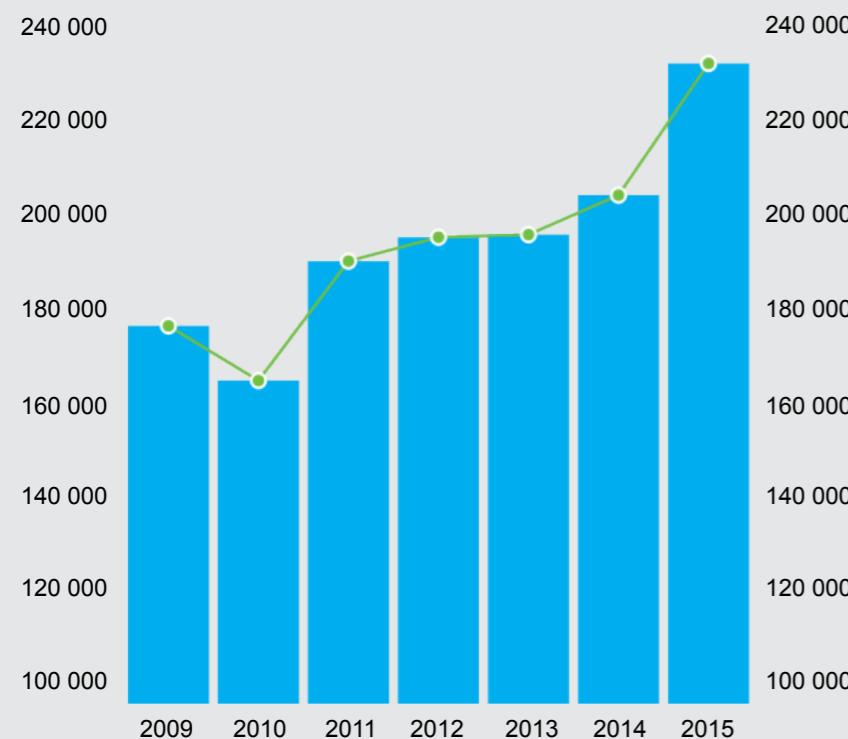
2,36 million registered overnight stays in Lapland 2015



International travellers' registered overnight stays in Lapland 2015



Passenger traffic at Lapland Airports, December 2009-2015



Examples of Lapland's growing tourism markets 2015

UNITED KINGDOM
growth +2,5 %
187 635 overnight stays

Germany
growth +10,1%
129 882 overnight stays

France
growth +13,5 %
105 395 overnight stays

China
growth +42,3 %
29 246 overnight stays

India
growth +70,9 %
3680 overnight stays



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".