



LAPLAND IS DRIVER FOR GROWTH IN TOURISM.

10 FACTS ABOUT TOURISM IN LAPLAND

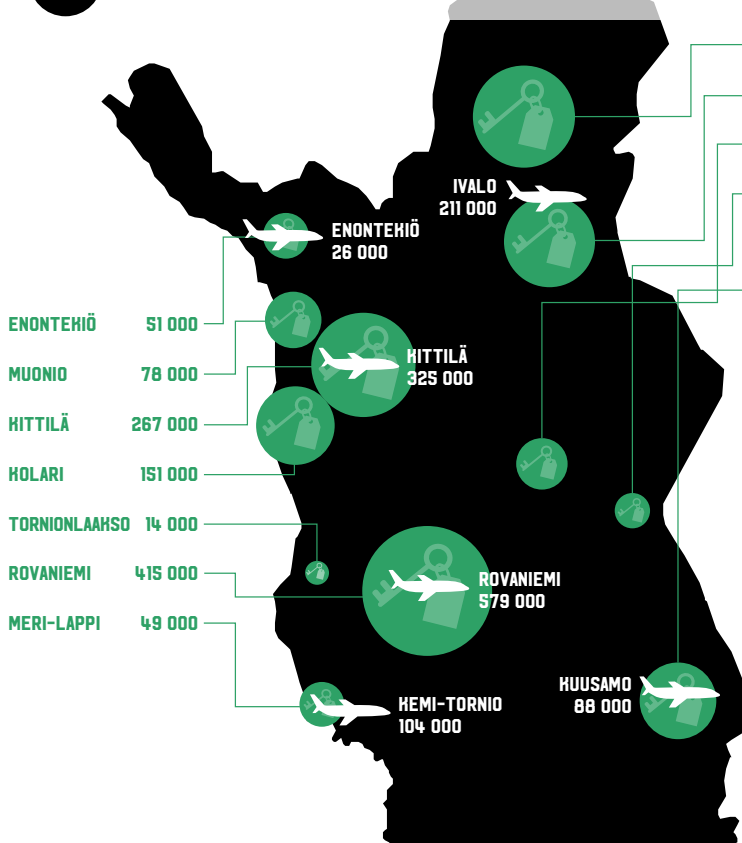
YEAR ROUND TOURISM IS A PREREQUISITE FOR SUSTAINABLE GROWTH.



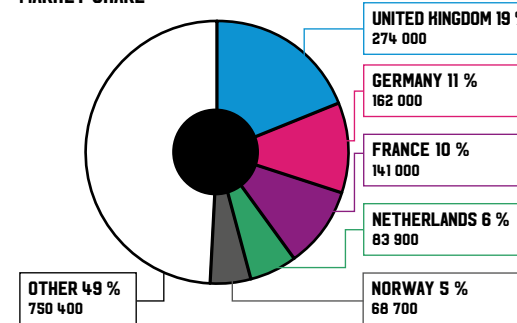
INTERNATIONAL TRAVELLERS' REGISTERED OVERNIGHT STAYS IN LAPLAND 2017



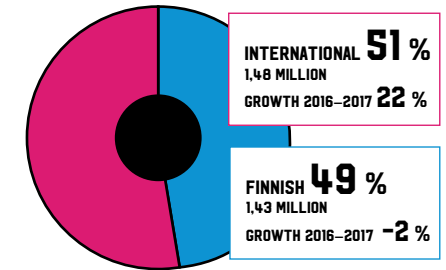
PASSENGER TRAFFIC AT LAPLAND AIRPORTS 2017



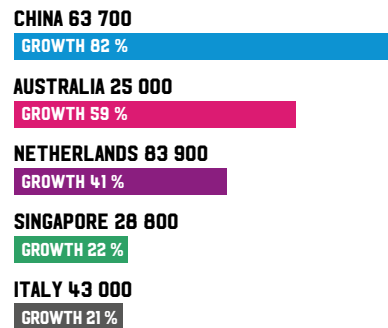
INTERNATIONAL TRAVELLERS' REGISTERED OVERNIGHT STAYS IN LAPLAND 2017 MARKET SHARE



REGISTERED OVERNIGHT STAYS



THE FASTESTS GROWING TOURISM MARKETS REGISTERED OVERNIGHT STAYS, GROWTH 2016-2017

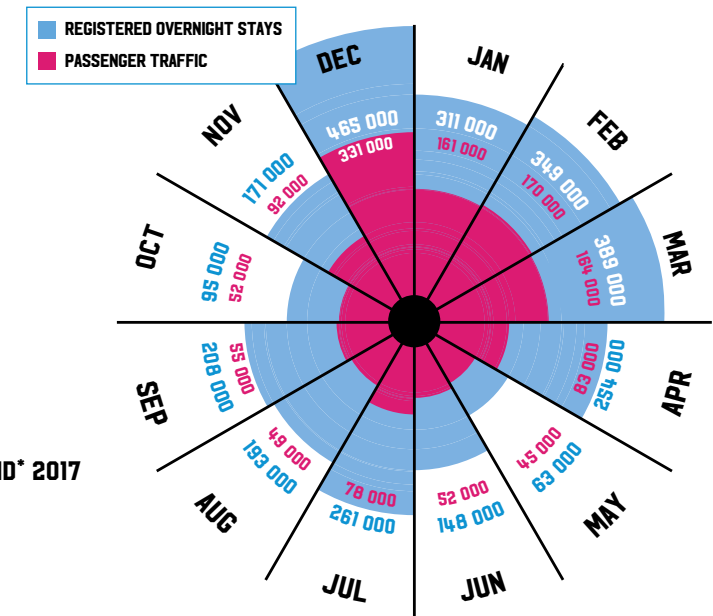


2,9 MILLION

REGISTERED OVERNIGHT STAYS IN LAPLAND 2017

GROWTH 2016-2017
9%
GROWTH IN FINLAND
2016-2017 8 %

REGISTERED OVERNIGHT STAYS IN LAPLAND VS. PASSENGER TRAFFIC AT LAPLAND AIRPORTS 2017



TOTAL TOURISM DEMAND IN LAPLAND
1 BILLION €**

ACCOMMODATION CAPACITY IN LAPLAND OVER
100 000
(INCLUDES OFFICIAL AND UNOFFICIAL CAPACITY)



TOURISM EMPLOYMENT IN LAPLAND* 2017
7000
EMPLOYED PERSONS

Source: Statistics Finland, Finavia, *Estimate conducted by the Lapland ELY Centre & Lapland TE office, ** Regional Tourism Satellite Account; Regional economic and employment impacts of tourism 2013-2014



HOUSE OF LAPLAND

LAPLAND
Above Ordinary

