



LAPLAND IS DRIVER FOR GROWTH IN TOURISM.

10 FACTS ABOUT TOURISM IN LAPLAND

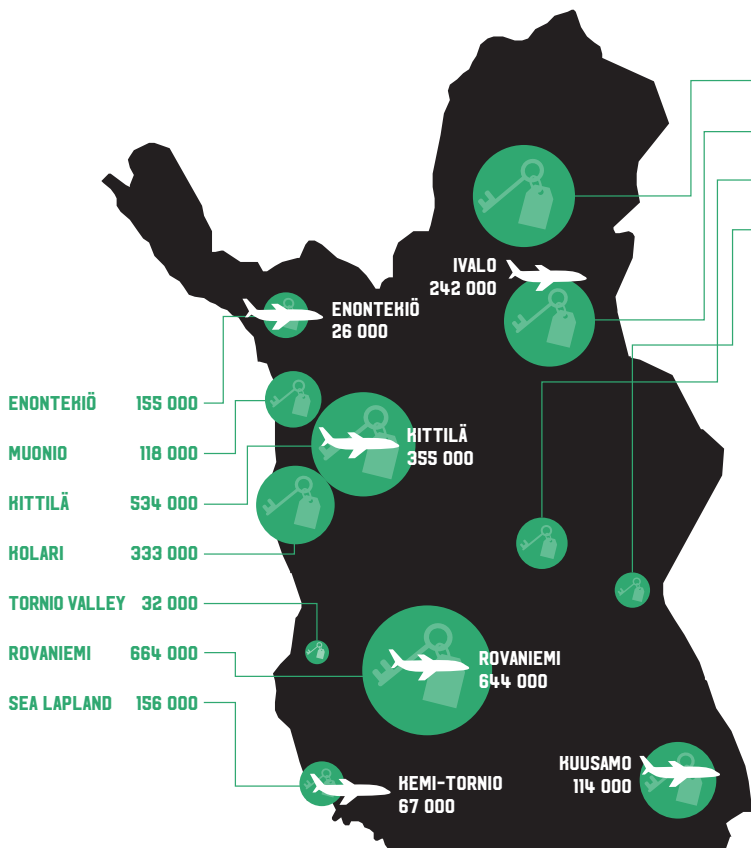
YEAR ROUND TOURISM IS A PREREQUISITE FOR SUSTAINABLE GROWTH.



TRAVELLERS' REGISTERED OVERNIGHT STAYS IN LAPLAND 2018

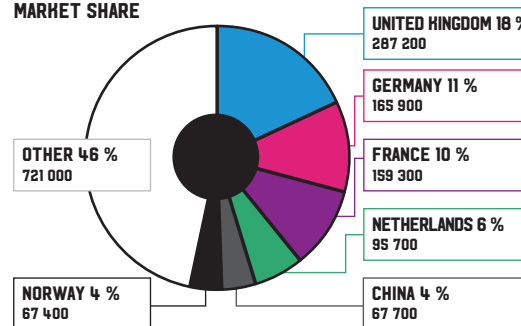


PASSENGER TRAFFIC AT LAPLAND AIRPORTS 2018

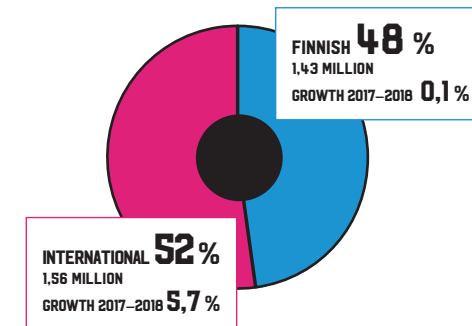


INTERNATIONAL TRAVELLERS' REGISTERED OVERNIGHT STAYS IN LAPLAND 2018

MARKET SHARE

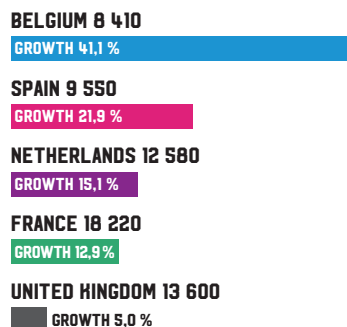


REGISTERED OVERNIGHT STAYS



THE FASTESTS GROWING TOURISM MARKETS

REGISTERED OVERNIGHT STAYS, GROWTH 2017-2018



3

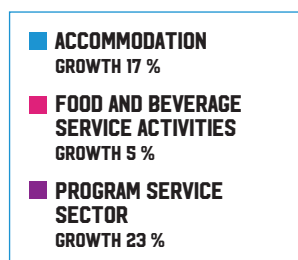
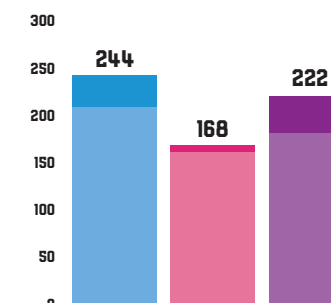
MILLION

REGISTERED OVERNIGHT STAYS IN LAPLAND 2018

GROWTH 2017-2018
3 %
GROWTH IN FINLAND 2017-2018 1,4 %

TURNOVER FROM DIFFERENT SECTORS OF TOURISM 2017**

MILLION €, GROWTH 2016-2017



TOTAL TOURISM DEMAND IN LAPLAND

OVER 1 BILLION €**

ACCOMMODATION CAPACITY IN LAPLAND OVER

105 000

(INCLUDES OFFICIAL AND UNOFFICIAL CAPACITY)



TOURISM EMPLOYMENT IN LAPLAND* 2018

7400

EMPLOYED PERSONS



TOURISM'S SHARE OF TOTAL TURNOVER OF ALL INDUSTRIES**

5 %



TOURISM'S SHARE OF TOTAL PERSONNEL OF ALL INDUSTRIES**

11 %

Source: Statistics Finland, Finavia *Estimate, Regional Council of Lapland and Lapland ELY-Centre
** Statistics Finland, calculation Regional Council of Lapland



HOUSE OF LAPLAND

LAPLAND Above Ordinary



REGIONAL COUNCIL OF LAPLAND

Leverage from the EU 2014-2020



European Union European Regional