



**STRONG RESULTS
IN WINTER TOURISM.**

10 FACTS ABOUT LAPLAND WINTER TOURISM

2017-2018

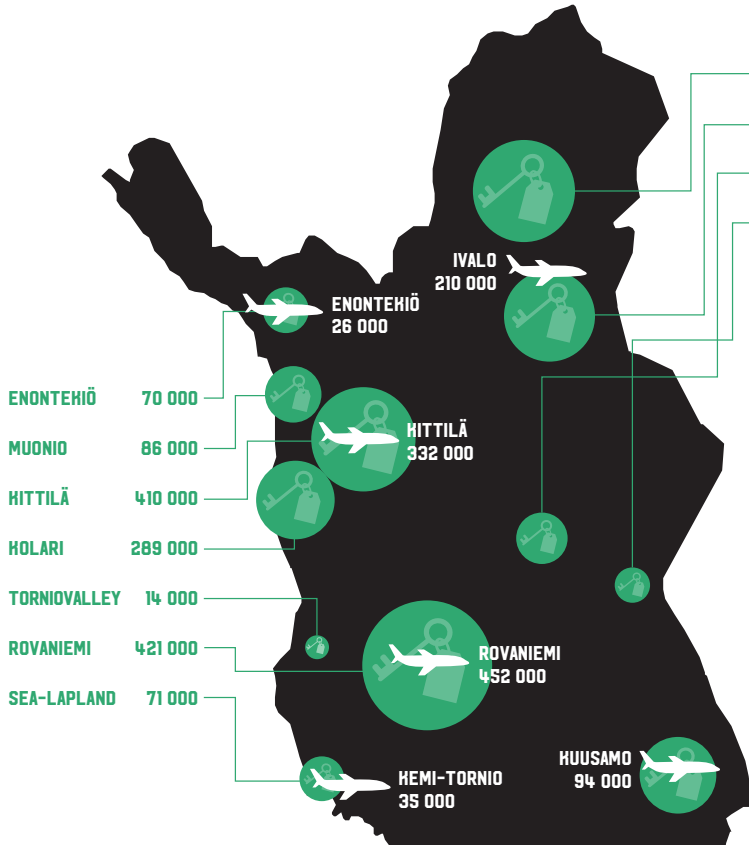
**YEAR ROUND TOURISM
IS A PREREQUISITE FOR
SUSTAINABLE GROWTH.**



TRAVELLERS' REGISTERED OVERNIGHT STAYS IN WINTER



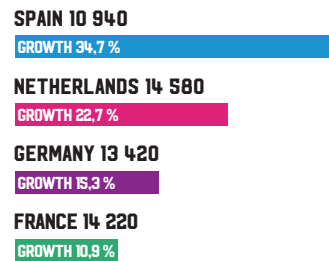
PASSANGER TRAFFIC AT LAPLAND AIRPORTS IN WINTER



**ACCOMMODATION SALES
124 MILLION €**

INARI-UTSJOHI 98 000
SAARISELHÄ 270 000
PYHÄ-LUOSTO 127 000
SALLA 88 000

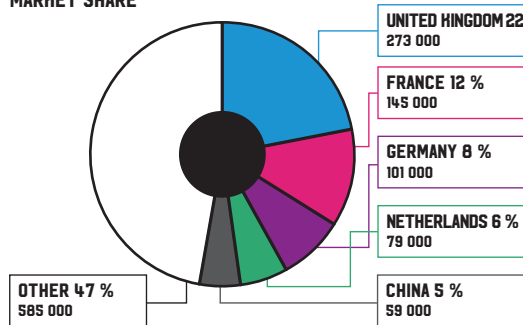
THE FASTESTS GROWING TOURISM MARKETS REGISTERED OVERNIGHT STAYS, GROWTH 2017-2018



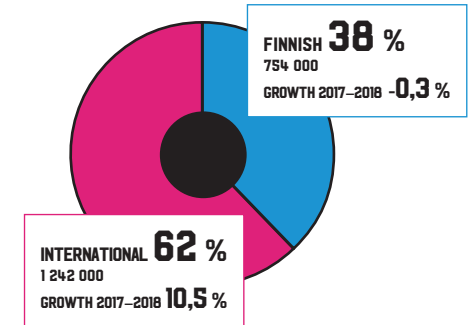
**DURATION
OF TRIP
2,95 DAYS**



INTERNATIONAL TRAVELLERS' REGISTERED OVERNIGHT STAYS IN WINTER IN LAPLAND MARKET SHARE



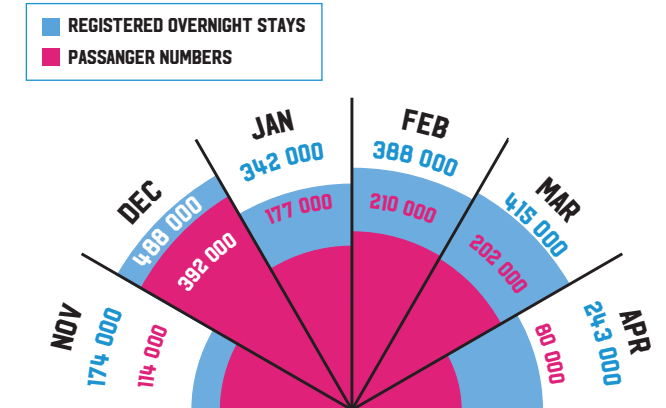
REGISTERED OVERNIGHT STAYS



**2
MILLION**
REGISTERED
OVERNIGHT STAYS IN
LAPLAND IN WINTER

GROWTH 2017-2018
6 %
GROWTH IN FINLAND
2017-2018 5 %

REGISTERED OVERNIGHT STAYS VS. PASSANGER NUMBERS AT LAPLAND AIRPORTS IN WINTER



**NORTHERN LIGHTS IN THE SKY
3 NIGHTS OUT OF 4
IN NORTHERN LAPLAND***

