



THERE IS A LOT OF POTENTIAL IN LAPLAND IN THE SUMMER.

10 FACTS ABOUT LAPLAND SUMMER TOURISM

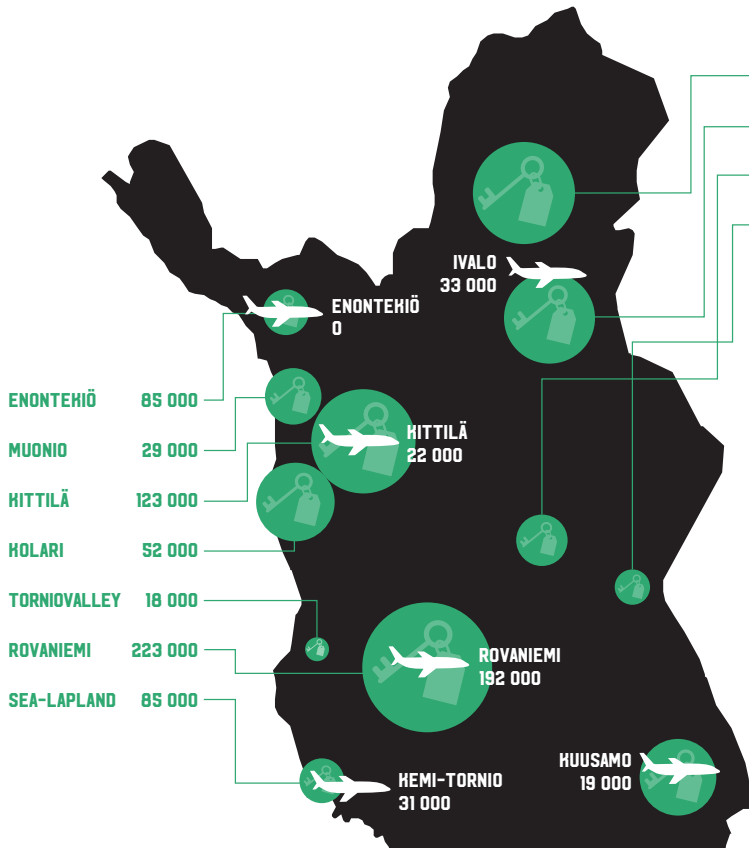
YEAR ROUND TOURISM IS A PREREQUISITE FOR SUSTAINABLE GROWTH.



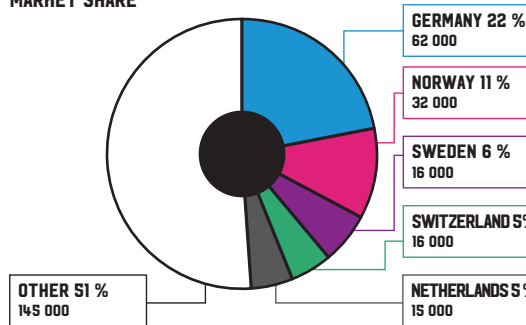
TRAVELLERS' REGISTERED OVERNIGHT STAYS MAY TO OCTOBER 2018



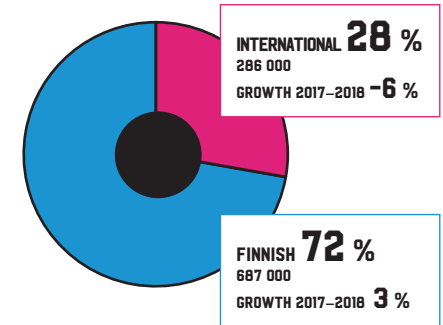
PASSENGER TRAFFIC AT LAPLAND AIRPORTS MAY TO OCTOBER 2018



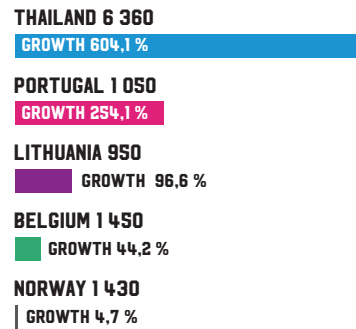
INTERNATIONAL TRAVELLERS' REGISTERED OVERNIGHT STAYS SUMMER 2018 IN LAPLAND MARKET SHARE



REGISTERED OVERNIGHT STAYS



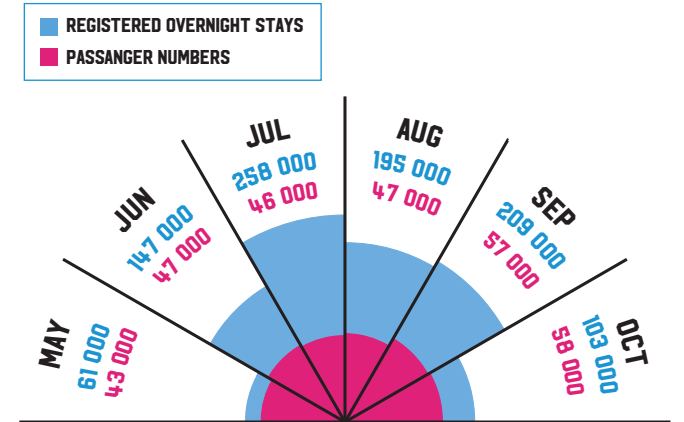
THE FASTESTS GROWING TOURISM MARKETS REGISTERED OVERNIGHT STAYS, GROWTH 2017-2018



1 MILLION REGISTERED OVERNIGHT STAYS IN LAPLAND 2018

GROWTH 2017-2018
0,2 %
GROWTH IN FINLAND 2017-2018 0,2 %

REGISTERED OVERNIGHT STAYS VS. PASSANGER NUMBERS AT LAPLAND AIRPORTS 2018



ACCOMMODATION SALES
38 MILLION €

DURATION OF TRIP
1,82 DAYS



74 NIGHTLESS NIGHTS IN NUORGAM

30 NIGHTLESS NIGHTS IN ROVANIEMI

