



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

# 10 FACTS ABOUT LAPLAND SUMMER TOURISM

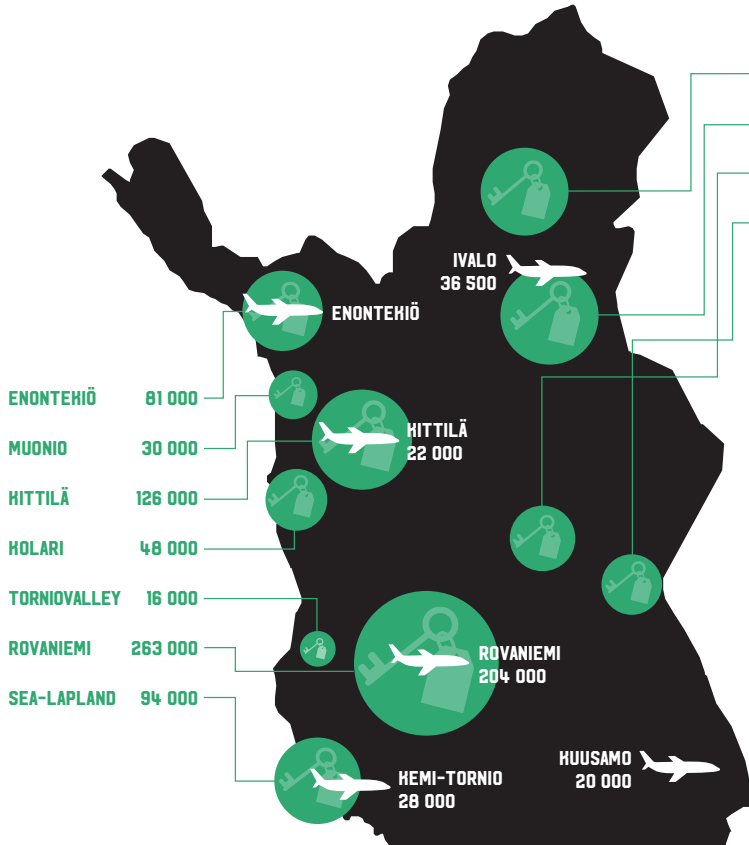
YEAR ROUND TOURISM IS A PREREQUISITE FOR SUSTAINABLE GROWTH.



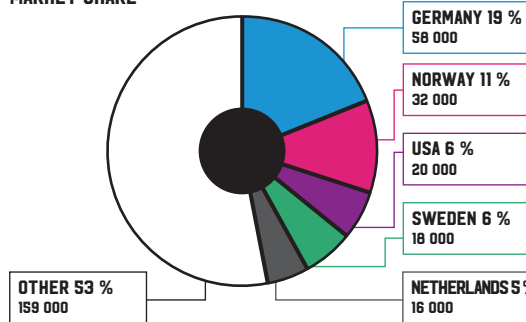
TRAVELLERS' REGISTERED OVERNIGHT STAYS MAY TO OCTOBER 2019



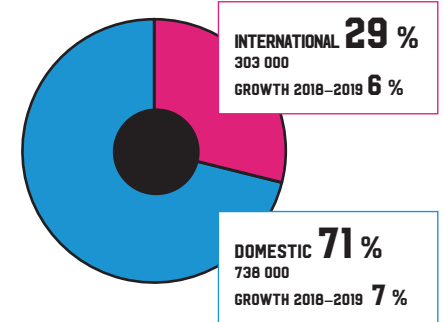
PASSENGER TRAFFIC AT LAPLAND AIRPORTS MAY TO OCTOBER 2019



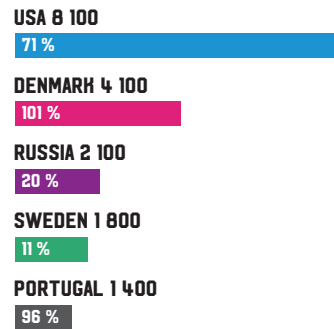
INTERNATIONAL TRAVELLERS' REGISTERED OVERNIGHT STAYS SUMMER 2019 IN LAPLAND MARKET SHARE



REGISTERED OVERNIGHT STAYS



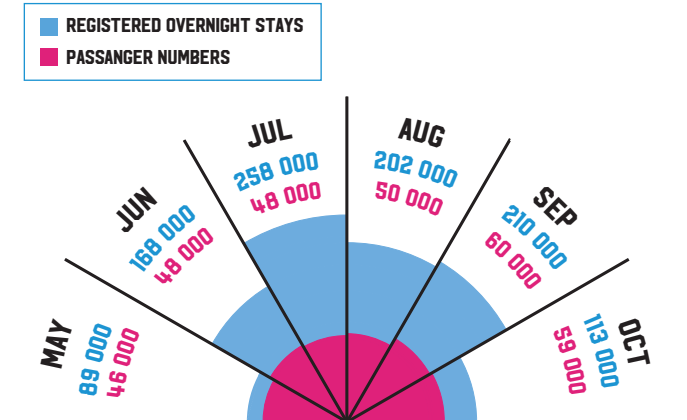
THE FASTESTS GROWING TOURISM MARKETS REGISTERED OVERNIGHT STAYS, GROWTH, % 2018-2019



1,04 MILLION REGISTERED OVERNIGHT STAYS IN LAPLAND 2019

GROWTH 2018-2019  
**7 %**  
GROWTH IN FINLAND 2018-2019 6 %

REGISTERED OVERNIGHT STAYS VS. PASSANGER NUMBERS AT LAPLAND AIRPORTS 2019



ACCOMMODATION SALES  
**44 MILLION €**

DURATION OF TRIP  
**1,87** DAYS



**74** NIGHTLESS NIGHTS IN NUORGAM

**30** NIGHTLESS NIGHTS IN ROVANIEMI

