



LAPLAND IS DRIVER FOR GROWTH IN TOURISM.

10 FACTS ABOUT TOURISM IN LAPLAND 2020

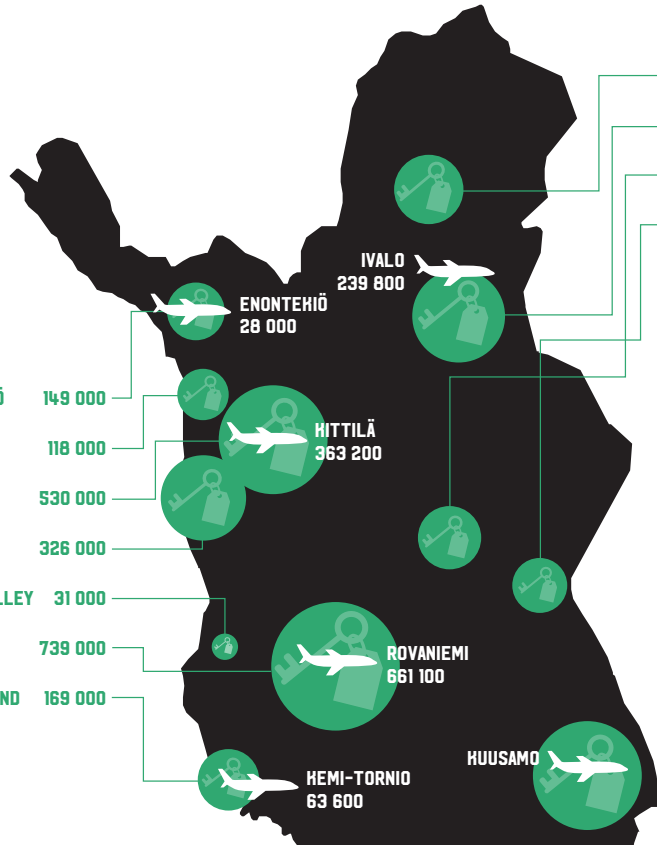
YEAR ROUND TOURISM IS A PREREQUISITE FOR SUSTAINABLE GROWTH.



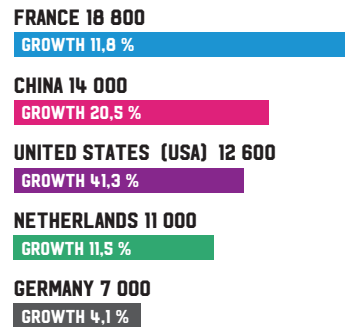
TRAVELLERS' REGISTERED OVERNIGHT STAYS IN LAPLAND 2019



PASSENGER TRAFFIC AT LAPLAND AIRPORTS 2019

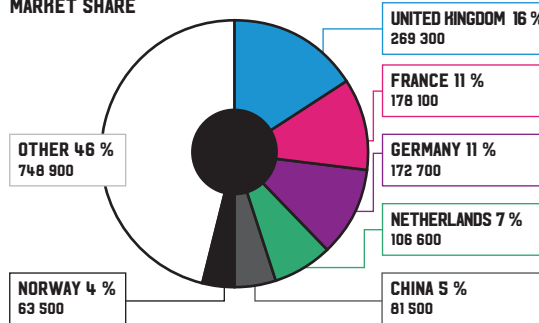


THE FASTESTS GROWING TOURISM MARKETS REGISTERED OVERNIGHT STAYS, GROWTH 2018-2019

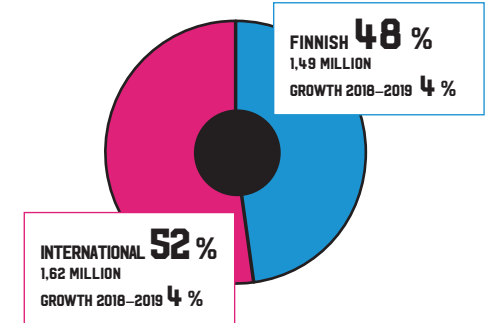


INTERNATIONAL TRAVELLERS' REGISTERED OVERNIGHT STAYS IN LAPLAND 2019

MARKET SHARE



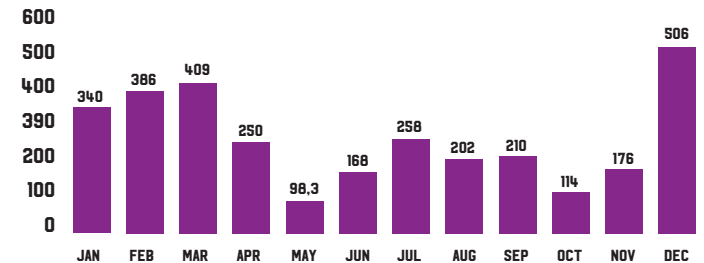
REGISTERED OVERNIGHT STAYS



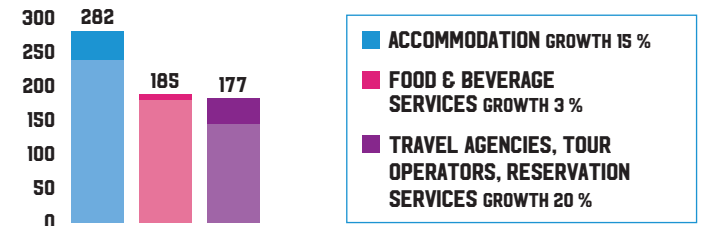
3,1 MILLION REGISTERED OVERNIGHT STAYS IN LAPLAND 2019

GROWTH 2018-2019 4 % GROWTH IN FINLAND 2018-2019 4 %

REGISTERED OVERNIGHTS MONTHLY 2019 THOUSAND



TURNOVER IN TOURISM INDUSTRIES 2018** MILLION €, GROWTH 2017-2018 %



TOTAL TOURISM DEMAND IN LAPLAND OVER 1 BN. €*

ACCOMMODATION CAPACITY IN LAPLAND 107 300 (INCLUDES OFFICIAL AND UNOFFICIAL CAPACITY) REGISTERED BED CAPACITY 26 830



TOURISM EMPLOYMENT IN LAPLAND* 2019 8000 EMPLOYED PERSONS

Sources: Statistics Finland, accommodation statistics. Statistic database Rudolf. Visitory.fi, Finavia, air traffic passenger statistics, *Estimate, Regional Council of Lapland, **Statistics Finland, Regional statistics on entrepreneurial activity, industry categories 55, 56, 79



HOUSE OF LAPLAND

LAPLAND Above Ordinary



REGIONAL COUNCIL OF LAPLAND

Leverage from the EU 2014-2020



European Union European Regional