



LAPLAND IS KNOWN FOR IT'S WINTER.

10 FACTS ABOUT LAPLAND WINTER TOURISM

2019-2020

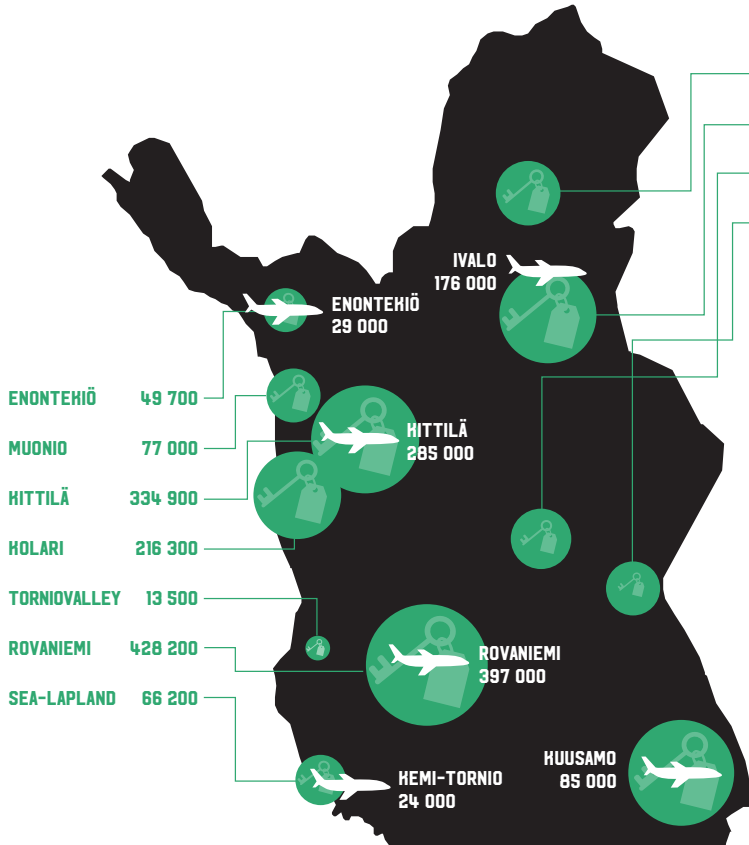
STRONG BRAND SUPPORTS THE RECOVERY AFTER CRISIS.



TRAVELLERS' REGISTERED OVERNIGHT STAYS IN WINTER



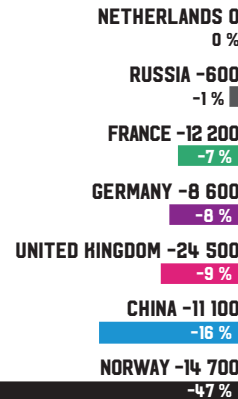
PASSANGER TRAFFIC AT LAPLAND AIRPORTS IN WINTER



ACCOMMODATION SALES
128 MILLION €

CHANGES FROM THE INTERNATIONAL MARKETS

CHANGE IN REGISTERED OVERNIGHT STAYS COMPARED TO WINTER 2018-2019



1,7 MILLION
REGISTERED OVERNIGHT STAYS IN LAPLAND IN WINTER

CHANGE COMPARED TO WINTER 2018-2019

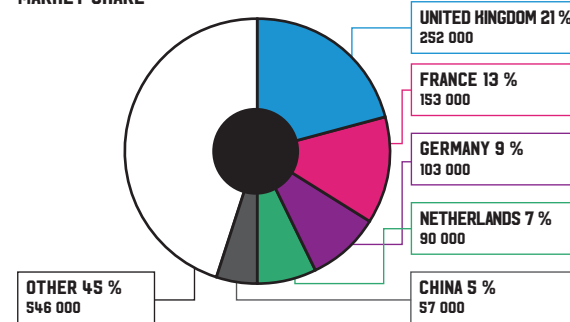
-15%
CHANGE IN FINLAND -19 %

DURATION OF TRIP

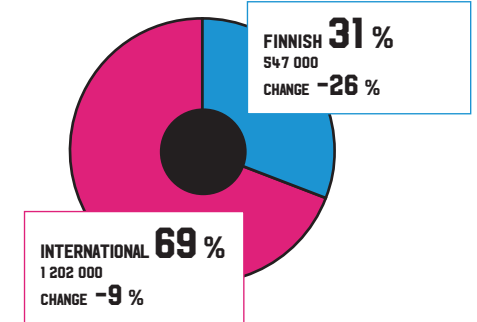
2,9 DAYS

INTERNATIONAL TRAVELLERS' REGISTERED OVERNIGHT STAYS IN WINTER IN LAPLAND

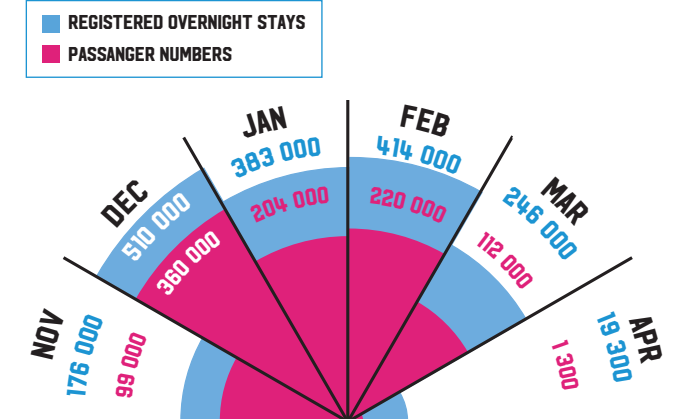
MARKET SHARE



REGISTERED OVERNIGHT STAYS



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



Due to the corona crisis, airlines began to reduce the flights in late February. From March 19th, the international air traffic was centralized on Helsinki, Mariehamn and Turku.

Overnights in Lapland Nov-Feb +7%, March-April -60%.

WWW.LAPLAND.FI/BUSINESS

Winter statistics Nov 2019-April 2020. Sources: Tourism statistics: Statistic Finland, Statistic service Rudolf, Visitory. Air passanger traffic: Finavia



HOUSE OF LAPLAND

LAPLAND
Above Ordinary



REGIONAL COUNCIL OF LAPLAND

Leverage from
the EU
2014-2020



European Union
European Regional