



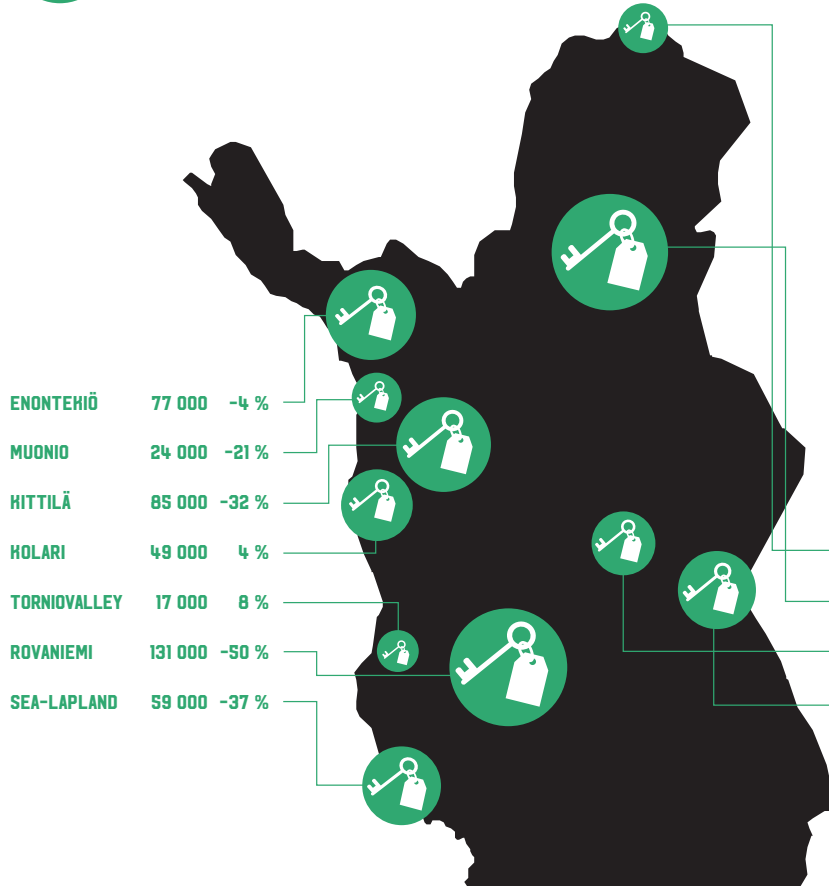
COVID-19 CRISIS
HIT TOURISM INDUSTRY
GLOBALLY.

10 FACTS ABOUT LAPLAND SUMMER TOURISM

DOMESTIC DEMAND
HELPS DURING
THE CRISIS.



TRAVELLERS' REGISTERED OVERNIGHT STAYS MAY TO OCTOBER 2020



772 000

REGISTERED OVERNIGHT STAYS IN LAPLAND, SUMMER 2020

CHANGE 2019-2020

-26%

CHANGE IN FINLAND
-38 %

ACCOMMODATION SALES IN THE SUMMER 2020

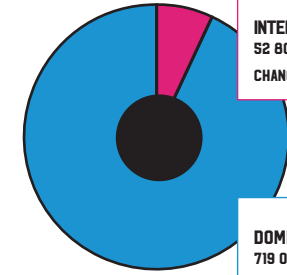
31 M€

CHANGE IN LAPLAND

-32%

CHANGE IN FINLAND
-52%

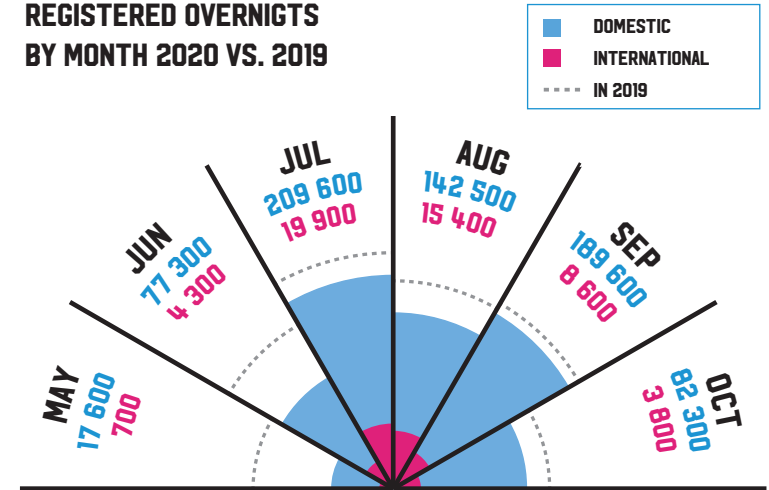
REGISTERED OVERNIGHT STAYS



INTERNATIONAL **7 %**
52 800
CHANGE 2019-2020 **-83 %**

DOMESTIC **93 %**
719 000
CHANGE 2019-2020 **-3 %**

REGISTERED OVERNIGHTS BY MONTH 2020 VS. 2019



LAPLAND'S MARKET SHARE
9,6% (+1,6%)

DURATION OF TRIP



DAYS



146 COMPANIES FROM LAPLAND IN SUSTAINABLE TRAVEL FINLAND -PROGRAM (BY 10/2020)

Summer statistics: May–October

Source: Statistics Finland, Tourism statistics (preliminary data), visitory.io

LAPLAND.FI/BUSINESS



BUSINESS LAPLAND



REGIONAL COUNCIL OF LAPLAND

Leverage from
the EU
2014–2020



European Union
European Regional