



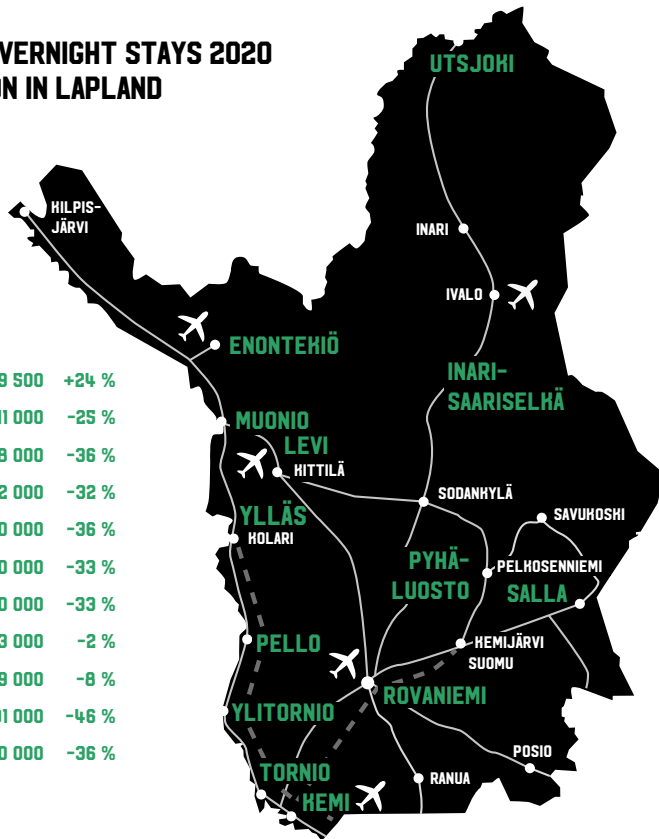
**COVID-19 CRISIS HIT
TOURISM INDUSTRY
GLOBALLY.**

10 FACTS ABOUT TOURISM IN LAPLAND 2020

**SIGNIFICANT
GROWTH IN TOURISM
IN THE 2010S**

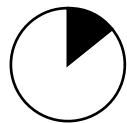


REGISTERED OVERNIGHT STAYS 2020 BY DESTINATION IN LAPLAND



Destination	Registered Overnight Stays	Change (%)
UTSJOHI	29 500	+24 %
ENONTEIÖ	111 000	-25 %
INARI-SAARISELKÄ	368 000	-36 %
MUONIO	82 000	-32 %
HITTELÄ, LEVI	340 000	-36 %
HOLARI, YLLÄS	220 000	-33 %
PYHÄ-LUOSTO	120 000	-33 %
SALLA	133 000	-2 %
PELLO	29 000	-8 %
PELLO-YLITORNIO	29 000	-8 %
ROVANIEMI	401 000	-46 %
HEMI-TORNIO	110 000	-36 %

2,1 MILLION
REGISTERED OVERNIGHT
STAYS IN LAPLAND 2020



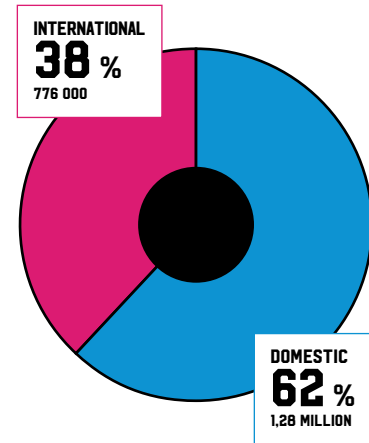
LAPLAND'S MARKET SHARE
14,3% (+1 %)

CHANGE 2019-2020
-34 %

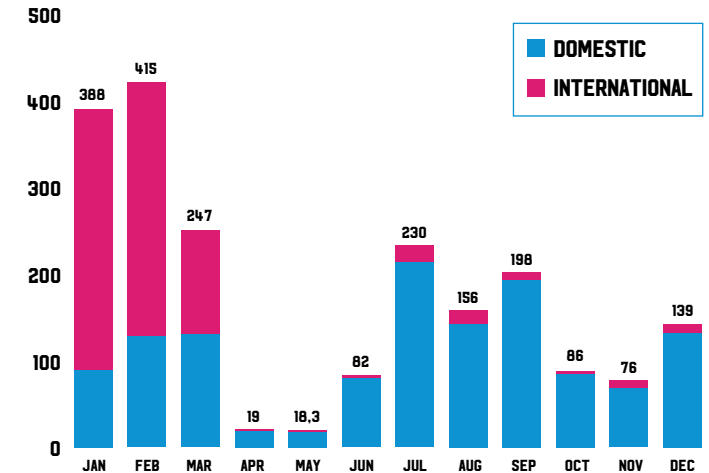


REVPAR
46,0 € (-21%)
THE AVERAGE IN FINLAND 36,6 €

REGISTERED OVERNIGHT STAYS 2020

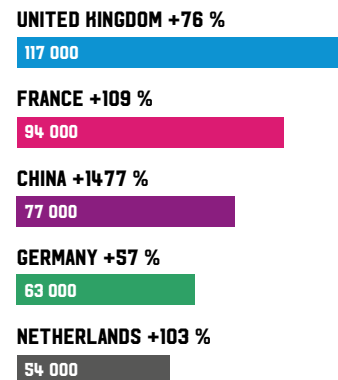


REGISTERED OVERNIGHTS MONTHLY IN 2020 THOUSAND



TOURISM DEVELOPMENT IN THE 2010'S

THE LARGEST GROWTH IN 2010-2019



DEVELOPMENT IN REGISTERED OVERNIGHT STAYS 2010-2020 MILLION

