



LAPLAND IS KNOWN FOR IT'S WINTER.

10 FACTS ABOUT LAPLAND WINTER TOURISM

2021-2022

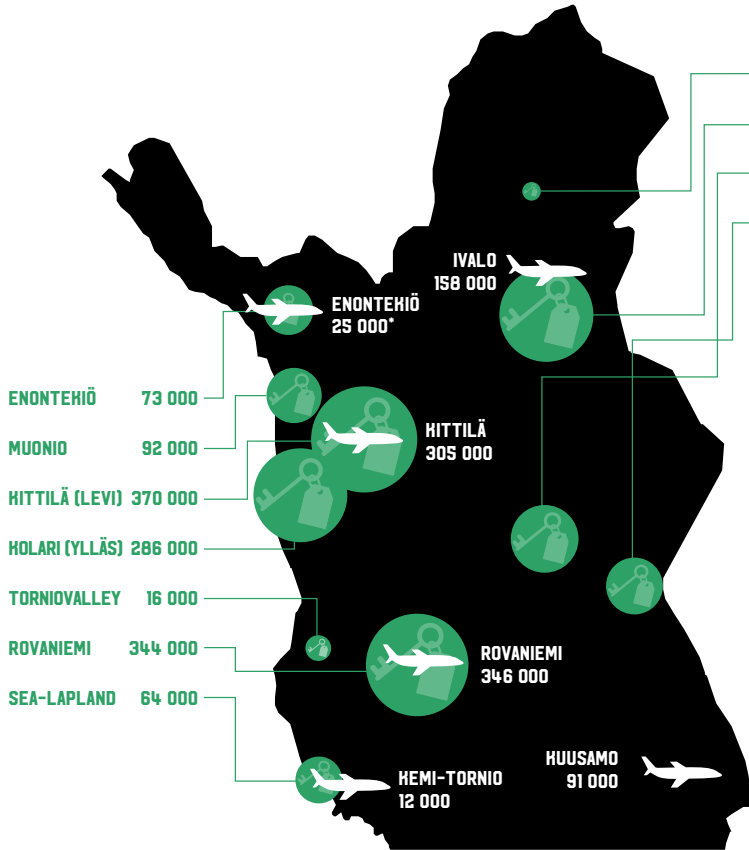
LAPLAND'S MARKET SHARE ON WINTER SEASON WAS 22,5 % OF FINLAND'S REGISTERED OVERNIGHT STAYS.



TRAVELLERS' REGISTERED OVERNIGHT STAYS IN WINTER



PASSENGER TRAFFIC AT LAPLAND AIRPORTS IN WINTER

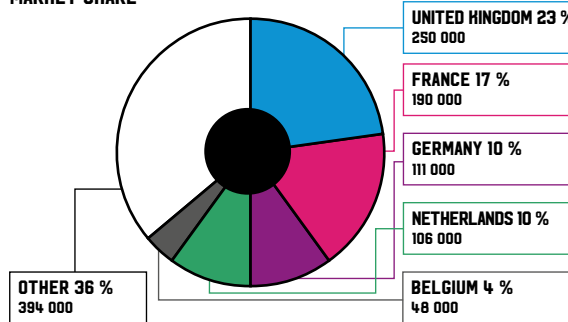


ACCOMMODATION SALES

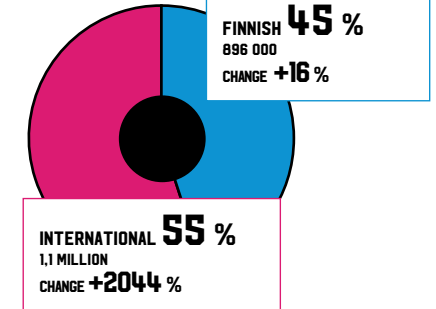
143,4 MILLION €

UTSJOHI 6 900
INARI-SAARISELHÄ 287 000
PYHÄ-LUOSTO 143 000
SALLA 98 000

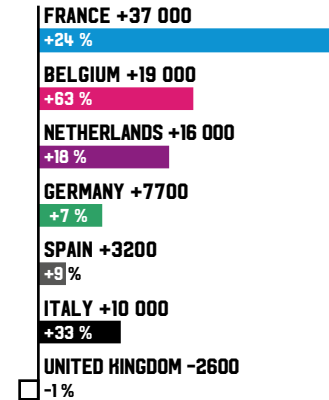
INTERNATIONAL TRAVELLERS' REGISTERED OVERNIGHT STAYS IN WINTER IN LAPLAND MARKET SHARE



REGISTERED OVERNIGHT STAYS

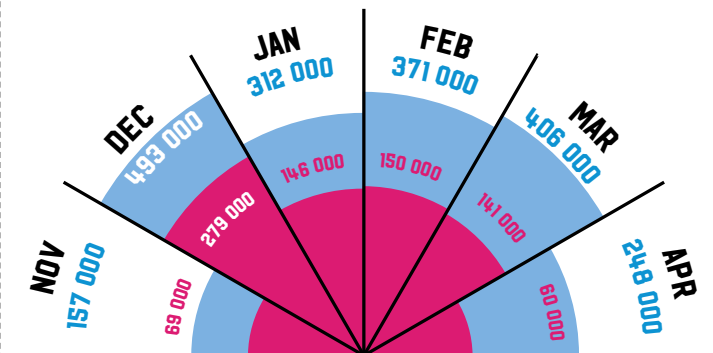


RECOVERY OF INTERNATIONAL MARKETS COMPARED TO WINTER 2019-2020 OVERNIGHT STAYS



2,0 MILLION REGISTERED OVERNIGHT STAYS IN LAPLAND IN WINTER
CHANGE COMPARED TO WINTER 2020-2021
+141% CHANGE IN FINLAND 83 %

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



REGISTERED OVERNIGHT STAYS PASSENGER NUMBERS

DURATION OF TRIP

3,25 DAYS

WWW.LAPLAND.FI/BUSINESS

Winter statistiivis Nov 2021-April 2022

Sources: Rudolf Database, Statistics Finland Aviation, Visitory, Yle*



HOUSE OF LAPLAND

LAPLAND Above Ordinary



REGIONAL COUNCIL OF LAPLAND

Leverage from the EU 2014-2020



European Union European Regional