

TOURISM IS RAPIDLY RECOVERING FROM COVID-19

10 FACTS ABOUT TOURISM IN LAPLAND 2022

THE NUMBER OF INTERNATIONAL DIRECT FLIGHTS INCREASED



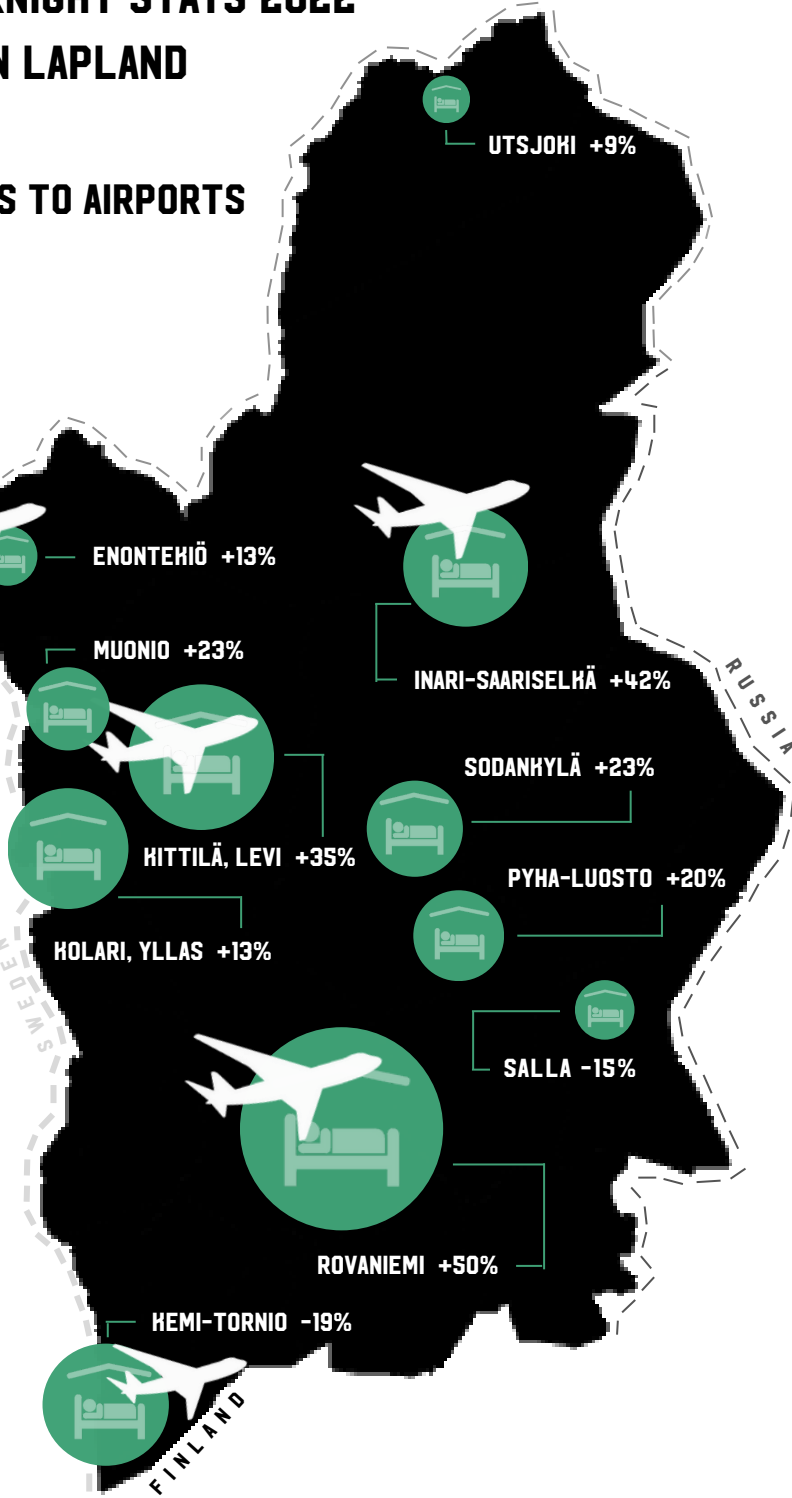
REGISTERED OVERNIGHT STAYS 2022 BY DESTINATION IN LAPLAND CHANGE 2021 - 2022*



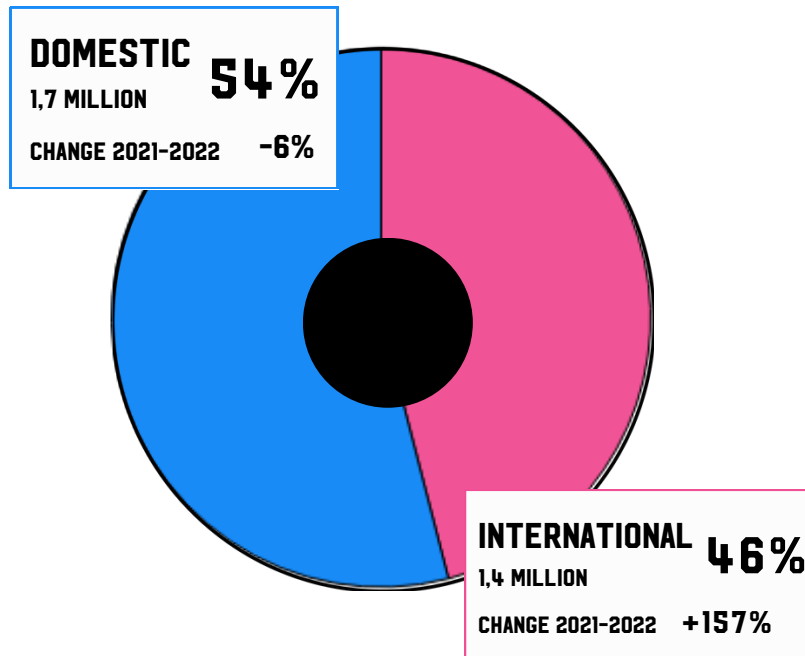
PASSANGER ARRIVALS TO AIRPORTS

ROVANIEMI	332 688
HITILÄ, LEVI	162 796
HEMI-TORNIO	102 379
INARI-SAAISELHÄ	94 899
HOLARI, YLLÄS	80 743
SODANKYLÄ	78 669
ENONTEKIÖ	73 835
PYHÄ-LUOSTO	57 927
MUONIO	39 915
SALLA	28 532
UTSJOHI	14 822

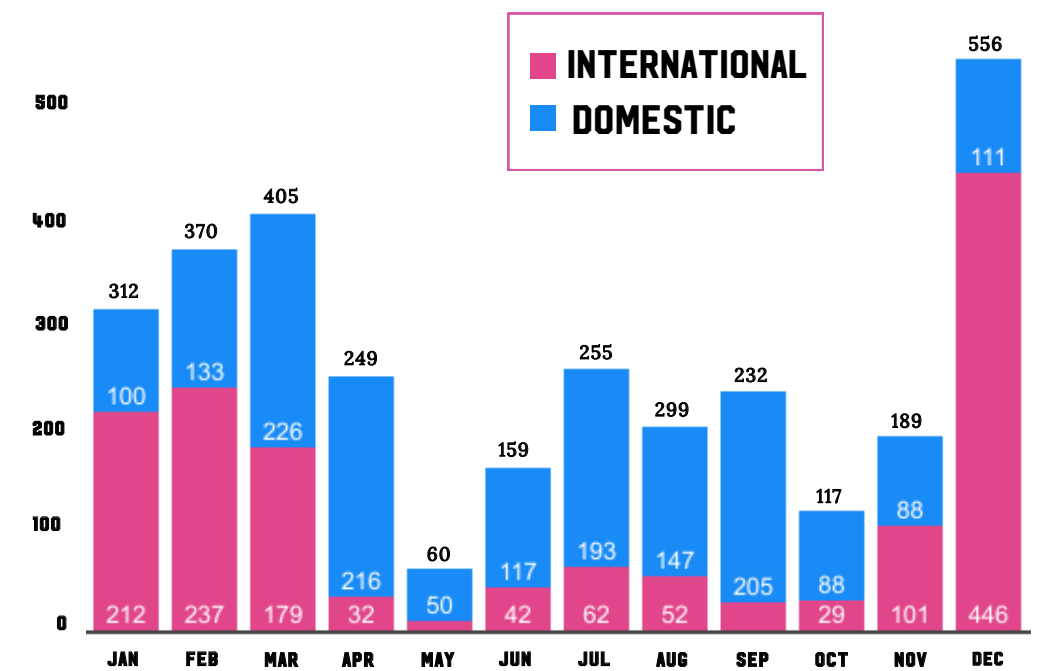
PASSANGER ARRIVALS TO AIRPORTS:	
ROVANIEMI	276 000 (+117%)
HITILÄ	168 000 (+84%)
ENONTEKIÖ	14 905 (+45%)
IVALO	11 000 (+30%)
HEMI-TORNIO	8 900 (+54%)



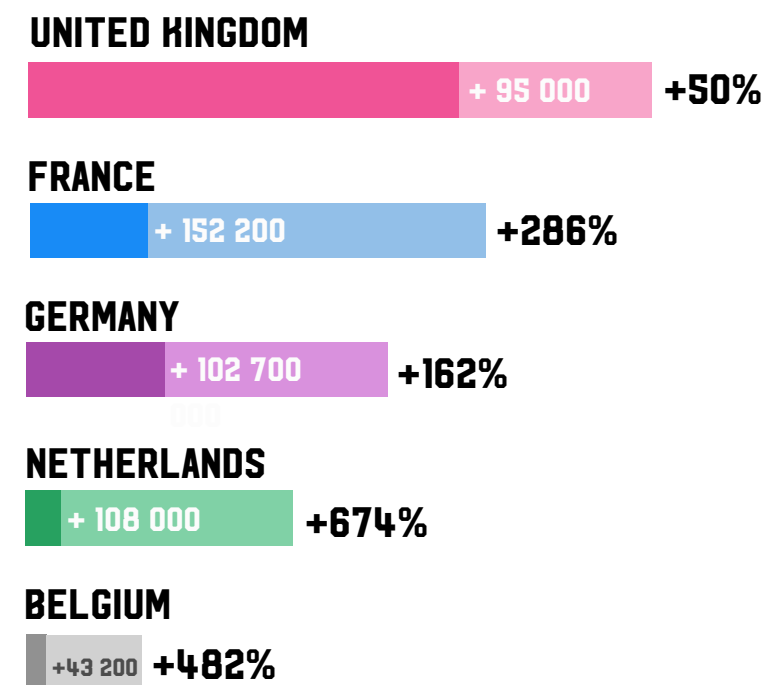
REGISTERED OVERNIGHT STAYS IN 2022 MARKET SHARE*



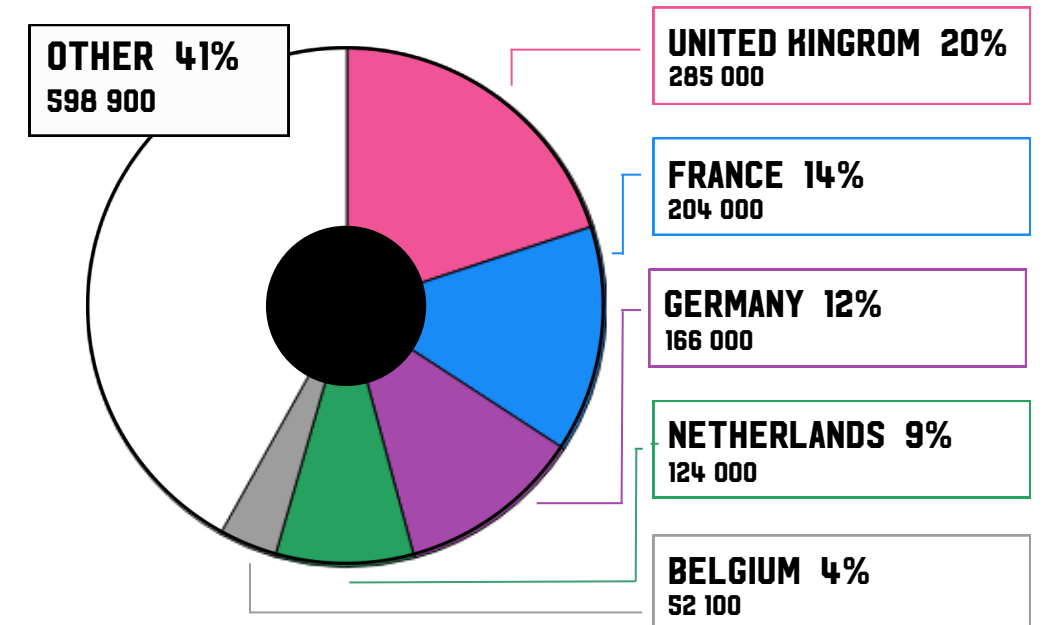
REGISTERED OVERNIGHT STAYS MONTHLY IN 2022 THOUSAND



CHANGE OF INTERNATIONAL MARKETS ON OVERNIGHT STAYS CHANGE 2021 - 2022*



INTERNATIONAL TRAVELLERS' REGISTERED OVERNIGHT STAYS IN LAPLAND 2022 MARKET SHARE ON INTERNATIONAL OVERNIGHT STAYS*



ACCOMMODATION SALES

204 MILLION €

LAPLAND'S MARKET SHARE

14,3% (+0.7%)

REVPAR **61,0 €** (+53%)

Sources: Statistics Finland; Visitory.io; Enontekiö Airport

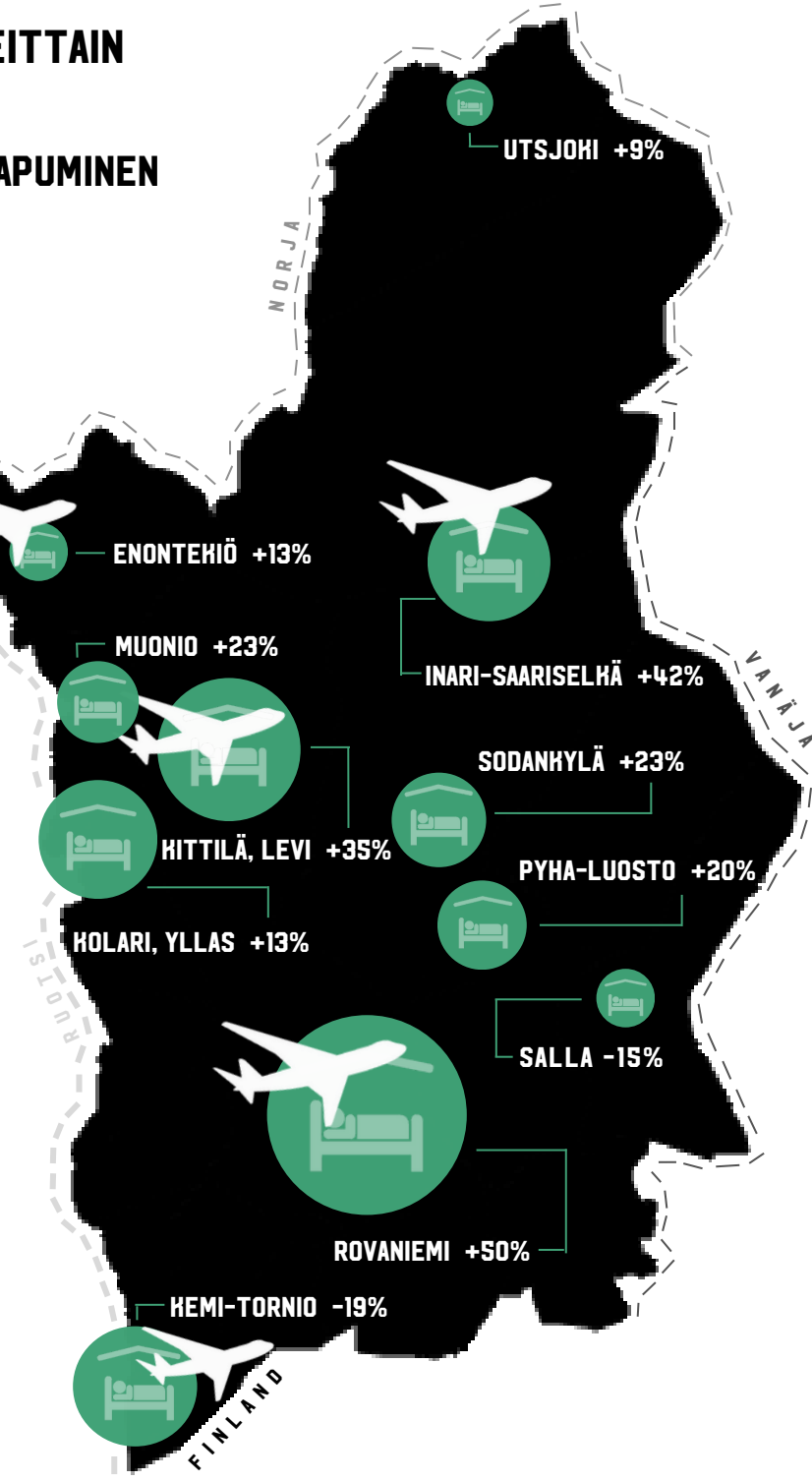
MATHAILIJOIDEN REKISTERÖIDYT YÖPYMISET ALUEITTAIN MUUTOS 2021 - 2022*

MATHUSTAJIEN SAAPUMINEN LENTOKENTILLE

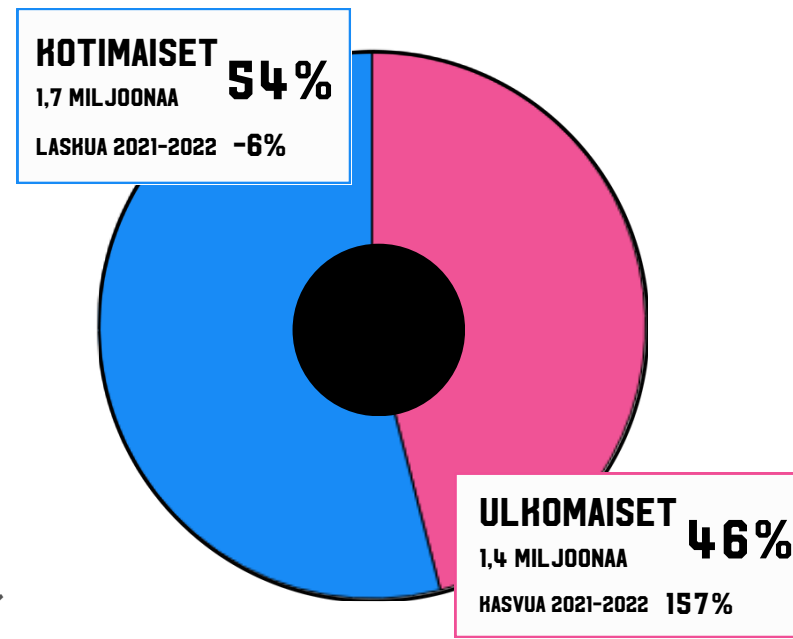
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MATHUSTAJIEN SAAPUMINEN LENTOKENTILLE:

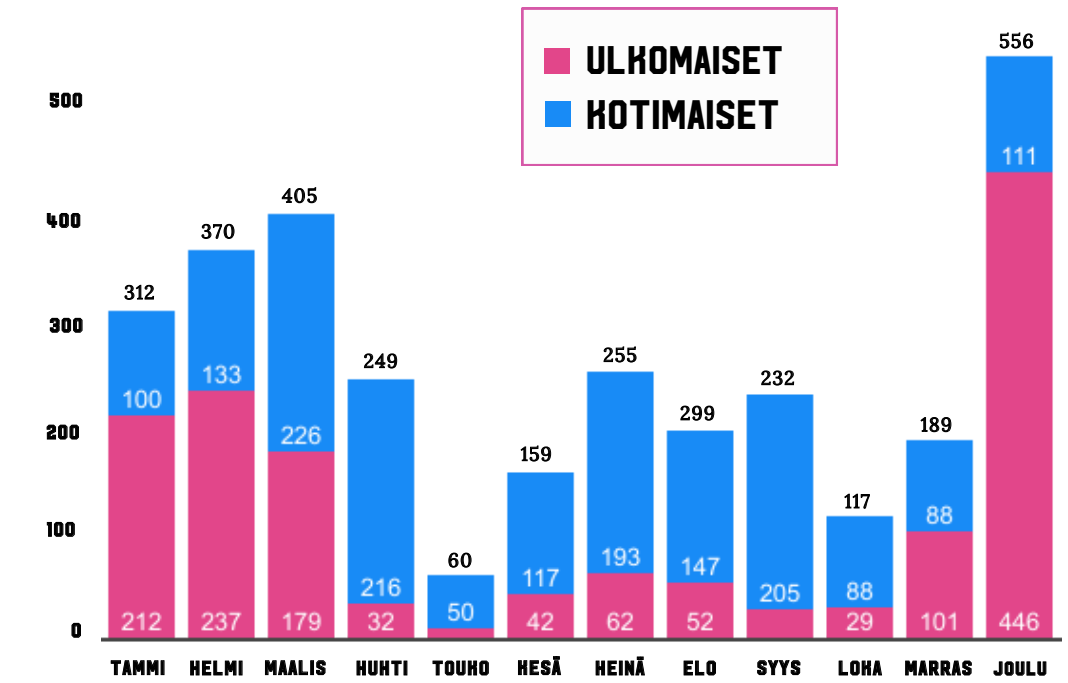
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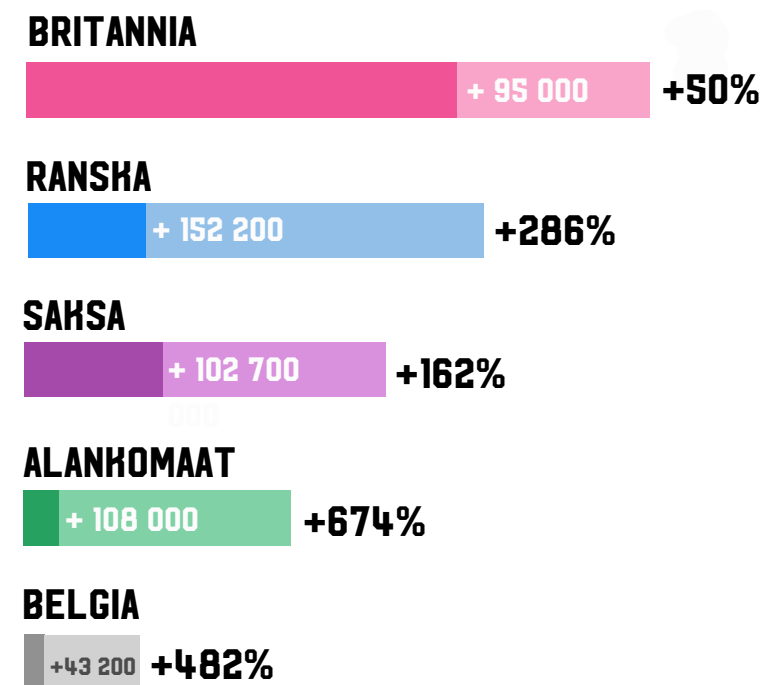
REKISTERÖITYJEN YÖPYMISTEN JAKAUTUMINEN 2022 MARKKINAOSUUS*



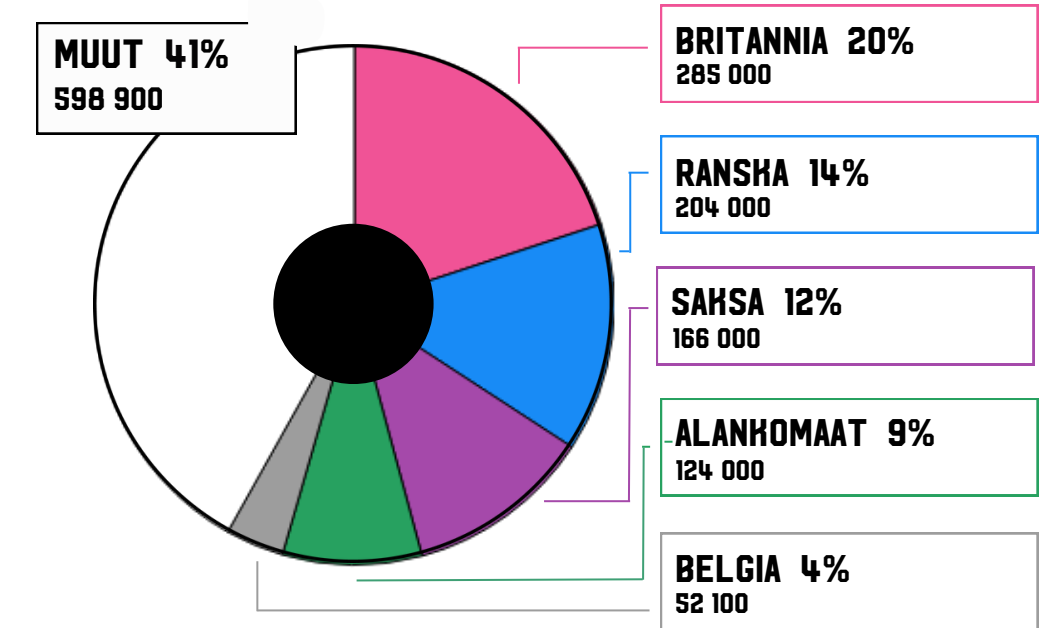
REKISTERÖIDYT YÖPYMISET KUUKAUSITTAIN 2022 TUHATTA



ULKOMAALAISET MARKKINOIDEN MUUTOS YÖPYMISISSÄ MUUTOS 2021 - 2022*



ULKOMAALAISET MATHAILIJOIDEN REKISTERÖIDYT YÖPYMISET LAPISSA 2022 MARKKINAOSUUS HANSAINVÄLISISTÄ YÖPYMISISTÄ*



MAJOITUSMYyntI
204 MILJOONAA €

LAPIN MARKKINAOSUUS
14,3% (+0.7%)
REVPAR
61,0 € (+53%)