

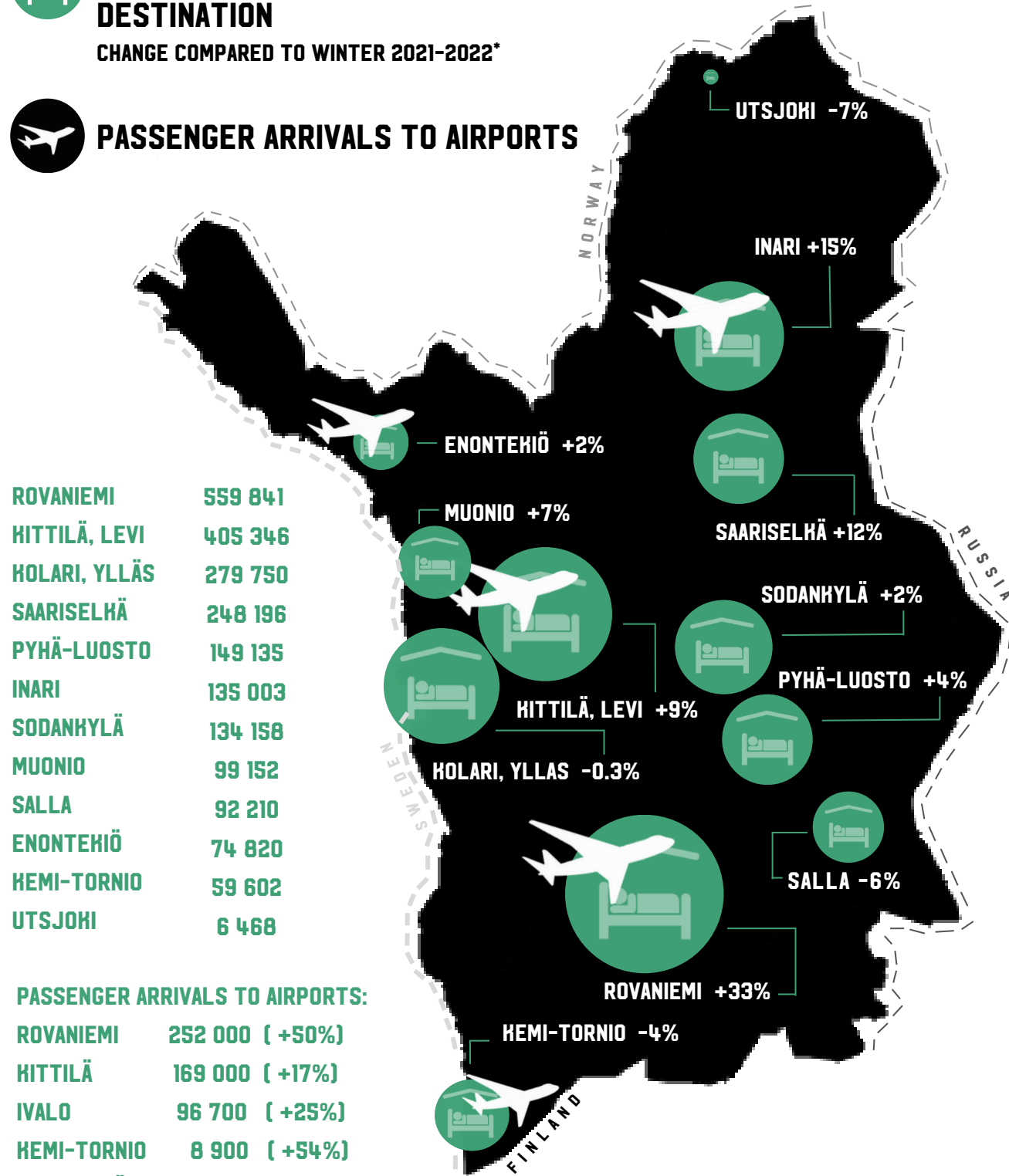


2022-2023

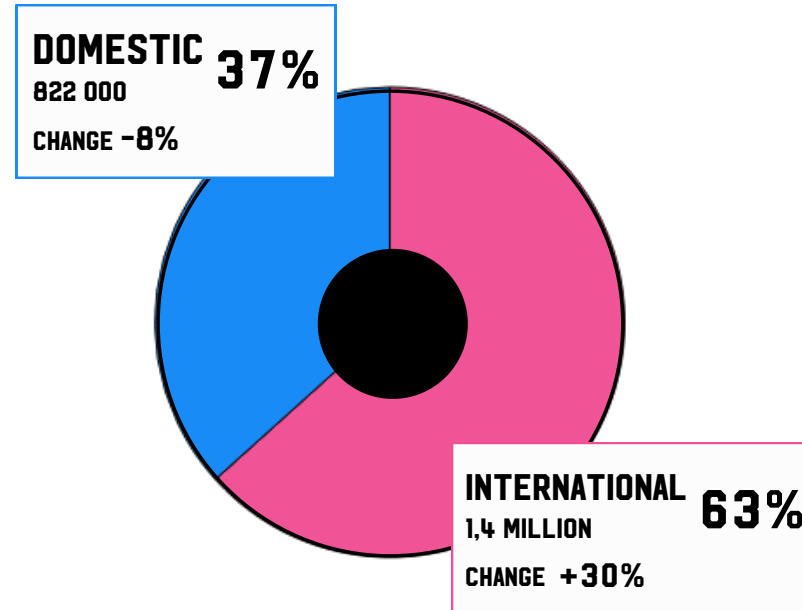
TRAVELERS' REGISTERED OVERNIGHT STAYS BY DESTINATION

CHANGE COMPARED TO WINTER 2021-2022*

PASSENGER ARRIVALS TO AIRPORTS

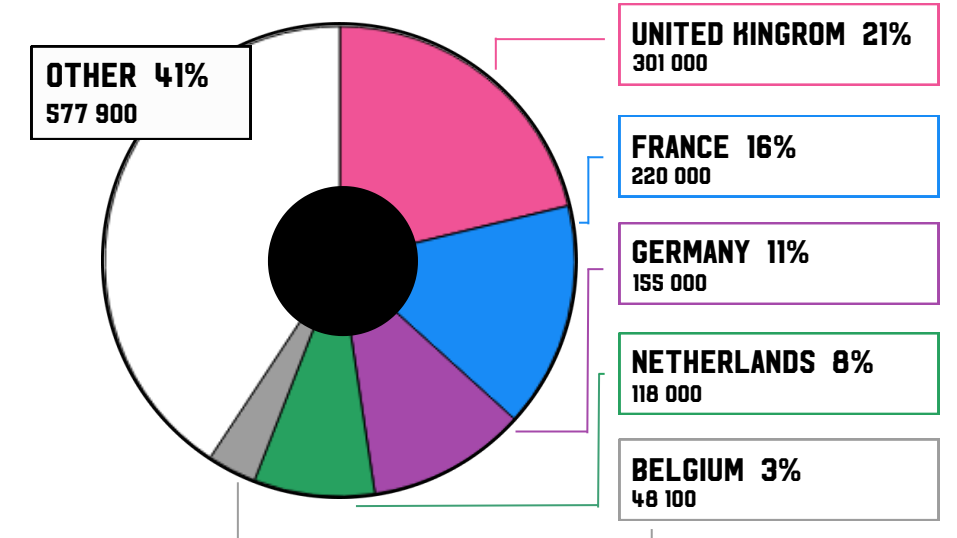


REGISTERED OVERNIGHT STAYS MARKET SHARE*

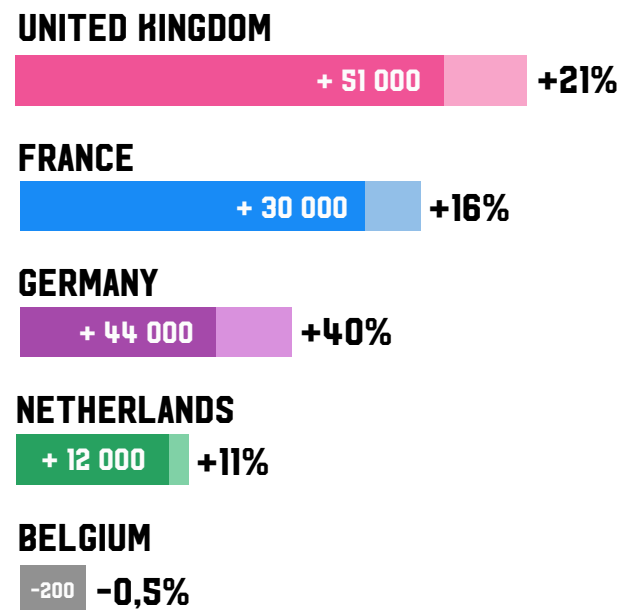


INTERNATIONAL TRAVELLERS' REGISTERED OVERNIGHT STAYS

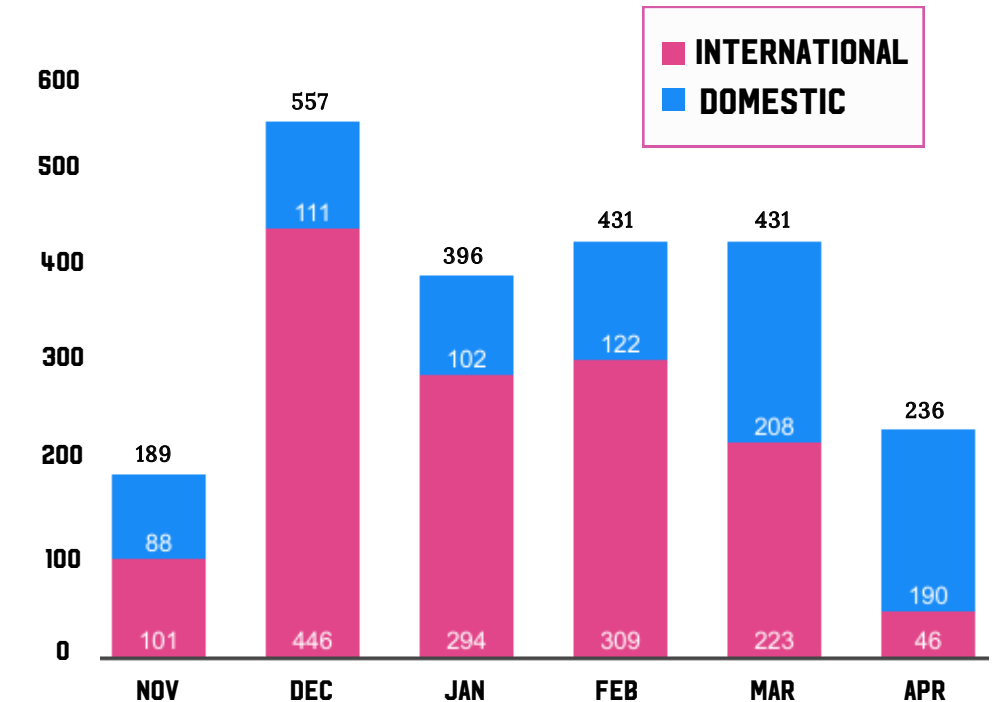
MARKET SHARE ON INTERNATIONAL OVERNIGHT STAYS*



CHANGE OF INTERNATIONAL MARKETS ON OVERNIGHT STAYS COMPARED TO WINTER 2021-2022*



REGISTERED OVERNIGHT STAYS MONTHLY THOUSAND



LAPLAND'S MARKET SHARE
22,4%

ACCOMMODATION SALES
180.4 MILLION €

DURATION OF TRIP
3,0 DAYS

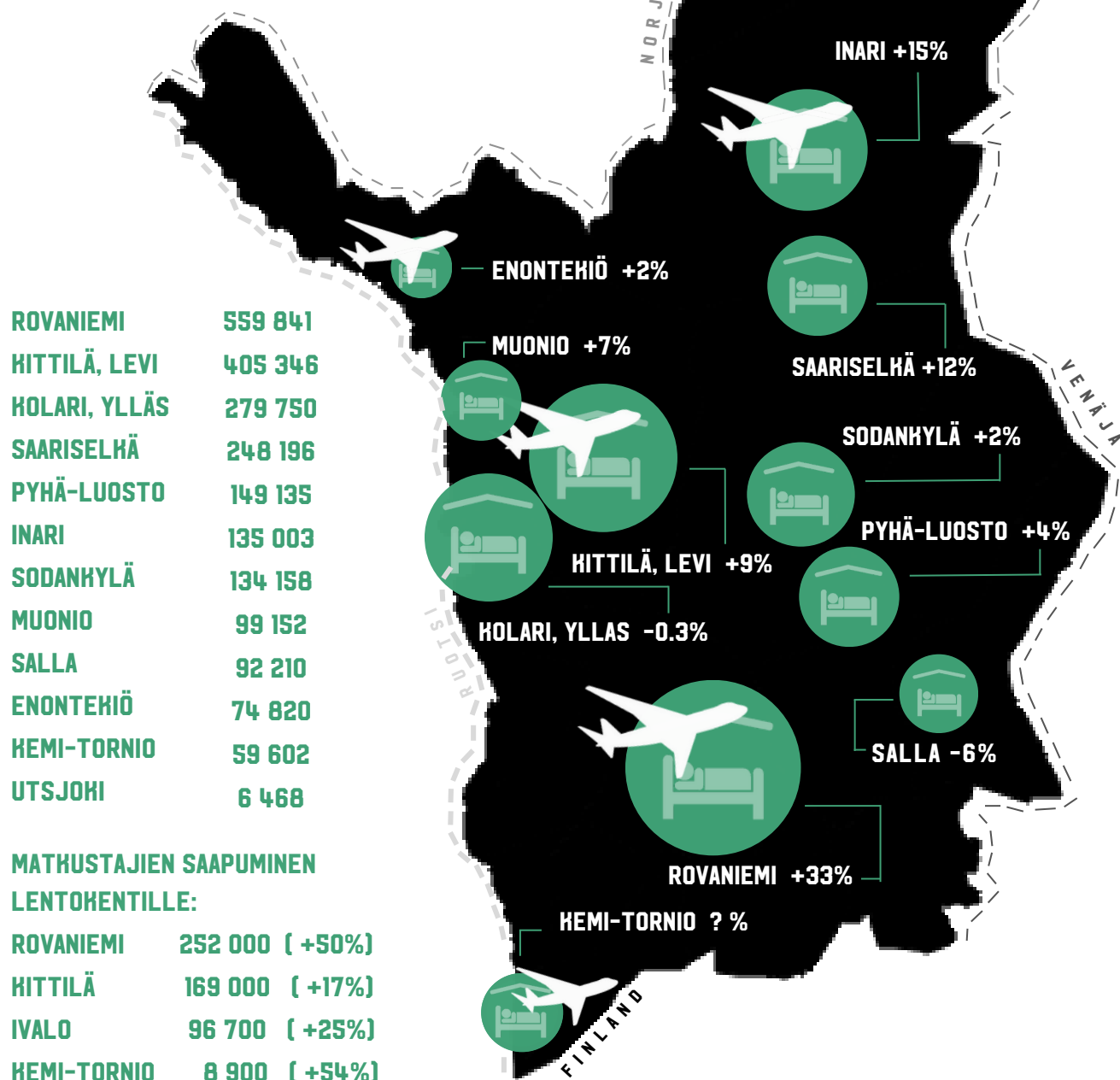
AVERAGE ROOM PRICE
177 €



MATHAILIJOIDEN REKISTERÖIDYT YÖPYMISET ALUEITTAIN

MUUTOS TALVEEN 2021-2022*

MATHUSTAJIEN SAAPUMINEN LENTOKENTILLE

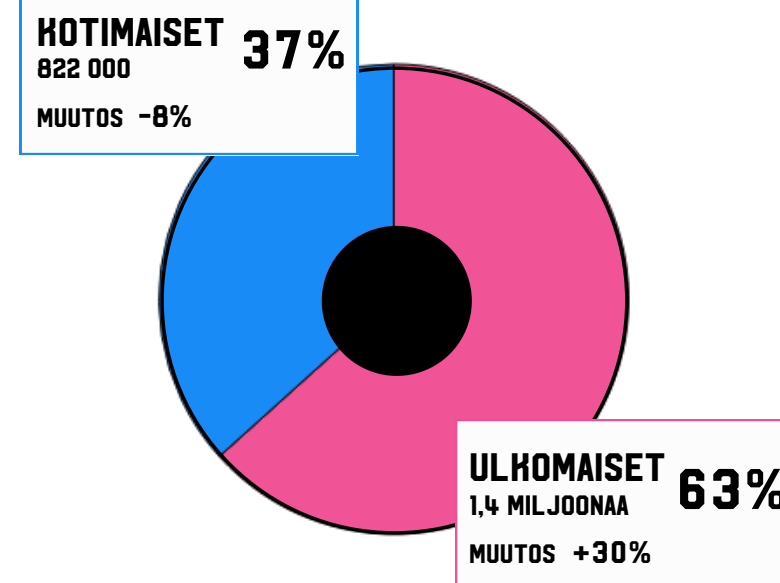


ROVANIEMI	559 841
HITILÄ, LEVI	405 346
HOLARI, YLLÄS	279 750
SAARISELKÄ	248 196
PYHÄ-LUOSTO	149 135
INARI	135 003
SODANKYLÄ	134 158
MUONIO	99 152
SALLA	92 210
ENONTEKIÖ	74 820
HEMI-TORNIO	59 602
UTSJOHI	6 468

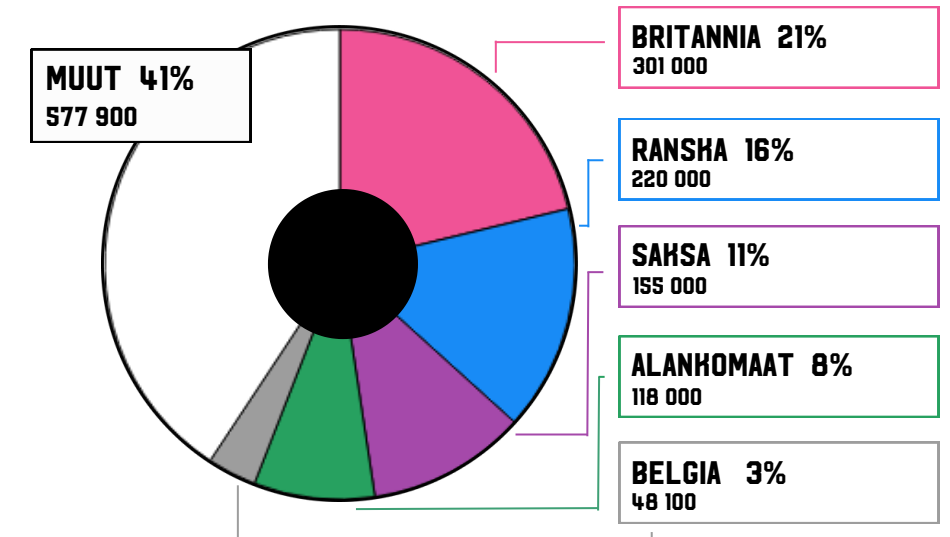
MATHUSTAJIEN SAAPUMINEN LENTOHENTILLE:

ROVANIEMI	252 000 (+50%)
HITILÄ	169 000 (+17%)
IVALO	96 700 (+25%)
HEMI-TORNIO	8 900 (+54%)
ENONTEKIÖ	5 866 (-53%)

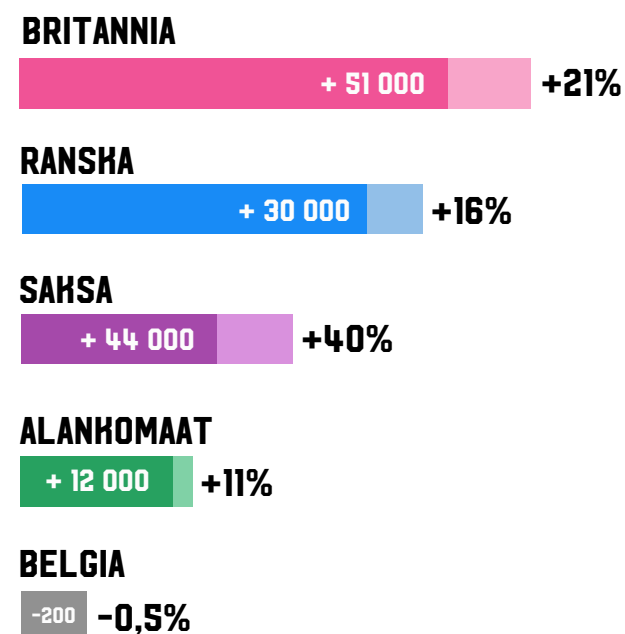
REKISTERÖIDYT YÖPYTYMISET MARKKINAOSUUS*



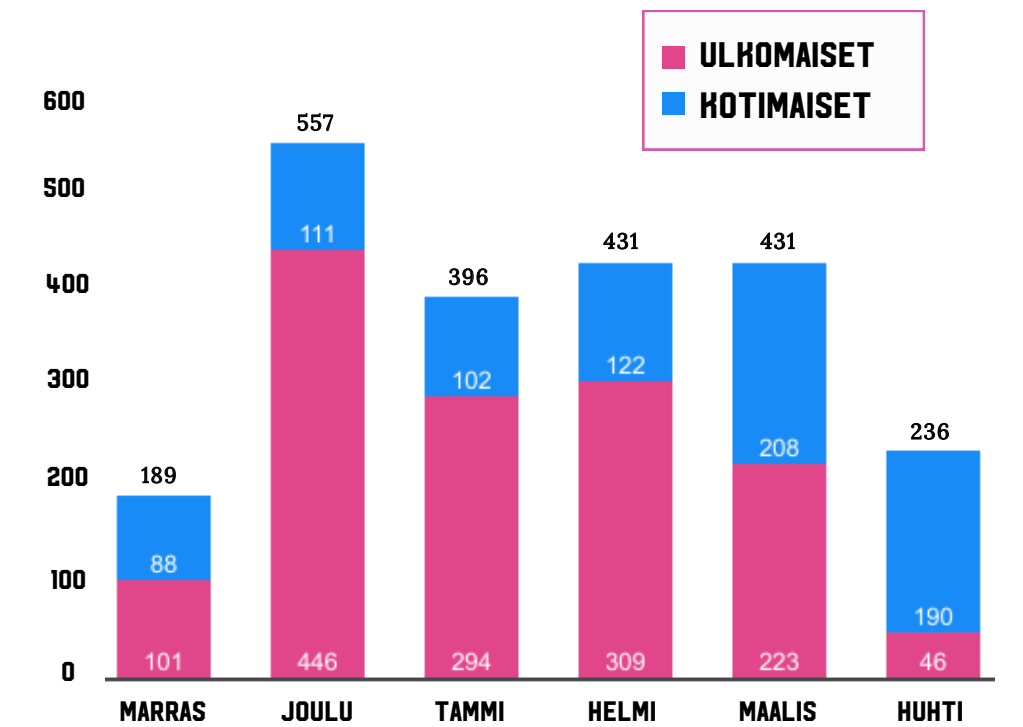
ULKOMAALAISET MATHAILIJOIDEN REKISTERÖIDYT YÖPYMISET MARKKINAOSUUS HANSAINVÄLISISTÄ YÖPYMISISTÄ*



ULKOMAALAISET MARKKINOIDEN MUUTOS YÖPYMISISSÄ MUUTOS 2021-2022*



REKISTERÖIDYT YÖPYMISET KUUKAUSITTAIN TUHATTA



LAPIN MARKKINAOSUUS **22,4%**

MAJOITUSMYYNTI **180.4 MILLION €**

MATHAN KESTO **3,0 DAYS**

HUONEEN KESKIHINTA **177 €**