



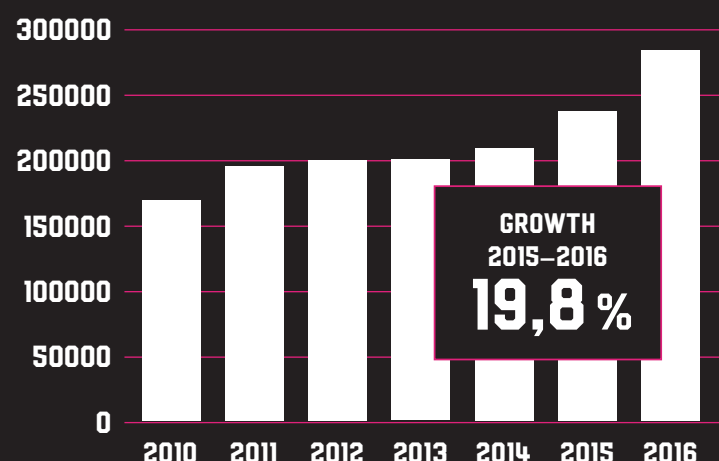
LAPLAND IS THE DRIVER
FOR GROWTH IN TOURISM.

10 FACTS ABOUT TOURISM IN LAPLAND

TOURISM IN LAPLAND IS
A GROWING EXPORT INDUSTRY
AND A SIGNIFICANT EMPLOYER.



PASSENGER TRAFFIC AT LAPLAND AIRPORTS, DECEMBER 2010–2016



TOTAL TOURISM DEMAND IN LAPLAND*

1 BILLION €

TOURISM EMPLOYMENT IN LAPLAND*



4 400

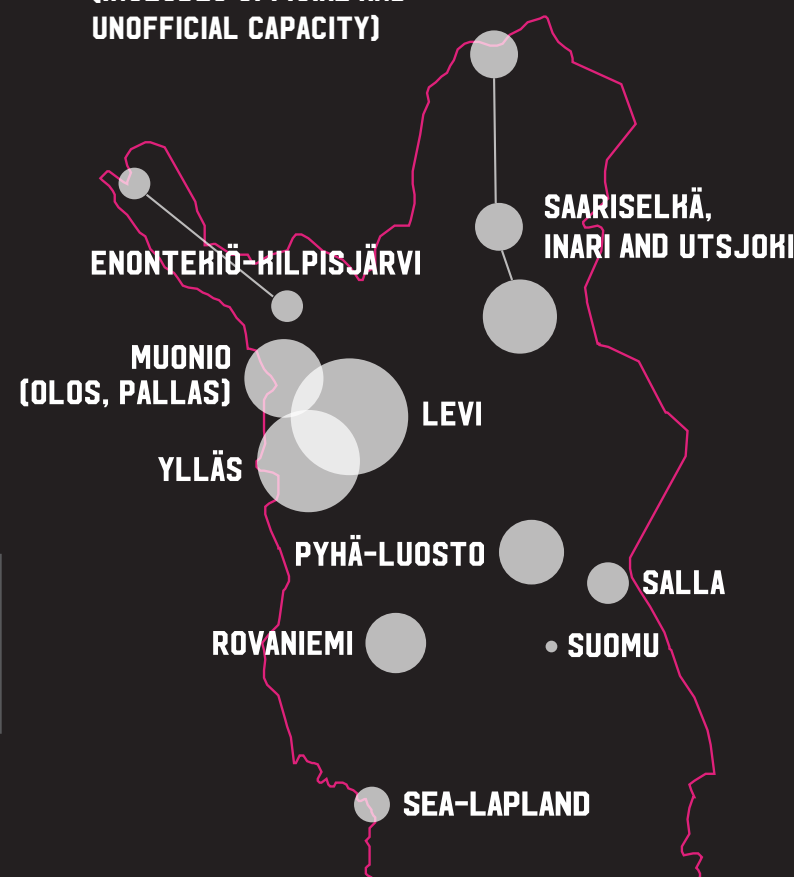
EMPLOYED PERSONS IN TOURISM
+ TEMPORARY AGENCY WORK

TOURISM IS A CONSIDERABLE EMPLOYER,
ESPECIALLY OF THE YOUNG

ACCOMMODATION CAPACITY IN LAPLAND OVER

100 000

(INCLUDES OFFICIAL AND
UNOFFICIAL CAPACITY)



**2,66
MILLION**
REGISTERED
OVERNIGHT STAYS
IN LAPLAND 2016

GROWTH 2015–2016

13 %

GROWTH IN FINLAND
2015–2016 3 %

EXAMPLES OF LAPLAND'S GROWING TOURISM MARKETS 2016

REGISTERED OVERNIGHT STAYS, GROWTH 2015–2016

UNITED KINGDOM
GROWTH 24 %
232 614 STAYS

CHINA
GROWTH 99 %
34 978 STAYS

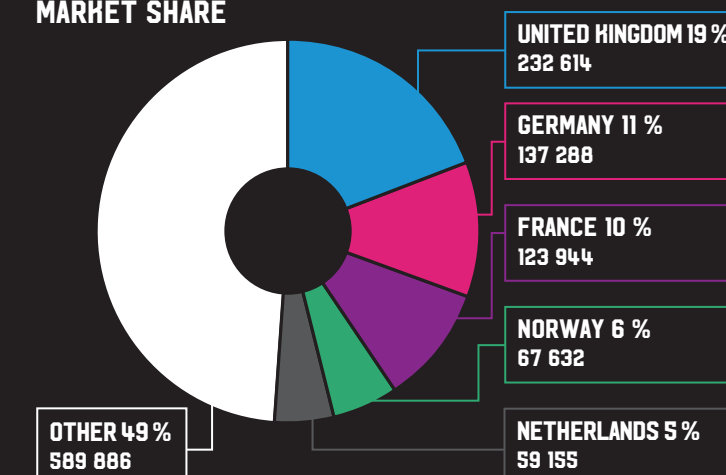
HONGKONG
GROWTH 63 %
18 957 STAYS

SPAIN
GROWTH 45 %
37 713 STAYS

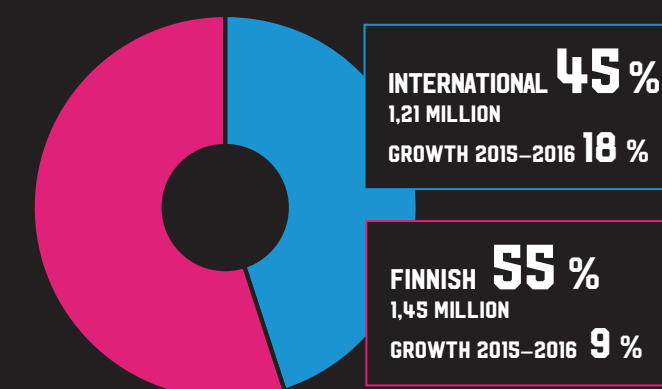
SINGAPORE
GROWTH 106 %
23 330 STAYS

INTERNATIONAL TRAVELLERS' REGISTERED OVERNIGHT STAYS IN LAPLAND 2016

MARKET SHARE



REGISTERED OVERNIGHT STAYS



**2,3
BILLION €**
TOURISM INVESTMENT
POTENTIAL IN LAPLAND**

Source: Statistics Finland, The Ministry of Employment and the Economy/ Toimiala Online
statistics database, Finavia, * Regional Tourism Satellite Account;

Regional economic and employment impacts of tourism 2013–2014

**Arctic Business Forum Yearbook 2016, Lapland Chamber of Commerce



HOUSE OF LAPLAND

LAPLAND
Above Ordinary



REGIONAL COUNCIL
OF LAPLAND

Leverage from
the EU
2014–2020

