



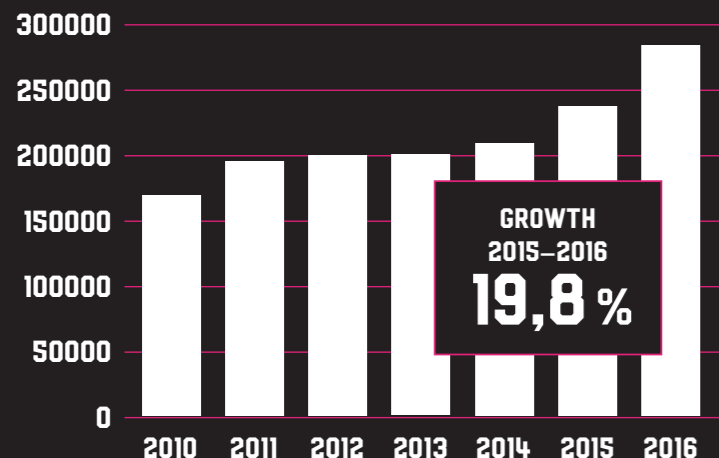
LAPLAND IS THE DRIVER FOR GROWTH IN TOURISM.

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*

932 MILLION €

TOURISM EMPLOYMENT IN LAPLAND*



4 400

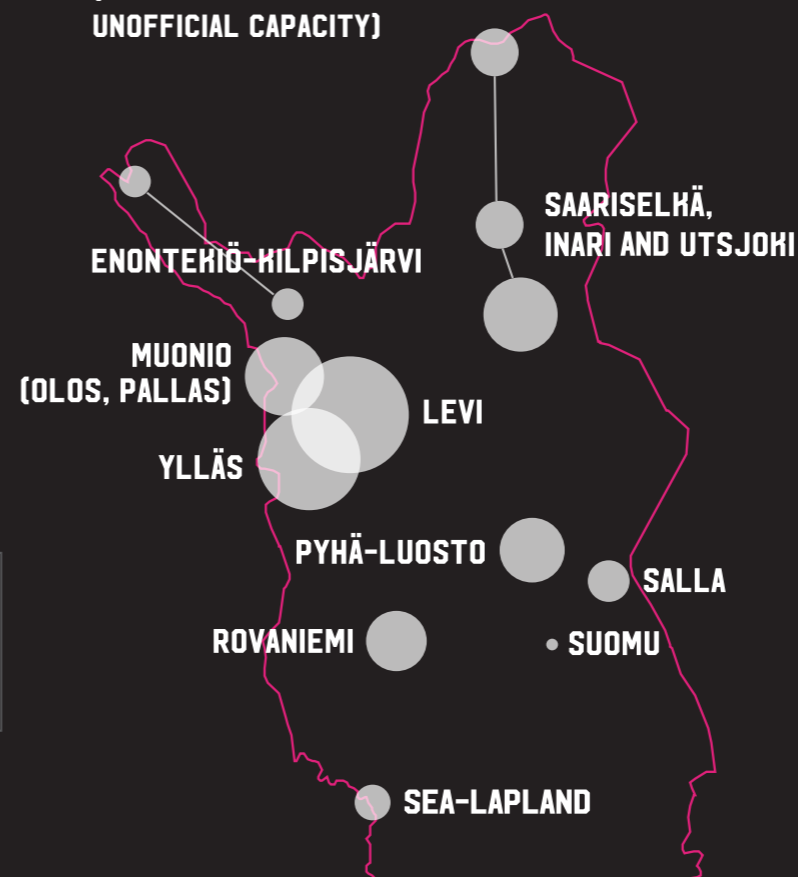
EMPLOYED PERSONS IN TOURISM + TEMPORARY AGENCY WORK

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

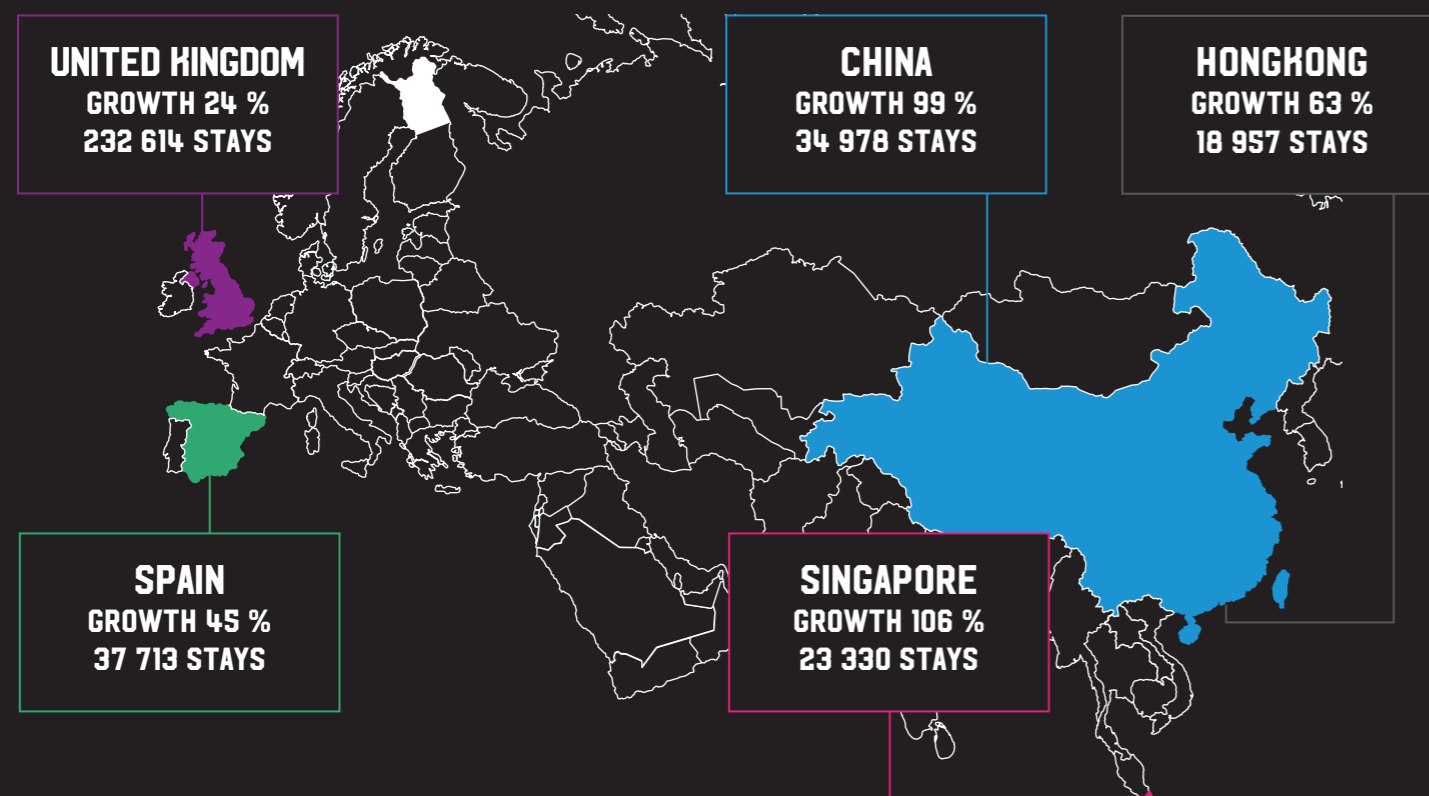
GROWTH 2015-2016

13%

GROWTH IN FINLAND 2015-2016 3%

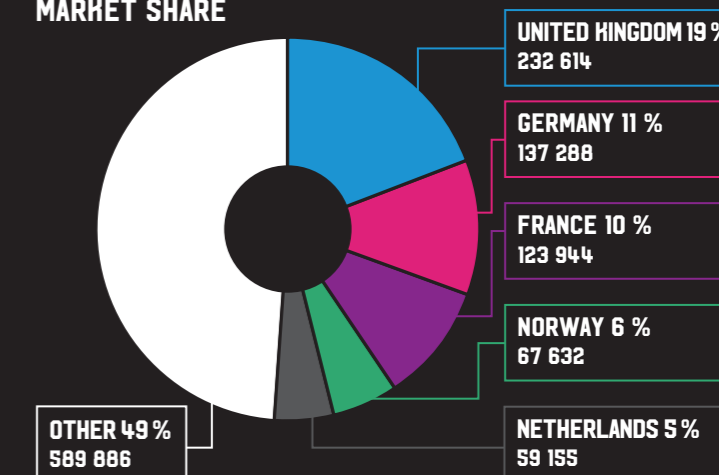
EXAMPLES OF LAPLAND'S GROWING TOURISM MARKETS 2016

REGISTERED OVERNIGHT STAYS, GROWTH 2015-2016

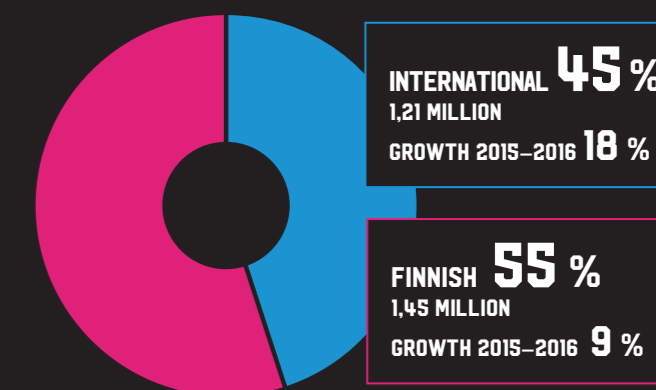


INTERNATIONAL TRAVELLERS' REGISTERED OVERNIGHT STAYS IN LAPLAND 2016

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