10 FACTS ABOUT TOURISM IN LAPLAND

**Lapland is a driver for growth in tourism.**

- Travellers’ registered overnight stays in Lapland 2018
- Passenger traffic at Lapland airports 2018

**Total tourism demand in Lapland**

- Over 1 billion €**

**Accommodation capacity in Lapland over**

- 105,000 (includes official and unofficial capacity)

**Tourism employment in Lapland**

- 7,400 employed persons

**Integrated overnight stays in Lapland 2018 market share**

- United Kingdom 18% (287,200)
- Germany 11% (165,900)
- France 10% (159,300)
- Netherlands 6% (95,700)
- China 4% (67,700)
- Other 48% (721,000)

**Turnover from different sectors of tourism 2017**

- Accommodation: growth 17%
- Food and beverage service activities: growth 5%
- Program service sector: growth 23%

**Tourism’s share of total turnover of all industries**

- 5%

**Tourism’s share of total personnel of all industries**

- 11%

**Leverage from the EU 2014-2020**

- European Union

Source: Statistics Finland, Finavia *Estimate, Regional Council of Lapland and Lapland ELY-Centre**

**Statistics Finland, calculation Regional Council of Lapland**

**3 million registered overnight stays, growth 2017-2018**

- Belgium 8,410 (growth 41.1%)
- Spain 9,550 (growth 21.9%)
- Netherlands 12,580 (growth 15.1%)
- France 18,220 (growth 12.9%)
- United Kingdom 13,600 (growth 5.0%)

**The fastest growing tourism markets**

- Registered overnight stays, growth 2017-2018

- Norway 4% (67,400)
- Sweden 3% (250,300)
- Russia 3% (222,200)
- Germany 3% (199,900)
- UK 2% (168,100)

**Year round tourism is a prerequisite for sustainable growth.**

- Passenger traffic at Lapland Airports 2018

- Denmark 8,410 (growth 41.1%)
- France 9,550 (growth 21.9%)
- Netherlands 12,580 (growth 15.1%)
- Germany 13,600 (growth 5.0%)