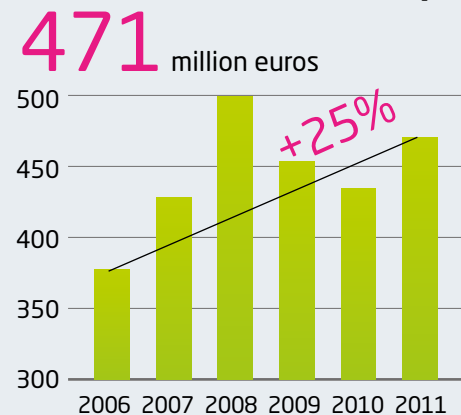


TOURISM IN LAPLAND - A GROWING EXPORT INDUSTRY AND A SIGNIFICANT EMPLOYER

Ten fast facts about tourism in Finnish Lapland

Revenue of tourism companies in Lapland, 2011



- Almost triple the revenue of the Finnish games industry in 2011
- Nearly double the revenue of the mining industry in Lapland in 2011
- Tourism income in Lapland 700 million euros, 2012*
- Tourism as part of companies' revenue: Kolari, 48%; Enontekiö, 47%; and Pelkosenniemi 46%.
- Tourism cluster in Lapland grew by 25% in 2006-2011, when the growth of the whole industry in Finland was 22%.

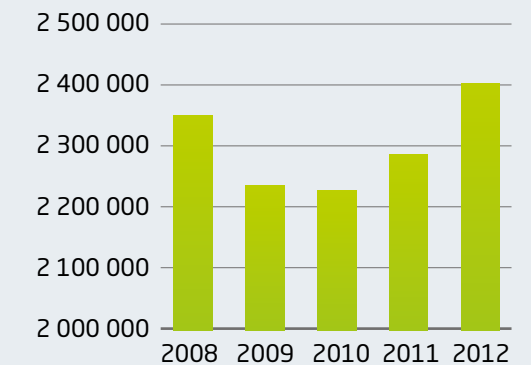
Modern humanists in Lapland

- 57% of modern humanists want to travel to Lapland
- Aged 31-60 years, men are most interested after turning 60, and women in the age of 31-35
- Accompanied by their spouse or family
- Other destinations of interest: Scandinavia and the Baltic countries, Eastern Europe and the Balkan area, and Oceania
- 55% of those interested in Lapland have never visited the area before

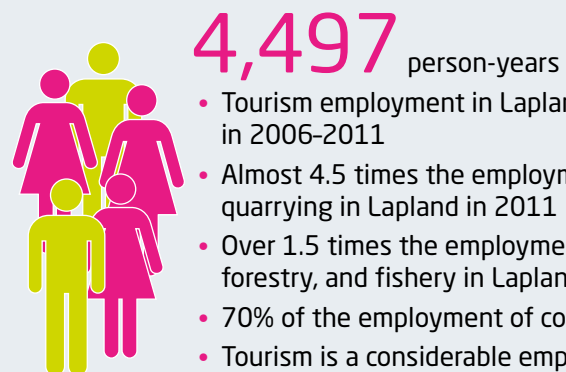
2,4 million registered overnight stays in Lapland, 2012



Increase in registered overnight stays in Lapland



Tourism as an employer in Lapland, 2011



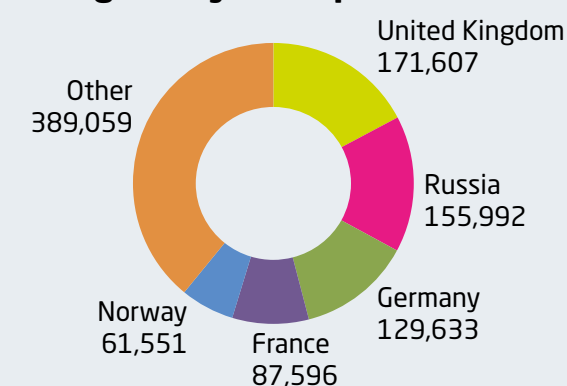
- Tourism employment in Lapland increased by 3.5% in 2006-2011
- Almost 4.5 times the employment of mining and quarrying in Lapland in 2011
- Over 1.5 times the employment of agriculture, forestry, and fishery in Lapland in 2011
- 70% of the employment of commerce in Lapland
- Tourism is a considerable employer, especially of the young
- Tourism as part of employment: Enontekiö, 46%; Kolari, 40%; Muonio, 39%; Kittilä, 39%.



Modern humanists' most popular activities in Finland

1. Sightseeing tours and walks
2. Getting to know the local way of life
3. Dog sled rides and reindeer programmes
4. Getting to know Finnish food culture
5. Relaxation treatments
6. Museums and historical destinations
7. Wildlife watching
8. Hiking / trekking
9. Experiencing a Finnish sauna
10. Snow mobile riding

International travellers' registered overnight stays in Lapland, 2012



Relative increase in international overnight stays, 2012

1. Japan +57% (56,036 overnight stays)
2. China +38% (8,684)
3. Russia +37% (155,992)
4. Belgium +28% (11,136)
5. Turkey +28% (1,660)

Number of tourism companies in Lapland, 2011

- 1,586**
- The number of tourism companies increased in 2006-2011
 - Most of these companies employ less than ten people
 - The majority of new companies are programme service providers
 - The significance of tourism in the local economy is highlighted especially in rural areas where also local people benefit from services provided
 - Companies and jobs also in other fields are created as a consequence of tourism

Lapland, along with Helsinki, is the most international destination in Finland.*

International travellers' average spending in Finland per visit, 2012

