

Original Lapland



Tunturi-Lappi



The European Agricultural Fund
for Rural Development:
Europe investing in rural areas



LAPLAND IS DRIVER
FOR GROWTH IN TOURISM.

10 FACTS ABOUT TOURISM IN LAPLAND

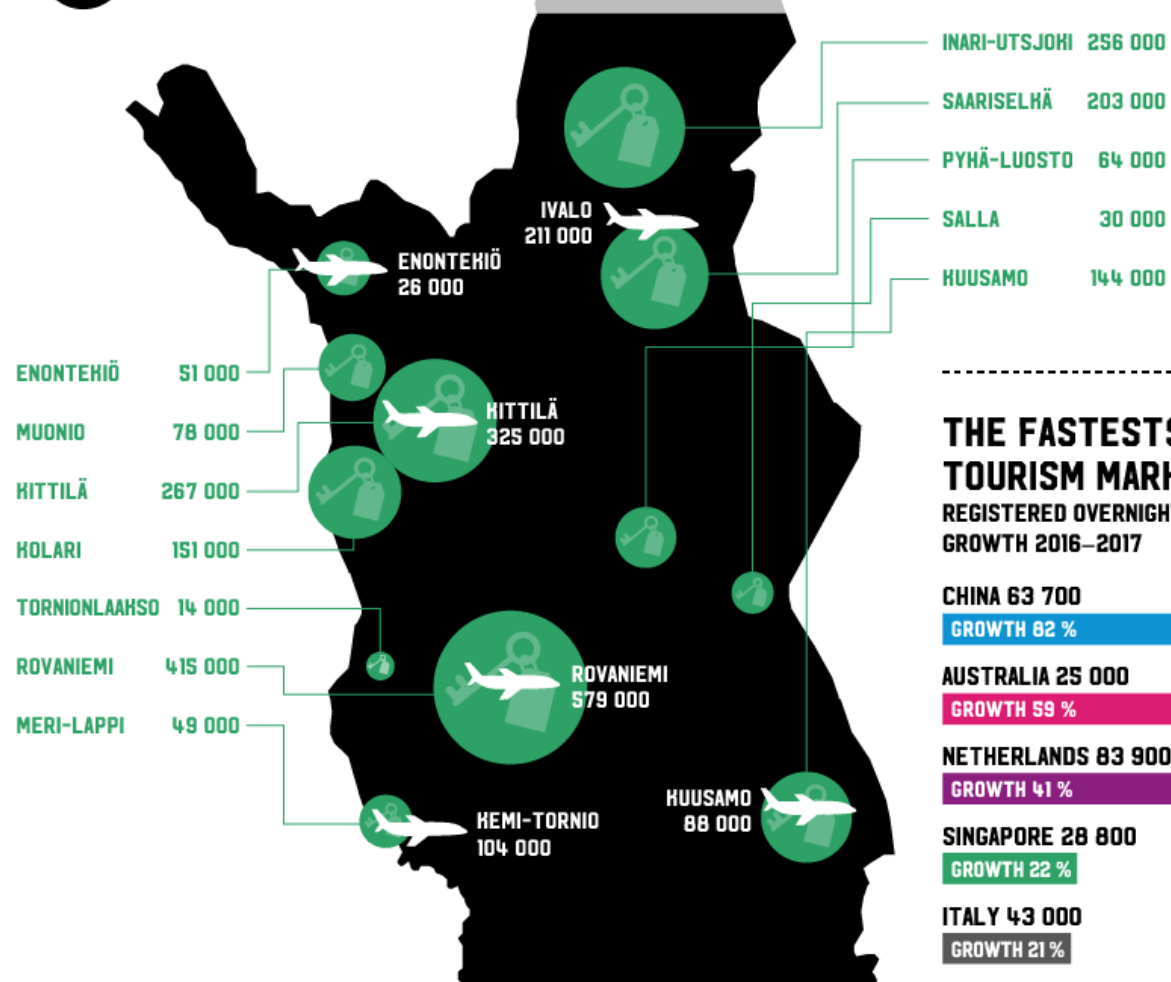
YEAR ROUND TOURISM
IS A PREREQUISITE FOR
SUSTAINABLE GROWTH.



INTERNATIONAL TRAVELLERS' REGISTERED OVERNIGHT STAYS IN LAPLAND 2017

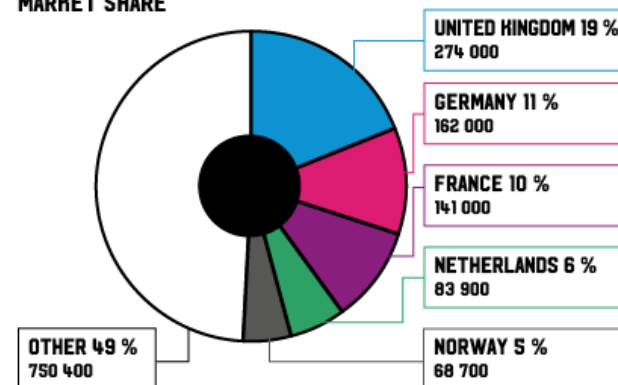


PASSENGER TRAFFIC AT LAPLAND AIRPORTS 2017

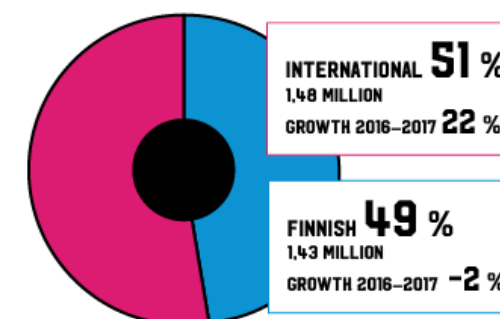


INTERNATIONAL TRAVELLERS' REGISTERED OVERNIGHT STAYS IN LAPLAND 2017

MARKET SHARE



REGISTERED OVERNIGHT STAYS



THE FASTESTS GROWING TOURISM MARKETS

REGISTERED OVERNIGHT STAYS,
GROWTH 2016-2017

CHINA 63 700

GROWTH 82 %

AUSTRALIA 25 000

GROWTH 59 %

NETHERLANDS 83 900

GROWTH 41 %

SINGAPORE 28 800

GROWTH 22 %

ITALY 43 000

GROWTH 21 %

2,9
MILLION

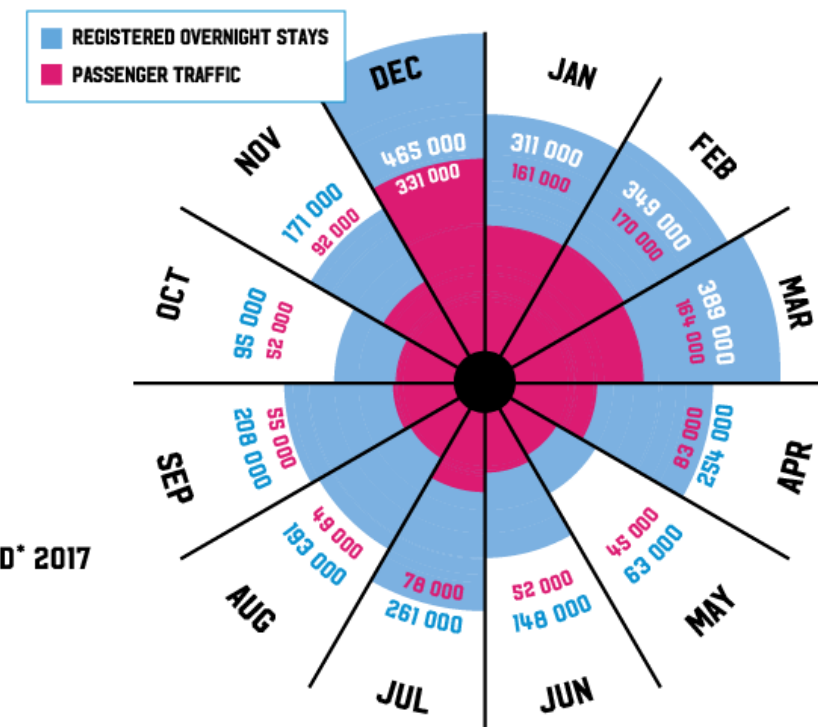
REGISTERED
OVERNIGHT STAYS
IN LAPLAND 2017

GROWTH 2016-2017

9 %

GROWTH IN FINLAND
2016-2017 8 %

REGISTERED OVERNIGHT STAYS IN LAPLAND VS. PASSENGER TRAFFIC AT LAPLAND AIRPORTS 2017



TOTAL TOURISM DEMAND
IN LAPLAND

1 BILLION €**

ACCOMMODATION CAPACITY IN LAPLAND OVER

100 000

(INCLUDES OFFICIAL AND UNOFFICIAL CAPACITY)



TOURISM EMPLOYMENT IN LAPLAND* 2017

7000

EMPLOYED PERSONS

Source: Statistics Finland, Finavia, *Estimate conducted by the Lapland ELY Centre & Lapland TE office,
** Regional Tourism Satellite Account; Regional economic and employment impacts of tourism 2013-2014



HOUSE OF LAPLAND

LAPLAND
Above Ordinary



REGIONAL COUNCIL
OF LAPLAND

10 FACTS ABOUT LAPLAND



Lapland covers 30% of Finland's land area,
3% of Finland's population lives in Lapland



Lapland produces 10% of Finland's export
and hosts 19 % of Finland's international travelers



Lapland higher education institutes are the northernmost in the European Union. There's also an extensive network of vocational education in Lapland.

Arctic research and education e.g. University of Lapland, Arctic Centre, Lapland University of Applied Science, Lapland research institutes and The Sámi Education Institute.

Population in Lapland 2014

181 748 inhabitants (as many reindeer as people)



Under 1 % of Lappish people speaks Sámi language as their native language,
74 % of them lives in Northern Lapland.
Sámi people are only indigenous people in the European Union.

Lapland is the the largest region in the world to harvest organic natural products



of the forest area in Lapland qualifies as organic

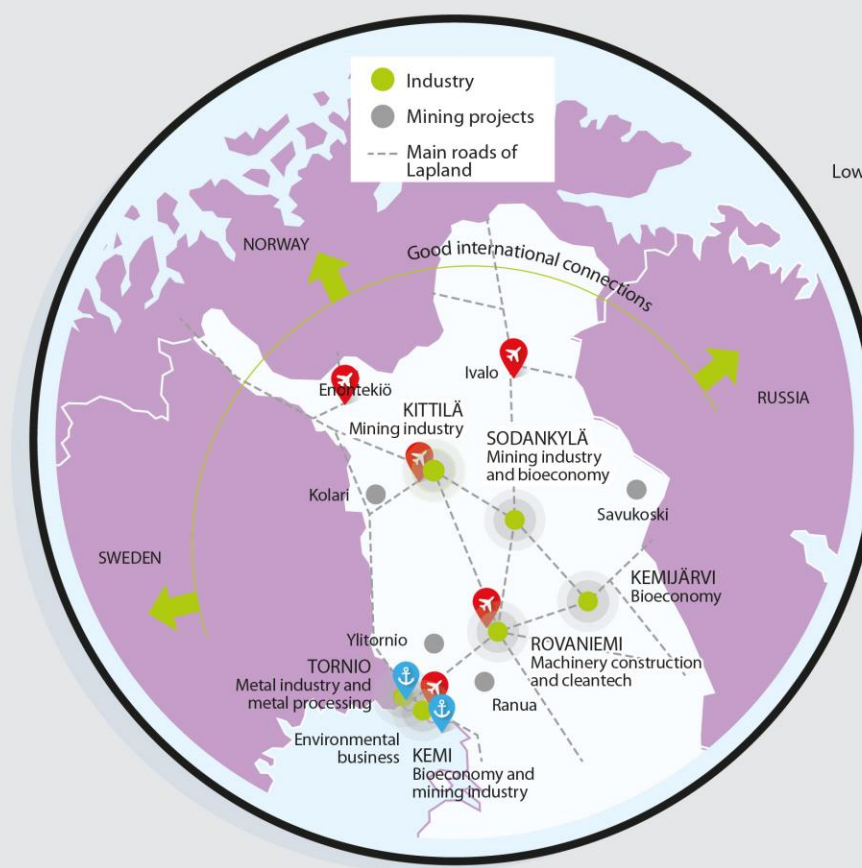
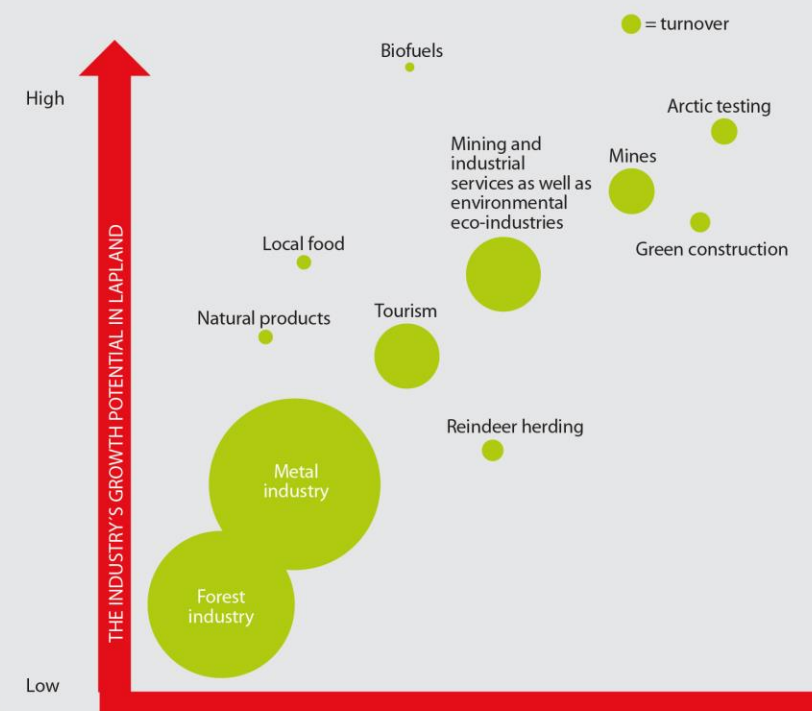
Lapland has been proven to have the purest air in the world

Snow 210 days/year, Northern lights 200 days/year
Polar Nights and Midnight Sun 2 months/year

Main industries in Lapland

- Forest industry
- Metal industry
- Tourism
- Trade
- Mining industry

Growth potential of industries related to the Arctic business of Lapland



Tourism income in Lapland 2013



632 M€

Registered overnight stays in Lapland 2015



2,36 million



LAPLAND
Above Ordinary



Vipuvoimaa
EU:lta
2014-2020



Source: Regional Council of Lapland, The Ministry of Employment and the Economy/ToimialaOnline statistics database, Arctic specialization program 2013, Regional economic prospects 2016, Arctic Smartness portfolio-project, ProAgria, Lapin luotsi

THIS IS RURAL LAPLAND

TODAY

1. Blueberry



It is estimated that about 10 percent of the blueberry crop is harvested each year. Blueberries are exported to China and elsewhere, where they are used in the manufacturing of health products.

2. Milk



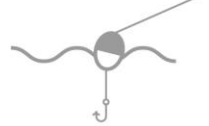
In Lapland, 2.5 times more milk is produced than is consumed. Processing is done only at a few farm dairies.

3. Angelica



Wild angelica is harvested to some extent. It is used in jams, sweets, health products and other products.

4. Freshwater fish



1.8 million Finns go fishing as a hobby. 75% of the fish eaten in Finland is imported from abroad. Selective fishing is done to manage fish stocks. Substantial amount of valuable protein ends up in landfills.

5. Wood



Less than half of the yearly growth of forests is utilised mainly by the large industry. Timber is used for the firewood and sold as raw material. Forestry is mainly seen as a source of one product.

6. Mushroom



Small quantities of mushrooms that have grown in the cleanest air in the world are harvested from Lapland's forests. Only a fraction of the mushrooms are exported.

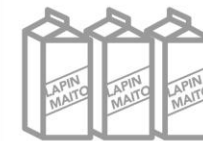
TOMORROW

1. Blueberry



Blueberries from Lapland are valued and harvested more than before. Blueberries are processed into a variety of natural products, most of which are exported.

2. Milk



Only a fifth of the milk produced in Lapland is processed outside the region. Lapin Maito Oy is a new and growing dairy company.

3. Angelica



Angelica is grown on fallow fields. Processed special products have gained strong international recognition. The plant is protected under EU name protection similarly to the "Lapin puikula" potatoes from Lapland and reindeer meat.

4. Freshwater fish



The most enthusiastic recreational fishers become professional fishermen. More Finnish fish is consumed than imported fish. The formerly so-called coarse fish and processed fish products are exported to gourmet kitchens of Central Europe.

5. Wood



Refining of the wood creates competitive and diversified SME business. Lapland produces modern construction elements. The Kemijärvi bioproduct mill utilises wood in an innovative manner. Biodiesel is produced from tall oil and new bio-based products are developed.

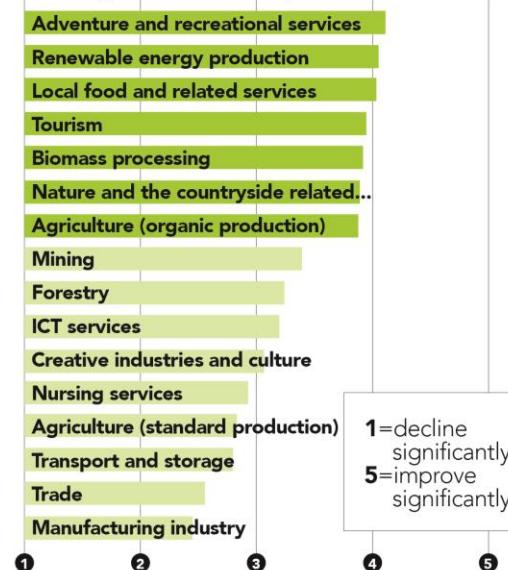
6. Mushroom



Mushrooms from Lapland have become a hit product. Finns have found foreign partners with whom a variety of mushroom products are developed for the growing world market. Event organiser companies have begun to offer mushroom safaris.

WHAT TYPE OF POSSIBILITIES DO RURAL ENTREPRENEURS BELIEVE IN?

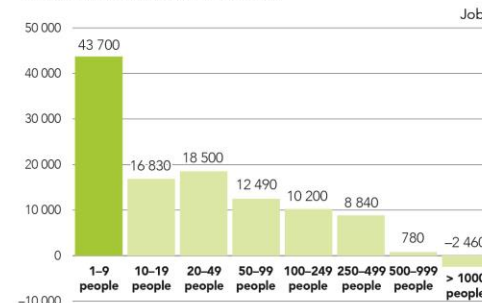
A question for entrepreneurs: in your opinion, how will the business opportunities of the following industries develop in rural areas?



Source: Taloustutkimus, Rural Barometer 2014

MOST JOBS ARE CREATED IN MICRO AND SMALL BUSINESSES

Change in the number of employed people in Finland from 2001 to 2012



Source: Statistics Finland
The figures have been converted into full-time jobs excl. agriculture and forestry

LAPLAND IS THE LARGEST REGION IN THE WORLD TO HARVEST ORGANIC NATURAL PRODUCTS

99% of the forest area in Lapland qualifies as organic.



The air is proven to be among the cleanest in the world and the nature is rich. In addition to superfoods, rural treasures include fast-growing forests and the offerings of the waters.

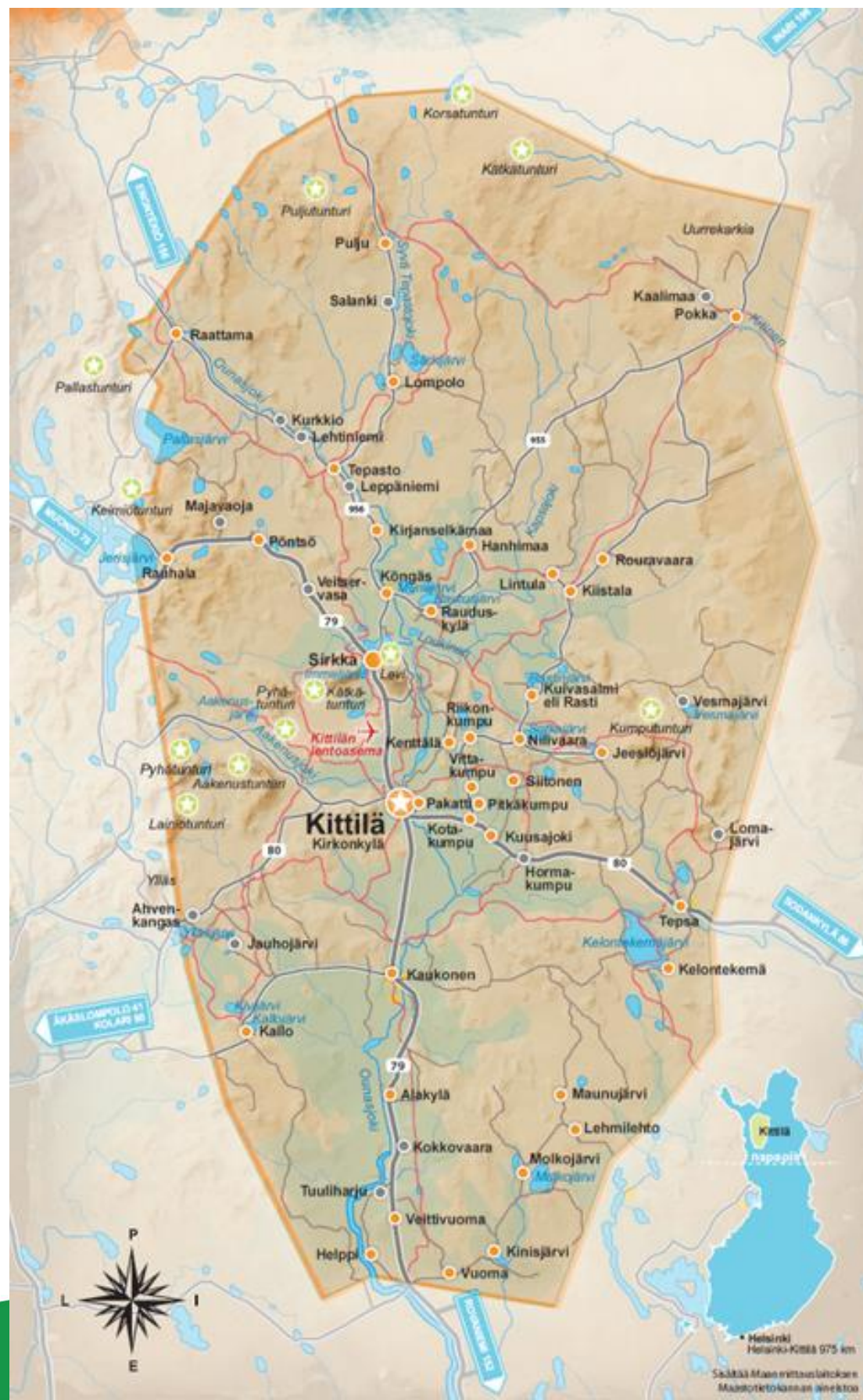
Fell Lapland



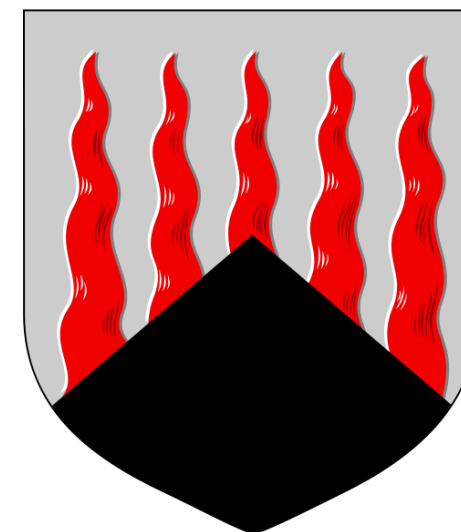
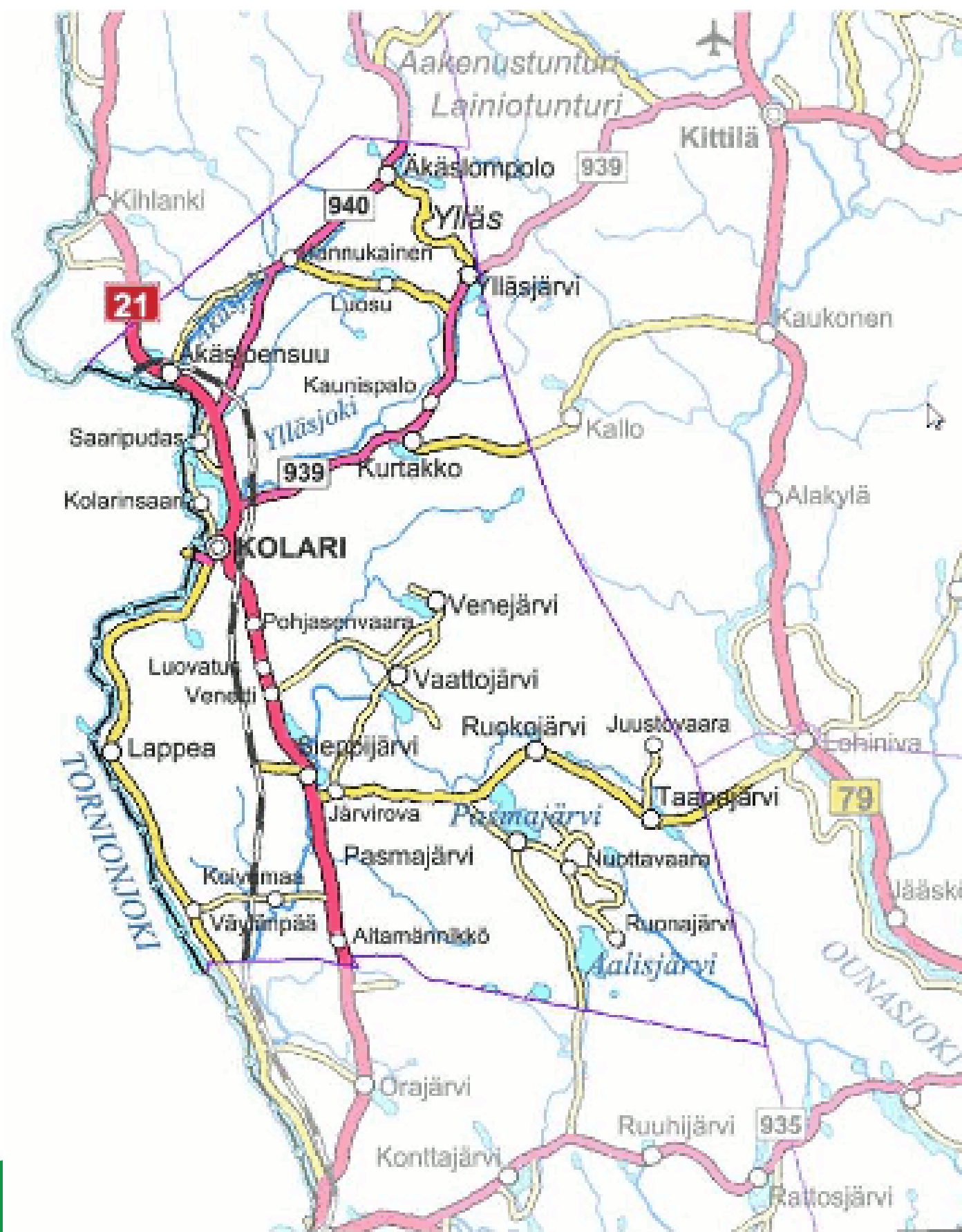
Enontekiö



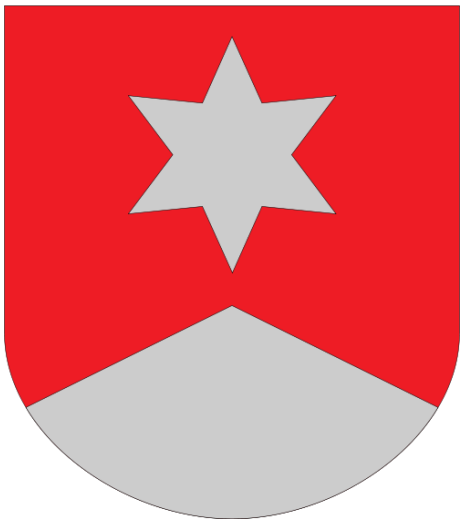
Kittilä



Kolari



Muonio



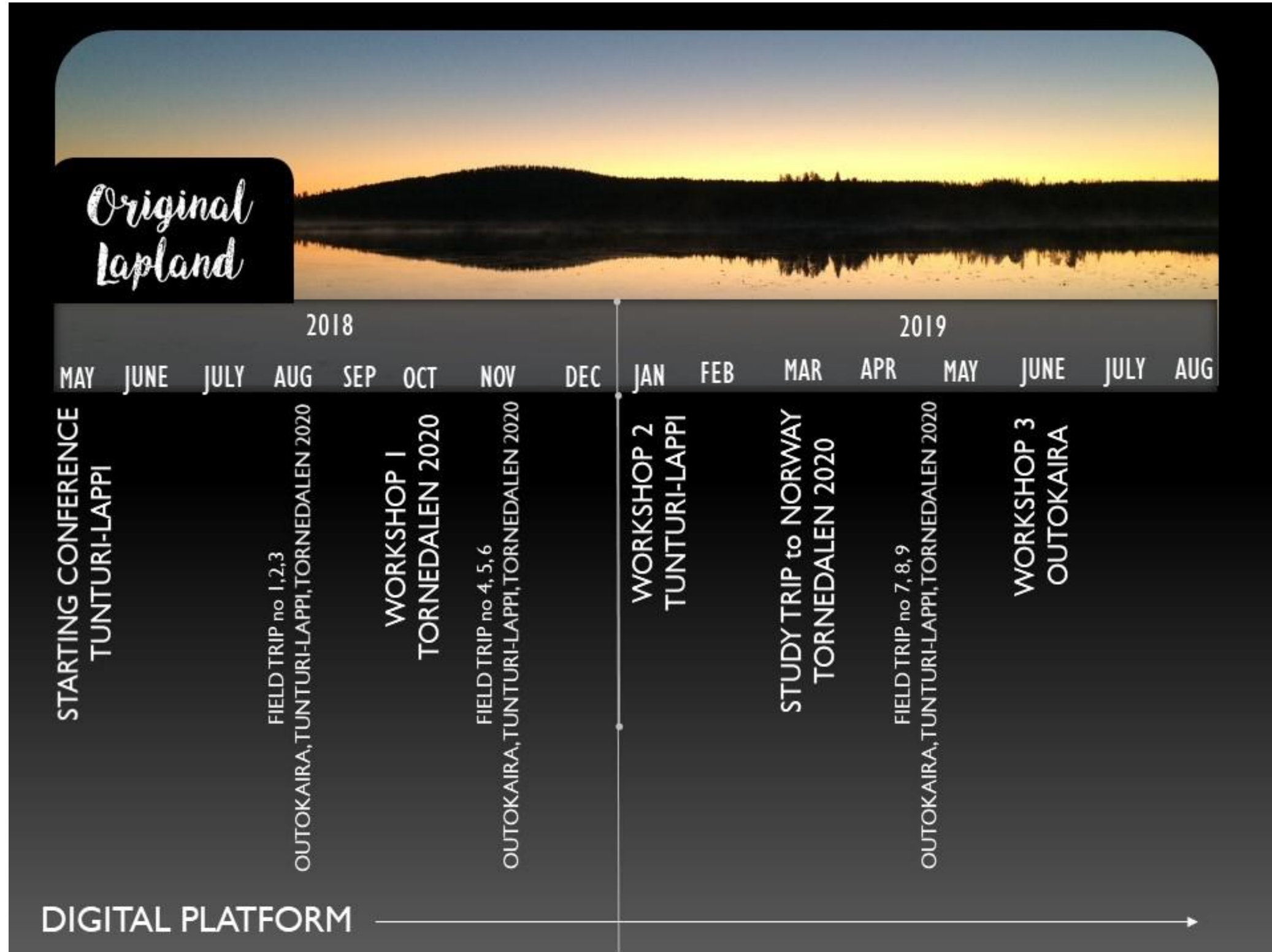
About the area – business-wise



Development actions



Project actions and timetable



Tour Operator questions



Tour Operator answers



Thank you.

In cooperation with:





Ihmisten kokoisille ideoille!

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