

The role of train traffic for tourism in Lapland

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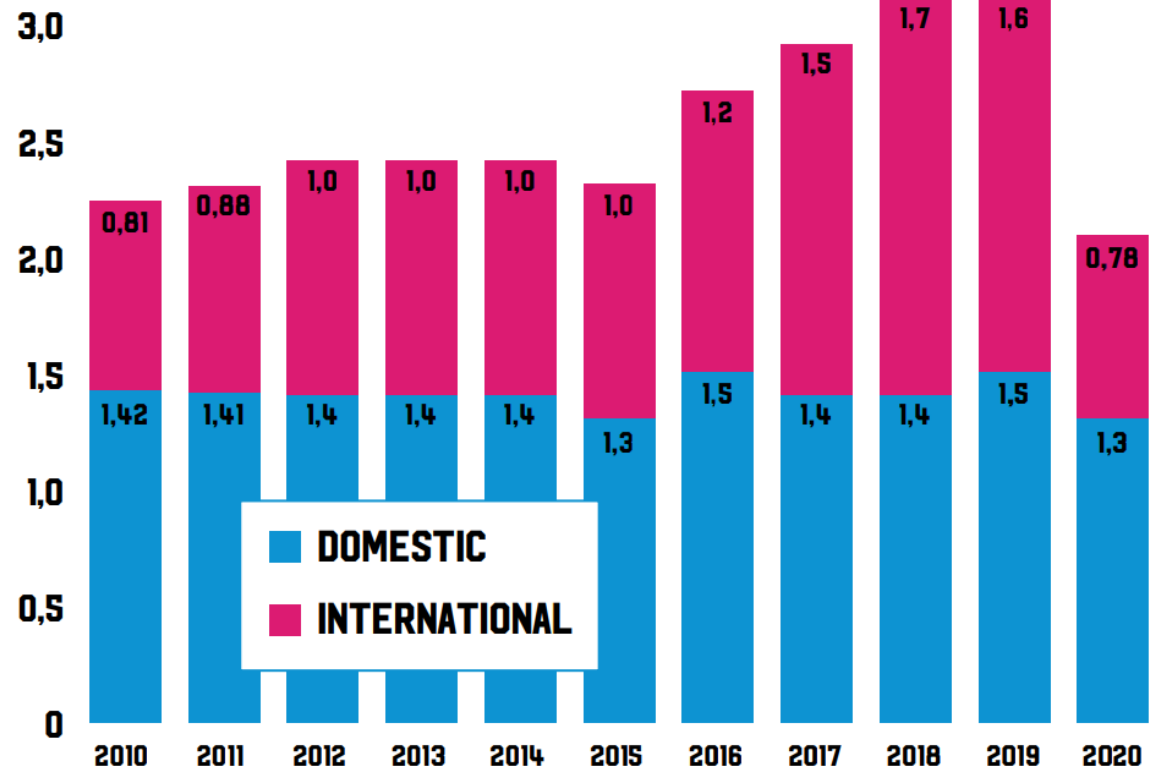
Finnish Lapland Tourist Board



Finnish Lapland
Tourist Board

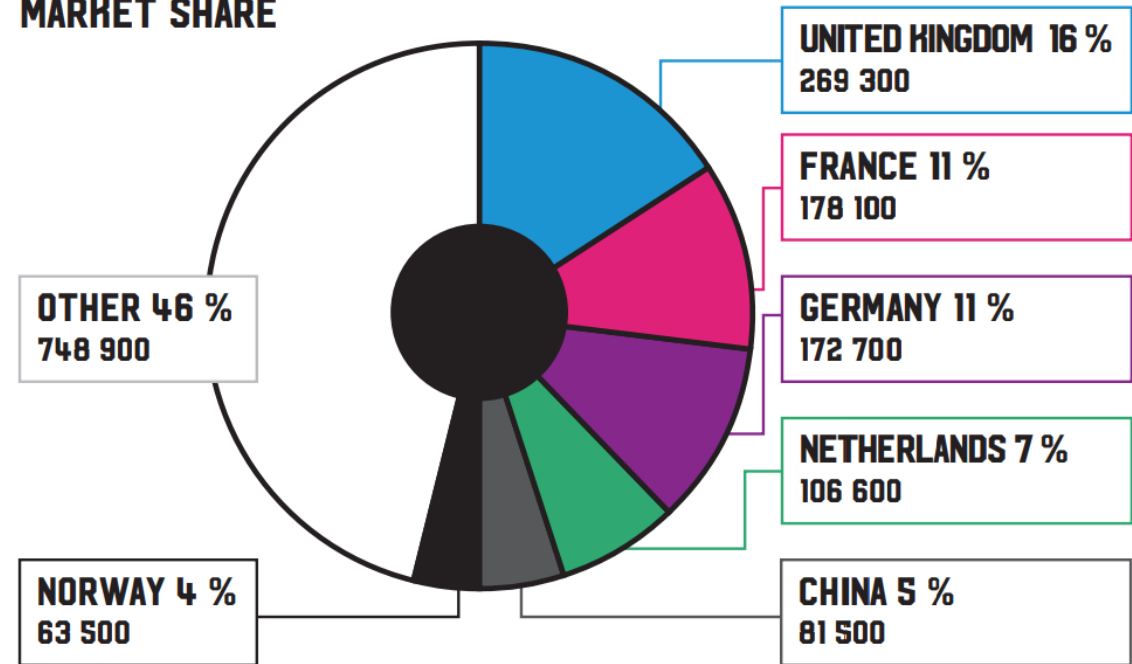
Tourism in Finnish Lapland

DEVELOPMENT IN REGISTERED OVERNIGHT STAYS 2010-2020 MILLION



INTERNATIONAL TRAVELLERS' REGISTERED OVERNIGHT STAYS IN LAPLAND 2019

MARKET SHARE



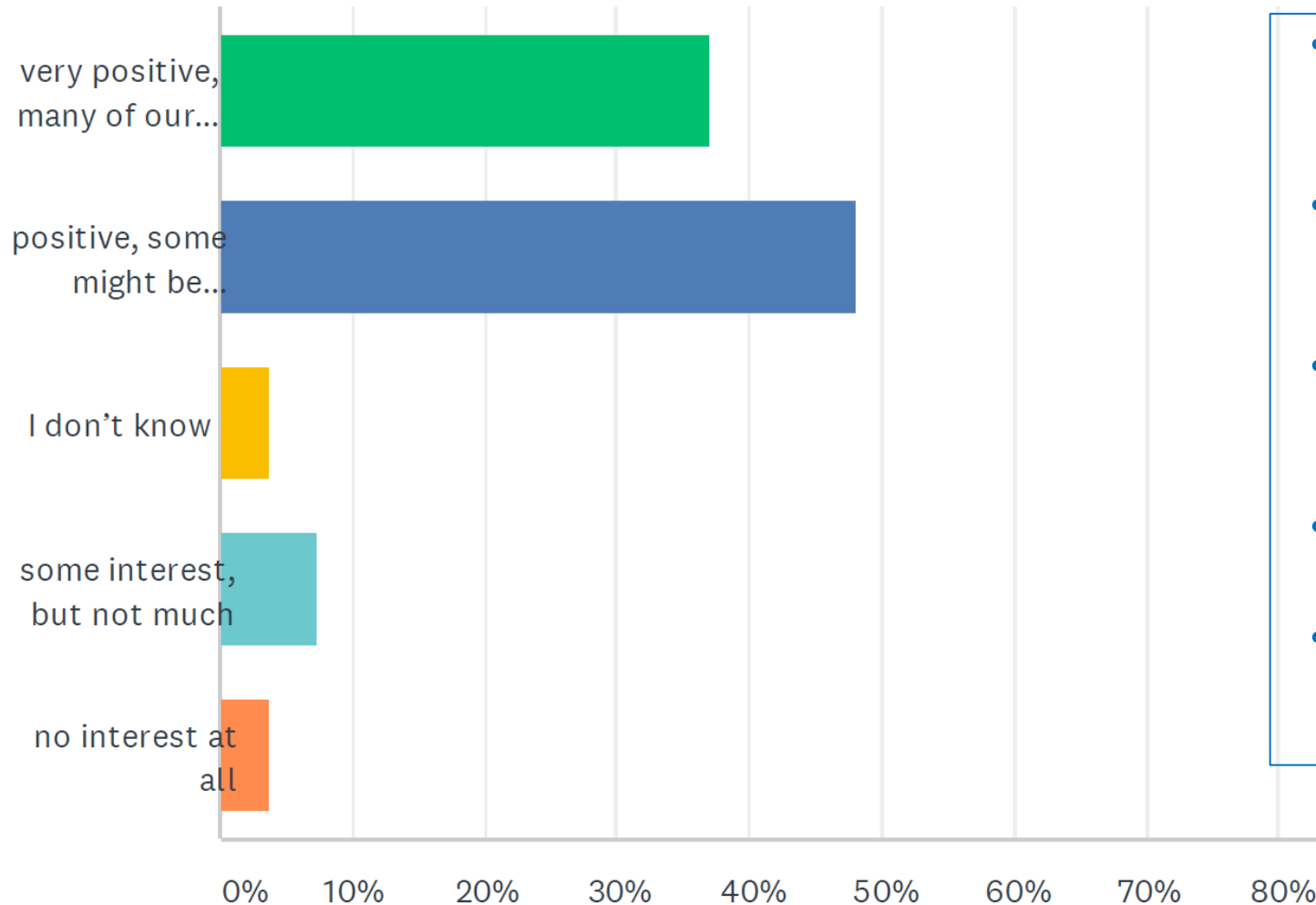
- Total tourism demand 1 BN €
- Tourism employment 8.000-10.000 persons

- Share of GDP 5,7%
- International guests bring 70% of turnover

Accessibility to Visit Arctic Europe



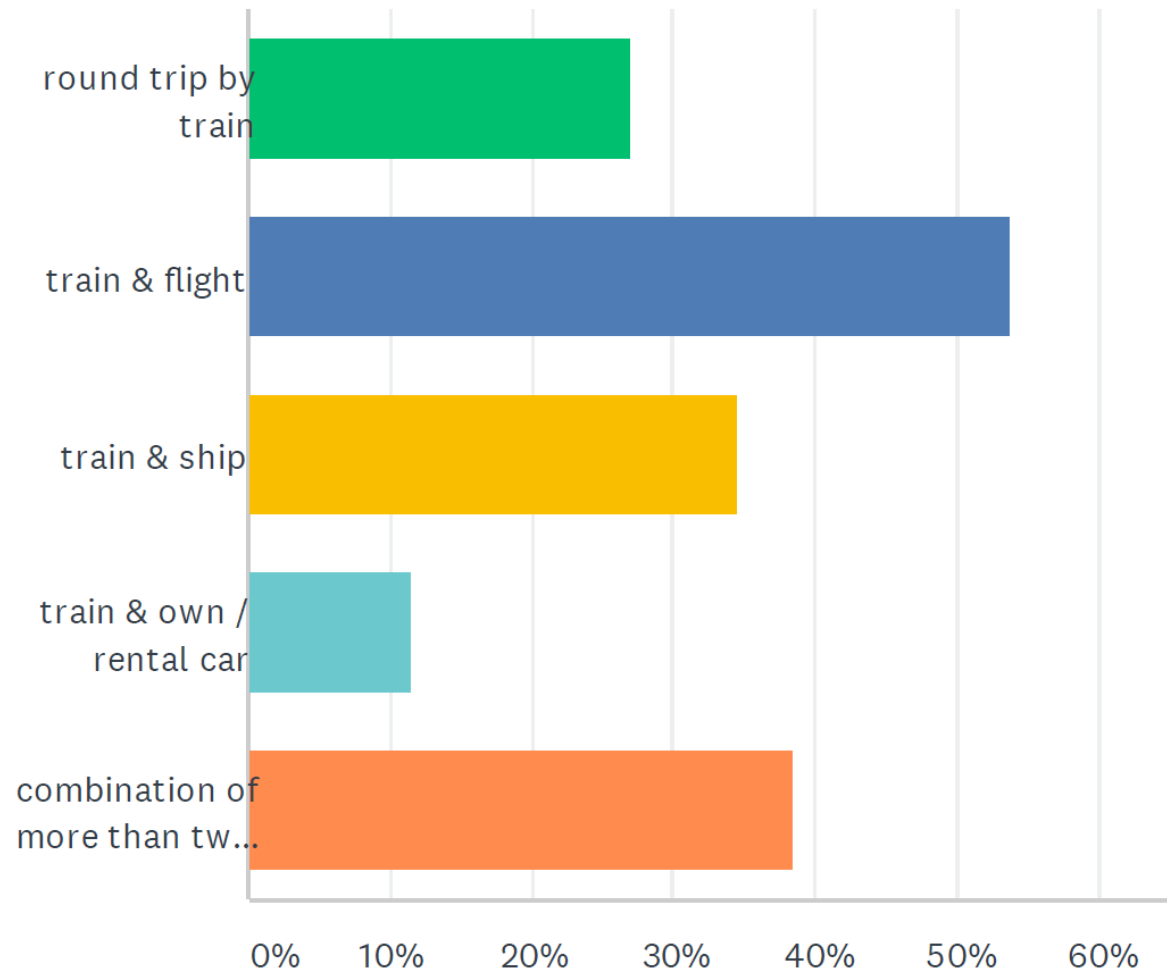
Tour operators' view on future train travel to Arctic Europe



VAE II survey to tour operators 11/2020 N= 27

- 85% of tour operators positive or very positive towards train travel
- Train travel will allow new products and new customers
- All year round interest, especially strong in summer 93%
- Daily connection preferred
- "Busses cross borders – so should trains"

Tour operators' view: pure train travel or combination?



Customers most likely to travel by train to Arctic Europe

- Eco-conscious
- Not time restrained
- Seniors
- Young people
- Families
- Well travelled
- Scenic tours without driving

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Thank you !

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