



ROVANIEMI

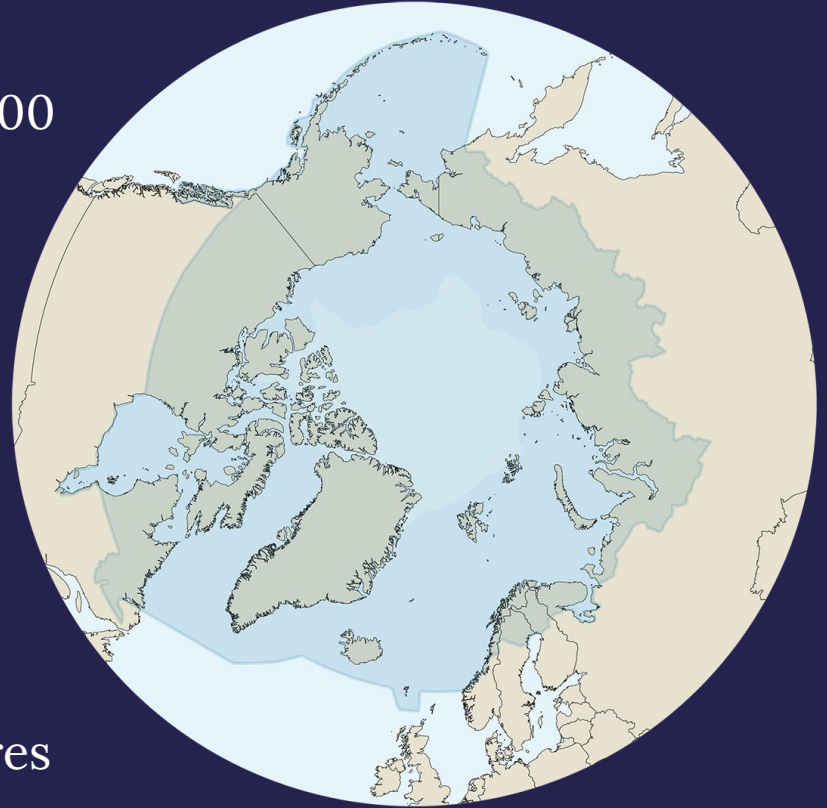
Arctic Capital





Rovaniemi Facts and Figures

- Population in Rovaniemi about 65 000 and in Lapland about 178 000
- 4,1% of population with foreign background from 90 different countries
- Located on the Arctic Circle
- The largest city in Europe by area, covering over 8000 square kilometres



Rovaniemi Tourism Facts and Figures

- More than 1,2 million overnights annually
- 70 % of visitors come from abroad
- 70 % of visitors come in winter time
- Economical impact of tourism is around 590 million euros
- Number of tourism related manpower years is around 4000



Rovaniemi Tourism Facts: Growth and Connectivity

Direct Flights

- Starting from the winter season 2024-2025, Rovaniemi will offer direct flight connections to over 40 cities.

Tourism Demand

- The total tourism demand in Rovaniemi was estimated to be approx. €590 million in 2023.

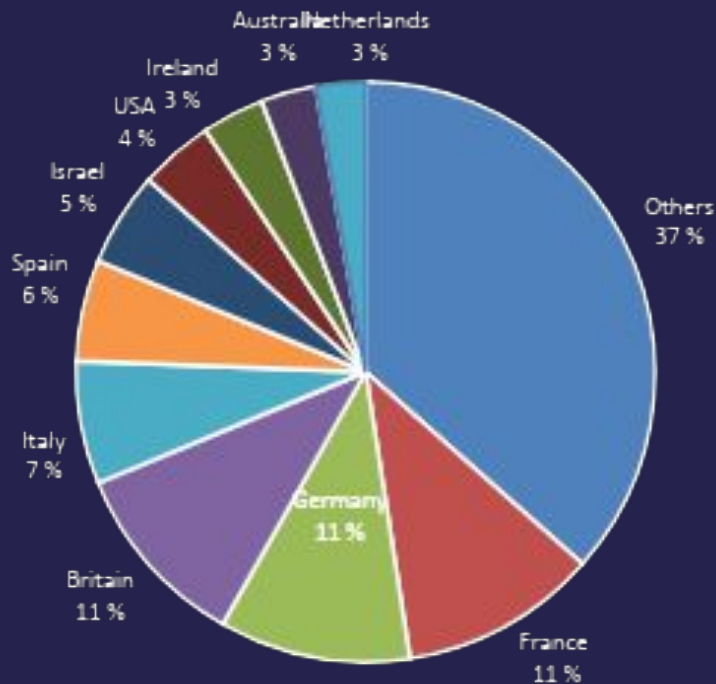
Overnight Stays

- The total number of overnight stays in 2023 exceeded 1.2 million, marking a 29% increase compared to the previous year.
 - 67% of these were **registered stays**.
 - 33% were **unregistered stays**, such as those booked through Airbnb.

This growth highlights Rovaniemi's increasing popularity as a travel destination, especially during the winter months.

International registered overnights in Rovaniemi, relative distribution by nationality 2023

- Europe 71 %
- Asia 19 %
- Americas 6 %
- Oseania 3 %





Cold winters





The Official Hometown of Santa Claus®





Christmas season







**Magnificent
nature phenomena**

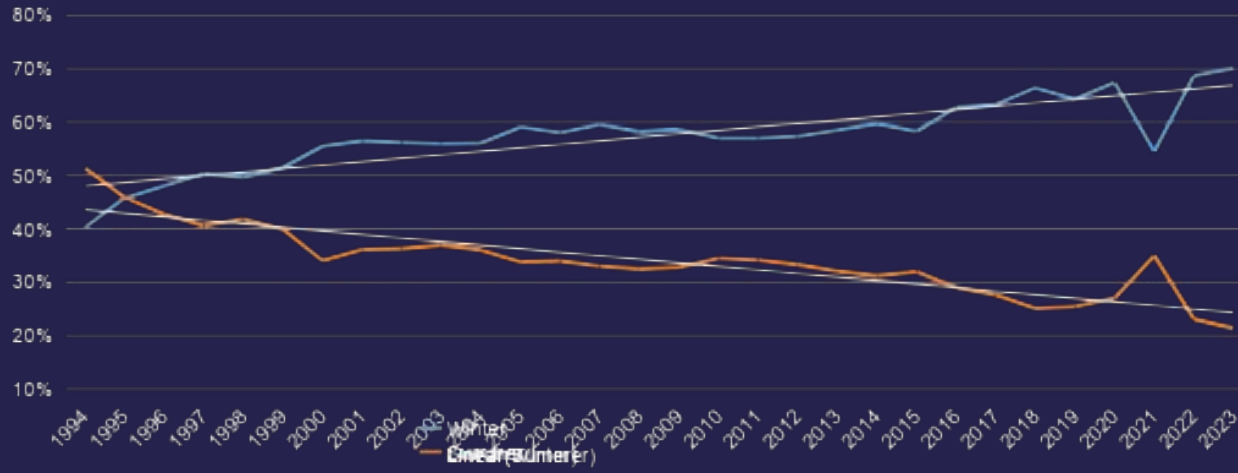
Northern Lights



Year-round Tourism and Sustainability

- A significant challenge related to sustainable tourism development is the notable differences between various tourist seasons.
- Before the pandemic, 63 % of all tourism was concentrated in the winter season. In 2023, the share of the winter season was 70 %.
- Achieving sustainable tourism needs year-round tourism.

The relative share of registered overnights in winter and in summer



Workforce Availability in the Tourism Sector

- The availability of skilled workforce is critical for the renewal and growth of the tourism sector.
- There is a shortage of skilled workers, especially in roles such as restaurant managers, fast food workers, tour guides, and hotel receptionists. At the same time, there are open positions in the industry.
- Behind the mismatch problem is e.g. atypical employment relationships, wage level and location. Efforts are being made to address these challenges, including improving the match between job seekers and available positions, and enhancing training programs to equip workers with the necessary skills.
- Labor shortage and employee orientation require a lot of work from the responsibility perspective. Year-round tourism is seen as one of the solutions to improve this - it brings permanent employment to local residents and enables tourism products based on local culture.

Sustainable Tourism in Rovaniemi

Rovaniemi is committed to sustainable tourism, ensuring that visitors can enjoy its natural beauty while minimizing their environmental impact.

Commitment to Sustainability

- Visit Rovaniemi has been awarded the Sustainable Travel Finland (STF) label, which highlights their dedication to sustainable and responsible tourism. This includes providing guidance to local businesses and encouraging them to adopt sustainable practices.
- Visitors are encouraged to make responsible choices, such as using local products, recycling, and respecting nature. Simple actions like switching off lights, picking up trash, and avoiding bottled water (as tap water is excellent in Finland) contribute significantly.

Eco-friendly Activities

- Visitors can engage in various eco-friendly activities such as hiking in designated areas, midnight sun canoeing, Northern Lights tours and other nature-friendly tours designed to minimize environmental impact.
- It is important to respect nature by staying on marked trails, picking up trash, and avoiding disturbance to wildlife.



Sustainable Tourism in Rovaniemi

Sustainable Accommodation

- Visitors can choose from a variety of eco-friendly accommodations including hotels, resorts, and chalets that prioritize reducing their environmental footprint.

Support Local Businesses

- Choosing local, responsible businesses helps support the local economy and reduces the environmental impact of tourism. Many local companies participate in the STF program and offer responsible tours and services.

Cultural and Environmental Respect

- Understanding and respecting local customs and traditions is a key part of sustainable tourism. Visitors can learn about the local way of life through cultural centers and traditional activities like sauna experiences.
- It is important to stick to public hiking areas and respect private properties to preserve the natural environment.

By choosing sustainable options, visitors can help preserve Rovaniemi's unique Arctic ecosystem for future generations.

Rovaniemi as a Summer Destination

Rovaniemi is a fantastic summer destination with a unique blend of natural beauty, cultural experiences and outdoor activities. Here are some highlights:

Activities and Attractions

- Experience the magical Midnight Sun, where the sun doesn't set for several weeks. This phenomenon allows for activities like hiking, canoeing, and even golfing at any hour.
- Enjoy outdoor adventures like river cruises, swimming, horseback riding and hiking.
- Visit reindeer and husky farms to learn about traditional Lappish lifestyles.

Cultural Experiences

- Meet Santa Claus at Santa Claus Village any day of the year and cross the Arctic Circle.
- Participate in summer events and the Midsummer Eve celebration.
- Try traditional Lappish food in local restaurants or by a campfire.

Nature and Scenery

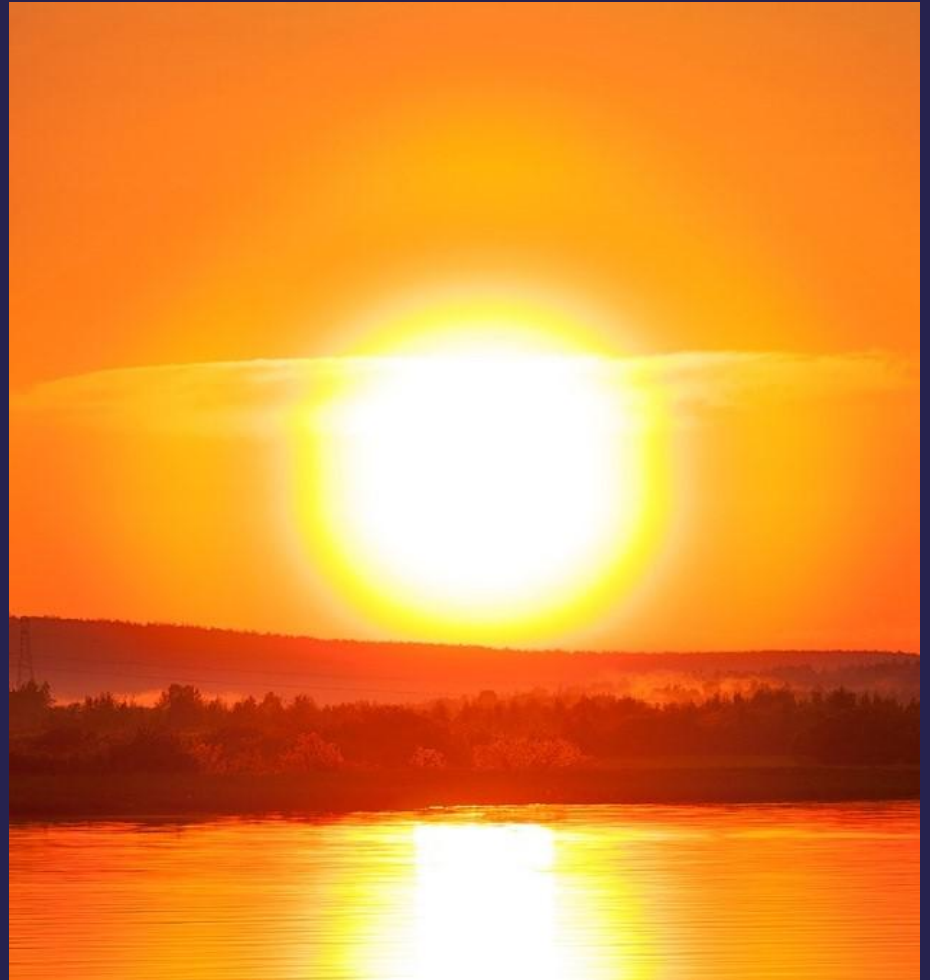
- Explore the beautiful landscapes of nearby natural reserves.
- Engage in wildlife watching and safaris.



Warm summers



Midnight sun









Autumn in Rovaniemi

Autumn in Rovaniemi is a magical time too, offering a variety of activities and experiences.

- **The autumn colors** in Rovaniemi are stunning, with leaves turning vibrant shades of yellow, orange, and red. This natural spectacle usually peaks in mid to late September.
- Autumn marks the beginning of the **Northern Lights** season. From late August, the darkening nights provide a great opportunity to witness this breathtaking phenomenon.
- The cooler autumn weather is perfect for **outdoor activities** like hiking, biking and canoeing. You can also visit reindeer farms and husky kennels. In autumn, huskies often pull carts instead of sleds due to the lack of snow.
- Autumn is the **harvesting season** - time for berry and mushroom picking.
- Engage with the **local culture** through various events and activities. You can explore traditional Lappish cuisine, visit museums, and participate in cultural tours.

Colourful autumn





Harvesting season

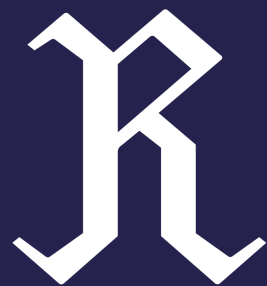


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ARCTIC
DESIGN
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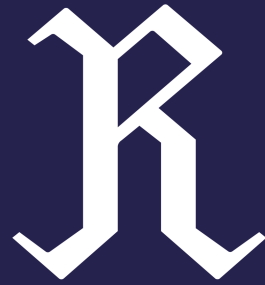








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