



Open your gateway to Lapland

Kittilä Airport is the easiest route to the heart of Lapland



The future of travel awaits you here

We see a growing interest in Lapland's summer and autumn. According to research, the future traveller is less interested in urban areas, but values spacious destinations close to nature with good services.

Lapland really meets the expectations of the future customer.





50,000+
BEDS



4 YEAR-ROUND
OUTDOOR & SKI RESORTS



25
HOTELS



4,000
SAUNAS



120
RESTAURANTS



NATIONAL PARK
PALLAS-YLLÄS IN THE CORE



THE PUREST AIR
IN THE WORLD



CLEAN NATURAL
WATER



NIGHTLESS NIGHTS
FROM MAY TO JULY



NORTHERN LIGHTS
FROM SEPTEMBER TO APRIL



22,000
REINDEERS



14,000
INHABITANTS



1,000,000+
HAPPY VISITORS PER YEAR



500 KM
OF MARKED SUMMER ROUTES



XX KM
OF HIKING ROUTES



18 HOLE
CHAMPIONSHIP GOLF COURSE



XX KM
OF CYCLING ROUTES



Vipuvoimaa
EU:lta
2014–2020



The destination you've been looking for



**HOLISTIC
WELLBEING**



**POSSIBILITIES
FOR REMOTE WORK**



**ARCTIC
NATURE**



**WILD
FOOD**



**NATURE BASED
ACTIVITIES**



**UNIQUE
EXPERIENCES**



**FISHING
YEAR-ROUND**



350 000+
PASSENGERS VIA KITILÄ
INTERNATIONAL AIRPORT



1 000 000
VISITORS AT KITILÄ AIRPORT

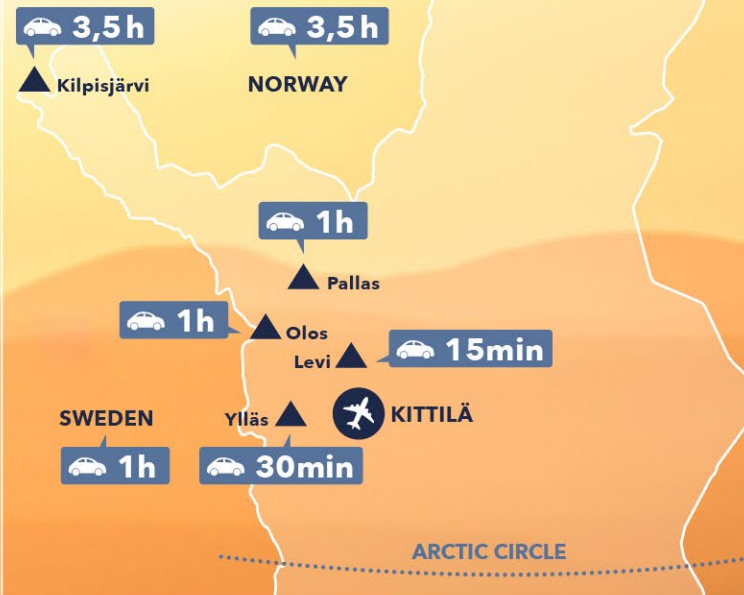


X XXX XXX
OVERNIGHT STAYS



SINCE 2018
KITILÄ AIRPORT HAS BEEN
CARBON NEUTRAL

KITILÄ AIRPORT SERVES GLOBALLY



APPROX. 1970
COMPANIES IN THE AREA



APPROX. XXX
TOURISM COMPANIES
IN THE AREA



1021 M€
TOTAL TURNOVER
OF COMPANIES



254 M€
TOURISM INCOME
IN LAPLAND IN 2020



XXX M€
THE AREA'S TOTAL
INVESTMENTS



XXX M€
TOURISM INVESTMENTS
IN 2020-2023

Choose the fastest growing area in Lapland



Excellent
weather all
year round
for outdoor
activities

-9 °C
JANUARY
-14 °C

-8 °C
FEBRUARY
-13 °C

-3 °C
MARCH
-10 °C

1 °C
APRIL
-4 °C

10 °C
MAY
3 °C

16 °C
JUNE
8 °C

20 °C
JULY
11 °C

17 °C
AUGUST
9 °C

11 °C
SEPTEMBER
5 °C

3 °C
OCTOBER
-1 °C

-2 °C
NOVEMBER
-5 °C

-6 °C
DECEMBER
-10 °C



HIGHEST TEMPERATURE OF THE DAY

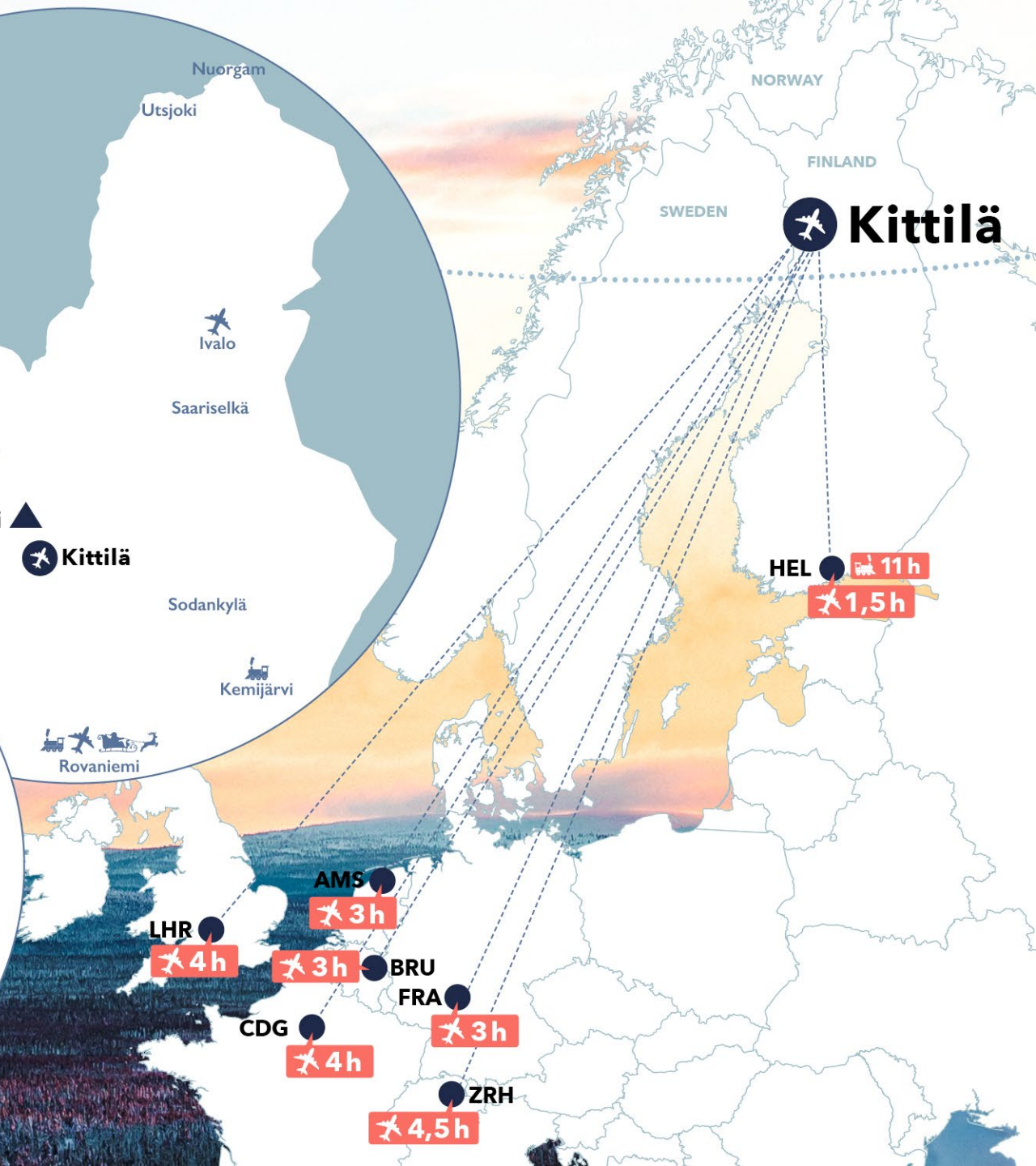
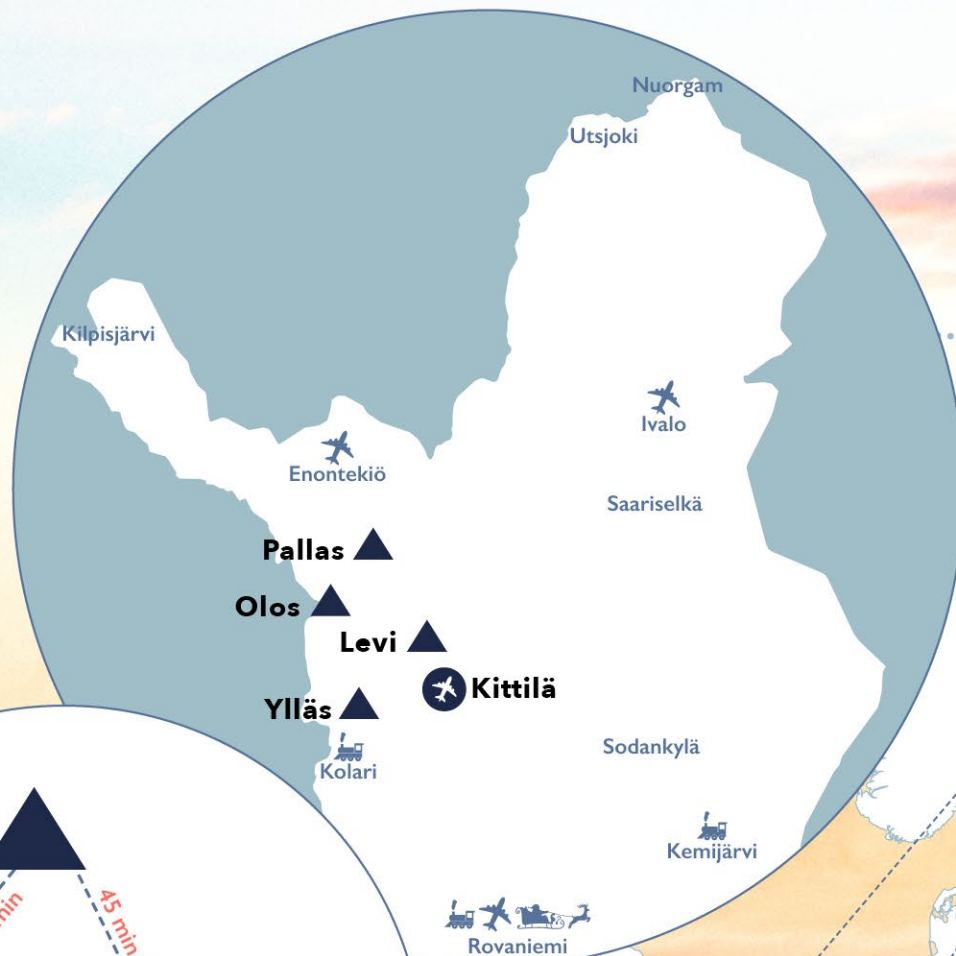
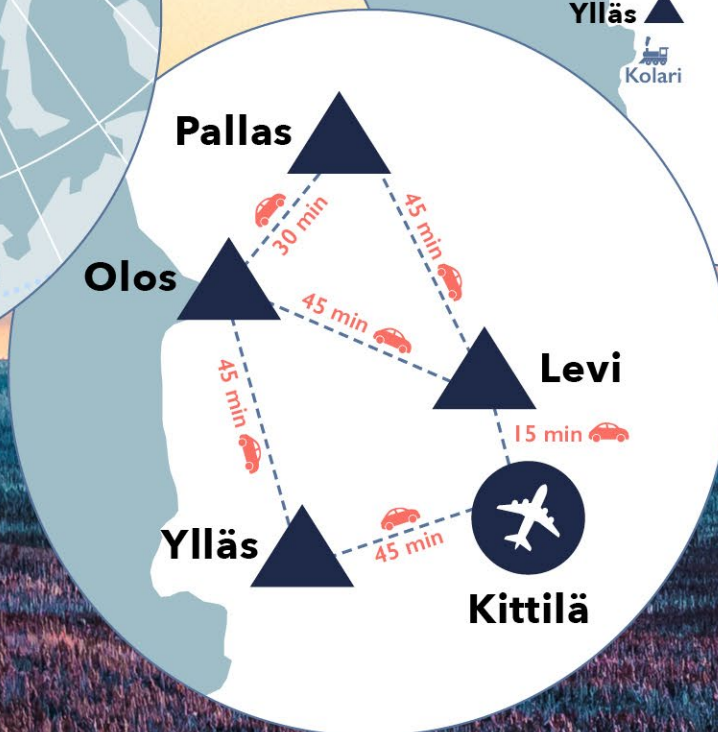
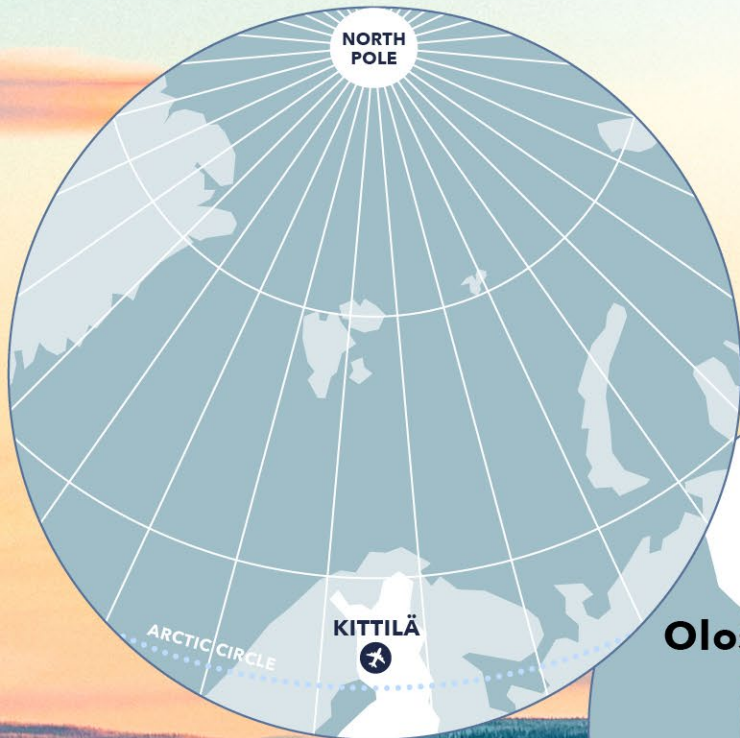


THE LOWEST TEMPERATURE AT NIGHT

**The best memories
are made above
the Arctic Circle**



Looking for a route to extraordinary? Here you go.

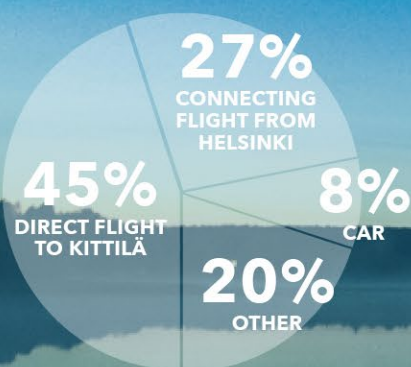


Overnight stays

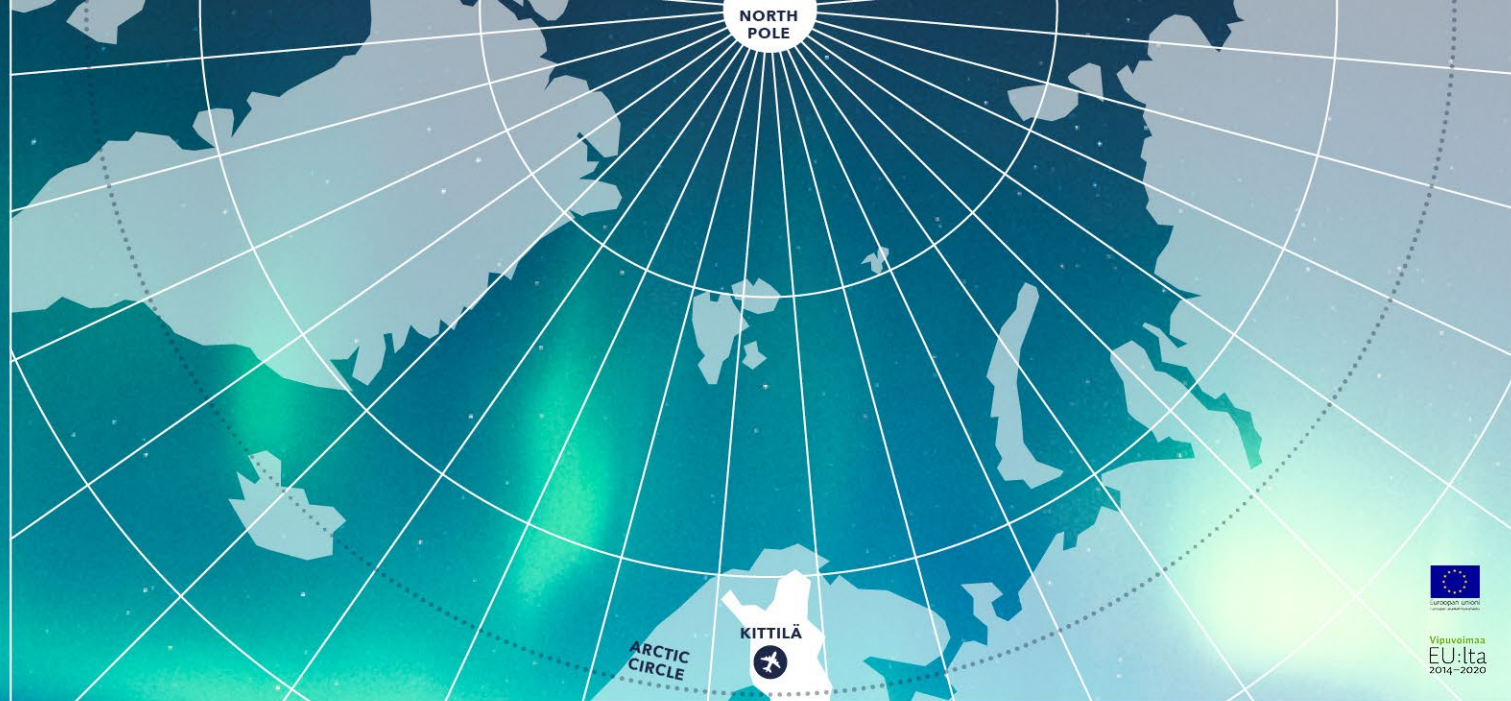


Registered overnight stays
in 2022 in the Lapland region

What do they want to travel with?



Visitory survey, target Belgium, Switzerland,
Germany, France, the Netherlands and the UK



The most versatile year-round destination between the north pole and the arctic circle

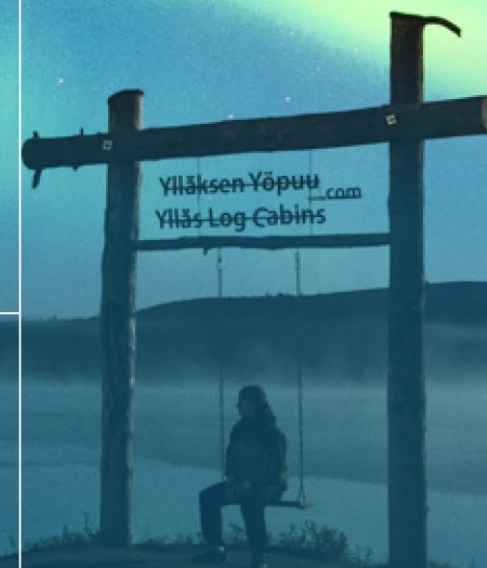

306 000
NIGHTS LEISURE GUESTS


106 000
NIGHTS BUSINESS TRAVELERS


709 000
OVERNIGHT STAYS
(REGISTERED OVERNIGHT STAYS IN 2022)


45 M€
ACCOMMODATION SALES

A sustainable and active
traveler is interested
in Lapland



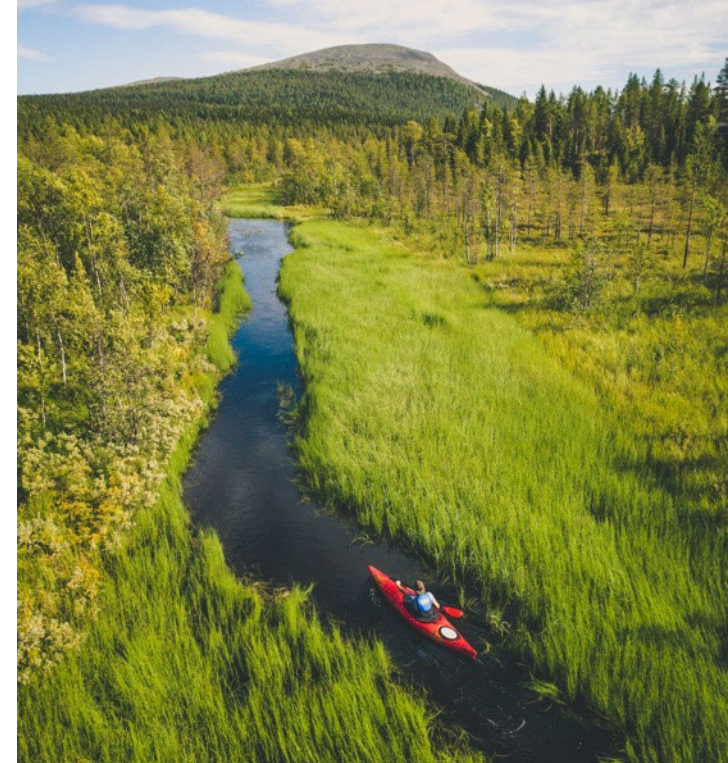
**Safe and secure
traveling in
amazing arctic
phenomenon**



Say hello to sustainable travel

- Sustainability in core – ecological and social – mitä tästä?
- Levi resort and Ylläs resort are committed to the Sustainable Travel Finland (STF) program, which helps tourism professionals make more sustainable choices when preparing travel itineraries in Finland.





Easy soft adventures with good services



Hiking and trekking, biking, horse back riding, fishing, river rafting or canoeing, golf, cycling (cycling tourism is growing, new products coming)

Climate is perfect for outdoor sports as it is not too hot. Midnight sun allows you to enjoy activities 24/7

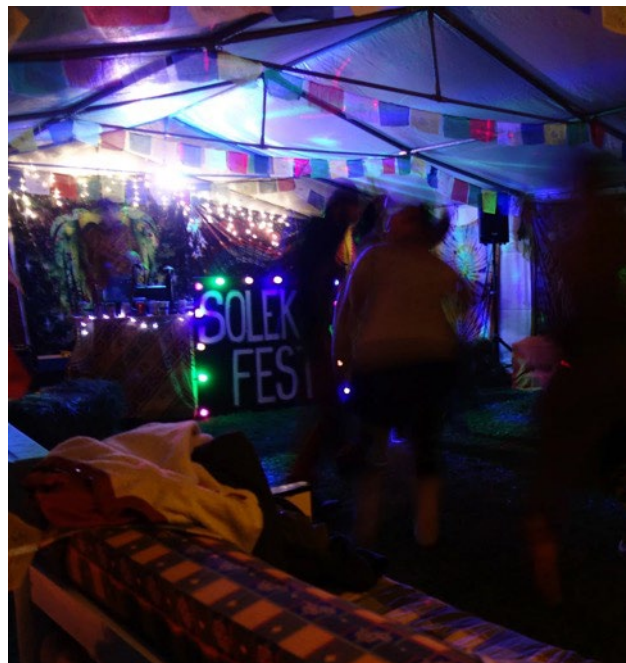
A scenic photograph of two mountain bikers riding on a gravel trail during the "blue hour" of sunset. The bikers are positioned on the right side of the frame, moving away from the viewer. The landscape is rugged, with rocky ground and sparse vegetation. In the background, a lone evergreen tree stands on a ridge, and distant mountain ranges are visible under a soft, orange-hued sky. The overall mood is peaceful and adventurous.

There is
something going
on all the time

Alueella on paljon tapahtumia kesäkaudella!

Lisää suunnitellaan koko ajan, varmistuneita ovat mm.

- Hiljaisuus-festivaali 06/2023
- Ylläs Outdoor Week 07/2024
 - NUTS trail run
- Levi Bike & Outdoor Fest 07/2024
 - Midnight sun MTB enduro, Downhill race, Bike Fest for kids & Levi Extreme Triathlon
- Ylläs-Levi MTB 07/2024
- Solekko Fest 08/2024
- Ruska marathon 09/2024





FINAVIA

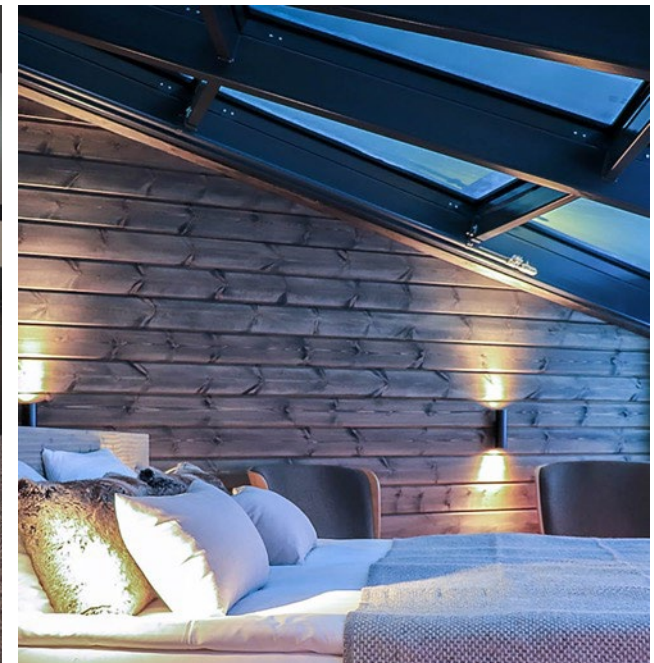
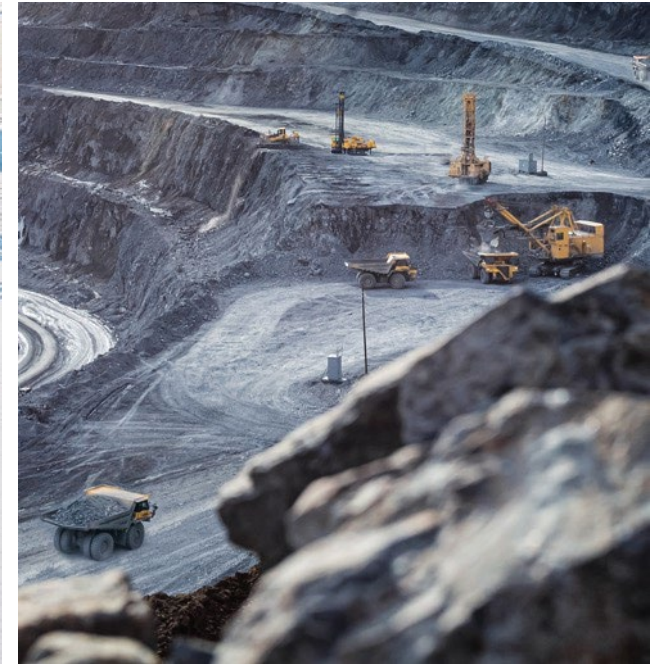


Kittilä Airport KTT

- Avattu liikenteelle **1979**
- Siirrettiin ilmailuhallituksen (Finavia Oyj) hallintaan **1982**
- Yksi kiitotie **2500 m**
- **12** seisonpaikkaa lentokoneille asematasolla
- **14** lähtöselvitystiskiä
- Saavuttanut **Sustainable Travel Finland** -merkin.

Kittilä area is a vibrant hub

- Established car testing industry
- The biggest gold mine in Europe, 1100 workers
 - 500 000-600 000 € travelling budget per year
- Several new hotel projects on municipalities' land plan
- The third busiest airport in Finland
- Pallas-Ylläs National Park – the most famous national park in Finland
- Development of Norbotten area (80 km from our area)





The destination you've been looking for

- We are working closely with Visit Finland and other destinations at Lapland to promote summer and autumn
- Project includes PR and media operations, marketing campaigns and sales runs
- Target markets: Germany and the Netherlands
- This year budget will be 600 000 €

PR and media annual targets 2023

KPI	Target 2023 Germany	Target 2023 Netherlands
Number of Stories Produced	150	60
Visibility Score	60%	55%
Brand Building Effect	75 milj.	40 milj.
Media Tours (number of journalists/influencers)	20	12

1. The average Visibility score talks about the attention e.g. an article can be expected to get
2. Brand Building Effect is an estimate of the number of media consumers that have seen the article
3. The targets only consider Germany and The Netherlands markets. Organic coverage is not measured

A wide-angle photograph of a vast mountain landscape. In the foreground, a large herd of reindeer is scattered across a grassy, rocky slope, some grazing and others standing. The reindeer have varying coat colors, including grey, white, and brown. The middle ground shows a dense forest of evergreen trees covering the lower slopes of the mountains. In the background, more mountain ranges are visible under a sky filled with soft, grey clouds. The overall scene is peaceful and scenic.

Sounds good!
Any questions?

Strong local organisations at your service



Visit Ylläs

KATIVEHMAS | CEO

kati.vehmas@yllas.fi

Tel. +358 40 512 7203



Visit Levi

SATU PESONEN | CEO

satu.pesonen@visitlevi.fi

Tel. +358 40 820 94 19



Ready to board the future of travelling?

See you soon!



NIGHTLESS NIGHTS
FROM MAY TO JULY



THE PUREST AIR
IN THE WORLD



REINDEERS
ROAMING FREE



ACTIVITIES
THROUGHOUT THE YEAR



NATIONAL PARK
PALLAS-YLLÄS IN THE CORE



NORTHERN LIGHTS
FROM SEPTEMBER TO APRIL



SÁMI CULTURE
THE ONLY INDIGENOUS PEOPLE IN THE EU



SANTA CLAUS
THE ONLY ORIGINAL ONE



RESTAURANTS
NATURAL AND AUTHENTIC FOOD



SAFE & SECURE
TRAVELING

Potential travelers
in the snow-free period



306 000

NIGHTS | LEISURE GUESTS



106 000

NIGHTS | BUSINESS TRAVELERS

A typical traveller

A YOUNG OR MIDDLE-AGED COUPLE OR FAMILY WHO SEES LAPLAND IN SNOW-FREE PERIOD AS QUIET, UNIQUE, BEAUTIFUL AND CLOSE TO NATURE.

THEY WANT TO EXPERIENCE **GUIDED TOURS, ROUND TRIPS AND DAY TRIPS**. THEY ALSO WANT TO VISIT **OTHER DESTINATIONS** OUTSIDE THEIR MAIN DESTINATION.

INSIDE THE AREA THEY PREFER TO TRAVEL **BY THEIR OWN CAR OR BY RENTAL CAR**.

THE MAIN REASON WHY THEY WON'T TRAVEL TO LAPLAND DURING THE SNOW-FREE PERIOD IS THAT THEY FIND **THE TRIP TOO EXPENSIVE** OR THEY FIND **OTHER DESTINATIONS MORE INTERESTING**.

The potential of snow-free period in Lapland is significant

THE POTENTIAL WAS STUDIED IN THE VISITORY RESEARCH 2023, TARGETING BELGIUM, GERMANY, FRANCE, NETHERLANDS, SWITZERLAND AND GREAT BRITAIN. IN ALL COUNTRIES, WITH THE EXCEPTION OF GREAT BRITAIN, MORE PEOPLE ARE INTERESTED IN SNOW-FREE TOURISM THAN WINTER TOURISM.

THE RESULTS SHOW THE POTENTIAL OF LAPLAND'S SNOW-FREE PERIOD AMONG THE RESPONDENTS AND THE REGION'S TOURISM OPERATORS.

International target groups



ACTIVE HOBBYIST



WELLBEING SEEKER



OUTDOOR EXPLORER



NATURE LOVER

THE AREA OF KITTILÄ AIRPORT IS SHOWN AS ONE AREA. THE NAMES OF THE DIFFERENT DESTINATIONS INSIDE THE AREA AND THE DIFFERENCES BETWEEN THEM WERE NOT WELL KNOWN.



The preferred traveling method



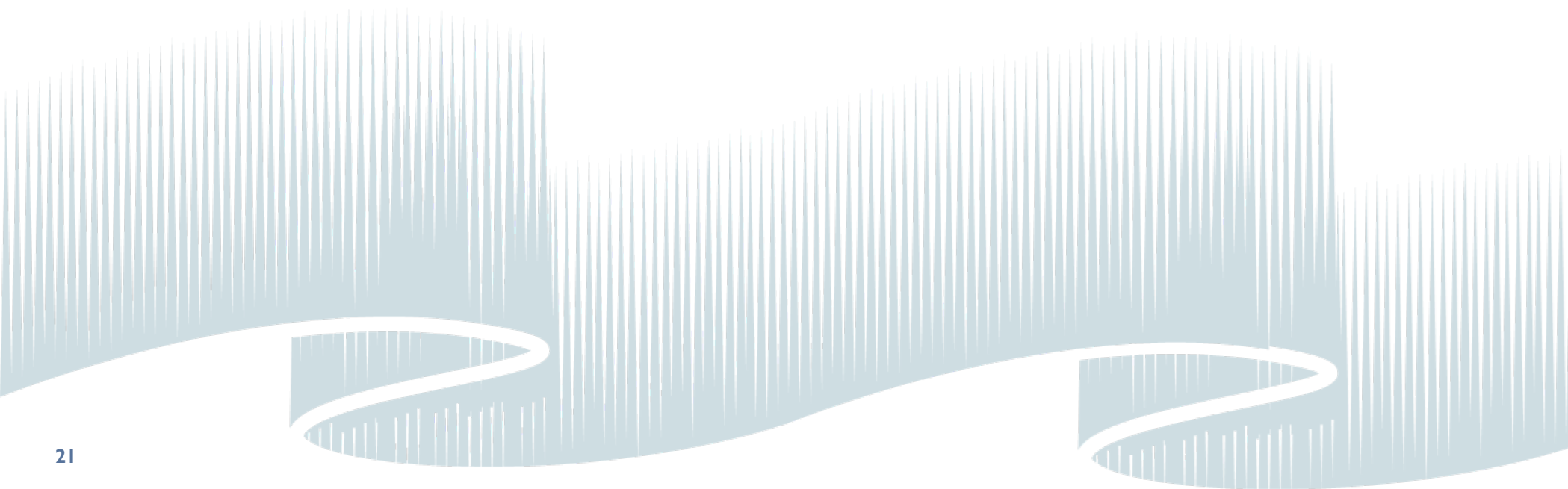
The preferred booking method



The Visitory research 2023, targeting Belgium, Germany, France, the Netherlands, Switzerland and Great Britain.



Vierastus
EU:Itä
2014-2020



Päivitettävän grafiikan automaattityyli sekä värit

Kuvaavaa tekstiä tarvittaessa

