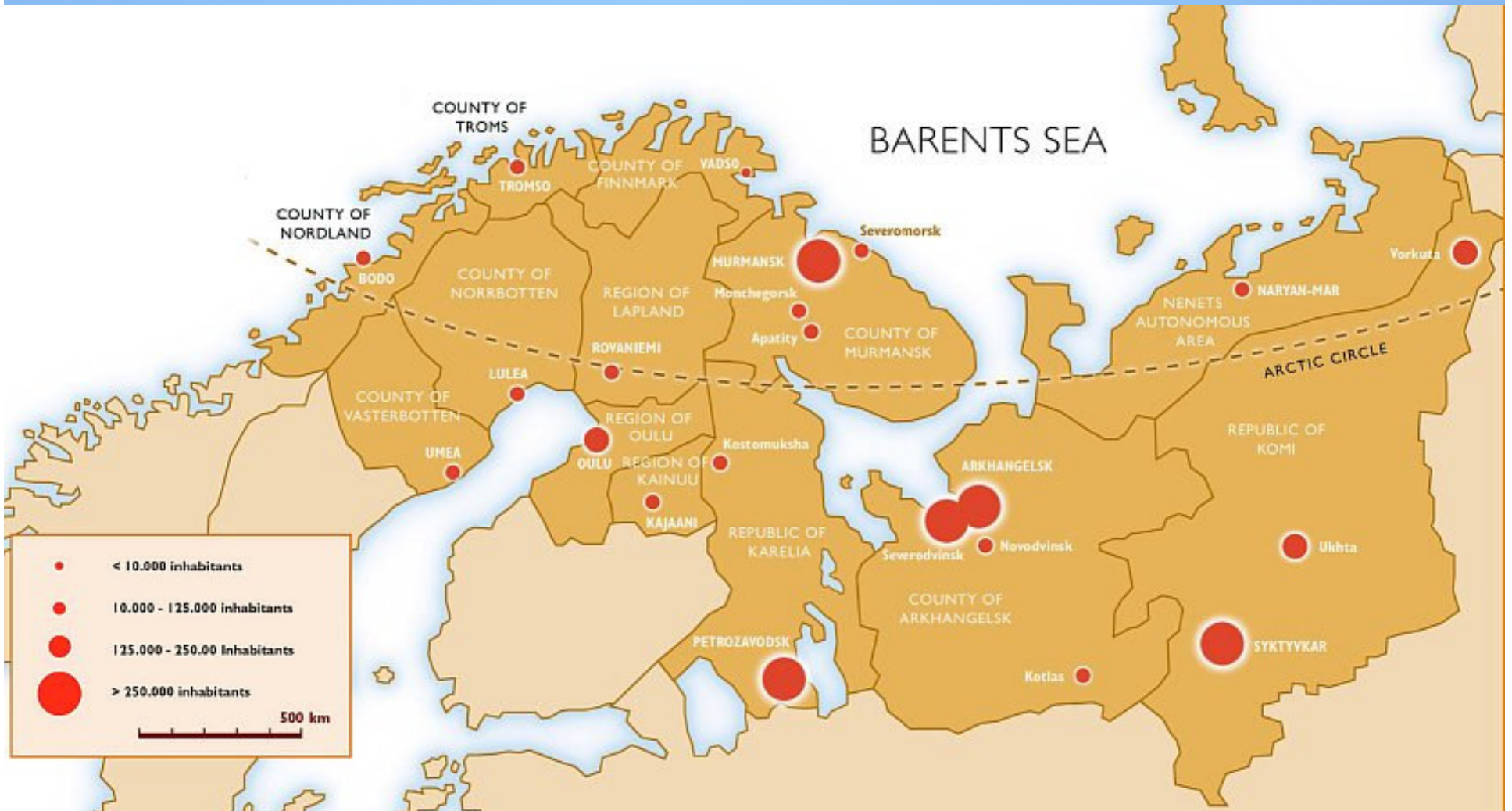




# Rovaniemi

[www.rovaniemi.fi](http://www.rovaniemi.fi)





- Located in the northern most part of Finland – Lapland
- Province of Lapland is nearly 1/3 of Finland
- Rovaniemi is the Capital of Lapland
- Located at the Arctic Circle



- **By Air**
  - Five Airports in Lapland
  - Rovaniemi Airport
  - Daily connections to Helsinki
  - in winter direct flights from Paris, London and Milan
- **By Road**
  - Helsinki – Rovaniemi 835 km
  - Several routes around Lapland
- **By Rail**
  - Day and overnight trains
  - Sleeper cars and car transportation
- Distances: Helsinki 835 km, Nordkapp 600 km and Northpole 2500 km



# Some facts

- Population is about 60 000, Lapland 190 000
- Snow – November to April
- Lowest measured temperature – 45,3 °C
- Highest measured temperature + 30,6 °C
  
- Midnight sun visible from  
6 June to 7 July
- The Aurora Borealis during  
the Autumn and Winter months



- Santa's home town
- Cultural capital
- Educational centre
- Special activity services round the year
- Shopping place
- Sports and wellness centre



- International and lively centre surrounded by the Lappish nature

## Attractions in Rovaniemi region

- Santa Claus Village and SantaPark
- Arktikum
- Ounasvaara
- Ranua Wildlife Park
- The Centre of Culture (Alvar Aalto),
- Rovaniemi Church, Ethnographic Museum,
- Lapland Forestry Museum, Rovaniemi Art Museum



## Winter

- Snowmobile safaris
- Husky- and reindeer safaris
- Cross-country skiing, downhill skiing, snowshoe trips, icegolf
- Car driving on ice
- Ice fishing



## Summer

- Riverboat cruises
- River rafting
- Hiking trips
- Midnight sun golf
- Jeep Safaris, nature trips
- Canoeing, fishing





## Accommodation in Rovaniemi region

- Over 4 200 beds
- 19 hotels + 23 other types of accommodation
- + appr. 4 700 holiday homes

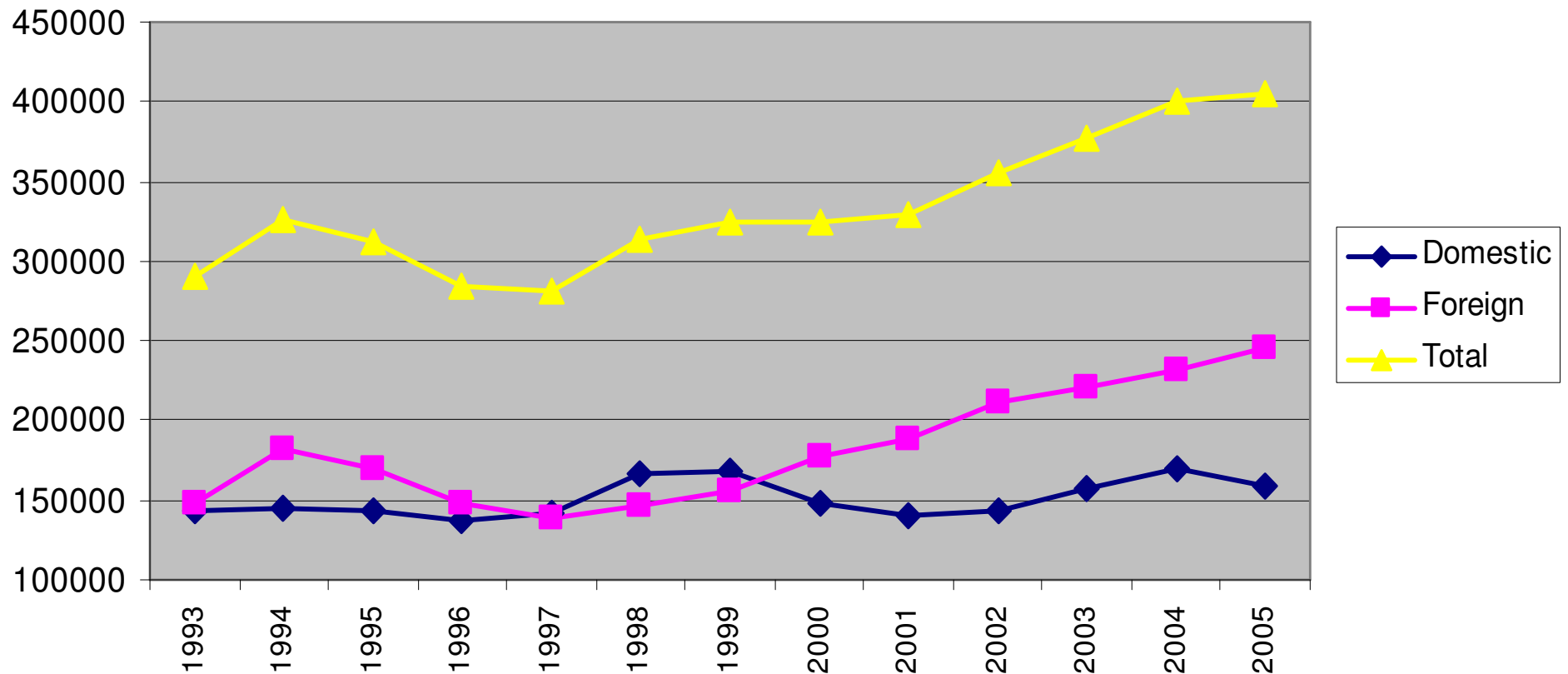
- About 400 000 visitors/year in Rovaniemi region
- over 400 000 registered overnights in 2005, 1,9 million in Lapland
  - foreign nationalities 40 % in Lapland,
  - foreign nationalities 60 % in Rovaniemi
- Christmas tourism; over 60 000 visitors
- Income from tourism almost 120 million € in Rovaniemi
- The number of person/years within tourism or tourism generated businesses 1 500 in Rovaniemi

## **International overnights in 2005**

<b>1. Helsinki</b>	<b>1,5 million</b>
<b>2. Rovaniemi</b>	<b>242 000</b>
<b>3. Turku</b>	<b>164 000</b>
<b>4. Tampere</b>	<b>162 000</b>
<b>5. Oulu</b>	<b>102 000</b>

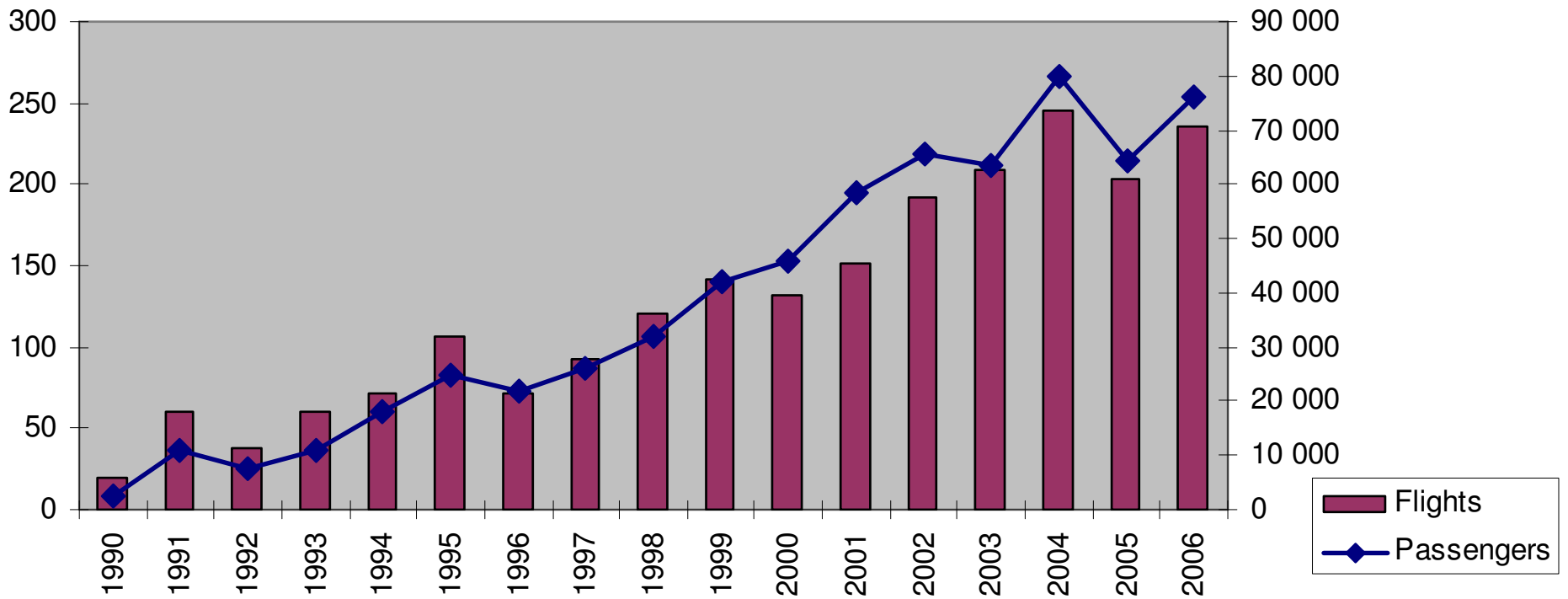
Source: Statistics Finland

## Registered overnights in Rovaniemi 1993-2004

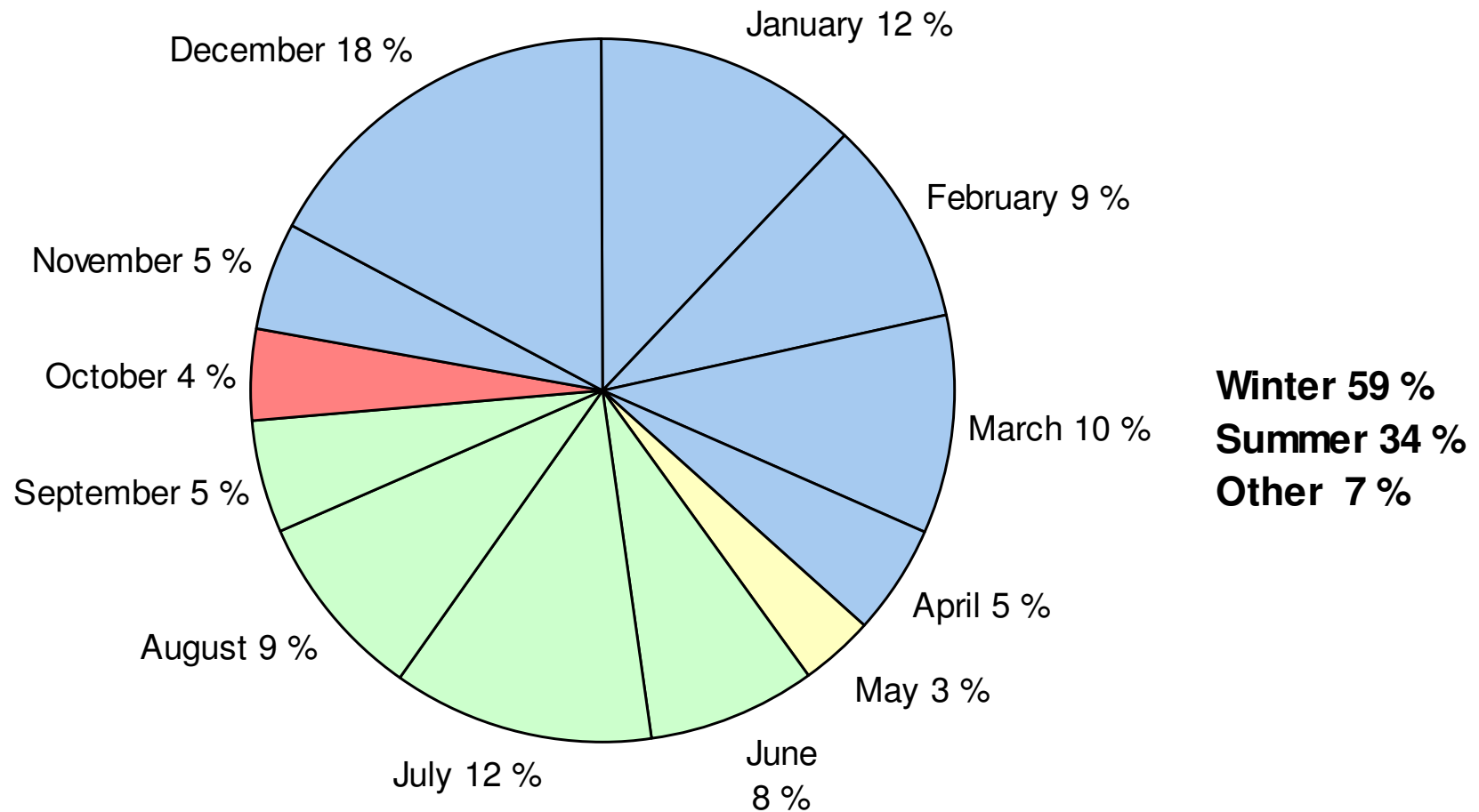


Source: Statistics Finland

## International flights to Rovaniemi

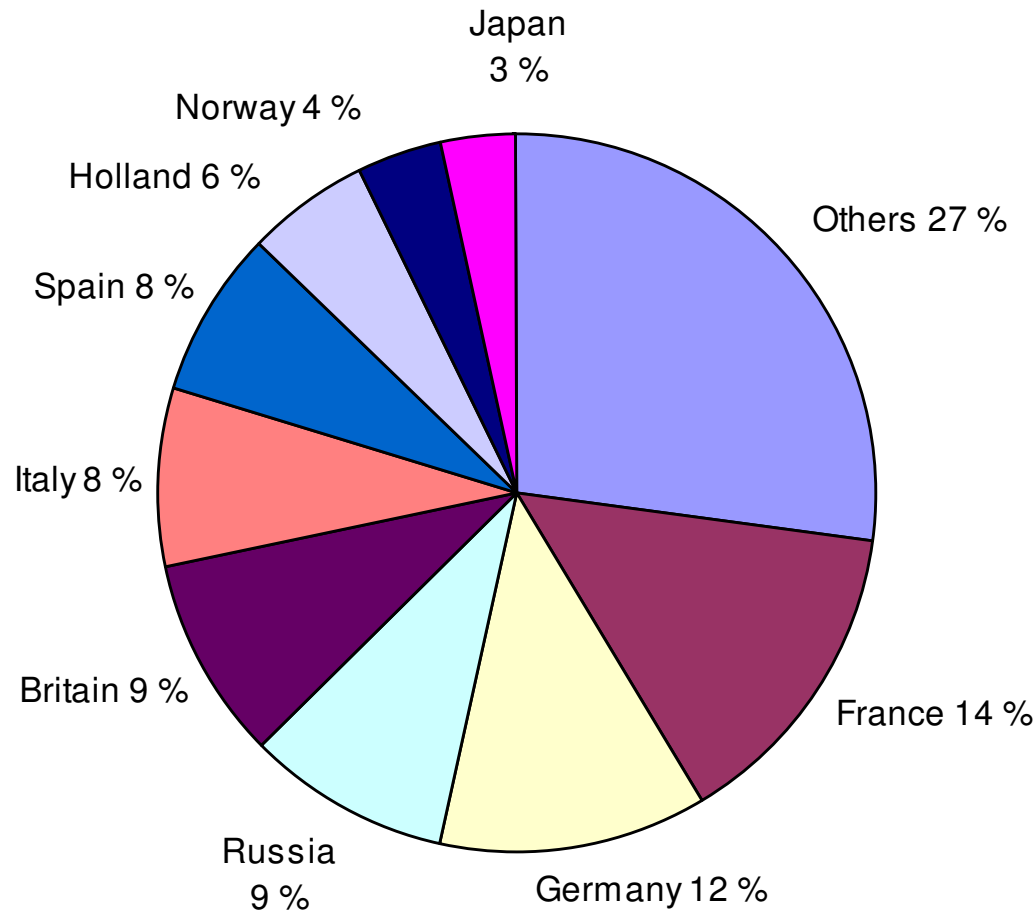


## Registered overnights by seasons in Rovaniemi 2005



Source: Statistics Finland

# International overnights in Rovaniemi



Source: Statistics Finland

<b>Direct income</b>	<b>120 meuros</b>
<b>Indirect income</b>	<b>42 euros</b>
<b>TOTAL INCOME</b>	<b>162 meuros</b>

<b>Impact of earned income revenue</b>	<b>32 meuros</b>
<b>Impact of income tax revenus</b>	<b>6 meuros</b>

**THE OVERALL IMPACT 193 MEUROS**



1. Economical impact
2. Impact on services
3. Impact on the image of Rovaniemi



# Rovaniemi

**T H E   H E A R T   O F   L A P L A N D**  
**F I N L A N D**

Thank you!