In this material, status quo and potential of Kemi-Tornio airport catchment area has been presented. Analysis includes both statistical and quality analysis of Destination Sea Lapland as tourism destination, but also strong export industry region. Material will serve as a strategic tool for route developers and airlines when deciding about new market areas.
TABLE OF CONTENTS

- Future Potential
- District
- Destination Sea Lapland
- Product Highlights
- Kemi-Tornio Airport
- Goals & Co-operation
DESTINATION SEA LAPLAND
**Hub**

- 3-4 hour flight from the main markets of Central Europe
- 8% of the export income of Finland is produced in 20 km radius of the airport
- World famous tourism products and brands in vicinity
- In the mids of vast natural resources
- Logistical hub
  - In the estuary of the several traditional highways: rivers
  - Lapland's connection to sea: global highway
  - Roads leading to the Arctic Ocean
  - In the crossroads of railways
- Historical and modern trade hub of Lapland
- Architectural and cultural hub of Lapland
- Connecting countries and cultures

**Gateway to Arctic**

- Northern Scandinavia is the only Arctic region that can be reached with aircraft suitable for tourism industry
- 90% of the Arctic bed capacity is located in Lapland
DESTINATION SEA LAPLAND
Unique Selling Points

The cultural hub of Lapland
- Historical and modern trade hub
- Diverse cultural events and museums
  - Interesting architecture
  - UNESCO World Heritage Sites

Borderland
- The world's friendliest border
- Northernmost twin city in the World

Brand
- One of the most renowned tourism brands in the world: Lapland
- World famous products: Sampo icebreaker and the first snow castle in the World
- Strong Asian market in tourism
  - Official Port of Santa Claus

Wellbeing
- Largest sauna in the World

Living from nature
- Pure nature and responsible industry living hand in hand
- 8% of export income of Finland
  - The largest recycling facility in Europe
  - High quality local food production and wild food

Gateway to the Arctic
- Logistical hub of Lapland and Arctic

Rivers as a lifeline
- Longest free flowing river in Europe
- 4 salmon rivers
  - Energy source
  - Old trade route

Sweetest sea on earth
- One of the easiest places to experience sea ice
- 2 national parks for observing the remains of last glaciation
- Water in all forms - changing throughout the year
STRONG EXPORT INDUSTRY
8% of the export income of Finland is produced in 20 km radius of the airport

Facts
Companies: 3500
Turn over of the companies: €8.1 billion in year
Growth: 5% year
Inhabitants: 74,000

Outokumpu
Stainless steel factory
The most integrated stainless steel plant in the world
The largest recycling facility in Europe

LNG (Liquefied Natural Gas) terminal

Metsä
Bio product factory
The leading producer of pulp, carton and other bioproducts

Outokumpu mine
Produces 100% of the chrome in EU

Stora Enso
Paper factory
Produces high quality paper
TOURISM ACTIVITIES AROUND THE AIRPORT

TORNOIO RIVER
- Longest free flowing river in Europe
- Traditional fishing
- River ice
- Kayaking

KUKKOLANKOSKI
- Kukkolanlankoski rapids
- Whitewater rafting

TORNOIO CENTER
- Architecture
- Experience factory
- Brewery & Distillery
- Ice hole swimming
- Cross-border golf

KEMI RIVER
- Opening dams
- Fish pass over the dam

KEMI CENTER
- Architecture
- Art museum
- Historical museum
- The Arctic Gems & Comics
- Ice hole swimming
- Swimming
- Year round snow castle
- Ice sculpting
- Spa

KALLI OUTDOOR PARK
- Ski resort
- Cross-country skiing
- Snowshoeing
- Mountain biking
- Nature trails
- Troll experience

SIMO RIVER
- Slow moving river suitable for fly fishing
- Old wooden architecture
- Museum road
- Scenic biking

Kalmiaas Nature Path
- Berry picking
- Nature walk
- Hota

Haparanda Archipelago National Park
- The Bothnian Bay National Park
- Cruise
- Ice fishing
- Ice breaking
- Mobile Cabin
- Outdoor Park: Up hill of the Earth’s crust

Husky Farm
- Berry picking
- Nature Walk
- Hota

Martimoajo wetlands
- Nature Walk
- Hota
HISTORICAL AND MODERN TRADE HUB OF LAPLAND
yearly retail value is 000 €

600 million

Source: Tourism income research of Sea Lapland Tourism (MTI 2016) and Haparanda municipality (2020)
Copyright: Kiila Consulting
AIR TRANSPORT AND TRAVEL INDUSTRY IN NUMBERS
ONLY FRACTION OF THE TOURIST ARRIVE BY AIR

Source: Statistic of Finland. Copyright: Kiila Consulting Oy
NATIONALITIES OF VISITORS
90 nationalities

Source: Statistic of Finland. Copyright: Kiila Consulting Oy
POTENTIAL AT KEMI-TORNIO AIRPORT

POTENTIAL OF KEMI-TORNIO AIRPORT
1 hour catchment area

If the bed capacity of the catchment area would be used 60% and the length of stay would be 4 days. 1 h catchment area comprises of bed capacity in Haparanda, Kemi, Keminmaa, Simo, Tervola and Tornio. 2 h catchment comprises also of Boden, Kalix, Luleå, Överkalix and Övertorneå.

AIR PASSENGER OF KEMI-TORNIO AIRPORT (PAX) 2019

POTENTIAL OF KEMI-TORNIO AIRPORT (PAX) BASED ON ACCOMMODATION CAPACITY

If the bed capacity of the catchment area would be used 60% and the length of stay would be 4 days. 1 h catchment area comprises of bed capacity in Haparanda, Kemi, Keminmaa, Simo, Tervola and Tornio. 2 h catchment comprises also of Boden, Kalix, Luleå, Överkalix and Övertorneå.

POTENTIAL OF KEMI-TORNIO AIRPORT
2 hour catchment area

current pax
27 979

potential
1,8 million pax

Source: Statistics of Finland and Finavia Copyright: Kiila Consulting
23 companies offering YEAR-ROUND ACTIVITIES

Year round
Snow castle
Reindeer farm
Husky farm
Animal farm escape game
Troll experience

Experience factory
• The Dunderland Activity Park
• Escape game
• Brewery
• Distillery
• Club
• Megazone lasergame

Sauna
Gym
Spa
Salt room
Silence safari

UNESCO World Heritage Site
Museums
Art museums
Historical museum
Paper factory museum
Fishing museum
Christmas and Toy museum
The Arctic Gems & Comics

Churches
Movies
Handmade paper factory
Shopping

Fatbiking
Fatbike
Hovercraft tour
ATV Safari

Guided tours
• Reini from past to present
• From Wood to Food
• Bus tour
• Walking tours
• Saint Bridget pilgrimage
• Pirate tour
• Jäger recruit from 1917
YEAR-ROUND EVENTS

- December: Christmas Market
- January: Happy New Year Twice
- November: Autumn Market
- October: Lamprey Fish Event
- September: The Venetians
- August: International Grand Market
- July: Local Food and Handicraft Festival
- June: Free Flowing River Festival
- May: Cross-Border Run
- April: Summer Market
- March: Ski Orienteering World Champions 2022
- February: Ski Trail Event
- January: Winter Rally
- November: Spring Market
- October: Winter Blues & Jazz
- September: Ice Fishing Competition
- August: Cross-Lapland Marathon
- July: Tornio Days
- June: Cross-Lapland Run
- May: White Fish Festivals
- April: Motorcycle for Old Cars
- March: Trail Run
- February: Ski Jumping Championship
- January: Snowmobile National Cup
- December: New Year's Eve Twice

EU-China 2014-2020
TOURISM INFRASTRUCTURE
in Sea Lapland is extensive and open year-round

**Accommodation**
- 3000 beds
- 16 hotels

**Tourism Business**
- 270 tourism companies
- 23 companies offering guided services
- 1 Visit Sea Lapland
- 3 destination management companies
- 60 tour operators operating in the region
- 420 people working for the tourism industry

**Outdoor Activities**
- 2 national parks
- 3 salmon rivers
- 25 nature reserves
- 1 icebreaker
- 3 ski resorts
- 1 private ski hill
- 1 outdoor recreation park
- 42 beaches
- 3 winter swimming places
- 1 reindeer farm
- 2 petting zoos
- 1 zoo
- 1 moose farm
- 4 horse farms
- 2 husky farms
- 4 snowmobile safari companies
- 1 karting
- 1 arboretum

**Support Services**
- 1 hospital
- 8 health care centers
- 10 pharmacies
- 15 gas stations
- 140 repair shops
- 20 hardware stores
- 6 laundries
- 50 cleaning companies

**Transportation**
- 4 airports within 1 hour away
- 3 railway stations
- 1 cruise port
- 1 international bus terminal
- 1 visitor center
- 80 taxi companies
- 10 bus companies
- 5 ship/boat companies

**Tracks**
- 300 km marked hiking trails
- 177 km river kayaking routes
- 100 km mountain biking routes
- 400 km ski tracks
- 250 km snow mobile tracks
- 35 ice skating locations

**Indoor Activities**
- 2 spas
- 5 sauna experiences
- 1 world's largest sauna
- 2 swimming halls
- 1 indoor activity park
- 9 gyms
- 7 equipment rentals
- 10 museums and art exhibitions
- 1 theatre
- 1 city orchestra
- 3 movie theaters
- 2 dance pavilion
- 15 venues for events
- 360 shops

**Food & Beverage**
- 106 restaurants
- 60 cafes
- 20 bars and night clubs
- 35 catering companies
- 40 grocery stores
- X companies producing local food products
- 4 wine stores
- 1 brewery
- 1 whisky distillery
UNIQUE ACCOMMODATION SERVICES
3000 beds and 65 accommodation companies

16 hotels
1 snow hotel
5 boutique hotels
3 VIP accommodations
3 cabins in National Park
162 cabins
10 hostels
7 camping
7 conference hotels
22 accommodation with meeting facilities
163 private accommodations

Accommodation
27 in town
34 in countryside
23 in wilderness
12 fisherman’s & hunter’s lodge

Location
27 in town
34 in countryside
23 in wilderness
12 fisherman’s & hunter’s lodge

View
34 with a view
30 northern lights cabins
29 riverside
9 at seaside
3 on island

Wellbeing
18 with private sauna
3 with spa
6 with swimming pool

Historical
1 retro accommodation
5 historical building
1 dance pavilion
21 traditional accommodation

AVERAGE CUSTOMER RATING:
• TripAdvisor: 3.7 / 5
• Booking: 8.3 / 10
MEDIA COVERAGE in incoming tourism products
MEDIA COVERAGE
in incoming tourism products

- BBC 2020: World's Most Scenic Railway
- FRANCE 5 2019: Échappées belles - The Great Escapes
- Hong Kong TV / TVB J2 2019: Hipster tour
- Channel 5 UK 2019: Blind date
- NTRNZ Media Ltd 2019: Magic in Lapland -series
- Channel AWE 2018: Global Passport USA. Seen in over 30 million homes across the USA, Caribbean, and parts of Asia.
- The Travel Channel / Atlas Media 2017 & 2018: Extreme Hotels
- ADR Germany 2018: People in the polar night
- NDR (ARD) Ostseereport 2017
- Bablo films 2017: Dudeson Meanwhile in Finland
- France TVS 2017: A la conquête des Océans
- Finnair ja Visit Finland 2016: Polar Night Magic
- Lonely Planet 2011-