

KEMI-TORNIO AIRPORT

in Lapland, Finland

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.

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DESTINATION SEA LAPLAND

FAR-OFF CENTRAL LOCATION

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

Rivers as a lifeline

- Longest free flowing river in Europe
- 4 salmon rivers
 - Energy source
 - Old trade route

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

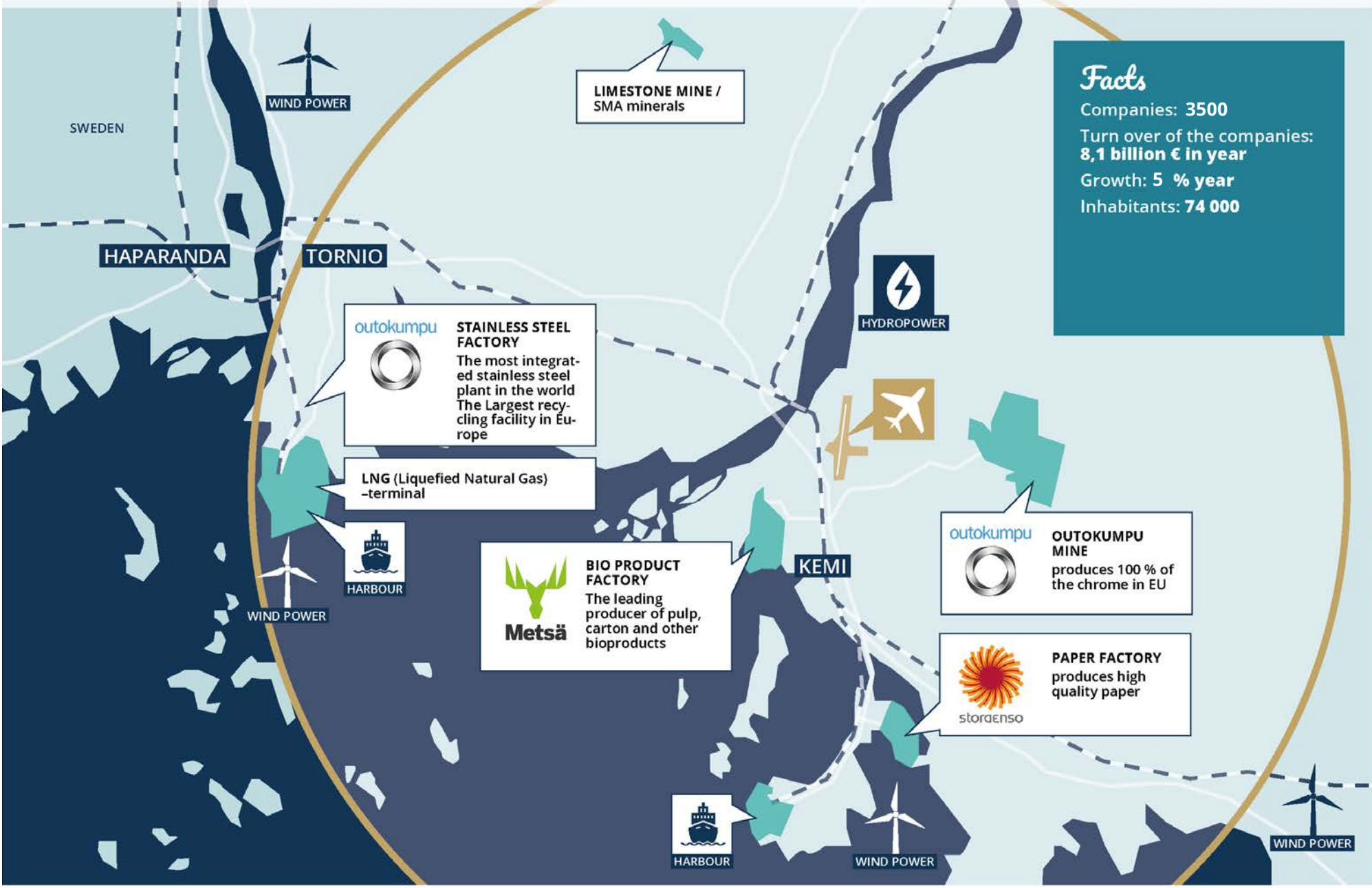
Sweetest sea on earth

- One of the easiest places to experience sea ice
- 2 national parks for observing the remains of last glacialation
- Water in all forms - changing throughout the year



STRONG EXPORT INDUSTRY

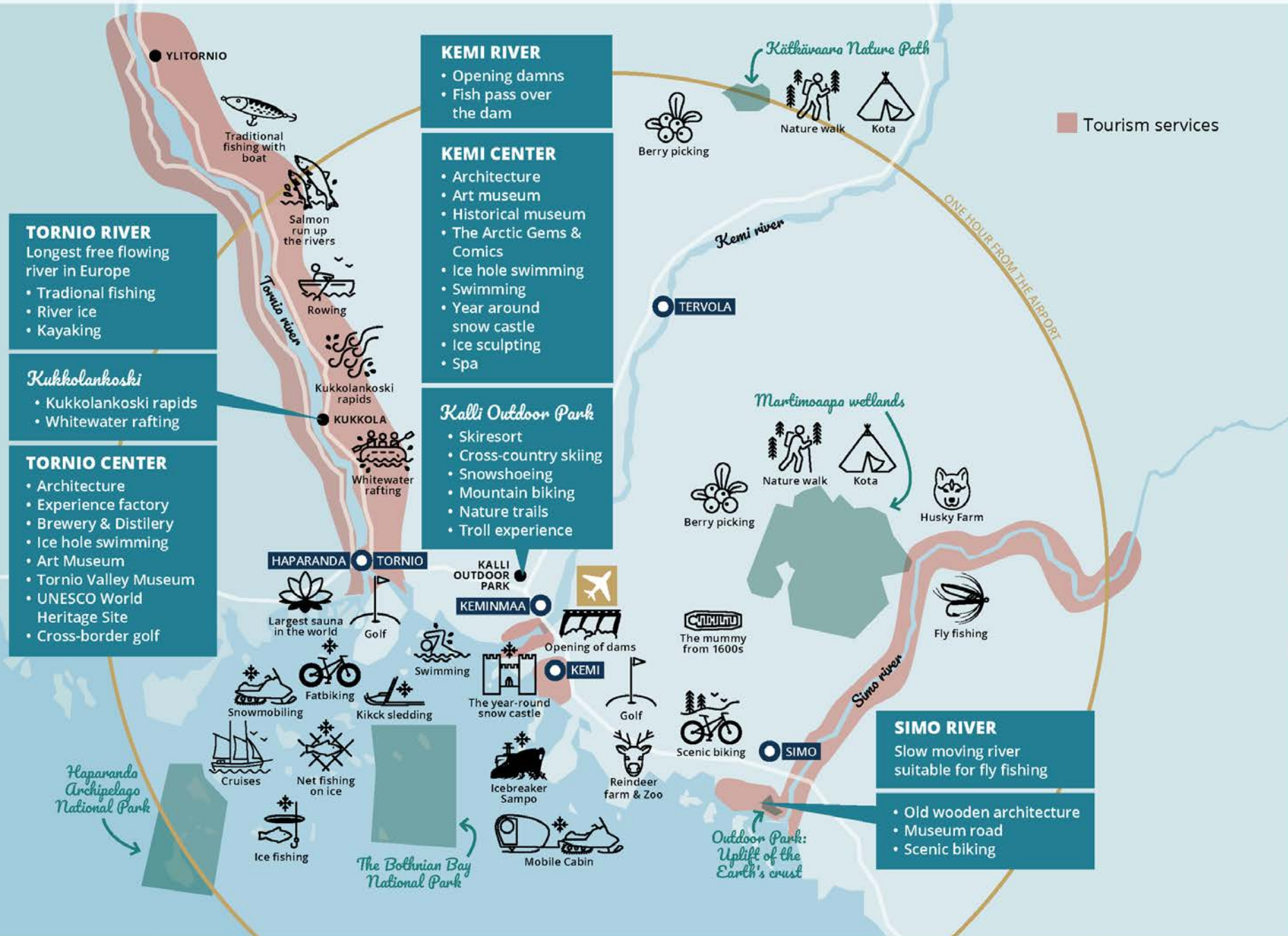
8 % of the export income of Finland is produced in 20 km radius of the airport



Facts

- Companies: **3500**
- Turn over of the companies: **8,1 billion € in year**
- Growth: **5 % year**
- Inhabitants: **74 000**

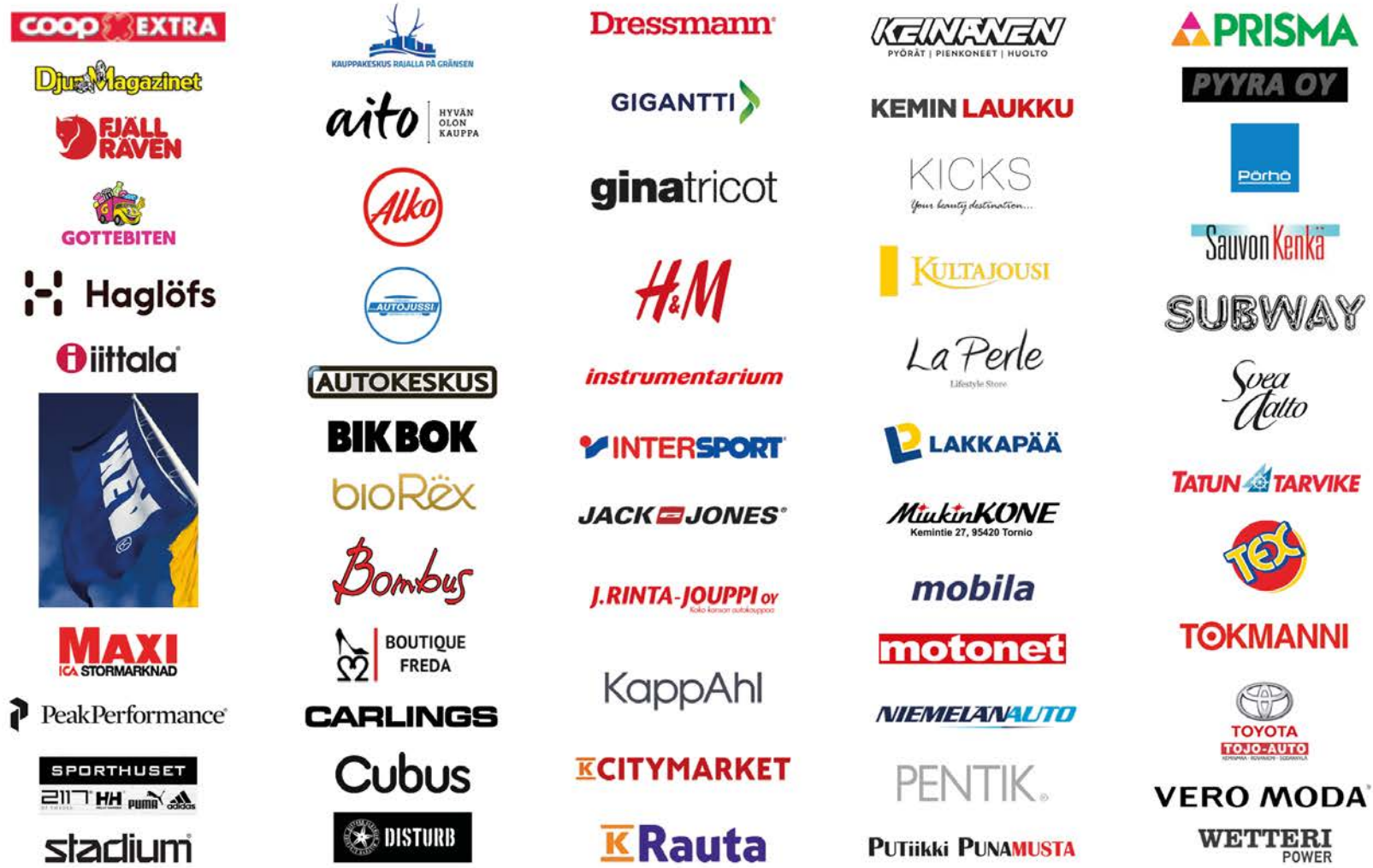
TOURISM ACTIVITIES AROUND THE AIRPORT



HISTORICAL AND MODERN TRADE HUB OF LAPLAND

yearly retail value is 000 €

600 million



District

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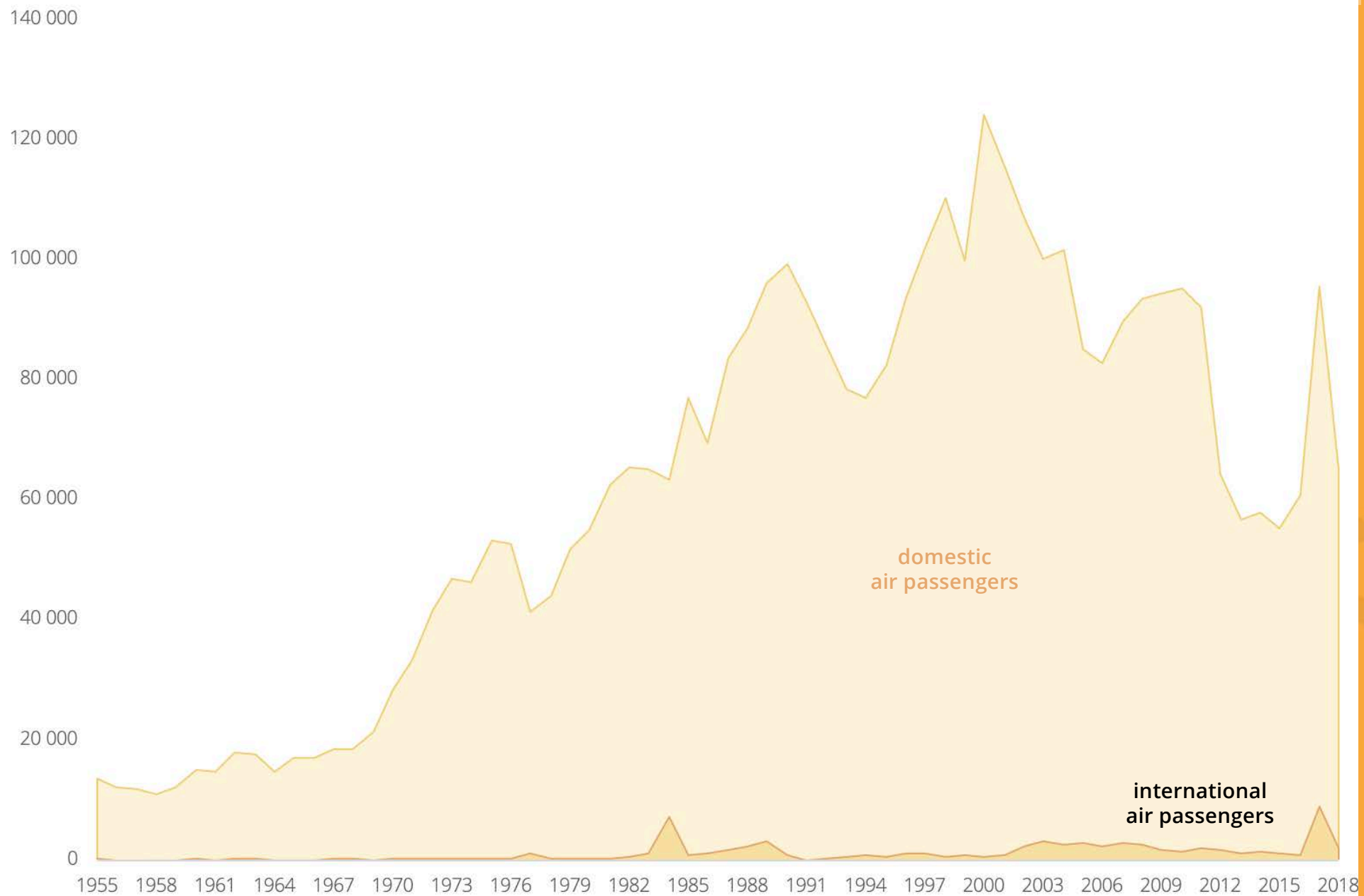
Kemi-Tornio
Airport

Goals &
Co-operation

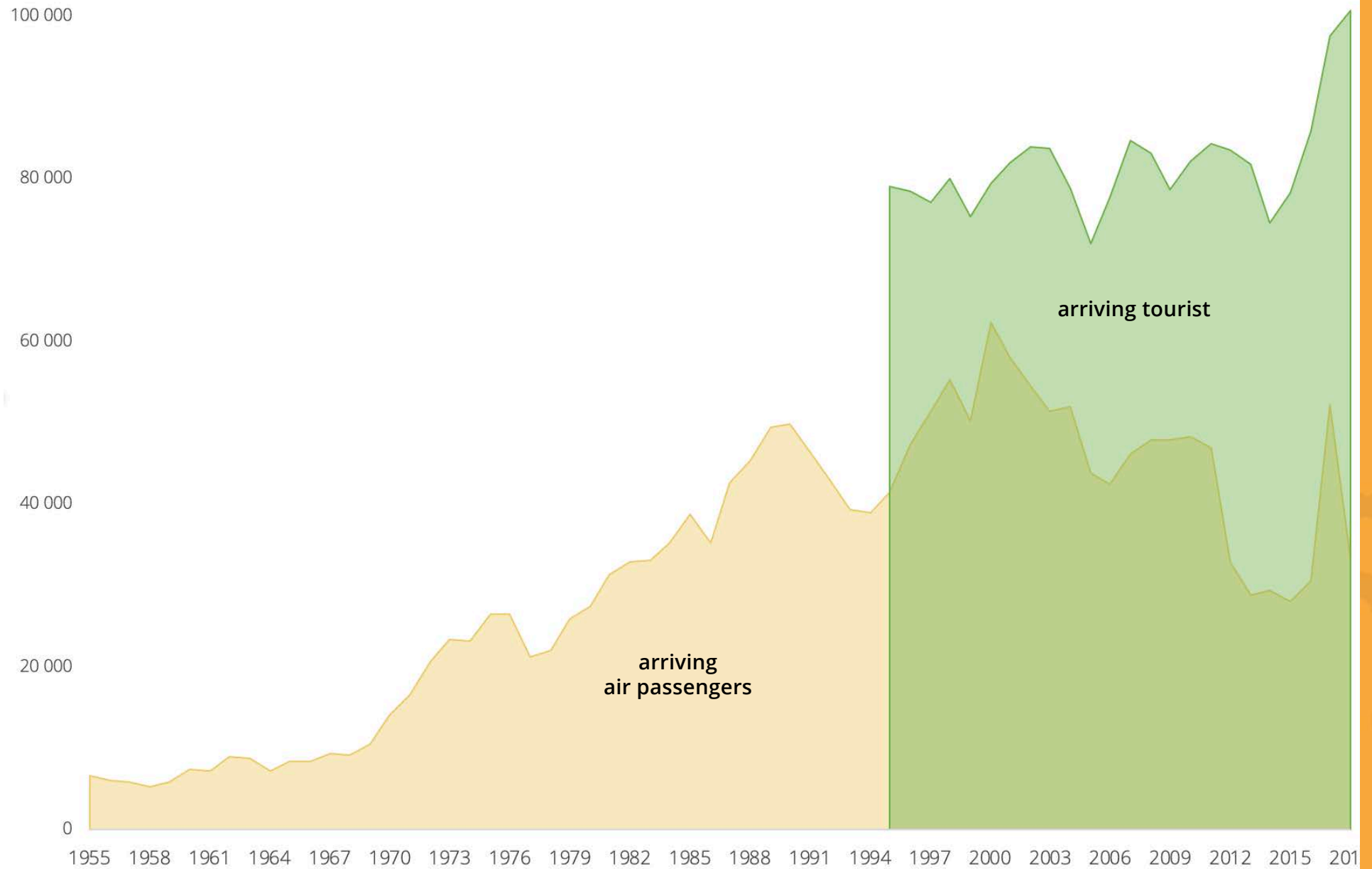
Destination
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AIR TRANSPORT AND TRAVEL INDUSTRY IN NUMBERS

AIR PASSENGERS

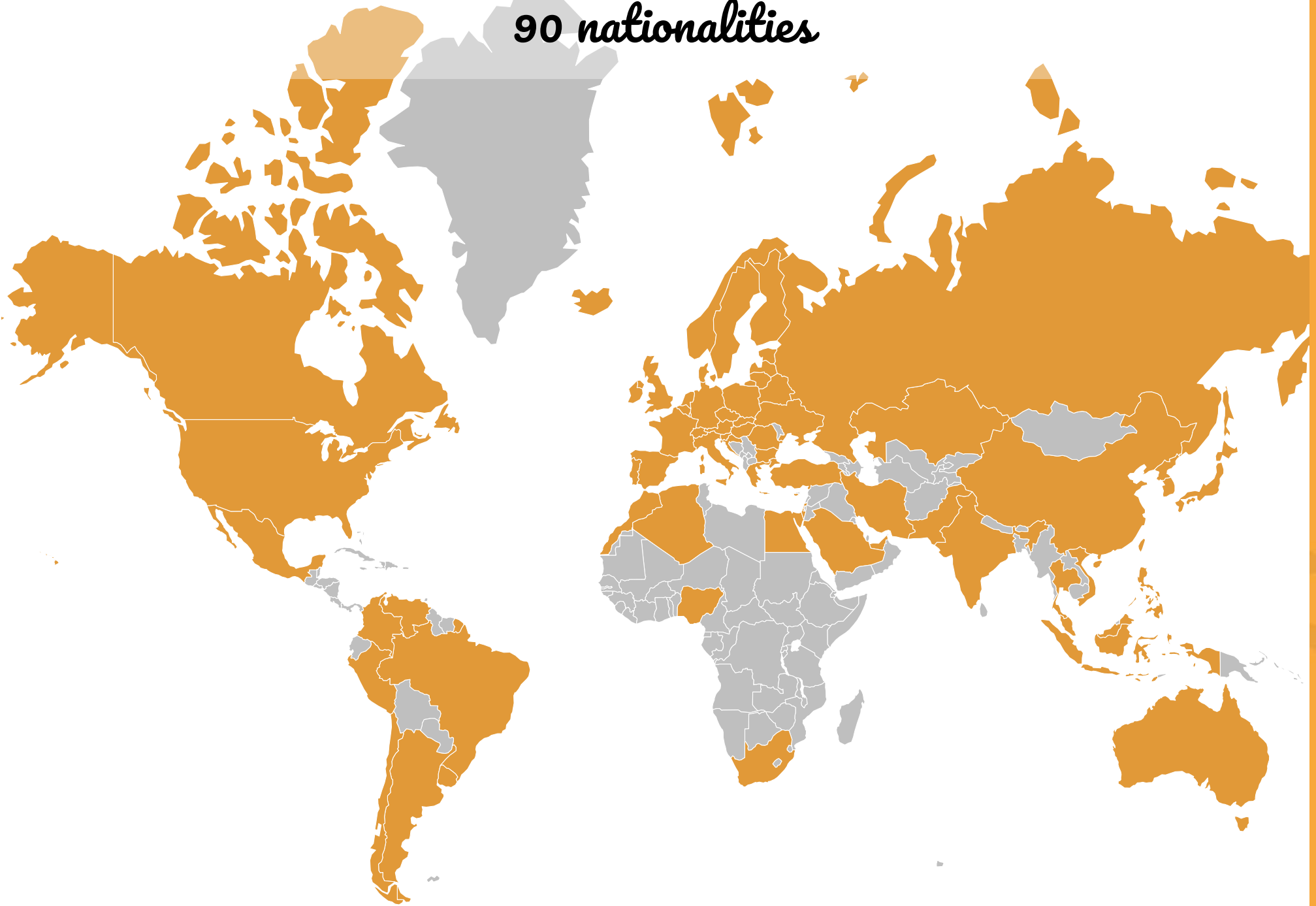


ONLY FRACTION OF THE TOURIST ARRIVE BY AIR



NATIONALITIES OF VISITORS

90 nationalities



**Future
Potential**

Kemi-Tornio
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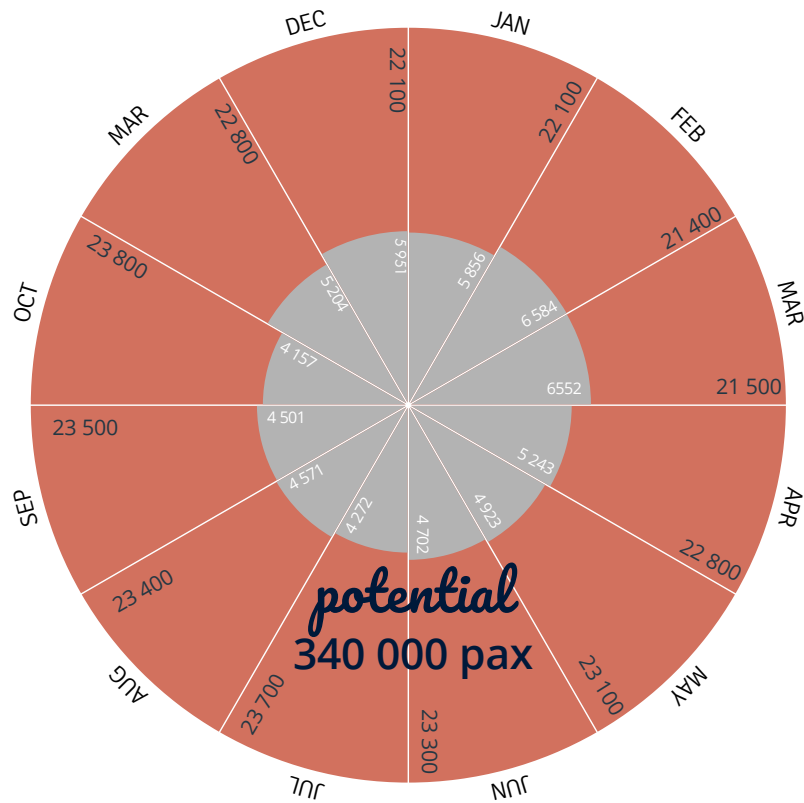
District

Destination
Sea Lapland

**FUTURE
POTENTIAL**

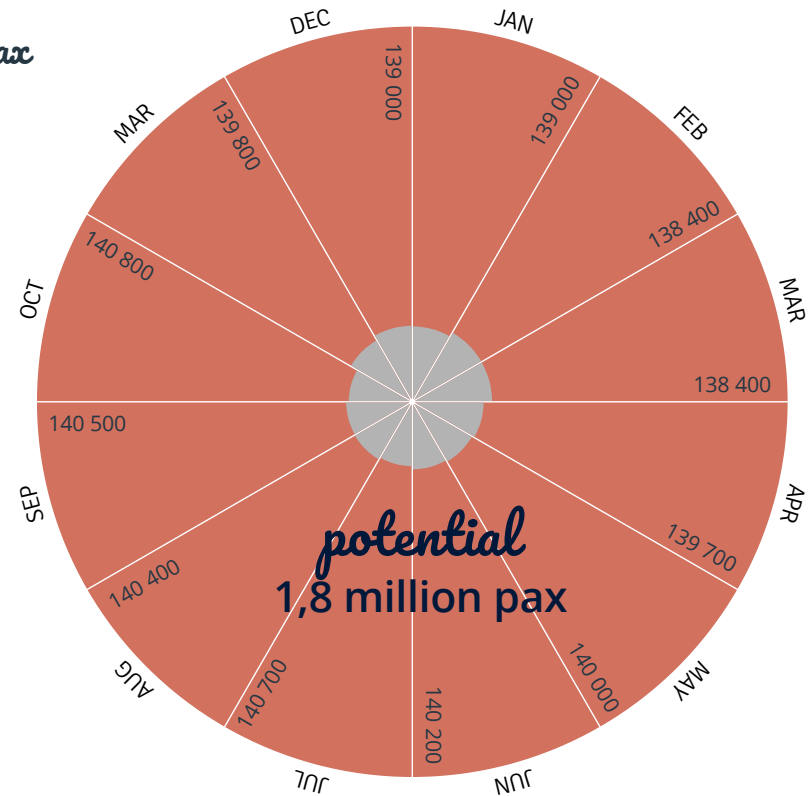
POTENTIAL AT KEMI-TORNIO AIRPORT

POTENTIAL OF KEMI-TORNIO AIRPORT
1 hour catchment area



POTENTIAL OF KEMI-TORNIO AIRPORT
2 hour catchment area

current pax
27 979

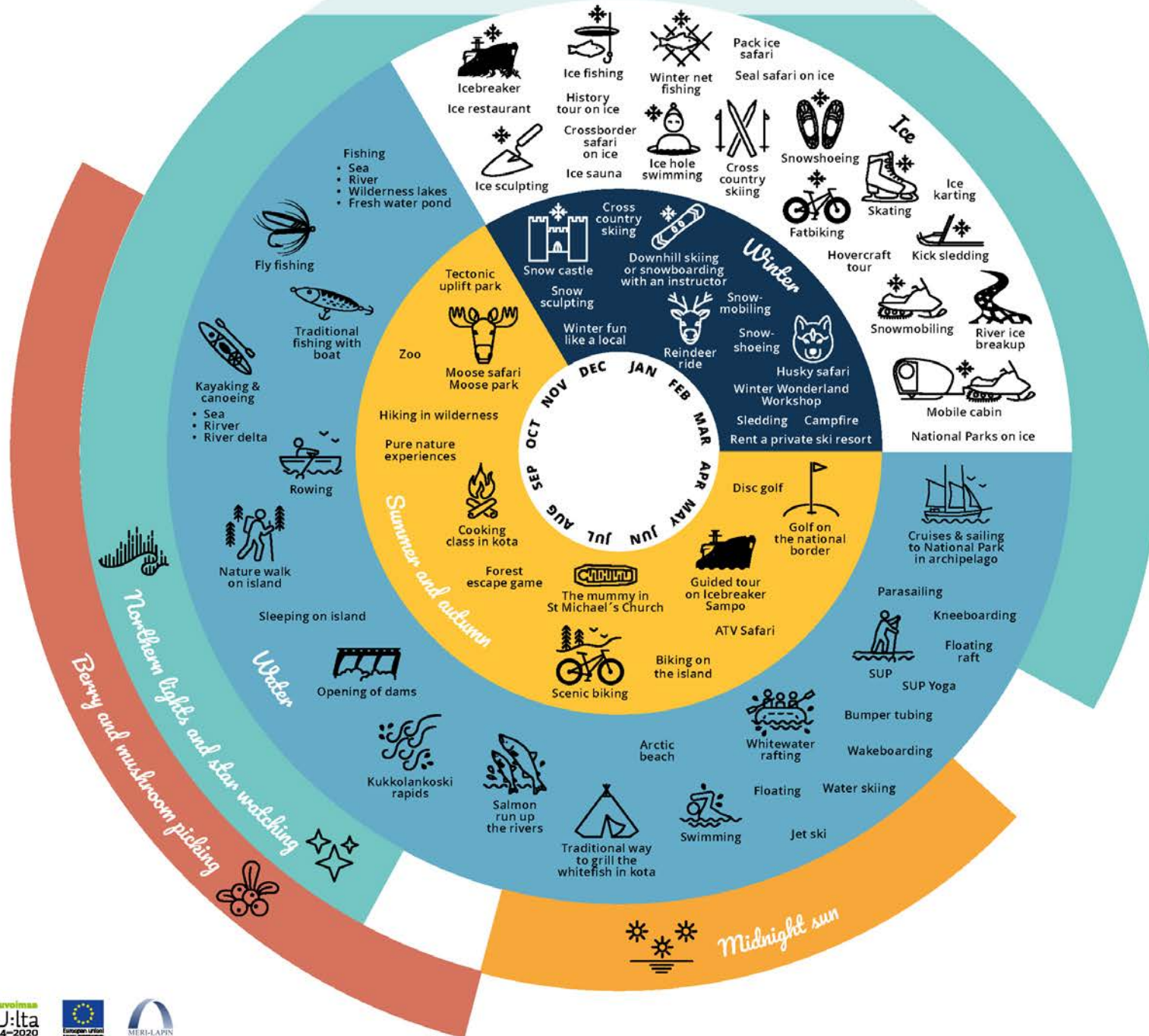


● AIR PASSENGER OF KEMI-TORNIO AIRPORT (PAX) 2019

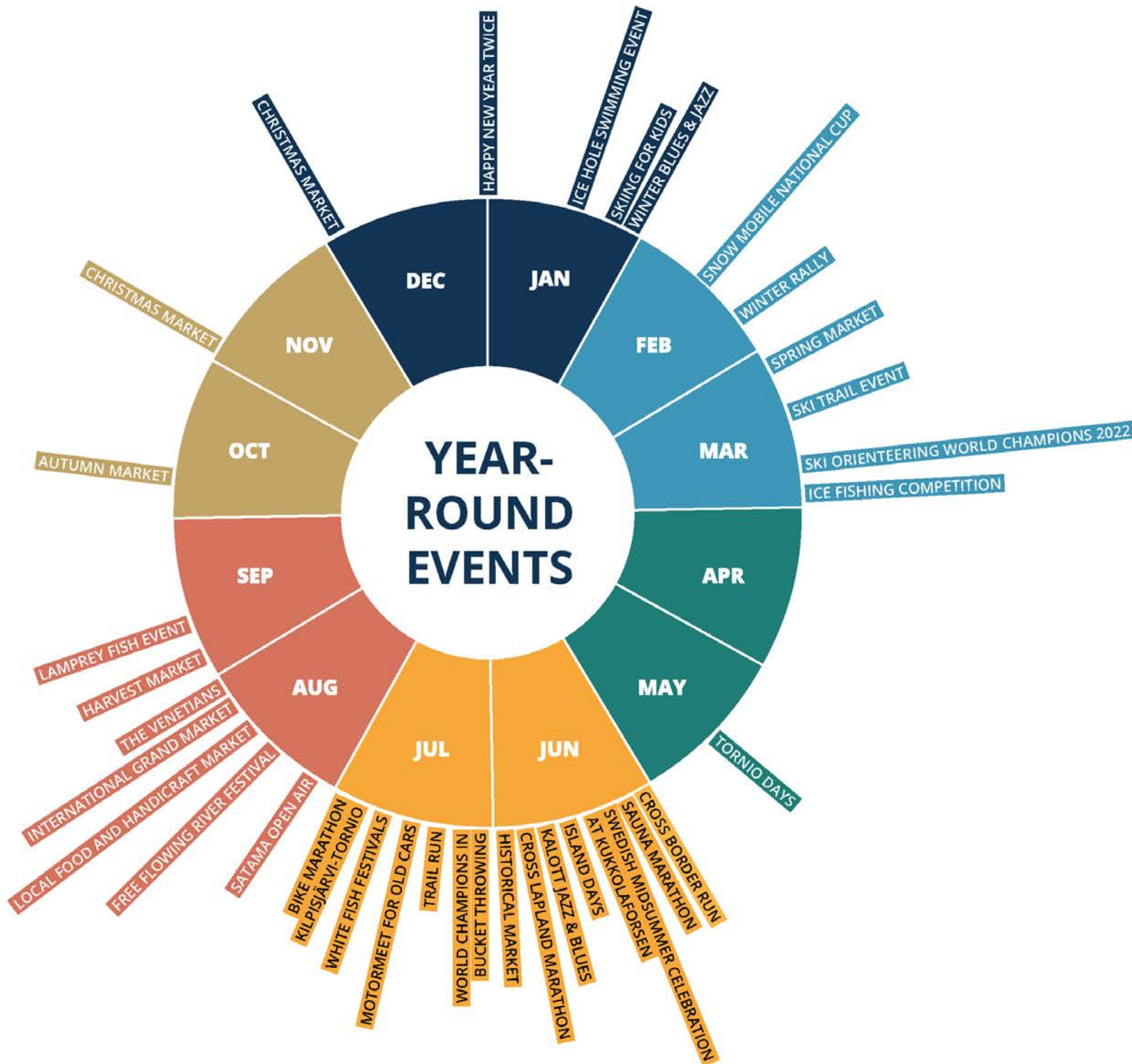
● POTENTIAL OF KEMI-TORNIO AIRPORT (PAX) BASED ON ACCOMMODATION CAPACITY

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, Kemijärvi, Simo, Tervola and Tornio. 2 h catchment comprises also of Boden, Kalix, Luleå, Oulu, Rovaniemi, Pello Ylitornio, Övertorneå and Övertorneå.

23 companies offering YEAR-ROUND ACTIVITIES



- ## Year round
- Snow castle
 - Reindeer farm
 - Husky farm
 - Animal farm escape game
 - Troll experience
 - Experience factory
 - The Duudsons 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
 - eFatbike
 - Hovercraft tour
 - ATV Safari
 - Guided tours
 - Kemi from past to present
 - From Wood to Food
 - Bus tour
 - Walking Tours
 - Saint Bridget pilgrimage
 - Pirate tour
 - Jäger recruit from 1917



TOURISM INFRASTRUCTURE

in Sea Lapland is extensive and open year-round

Acomodation

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 resort
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

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 pavillion
15 venues for events
360 shops

Support Services

1 hospital
8 health care centers
10 pharmacies
15 gas stations
140 repairs shops
20 hardware stores
6 laundries
50 cleaning companies

Transportation

4 airports 2 hours 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

Food & Beverage

106 restaurants
60 cafes
20 bars & night clubs
35 catering companies
40 grocery stores
X companies producing local food products
4 wine stores
1 brewery
1 whisky distillery

Lapland
Sea

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

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

View

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

Wellbeing

- 1 retro accommodation
- 5 historical building
- 1 dance pavillion
- 21 traditional accomodation

Historical

AVERAGE CUSTOMER RATING:

- Trip Advisor: 3.7 / 5
- Booking: 8.3 / 10



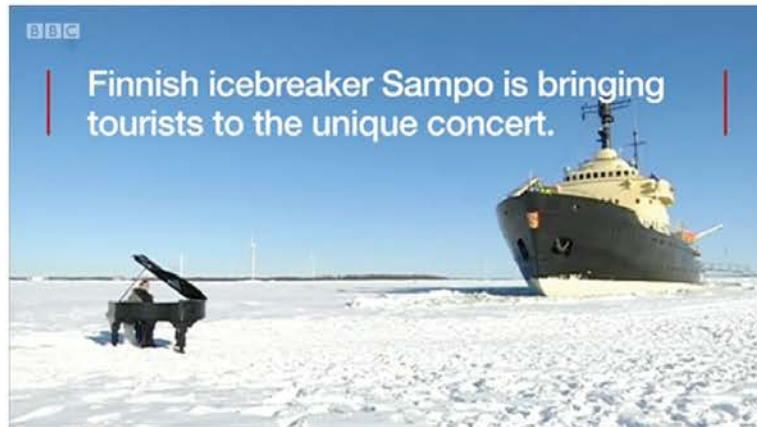
MEDIA COVERAGE

in incoming tourism products



MEDIA COVERAGE

in incoming tourism products



- **BBC 2020:** World's Most Scenic Railway
- **Business Insider 2020:** <https://www.businessinsider.in/retail/restaurants/19-of-the-most-unique-restaurants-around-the-world/slidelist/52421356.cms>
- **CNN 2020:** http://lite.cnn.com/en/article/h_6f752f52f-dcdd2957472da963efce75a
- **FRANCE 5 2019:** Echappées 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
- **Business Insider 2019:** <https://www.businessinsider.com/finland-number-one-country-to-travel-to-in-2019-2019-1?r=US&IR=T>
- **Channel AWE 2018:** Global Passport USA. Seen in over 30 million homes across the USA, Caribbean, and parts of Asia.
- **Forbes 2018:** <https://www.forbes.com/sites/ranagood/2018/12/30/3-extraordinary-restaurants-youll-want-to-visit-in-2019/#29d3acea37b5>
- **The Travel Channel / Atlas Media 2017 & 2018:** Extreme Hotels
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- **Business Insider 2017:** <https://www.businessinsider.com/what-to-do-in-finland-2017-7?r=US&IR=T>
- **NDR (ARD) Ostseereport 2017**
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- **France TV5 2017:** A la conquête des Océans
- **Business Insider 2017:** <https://markets.businessinsider.com/news/stocks/the-symphony-of-extremes-visit-finland-and-apocalyptic-create-music-from-finnish-dna-1001875766>
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- **Finnair ja Visit Finland 2016:** Polar Night Magic
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- **Lonely Planet 2011-**
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- **The New York Times 1990:** <https://www.nytimes.com/1990/09/08/world/confrontation-in-the-gulf-reporter-s-notebook-for-speed-ball-bush-on-to-helsinki.html>