

Business Fact Sheet for Rovaniemi TOURISM

The Heart of Lapland, Finland
Promoted by Santa Claus





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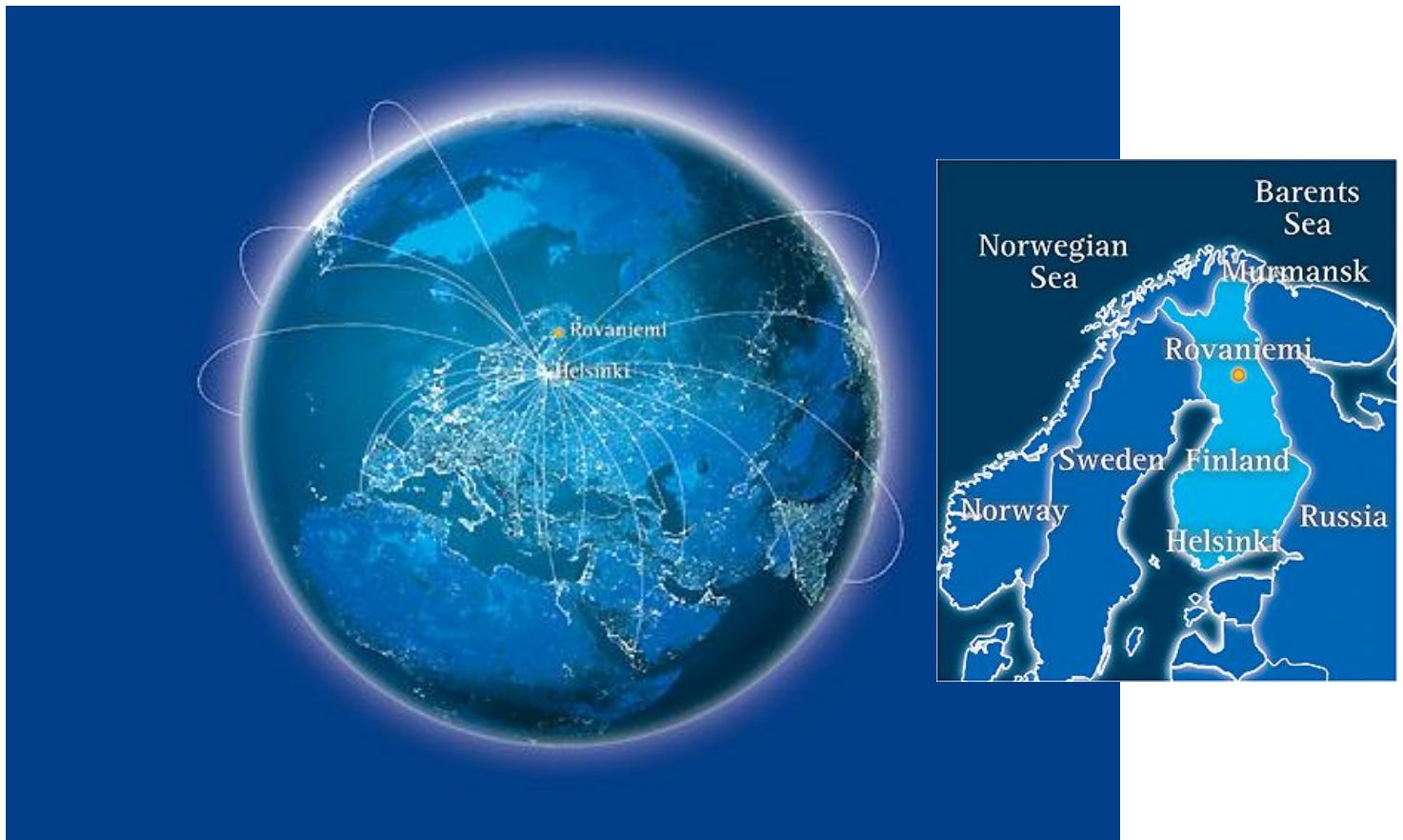
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The Tourism Sector in Rovaniemi

Facts in Brief

1. Rovaniemi region forms a unique combination of a lively modern city surrounded by exotic Lappish nature. Rovaniemi lies on the Arctic Circle at the confluence of two of Finland's major rivers and is surrounded by hills. Summertime visitors experience midnight sun when the sun never sets; wintertime it is sometimes possible to see flashes of northern lights (aurora borealis) in the sky.
2. World Capital of Christmas. The Christmas theme is at all times present and the visitor can meet Santa Claus around the year. The Sámi ethnic culture and reindeer husbandry complement this image.
3. Finland's most popular tourist destination for international visitors after Helsinki. Thanks to many sights, different seasons and congress traditions, Rovaniemi is a year-round destination.
4. The main attractions in or close to Rovaniemi are:
 - a. The Arctic Circle
 - b. Santa Claus, Santa Claus Village and SantaPark
 - c. Ounasvaara Sports and Skiing Centre with its beautiful golf course
 - d. Many sights in nearby areas (e.g. Ranua Wildlife Park; Kemi Snow Castle and ice-breaker "Sampo"; Pyhä-Luosto fell resort)
5. Rovaniemi is easily reachable from around the world. The "Official Airport of Santa Claus" is an international airport at a 10-minute drive from the city centre. No traffic jams!
6. City services, modern infrastructure and qualified personnel. Rovaniemi is with its almost 60,000 inhabitants the capital of Lapland Province. Thanks to a growing population it offers a steady stream of new employees graduating from several educational establishments, including two universities.
7. Significant growth potential in tourism. Tourism investments offer even more potential: tourism income is predicted to triple by 2020 in Lapland. Even climate change increases the competitive advantage of Lapland as fewer places in the world can guarantee snow. As the "gateway to Lapland" and as a fascinating destination by itself Rovaniemi is set to benefit from the growth boom.

For more info see: www.investinarctic.com and www.visitrovaniemi.fi



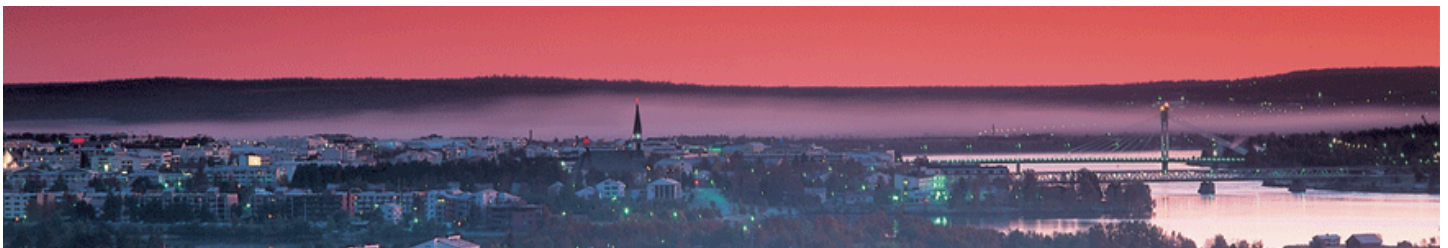
General Overview

1. Rovaniemi is a unique tourist destination and an international centre of tourism. Rovaniemi is the capital of Lapland, and its surface area (8,016 km²) makes it Finland's, if not Europe's, largest city. Rovaniemi has a population of around 60,000, and there are about 14,000 reindeer in the region. It is 800 km north from the national capital Helsinki.
2. The Arctic Circle passes through Rovaniemi (latitude 66 degrees 33'07" minutes north). It's a magnetic attraction and a memorable experience for tourists arriving from all round the world. In summer, the sun doesn't set on the Arctic Circle - rather the midnight sun lights up the Northern nights; in winter, visitors and locals can admire the beautiful shimmering Northern Lights. Rovaniemi is the only city in the world where you can cross the Arctic Circle safely and in comfort because the city is able to offer its tourists diverse services on a grand scale, both in summer and in winter.
3. Home town of Santa Claus. Visitors can experience the excitement of meeting him in person at his Office on the Arctic Circle every day of the year. Santa's own official Post Office is located near to his Office. Each year he receives around 500,000 letters from children and grown ups all round the world. All the letters are opened, and answers are sent to those that include a return address.
4. Winter activities. Special programmes are arranged for tourists so that they can enjoy Christmas and winter: they get to meet Santa, drive reindeer and huskies, go on snowmobile safaris, ski on Ounasvaara hill and play in the snow. Some make a flying visit to Rovaniemi for just a day to experience the Christmas tale - this is easy to do because Rovaniemi has a busy international airport and excellent traffic connections.



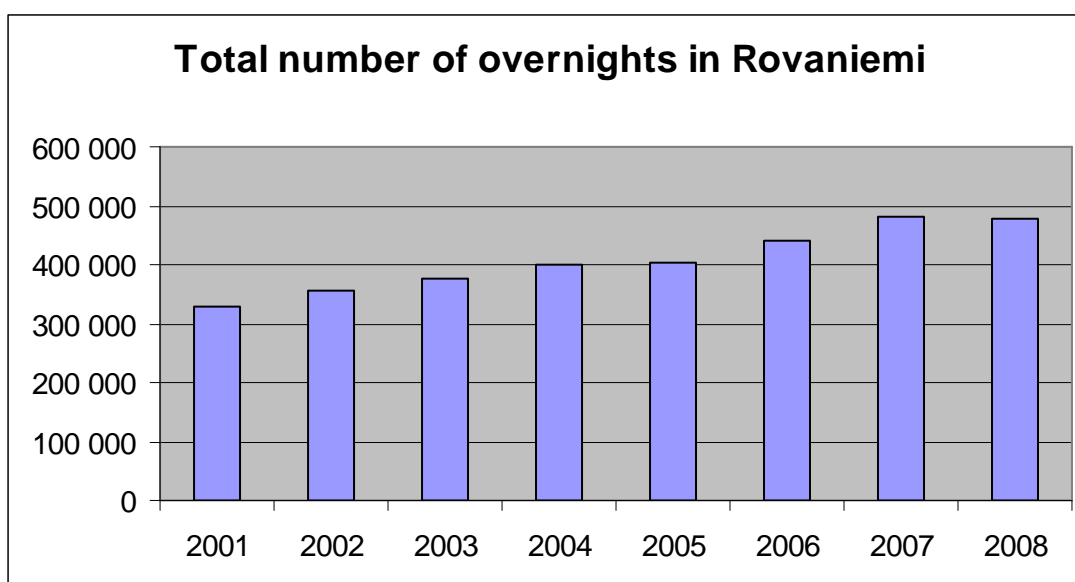
5. Summer activities. Summer brings visitors who come to gaze at the midnight sun and summery Lappish nature. There are many nature activities to try out in summer: riverboat cruises, angling, quad bike safaris, whitewater rafting and hiking trips... and the Arktikum Museum and Ranua Wildlife Park are unique places to visit. With boutiques that cater to all tastes, Rovaniemi is also a good place to go shopping.
6. Congresses. Rovaniemi has a unique setting for conferences and congresses; people attending a meeting can enjoy the pulsating city and peaceful nature at one and the same time. This University City and administrative and business centre of Lapland has organized international events for decades. More info: www.rovaniemicongresses.com.
7. Concentration of tourist businesses. The experienced operators are networked regionally so as to seamlessly offer services also to other areas of Lapland. Just behind Helsinki as the top destination in Finland for foreign tourists, Rovaniemi offers ample business opportunities in the sector.
8. Finland markets itself with 4Cs: Credible, Creative, Contrasts and Cool. These are appropriate in the case of Rovaniemi too:
 - a. Credible. Lappish people are honest, straight-talking and hard-working people, who do their best to make the guest feel welcome.
 - b. Creative. Rovaniemi is a vibrant cluster for the creative industries with several recognized companies and supporting organisations such as Finnish Lapland Film Commission and Lapland Centre of Expertise for the Experience Industry, LEO. This "creative madness" positively radiates into the tourism sector helping to create unique experiences to the visitors.
 - c. Contrasts. Nature in Rovaniemi is so different around the year that the city boasts of having eight seasons. Around-the-clock light summertime, almost no sun in mid-winter but occasional northern lights (aurora borealis) are exotic contrasts.
 - d. Cool. Well, winters can be cool, but summers are summers even in Lapland. Being "cool" can also be interpreted so that local people are ready to defy the elements to make their success stories.

Welcome to Rovaniemi!



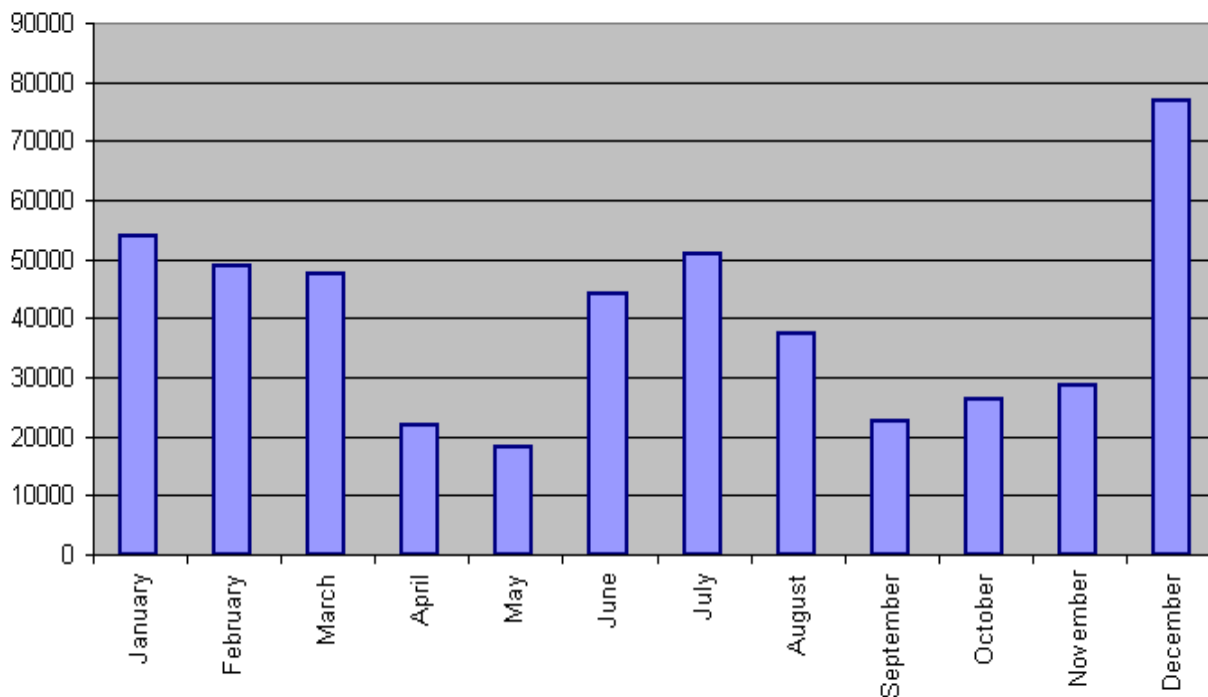
Rovaniemi Tourism in Figures

1. North of Helsinki, Rovaniemi is the most popular destination for foreign visitors
2. Rovaniemi records almost half a million overnights per year. However, this figure does not include the significant amount of unregistered overnight stays (in cottages etc.).
3. The value of accommodation turnover amounted to EUR 19.66 million in 2008.
4. Rovaniemi's registered accommodation capacity was 3,138 in December 2008
5. The mean price per night in Rovaniemi was EUR 40.48 in 2008
6. The room occupancy rate for all Rovaniemi's accommodation establishments was 50.7 percent in 2008
7. Together the direct and indirect employment effects that tourism creates in the Rovaniemi region are approximately 1,500 person-work years.
8. During the Christmas season of 2008, there were more than 190 charter flights. In 2008 there were more than 194 media representatives from 34 countries visiting the city.
9. Overnights represented by Finns totalled 219 653 in 2008, representing 46 % of all overnights.
10. The following were the biggest foreign nationalities in 2008:
 - a. Russia (32,400)
 - b. Germany (28,300)
 - c. France (24,000)
 - d. Great Britain (23,200)



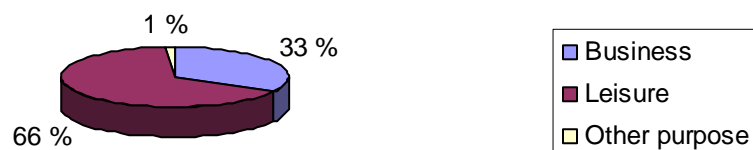


Registered overnights in Rovaniemi by month in 2008



Source: Statistics Finland

Overnights by purpose of visit January-December 2008



Year	2001	2002	2003	2004	2005	2006	2007	2008
Price per night €	39,07	40,13	39,58	39,01	40,06	38,07	40,2	40,48
Occupancy rate	41,30 %	40,10 %	41,60 %	46,00 %	44,40 %	45,30 %	51,30 %	50,70 %

For more figures, please refer to the statistical annex of this document.

Climate and Nature

Cold and warmth, light and darkness

In Lapland, there are huge swings between the seasons - dramatic changes in temperature, the amount of light and vegetation. Winter in Rovaniemi lasts from November to April, so there's snow on the ground for about six months - most of it in February and March when the snow cover can be as much as 50-70 cm thick. The lakes and rivers freeze over, forming such a strong ice sheet that you can drive a truck over it.

The record cold temperature was - 45.3°C but generally, winter temperatures remain in the region of - 10 to - 20°C. On clear winter evenings and nights, the sky can come alive with the red or green shimmering colours of the Northern Lights. These dazzling colours are generated by solar particles as they collide with the earth's atmosphere. The phenomenon is fairly regular. In winter, it is light for only a short time and by the time Christmas arrives, daylight is merely a moment of blue-grey as the sun peeps above the horizon for just a couple of hours.

The days get longer with the approach of spring. The summer nights are bright because the sun never sets. You can see the midnight sun in Rovaniemi from 6 June-7 July. In July, the temperature can reach as high as +30°C.



Picture: The eight seasons of Rovaniemi

A modern way of life close to nature

Just like all Finns, the people of Rovaniemi love nature. The variation in the seasons is a great joy, and the city residents value the fact that nature is right at their front door. In this city, you can go berry and mushroom picking, skiing, hiking and fishing, and drive a snowmobile close to the city centre. Despite the relaxed rhythm of life and closeness to nature, the living environment and business life are very modern. The key industries in the city include ICT, cold and winter technology, wood, foodstuffs and tourism. Traditional reindeer husbandry is practised in the region and it, too, makes good use of modern technology.

The people of Rovaniemi have harnessed technology to enhance nature experiences. Many a tourist wants to see the phenomenon of the northern sky - the Northern Lights. The people of Rovaniemi were the first in the world to develop a service where visitors can arrange for an alarm to be sent to their mobile phone when the Northern Lights are visible.

Accommodation

1. There are more than 1000 officially registered rooms in hotels or other accommodation establishments. Seven hotels are situated in or close to the centre:
 - a. Clarion Hotel Santa Claus (www.hotelsantaclaus.fi)
 - b. Sokos Hotel Vaakuna (www.vaakunarovaniemi.fi)
 - c. Hotel Rantasipi Pohjanhovi (www.rantasipi.fi)
 - d. City Hotel (www.cityhotel.fi)
 - e. Hotel Cumulus Rovaniemi (www.cumulus.fi)
 - f. Lapland Hotel Sky Ounasvaara (www.laplandhotels.com)
 - g. Hotel Aakenus (www.hotelliaakenus.net)
2. Outside the city you find in addition e.g.
 - a. Lapland Hotel Bear's Lodge (www.laplandhotels.com) some 25 minutes from the centre
 - b. Hotel Ilveslinna (www.hotelliilveslinna.fi) in Ranua
3. A new Spa Hotel on the shore of Kemijoki river (on the so-called Valionranta beach) has been awarded to the winner in 2008. The winning proposal is called "Snow". The hotel is expected to be completed in 2011 and has the following characteristics:
 - a. 250-300 rooms
 - b. Total area: 30,400 square metres on a ground of 4.2 hectares
 - c. Contractor: Arina
 - d. Builder: Skanska
 - e. Projected cost euro 90-100 million
 - f. Direct employment effect: 170-250 people

Travel Agencies and Tour Operators

There is a large number of very professional operators, which arrange safaris and many other types of activities.

1. Arctic Safaris (www.arcticsafaris.fi)
2. Eräsetti (www.erasetti.fi)
3. Lapland Leisure Tours Ltd/ DMC (www.laplandleisuretours.com)
4. Lapland Safaris (www.lapinsafarit.fi)
5. Lapland Vip Tour DMC (www.laplandviptour.fi)
6. Safartica (www.safartica.com)
7. Wild North (www.villipohjola.fi)

Activities



Rovaniemi offers such an abundant choice of places to visit that it is not advisable to list everything here. More information can be found on the website www.visitrovaniemi.fi. However, here is a sample of activities so as to give a picture.

1. Christmas and the Arctic Circle. Santa Claus, Santa Claus Village, Ice Park Finland - Ice World and SantaPark.
2. Safaris. According to the time of the year, e.g. the following safaris are possible: snowmobile, husky, reindeer safaris, fishing, rafting, hiking, horseback riding and squad trips.
3. Sports. Not least thanks to the Ounasvaara Sports and Skiing Centre a wide selection of activities are available in Rovaniemi. Sports include: golf (under the midnight sun summertime or even on the ice wintertime), alpine and cross-country skiing, ski jumping (for professionals!), snowboarding (super half pipe), swimming indoor and outdoor, Nordic walking and snowshoeing, mountain biking on purpose-made trails.
4. Wellbeing and pampering. Ounasvaara Sports and Skiing Centre with its beautiful golf course and spa.
5. Restaurants and nightlife. Lappish food is known for its pure taste from the wild nature. There are also several big restaurants with special themes, see for instance Snowland (www.snowland.fi) with its igloo restaurant and Santamus (www.santamus.fi) which offers a nature experience while being inside.
6. Culture.
 - a. Arktikum arctic museum and exhibition on northern nature and its Sámi indigenous people.
 - b. The Korundi Art House hosts as of January 2010 The Chamber Orchestra of Lapland as well as Rovaniemi Art Museum
 - c. Rovaniemi also has several buildings designed by Finland's foremost architect Alvar Aalto.
7. Shopping. In addition to having a bustling town centre with a wide variety of services, there are also five shopping centres holding a total of over 150 shops. The Santa Claus Village is also a popular place for shopping.
8. Nearby destinations
 - a. Ranua Wildlife Park (www.ranuazoo.com)
 - b. Kemi Snow Castle and ice-breaker "Sampo" (www.kemi.fi)
 - c. Pyhä-Luosto fell resort (www.pyha.fi)

Supporting Services

1. Because of the sector's importance to Rovaniemi, there is an ample supply of tourism-related service providers. Here follow some examples:
 - a. Accommodation: Rovaniemi has hotels of different categories. The long-term growth trend means new investments will be needed. At the moment Rovaniemi lacks a hotel in the luxury category.
 - b. Congress facilities: Rovaniemi is very popular as a congress destination and offers high-class facilities.
 - c. Service providers: Reindeer/husky/snowmobile safaris, river boat trips and many other types of excursions are provided by a large number of service providers.
 - d. Sport facilities: Ounasvaara Sports and Skiing Centre with its beautiful golf course is well-known in Finland and increasingly also internationally.



Picture: Ounasvaara Skiing Center

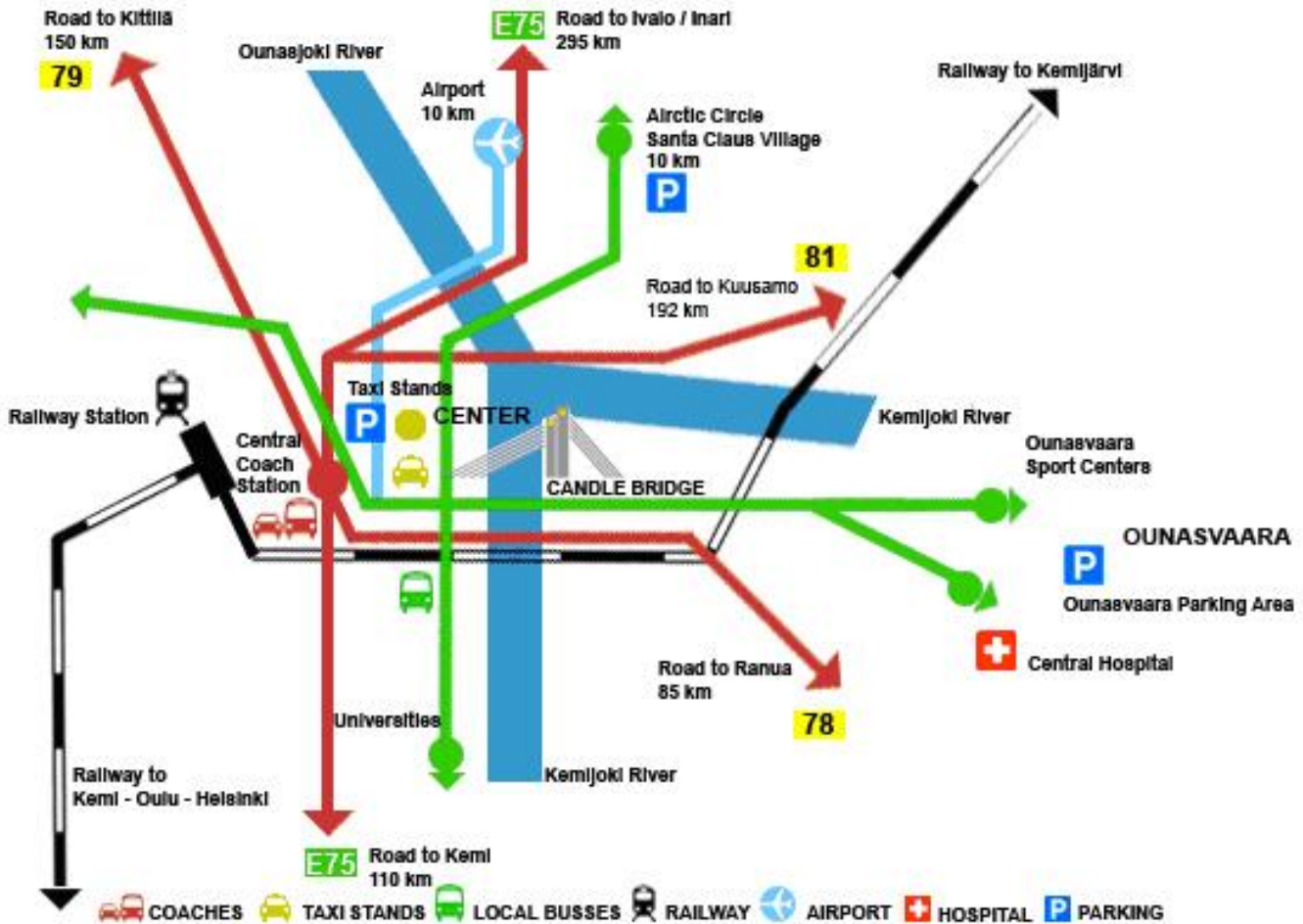
Qualified Personnel

1. Rovaniemi has a good supply of managers and business experts and qualified staff with international experience. This is especially true in the strongest fields of Rovaniemi where the city has reached the position of a competitive cluster.
2. Rovaniemi is the melting pot for science, the arts and technology where companies and all educational establishments interact closely.
3. In all, Rovaniemi has around 11,000 students, and most of them remain in Northern Finland after graduation.
4. Faculties at the University of Lapland
 - a. Business and Tourism
 - b. Education
 - c. Law
 - d. Social Sciences
 - e. Art and Design
 - f. Fields of specialization: Business and tourism, arctic nature, cultural tourism
5. Fields of specialization at the Rovaniemi University of Applied Sciences
 - a. Cold climate technologies
 - b. Tourism and the experience economy
 - c. Wellness services and technologies
 - d. ICT production and security solutions
6. Lapland Vocational College churns out professionals in fields including car mechanics, the food industry, welfare services, aviation, business, natural resources, logistics, tourism, construction, computer technology, nutrition, home economics, technological industries and environmental sectors. There are 36 basic degrees, 50 vocational qualifications and 15 specialised vocational qualifications.
7. Education links
 - a. University of Lapland: www.ulapland.fi
 - b. Rovaniemi University of Applied Sciences: www.ramk.fi
 - c. Lapland Vocational College: www.lao.fi



Picture: University of Lapland

Northern Logistics Node



1. Rovaniemi is situated in the middle of Lapland, offering excellent logistic connections to the Barents region and Central Europe. The city has:
 - a. An international airport that has a number of daily scheduled flights travelling via Helsinki around the world. A large airspace capacity and a location along international flight paths make Rovaniemi airport a popular hub for freight transportation. Rovaniemi Airport is one of the busiest in Finland. The airport has a three-kilometre runway, which along with Helsinki-Vantaa Airport, is Finland's longest runway.
 - b. An electrified railway leading to Helsinki
 - c. Rovaniemi is situated at the junction of three regional highways and the European Highway 75 that runs through the city.
2. Rovaniemi offers ample space for setting up warehouses and terminal operations.

Distances

Drive times	
Ranua	55 mins
Oulu	2 hrs 20 mins
Swedish Border, Tornio	1 hr 25 mins
Swedish Border, Pello	1 hr 10 mins
Russian Border, Salla	2 hrs

Rail journey times	
Rovaniemi - Oulu	2 hrs 30 mins
Rovaniemi - Tampere	7 hrs 30 mins
Rovaniemi - Helsinki	9 hrs 40 mins

Flight journey times	
Rovaniemi - Helsinki	1 hr 10 mins
Rovaniemi - Murmansk	1 hr
Helsinki - Berlin	1 hr 50 mins
Helsinki - Vienna	2 hrs 30 mins
Helsinki - Paris	3 hrs
Helsinki - London	3 hrs 10 mins
Helsinki - Rome	3 hrs 30 mins

Logistics links

- a) www.finavia.fi/airport_rovaniemi
- b) www.vr.fi
- c) www.finnair.fi
- d) www.blue1.fi
- e) www.matkahuolto.fi



Sector Outlook

Development Trends

1. The overnights increased in 2007 by 8.8% in comparison to the year before. In 2006 the growth was comparable (9.0 %). However, the economic crisis affected also the tourism sector, resulting in - 0.6 % in 2008.
2. In spite of the current slight setback, Rovaniemi is part of a growth trend which dates from the 1990s.
3. Rovaniemi and the rest of Lapland are set to increase in importance since it can guarantee snow wintertime in spite of rising global temperatures.
4. Rovaniemi is thus part of a very strong tourism boom. As Lapland is unique due to its geography and atmosphere, there can really be no substitute unless one travels all the way to Canada or Alaska. Therefore the growth is expected to continue for the foreseeable future.

Targets and Development Plans

1. Rovaniemi Tourism Strategy was adopted in 2006. The strategy states the following as strategic tourism goals for the years 2007 - 2011 - 2016:
 - a. Doubling of tourist volumes within a period of ten years, which relates to an annual growth target of 7 %.
 - b. The stay of tourists will be extended to an average of six days and the occupancy rate will be raised to 60 %.
 - c. New support units will be developed, in order to reduce the dependency on the Christmas season and to make tourism year-round.
 - d. Improvement of feasibility to achieve a 15 % level of return on invested capital by 2011.
2. Rovaniemi is going to continue work hard so as to remain the place of choice for Christmas tourism but also to fully exploit its year-round potential which includes among other things the following:
 - a. Rovaniemi is a congress city with excellent meeting facilities and interesting free-time possibilities for the participants.
 - b. Rovaniemi is dreamland for children: meet Santa Claus around the year, experience reindeer or husky safaris, visit the arctic zoo.
 - c. Rovaniemi is a synonym for " activity" : summer and winter sports, hiking and nature experiences
 - d. Rovaniemi means pampering: Spas, body treatments, clean air, pure beautiful nature and exotic high-class northern dishes
3. Due to the large land area of Rovaniemi, the city offers plenty of opportunities for tourism projects. For instance, the Arctic Circle area next to the Santa Claus Village is a very good area for new accommodation and other activities.

Business Opportunities

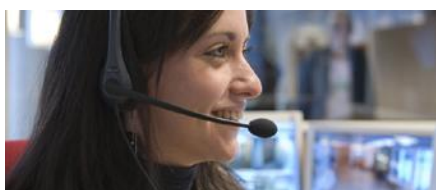
1. Tourism grows briskly in Rovaniemi and to fill the gaps, new investments are continuously needed.
2. Possible tourism-related investments in Rovaniemi include:
 - a. Accommodation: hotels and cottage villages
 - b. Attractions and activities such as theme parks in Rovaniemi. These can be built around:
 - i. Children (adventure parks, fairy-tales...)
 - ii. Ice and snow
 - iii. Nature
 - iv. Sports
 - v. Pampering and wellbeing
 - c. Specific investment areas include:
 - i. Ounasvaara Winter Sports Centre. Build a winter sport centre including shopping and accommodation as part of the very popular Arctic Wellbeing Park. The Arctic Wellbeing Park is located on a very attractive area next to the city centre.
 - ii. Santa Claus Village on the Arctic Circle. This famous tourism area located on the Arctic Circle is home to Santa Claus, who receives visitors around the year. Santa Claus Village offers an opportunity to build new theme park activities as well as a hotel. The area is close to the airport but also just a 5-minute drive from the city centre.
3. Possible investments in Ranua include:
 - a. Hotel next to the very popular arctic zoo in Ranua Municipality. This has already been analysed carefully so as to prepare the ground for an investment.
 - b. Cottage villages.
4. The Rovaniemi Regional Development Agency Ltd is there to help you explore all possibilities and to help realise your investment in a successful way. You will also be helped in your marketing efforts by our tourism marketing department. Foreign direct investments are seen as a positive phenomenon and the city is happy to cooperate with the investor at all stages of the investment.



Picture: Reindeer of the Santa Claus Statue (Rovaniemi airport). Artist: Upi Kärri

Doing Business in Rovaniemi

Contacts



Business Inquiries

Rovaniemi Regional Development Agency Ltd

We provide comprehensive advice e.g. assessing business ideas, finding partners and business premises as well as liaising with city authorities - all easily from one place.

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Web site: www.visitrovaniemi.fi

*Rovaniemi Tourism & Marketing Ltd is an affiliate company Rovaniemi Regional Development Agency Ltd
in charge of tourism development and marketing*

Finland as a Business Location

1. Five Facts Favouring Finland
 - a. One of the most competitive economies in the world, WEF Global Competitiveness Report
 - b. Very little corruption, Transparency International
 - c. Top in the OECD's PISA study of learning skills among 15-year-olds
 - d. High-tech and number three globally in R&D spending per capita
 - e. Pragmatic and pro-enterprise politicians
2. Finland has several mechanisms helping companies in different fields:
 - a. Employee training (TE Centres www.te-keskus.fi)
 - b. R&D support (eg. Tekes www.tekes.fi)
 - c. Export facilitation (Finnvera www.finnvera.fi)

How to Set up a Company in Finland

1. It is relatively fast and easy to set up a business in Finland.
2. Business can be conducted as a private entrepreneur, as a partnership or limited liability company formed of one or more individuals or legal entities, or a cooperative. A foreign entrepreneur may also establish a branch in Finland. In certain circumstances, those not resident/domiciled in the EEA need a permit from the National Board of Patents and Registration.
3. For more information
 - a. General and very useful info in English: www.enterprisefinland.fi
 - b. Invest in Finland: www.investinfinland.fi
 - c. Information about Rovaniemi: www.investinarctic.com

Company Case Study: Ice Park Finland



Pictures: Ice Café (left) and Ice Mountain (right) in the Ice Park

A novelty on the Rovaniemi tourism scene in November 2008 was the only artificially built Iceberg in the world, a part of the Ice Park Finland - Ice World, located in the Santa Claus Village on the Arctic Circle. The area is totally built of ice: a big stage made of ice, ice restaurant, an ice hut, an ice labyrinth, ice mini golf, ice sculptures, an ice slide and skating rink, alp curling as well as a wishing well made of ice.

A great variety of events are arranged, such as the Night of Arts and Fireshow, concerts, competitions, wedding ceremonies, birthday parties etc. An unforgettable experience is the Ice Sauna! There is also a sleigh and the possibility to feed the reindeers with lichen. Your host will be no other than the Iceberg Man himself. Ice Park Finland -Ice World is a fascinating attraction and a holiday resort for families as well as companies and corporations. It is a functional free time resort where you can experience arctic atmosphere.



The theme park has a very interesting background. It was designed by a blind innovator Mr Teijo Romppainen and financed by investor Mr Toivo Sukari after having won a contest on TV, the so-called "Lion's nest" competition where best business ideas get finance.

The first season has been a success and it is being considered whether to make it a year-round destination.

More information: www.iceparkfinland.fi

Picture: CEO Teuvo Romppainen and his neighbour on the Arctic Circle

Further Information



Many of the documents mentioned below can be downloaded at: www.investinartic.com

Tourism in Rovaniemi

Suggested Reading

1. Rovaniemi Tourism Statistics January-December 2008
2. The Development of Tourism in Rovaniemi and Impact on the Regional Economy, 2008
3. Rovaniemi Tourism Brochure. Available in: English, Finnish, French, Italian, Japanese, Russian, Spanish, Swedish (to be found on www.visitrovaniemi.fi)

Tourism in Lapland

Wild rolling fells, covered with dazzling plains of snow in winter that feed the tumbling rivers in spring, a trekker's dream in the night-less summer and the spectacularly colourful autumn, a winter sky that comes alive with the magical, flickering Northern Lights: Lapland, in the far north of the country, is for many Finland's most exciting region. Lapland is perceived as an exotic and unique place with a lot of growth potential. Due to several ongoing projects, it is estimated that the tourism investments in 2007-2010 will total € 1 billion. As Lapland is extremely sparsely populated with 2.1 persons per square kilometre, there is potential for almost limitless investments for decades to come.

Lapland is 98,984 km², this large area represents 30% of Finland's total land area, of this area 92,665 km² is land and 6318 km² is water. In Lapland there are 184,390 inhabitants (2007) with an average population density of about 2 people per km² (national average 16.8). The indigenous people of Lapland are Sámi with a population of about 7000. Since Lapland borders to three countries (Sweden, Norway and Russia), international trade plays an important role. There is wood processing-, steel-, energy and construction companies which export worldwide. On the other hand there are companies whose preconditions are clean nature, like large holiday resorts and producers of agricultural products. Keeping nature in its natural state has guaranteed sustainable sources of traditional livelihood. Development from a period of extractive industry to an industrial society has come about quickly. In 1950 the largest part of Lapland's inhabitants lived in rural areas and more than half the workforce worked in forestry and agriculture. Today 65 % of the workforce are in the service industry, 22 % in processing and 10 % in primary production.

Lapland is well-integrated into Finland's efficient road, rail and air networks, through which it has excellent domestic and international connections. Rail services - including overnight sleepers and car trains - run between Rovaniemi and Helsinki. International air traffic is operated directly, as well as via Helsinki and other Finnish towns, to Rovaniemi, Kittilä (near Levi), Enontekiö, Kemi and Ivalo. Airports are modern and equipped to facilitate extensive international traffic whatever the weather conditions.



Suggested Reading

1. Lapland in Figures 2008
2. Lapland Tourism Strategy 2007-2010 - abstract

Tourism in Finland

Suggested Reading

1. Travel and Tourism in Finland - IIF December 2006
2. Visit Finland publications (see www.visitfinland.com)

Web Sites

Rovaniemi and Lapland

1. Investor services in Rovaniemi: www.investinarctic.com
2. City of Rovaniemi: www.rovaniemi.fi
3. Rovaniemi tourism: www.visitrovaniemi.fi
4. Ranua municipality: www.ranua.fi
5. Ranua Arctic Zoo: www.ranuawildlife.fi
6. Lapland tourism information: www.laplandfinland.com

Finland

1. Invest in Finland: www.investinfinland.fi
2. Enterprise Finland (on setting up a business in Finland): www.enterprisefinland.fi
3. Confederation of Finnish Industries EK: www.ek.fi
4. Finnfacts: www.finnfacts.fi
5. Virtual Finland: <http://virtual.finland.fi/>
6. Statistics Finland: www.stat.fi
7. Bank of Finland: www.bof.fi/en
8. Visit Finland: www.visitfinland.fi

Statistical Annex



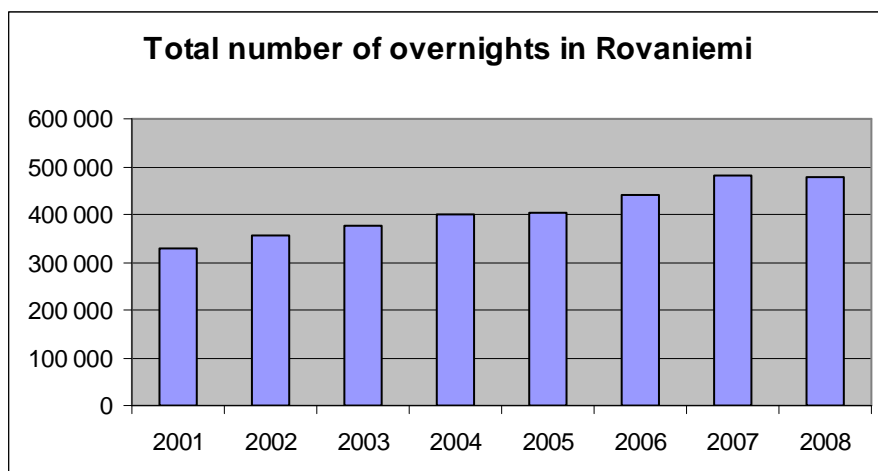
Statistics Links

For general or further sector-specific statistics in English see also

1. Confederation of Finnish Industries EK: <http://www.ek.fi/www/en/statistics/index.php>
2. Statistics Finland: www.stat.fi
3. Finnfacts: www.finnfacts.fi
4. Bank of Finland: www.bof.fi/en

Tourism Statistics for Rovaniemi and Lapland

Rovaniemi Tourism Summary for 2008



4 percent increase in domestic overnights in 2008

Rovaniemi saw a slight fall (-0.6 percent) in the number of registered overnight stays (477,300) in accommodation establishments in 2008. The number of foreign overnights (219,700) decreased by 4.3 percent; however, a rise of 4.1 percent was recorded for domestic overnight stays. In terms of guests from abroad, the largest number of visitors came from Russia (32,400), with an increase of 9.2 percent, followed by Germany (28,300; +11.4 percent), France (24,000; -18.5%) and Great Britain (23,200; -26.2%). Overall, the country saw an increase of 2.2 percent in overnight stays in 2008, with domestic overnights rising by 1.9 percent and foreign overnights by 3.1 percent.

In 2007, overnights in Rovaniemi (480,400) were up by 8.8 percent on the preceding year, the increase being spread between domestic overnights, at +11.8 percent, and international, at +6.5 percent. The largest numbers of foreign visitors were accounted for by the British (31,400; +16.3 percent), the Russians (29,600; +22.7 percent), the French (29,100; -11.2 percent), the Germans (25,300; +6.2 percent) and the Spanish (21,000; +25.0 percent).

Growth also reflected in summer season domestic travel

During the 2008 summer season (May- October), the number of overnight stays in Rovaniemi increased by 2.6 percent to 199,700. Domestic overnights rose by 4.1 percent, while the number of foreign visitors remained more or less stable (+0.5 percent). In terms of the figures for visitor frequency by nationality, a sharp increase of 29 percent was recorded for Germans, followed by the Norwegians and the Dutch respectively. In the 2007- 2008 winter season (November- April), overnight stays in Rovaniemi increased by 4.9 percent compared to the preceding winter. Quantitatively, most of the growth is accounted for by visitors from abroad, with an increase of 4.4 percent; domestic overnights for the same period rose by 6.0 percent. Measured in the number of overnight stays, the British, Russians, and French headed the list.

Growth in business travel

The number of business overnights increased by 16,800 in 2008. Leisure overnights, on the other hand, decreased by 17,600. The growth in business travel is almost wholly attributable to foreign guests, as is the entire drop in leisure travel; however, domestic travel for leisure reflected an increase of 4,600 overnight stays. In terms of visit purpose, the distribution of overnights in 2008 was: leisure 63.3 percent; business 35.2 percent; other purposes 1.4 percent.

Rovaniemi in sixth place for number of overnights

In terms of the overall number of overnight stays, Rovaniemi ranked as the sixth highest of Finland's cities, preceded only by Helsinki, Tampere, Turku, Vantaa and Oulu.

When the figures are broken down into foreign and domestic visitors, Rovaniemi ranked second, bettered only by Helsinki and outstripping Vantaa, Turku and Tampere. However, the city's position is significantly weaker when it comes to the number of overnights spent by Finnish visitors. In 10th place, Rovaniemi came in after Vaasa, but before Pori.

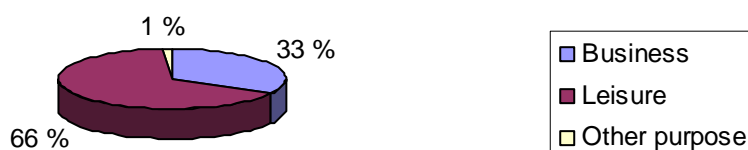
Mean price rising, room occupancy falling

The room occupancy rate for all Rovaniemi's accommodation establishments* was 50.7 percent in 2008, which is slightly lower than the previous year's 51.3 percent. At 78.4 percent, the rate was high in December, though it was still lower than in the previous year, when it hit an all-time record high of 83.7 percent. Nationally, the room occupancy rate for all accommodation establishments in 2008 was 50.4 percent, with a 40.9 percent rate for December. The mean price per night in Rovaniemi was EUR 40.48 in 2008, reflecting an increase of almost EUR 1.5 on the previous year (EUR 39.00). The mean price for December (EUR 41.08) maintained the December 2007 level of EUR 41.13. Countrywide, the mean price per night for 2008 was EUR 49.27 and EUR 49.17 for December.

Value of accommodation turnover on the increase

The value of accommodation turnover amounted to EUR 19.66 million in 2008, which is EUR 400,000 greater than the previous year's EUR 19.26 million. The corresponding value in 2007 reflected a rise of over EUR 2.5 million on 2006, when it reached EUR 16.75 million. Rovaniemi's registered accommodation capacity was 3,138 in December, which is 160 beds more than in the previous year. The average capacity in 2008 was 3,102 beds, giving approximately a total of 50 beds more than in 2007.

Overnights by purpose of visit January-December 2008



Year	2001	2002	2003	2004	2005	2006	2007	2008
Price per night €	39,07	40,13	39,58	39,01	40,06	38,07	40,2	40,48
Occupancy rate	41,30 %	40,10 %	41,60 %	46,00 %	44,40 %	45,30 %	51,30 %	50,70 %

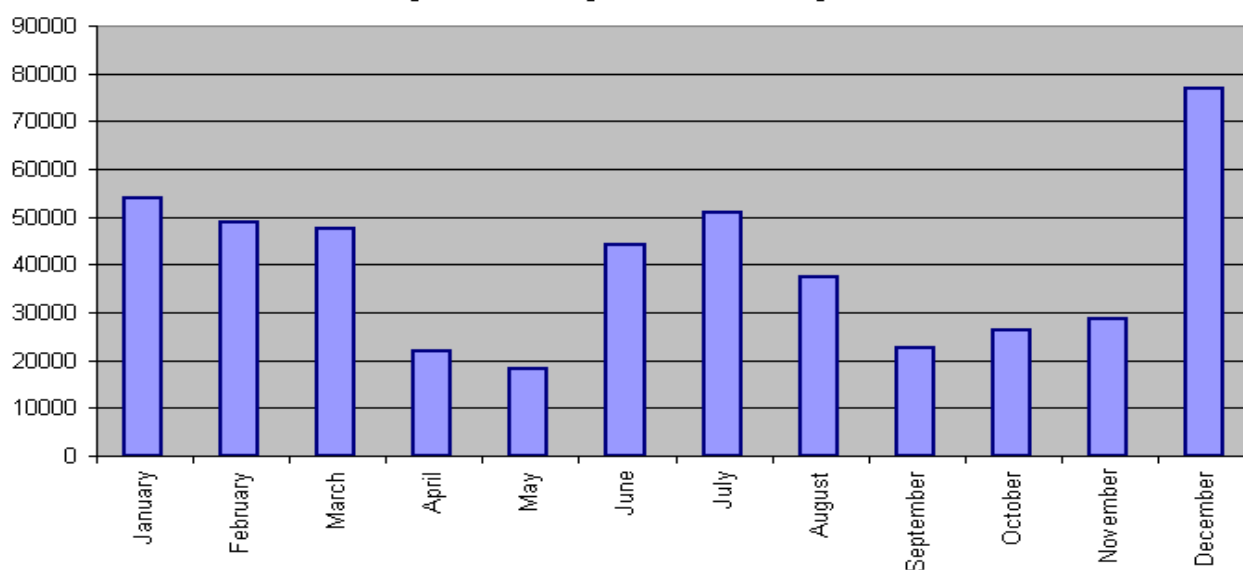
Source

City of Rovaniemi
 Director of Tourism Tuula Rintala-Gardin
 Tel. +358 (0)16-322 6033, +358 (0)40 756 9035
 Email: tuula.rintala-gardin@rovaniemi.fi

Overnights by Month

	Jan.	Feb.	Marc	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
2005	49 210	38 339	40 459	20 916	12 738	32 266	48 328	34 513	21 732	16 393	19 785	70 240
2006	53 646	37 781	40 729	20 649	16 055	37 283	57 712	36 350	23 733	18 005	22 667	77 025
2007	55 659	43 866	48 896	23 960	15 660	42 330	53 984	39 186	23 738	20 610	29 066	83 487
2008	53 795	48 989	47 408	21 979	18 119	44 226	51 018	37 308	22 613	26 380	28 500	77 005

Registered overnights in Rovaniemi by month in 2008



Source: Statistics Finland

Source: Statistics Finland

Provided by: City of Rovaniemi

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Visitors in 2008 by Nationality

OVERNIGHTS IN ROVANIEMI BY COUNTRY OF RESIDENCE (YEAR 2008)

	Total	Jan.	Feb.	Marc	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
Total	477 340	53 795	48 989	47 408	21 979	18 119	44 226	51 018	37 308	22 613	26 380	28 500	77 005
Finns	219 653	13 457	15 235	17 563	15 204	12 796	20 938	25 731	20 258	17 402	20 256	19 219	21 594
Foreigners	257 687	40 338	33 754	29 845	6 775	5 323	23 288	25 287	17 050	5 211	6 124	9 281	55 411
Germany	28 250	2 585	6 450	2 772	726	651	5 868	4 421	2 069	660	256	550	1 242
Russia	32 436	17 705	915	613	525	595	613	511	763	467	1 159	1 576	6 994
France	24 020	5 655	6 498	5 521	236	89	709	966	458	73	175	687	2 953
Great Britain	23 190	559	1 521	538	287	116	1 025	616	559	226	165	434	17 144
Spain	18 727	1 328	3 431	5 098	1 013	147	674	989	1 409	246	94	369	3 929
Italy	16 255	2 785	936	796	156	56	756	978	2 657	214	149	588	6 184
Netherlands	14 828	1 637	2 596	1 850	359	403	2 878	2 986	1 360	94	83	75	507
Norway	12 915	268	345	350	530	697	1 299	3 823	1 865	512	1 398	1 498	330
Japan	8 530	865	1 579	1 078	121	78	332	342	393	327	591	714	2 110
Sweden	7 203	189	353	980	394	532	1 103	1 444	474	317	552	517	348
Switzerland	5 354	632	373	224	82	57	988	1 571	757	99	59	89	423
Australia	4 659	413	80	173	94	388	787	794	423	134	134	126	1 113
Greece	4 016	324	33	89	62	13	202	178	209	22	76	33	2 775
Poland	3 850	277	347	575	229	58	610	898	390	84	12	145	225
Estonia	3 662	381	58	169	36	19	103	175	343	299	368	336	1 375
Belgium	3 276	118	1 132	450	93	15	160	491	183	55	40	83	456
USA	2 482	141	228	393	81	88	347	388	386	182	47	60	141
Denmark	2 281	57	122	201	68	17	795	735	111	15	23	23	114
China	2 074	120	330	127	96	63	206	243	91	61	74	238	425
Ireland	1 916	21	97	51	5	2	25	19	29	15	24	49	1 579
Austria	1 889	189	153	349	87	8	138	369	142	80	36	160	178
Hungary	1 496	323	258	97	34	19	165	177	80	54	30	161	98
Portugal	1 423	150	236	305	37	10	75	13	109	24	50	39	375
Canada	929	29	56	98	57	85	122	108	92	111	74	26	71
Lithuania	871	184	57	23	9	2	28	91	24	12	11	59	371
Czech	766	79	22	148	59	32	54	122	143	9	23	21	54
New Zealand	549	2	0	2	8	139	182	129	20	10	7	15	35
Latvia	504	32	24	35	9	15	35	34	32	12	18	23	235
Ukraine	416	160	0	184	4	0	1	18	18	0	0	0	31
Taiwan	329	9	42	26	9	4	27	91	28	16	14	16	47
Turkey	318	84	52	39	1	2	19	18	2	13	4	12	72
Iceland	104	26	5	9	8	6	6	10	20	6	4	4	0
Other	28 169	3 011	5 425	6 482	1 260	917	2 956	1 539	1 411	762	374	555	3 477

Source: Statistics Finland

Provided by: City of Rovaniemi

Director of Tourism Tuula Rintala-Gardin

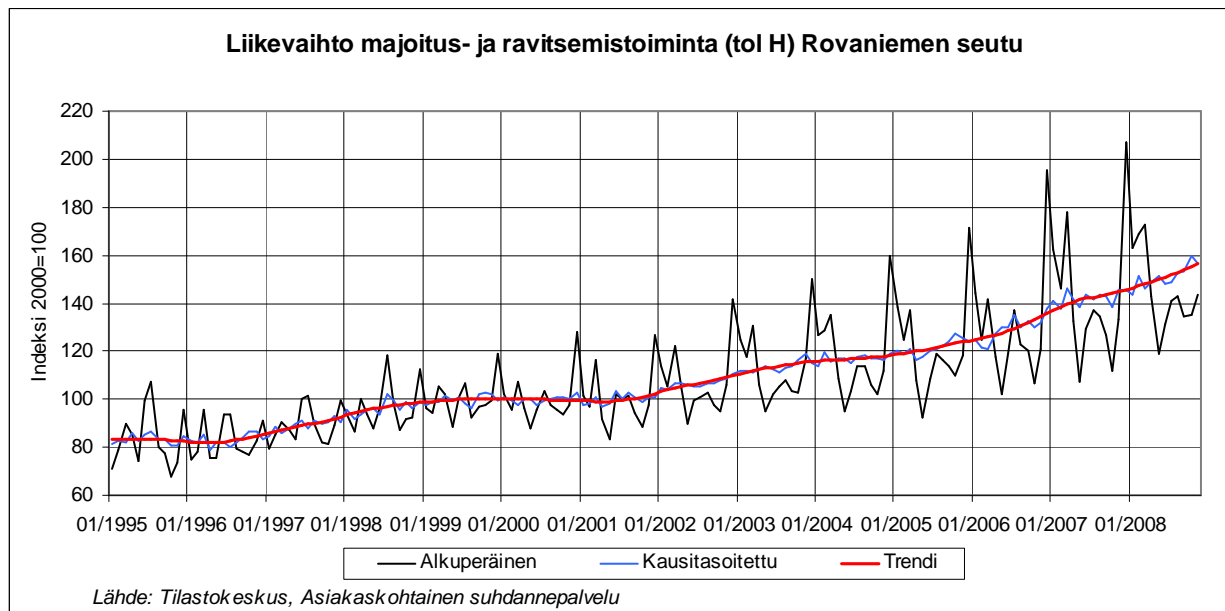
Tel. +358 (0)16-322 6033, +358 (0)40 756 9035

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Hospitality and Retail Turnover in Rovaniemi Region

Please note that the figures in the next few sections relate to Rovaniemi REGION (thus including also Ranua municipality) and are thus somewhat bigger than just for Rovaniemi.

HOSPITALITY AND RESTAURANT SECTOR in 2007	
Places of business	168
Turnover	73 million euro
Employees	701 person years



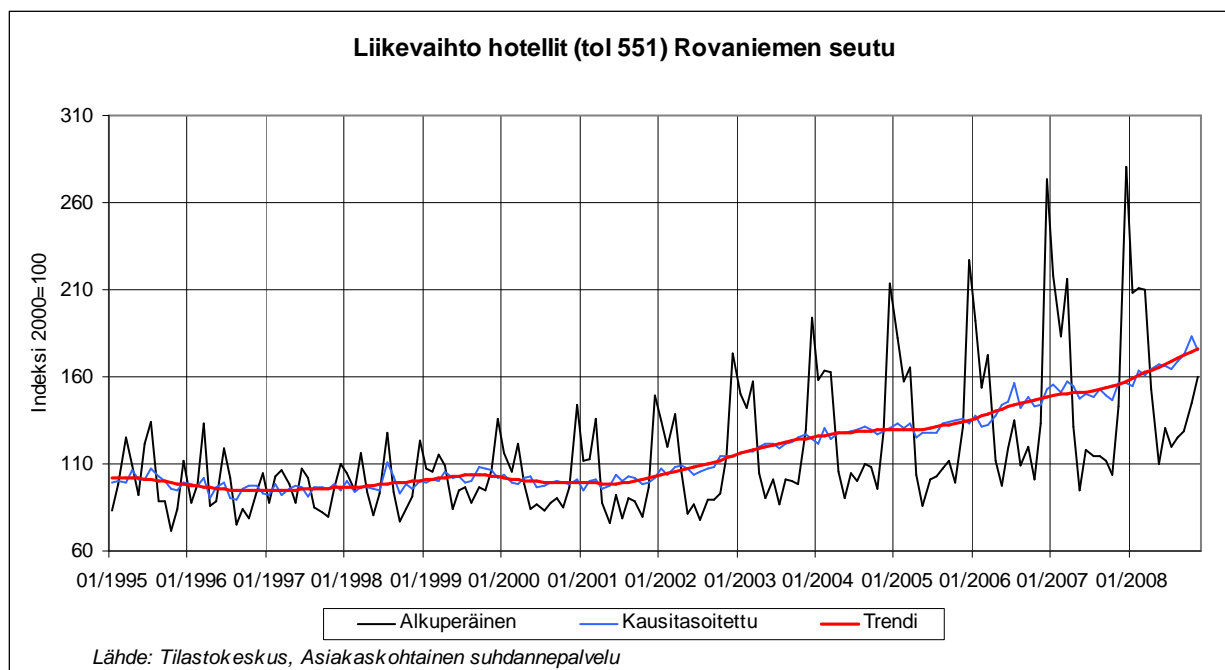
Turnover development in the retail sector (sector H) 1995-2008 (year 2000 = 100)

Black line = actual; blue line = seasonally adjusted; red line = trend

Source: Lapland Periodic Review 1/2009 (Lapin suhdanteet 1/2009)

Hotel Turnover in Rovaniemi Region

HOTEL SECTOR in 2007	
Places of business	16
Turnover	33 million euro
Employees	225 person years



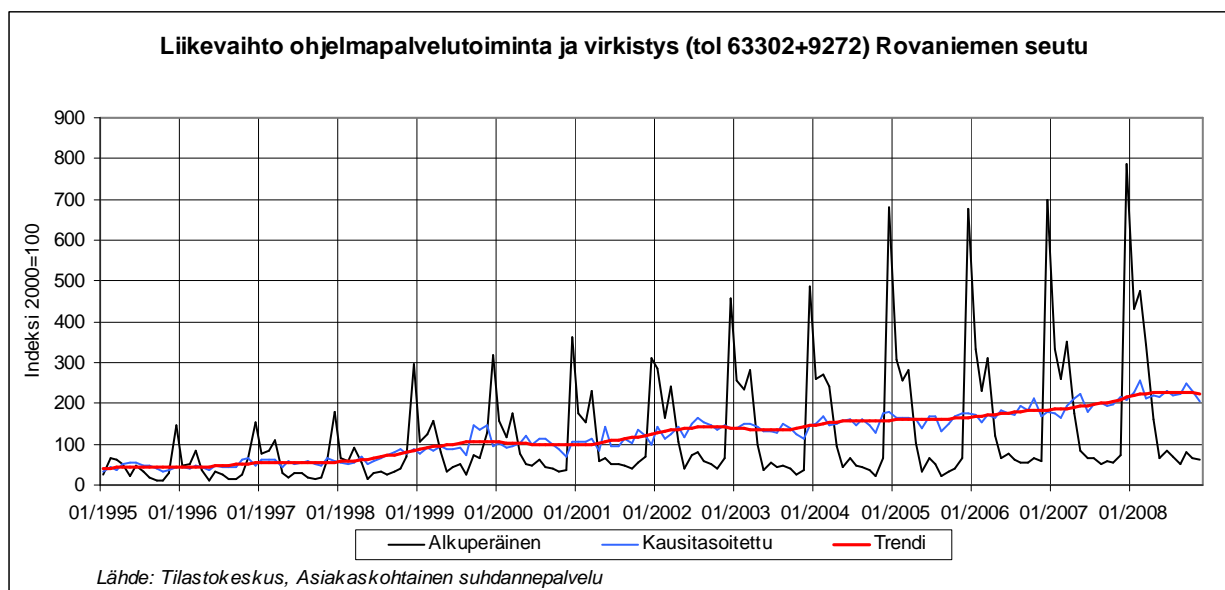
Development in the hotel sector (sector 551) 1995-2008 (year 2000 = 100)

Black line = actual; blue line = seasonally adjusted; red line = trend

Source: Lapland Periodic Review 1/2009 (Lapin suhdanteet 1/2009)

Programme Services and Recreation Turnover in Rovaniemi Region

PROGRAMME SERVICES & RECREATION SECTOR in 2007	
Places of business	59
Turnover	25 million euro
Employees	227 person years



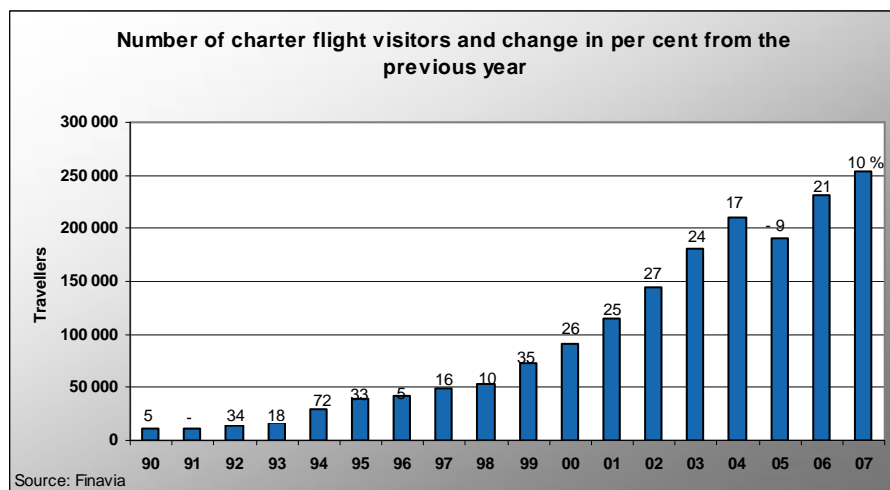
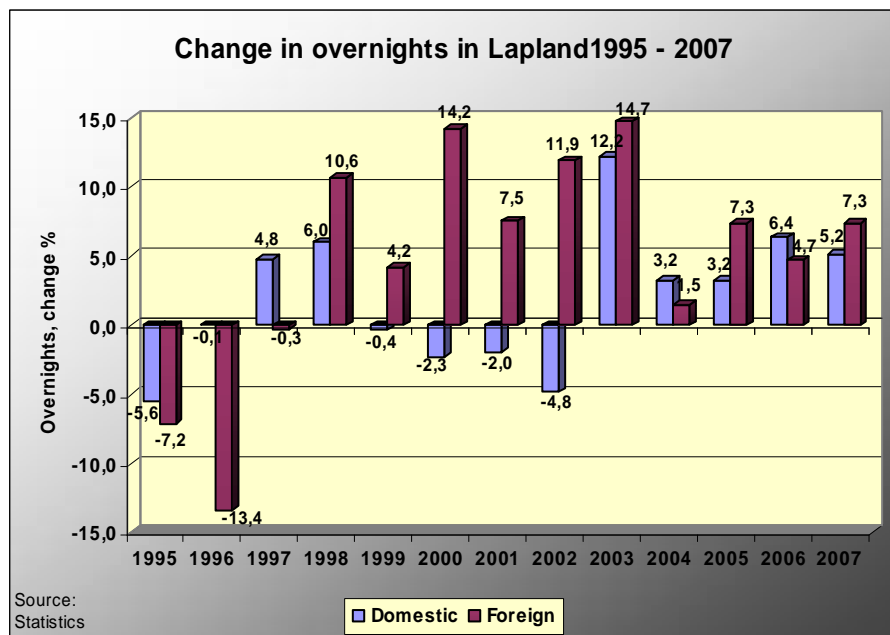
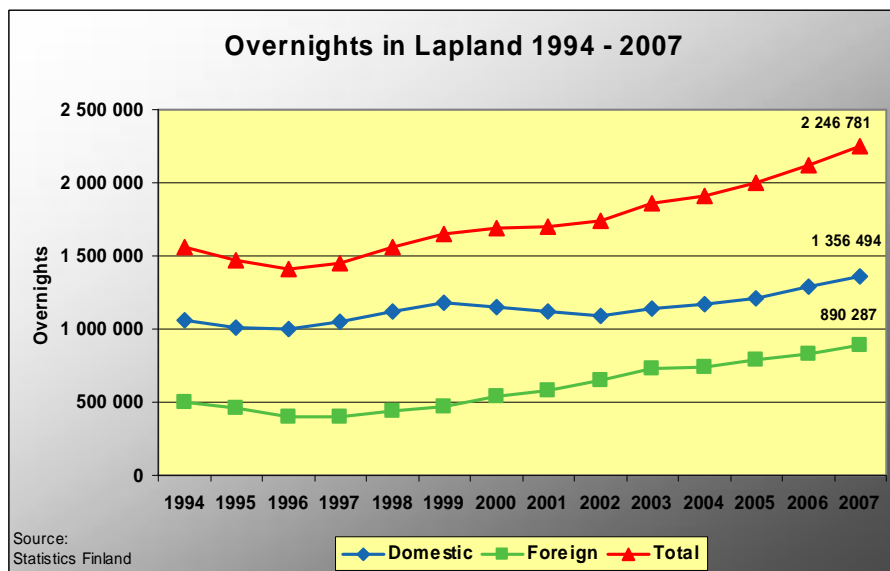
Development in the programme services and recreation sector (sectors 63302 and 9272) 1995-2008 (year 2000 = 100)

Black line = actual; blue line = seasonally adjusted; red line = trend

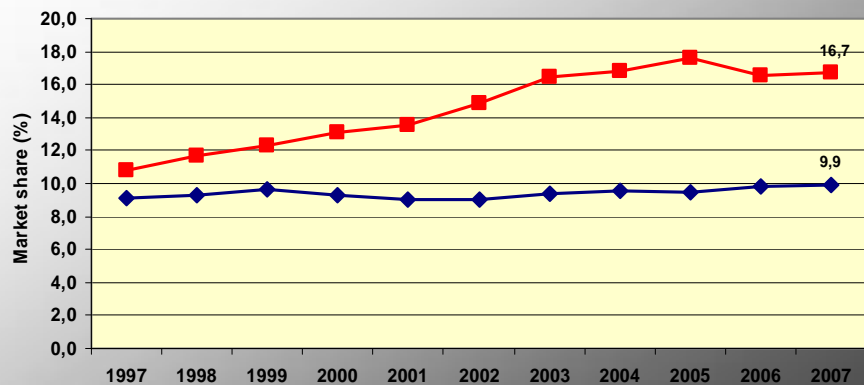
Source: Lapland Periodic Review 1/2009 (Lapin suhdanteet 1/2009)

Lapland Tourism Graphs

Source: TE-Centre



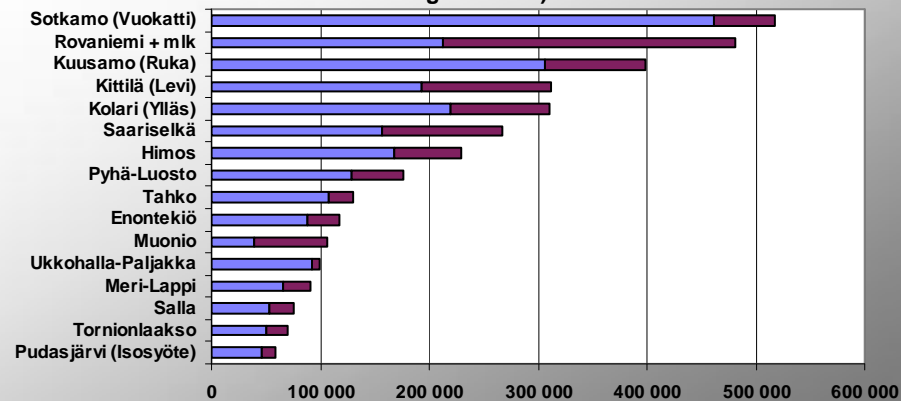
Lapland's market share of overnights in Finland 1997 - 2007



Source:
Statistics Finland

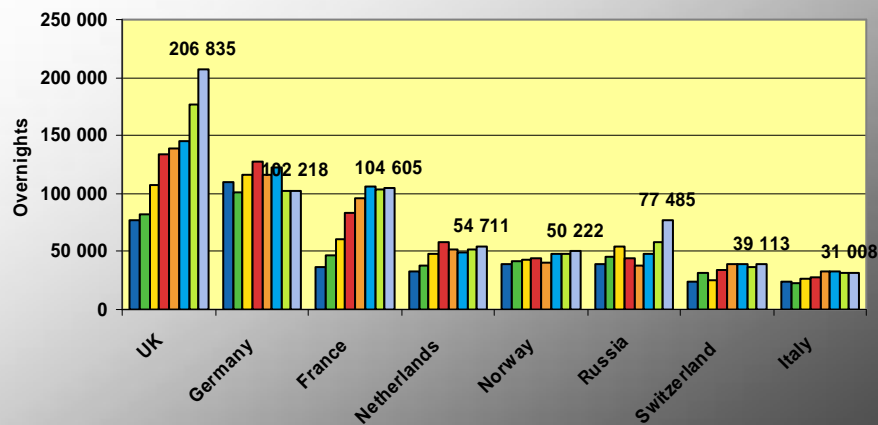
— Domestic market share (%) — Foreign market share (%)

Registered overnights in tourism centres in 2007 (domestic and foreign visitors)



Source: Statistics Finland

Foreign overnights in Lapland 2000 - 2007



Source:
Statistic Finland

■ 2000 ■ 2001 ■ 2002 ■ 2003 ■ 2004 ■ 2005 ■ 2006 ■ 2007

Tourism Statistics for Finland

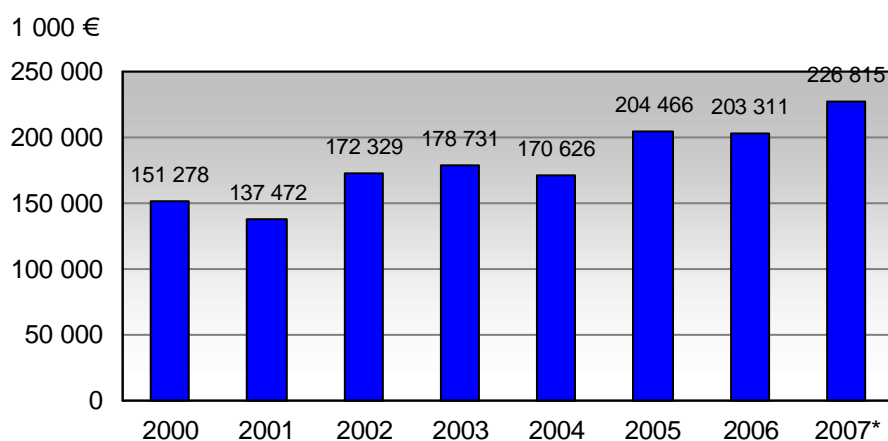
Profitability

	All		Median				
TYPE OF ACTIVITY	Number of companies	Turnover 1000 €	Turnover / company 1000 €	Operating margin %	Net profit %	Solvency ratio %	Gearing %
Hotels (551)	525	1 205 485	437	7,5	0,5	21,5	48,0
Hiking huts (5521)	20	1 422	33	-1,0	-15,1	41,5	49,6
Camping areas (5522)	135	17 430	60	11,6	-2,5	41,7	51,7
Bed and breakfast + full pension facilities (55231)	188	38 733	56	7,4	-3,7	40,7	65,1
Tourist villages (55232)	176	32 334	54	16,4	-0,3	46,2	89,5
Other type of accommodation (55239)	660	46 129	28	9,2	-9,9	34,1	123,7

Profitability in Hotel and other Accommodation in Finland (2007)

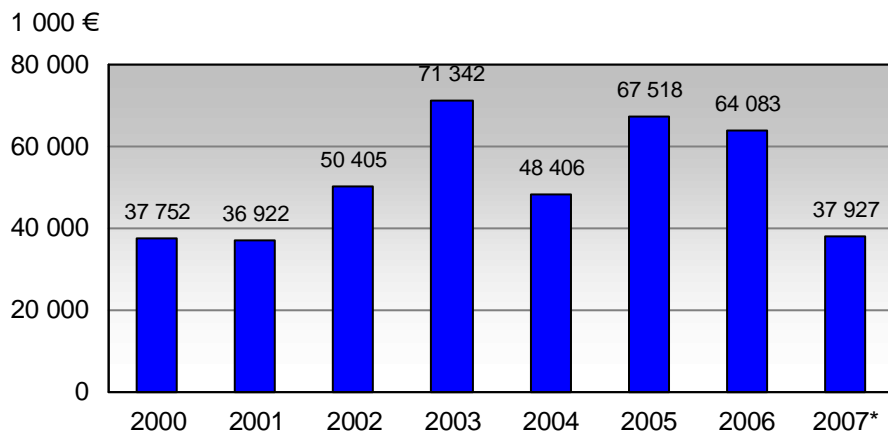
Source Lapland TE Centre 2 DEC 2008, Anneli Harju-Autti

Investments



Tangible investments in the tourism sector 2000-2007

Source Lapland TE Centre 2 DEC 2008, Anneli Harju-Autti



Intangible investments in the tourism sector 2000-2007

Source Lapland TE Centre 2 DEC 2008, Anneli Harju-Autti

Overnights in Finland in 2008

	Visitors	Change from the previous year
Finns	13 967 933	1.9 %
Foreign visitors	5 493 295	3.1 %
Total	19 461 228	2.2 %

Source: www.visitfinland.com

Tourism Consumption in Finland

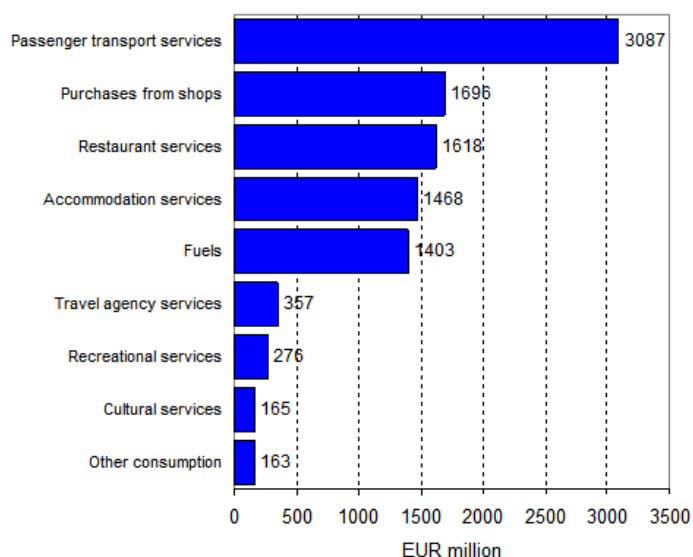
Tourism consumption EUR 10.2 billion in Finland in 2006

Published: 3 April 2008

According to Statistics Finland, a total of EUR 10.2 billion was consumed on tourism in Finland in 2006. Foreign travellers' proportion of total tourism consumption was 27 per cent.

The biggest tourist demand item consists of passenger transport services, which amounted to nearly EUR 3.1 billion. Use of restaurant services accounted for EUR 1.6 billion and that of accommodation services for EUR 1.5 billion. Fuels and purchases from shops were also among travellers' most significant consumption expenditure items.

The proportion of Finnish leisure travellers of total tourism consumption in Finland was 52 per cent, that of travel expenses paid by the employer 18 per cent and the use of own free-time residences 3 per cent. Foreign travellers' 27 per cent proportion of total tourism consumption equalled EUR 2.8 billion.



Total tourism consumption in Finland by product in 2006, total EUR 10,233 million

The tourism account 1995-2006 is based on national accounts.

Source: Tourism account 1995-2006, April 2008. Statistics Finland

Inquiries: Mr Olli Pirinen +358 9 1734 3365, skt.95@stat.fi

Overnights by Foreign Visitors

Published: 12 March 2009

Nights spent by foreign tourists in Finland decreased by 4 per cent in January

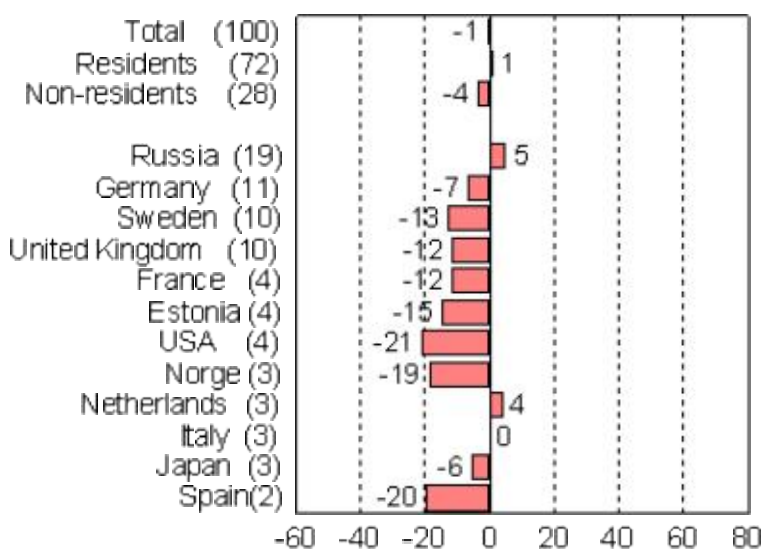
The number of recorded nights spent by foreign tourists at Finnish accommodation establishments in January 2009 was 540,000, which is 4 per cent less than in January 2008. The total number of recorded overnight stays decreased by one per cent year-on-year and was just short of 1.3 million. By contrast, overnight stays by domestic travellers increased by one per cent from January 2008. These figures are preliminary data from Statistics Finland's statistics on accommodation establishments and they have been collected from accommodation establishments with at least 10 rooms, cottages, or caravan pitches with electricity connection, and youth hostels.

In January, as also in the past few years, Russians were by far the largest group of foreign tourists with their 254,000 overnight stays. Their nights spent increased by 5 per cent, which largely explains why the total number of nights spent by foreign tourists only fell by 4 per cent. Russians accounted for as much as 47 per cent of the total number of nights spent by foreign tourists in Finland. Britons were next with nearly 55,000 overnight stays. The number of nights they spent at Finnish accommodation establishments decreased by 12 per cent year-on-year. German visitors were the third largest

group with 32,000 recorded overnight stays, which was 6.5 per cent down on the year before. Nights spent by visitors from almost all the most important countries of inbound tourism to Finland decreased in January.

Year-on-year change in nights spent in January 2009/2008, %

Twelve main countries of residence of non-residents having spent nights, share in 2008 in brackets



The standard industrial classification TOL 2008 was introduced in these Tourism Statistics starting from data concerning January 2009. The introduction has caused minor changes to data on the number of establishments in hotel statistics. Further information about the TOL 2008 classification is available in the [TOL 2008 section](#) on Statistics Finland's website.

Source: *Tourism Statistics. Statistics Finland*

Inquiries: Ms Marjut Tuominen +358 9 1734 3556 and Ms Ritva Marin +358 9 1734 2552, liikenne.matkailu@stat.fi

Turnover in Finnish Hotels

	2007	Change in %
Hotels and other accommodation sales in million euros	870	8,9 %
Units - Hotels	775	0,6 %
Units - Other accommodation	460	-1,1 %

Source: MaRa (Association of Finnish Hotels and Restaurants)

Hotel Capacity in Finland

	2000	2001	2002	2003	2004	2005	2006	2007
Rooms (yearly average)	44 778	45 707	45 550	46 148	46 382	47 039	47 472	48 185
Beds (yearly average)	94 155	96 442	96 027	97 490	99 157	101 006	101 501	103 486
Occupancy rate (%)	48,8	48,9	47,7	47,1	47,6	48,9	51,4	53,1
Price per room in euro (incl. tax)	71,14	74,66	76,62	78,00	77,38	79,51	81,77	84,87
Change in room price (%)	3,75	4,71	2,56	1,77	-0,80	2,68	2,76	3,79

Source: MaRa (Association of Finnish Hotels and Restaurants)

Largest Hotel Chains in Finland

Hotel Group	Units	Rooms
S Group	51	9 069
Restel	43	6 836
Scandic Hotels	23	4 515
Lomaliitto	28	1 752
Finlandia Hotels	30	1 615
Best Western	13	835

Hotel chains in 2007

Source: MaRa (Association of Finnish Hotels and Restaurants)

Wage Costs for Hotels and Restaurants

	2000	2001	2002	2003	2004	2005	2006
Operational staff	1 459	1 521	1 554	1 597	1 640	1 684	1 732
Change in %	2,9	4,3	2,2	2,8	2,7	2,7	2,9
Management	1 906	1 993	2 034	2 085	2 153	2 210	2 291
Change in %	2,8	4,5	2,1	2,5	3,3	2,6	3,7

Compensation for Regular Employment in Hotels and Restaurants (euro)

Source: MaRa (Association of Finnish Hotels and Restaurants)

Cost Structure for Restaurants and Hotels

	Hotels	Restaurants
Turnover (set as 100)	100	100
Materials	16,0	31,0
Personnel cost	30,0	32,1
Other cost	44,4	28,2
Profit before depreciation	9,6	8,7
Depreciation	5,0	4,1
Operating profit after depreciation	4,6	4,6

Cost structure in 2006

Source: MaRa (Association of Finnish Hotels and Restaurants)

General Statistics for Rovaniemi Region

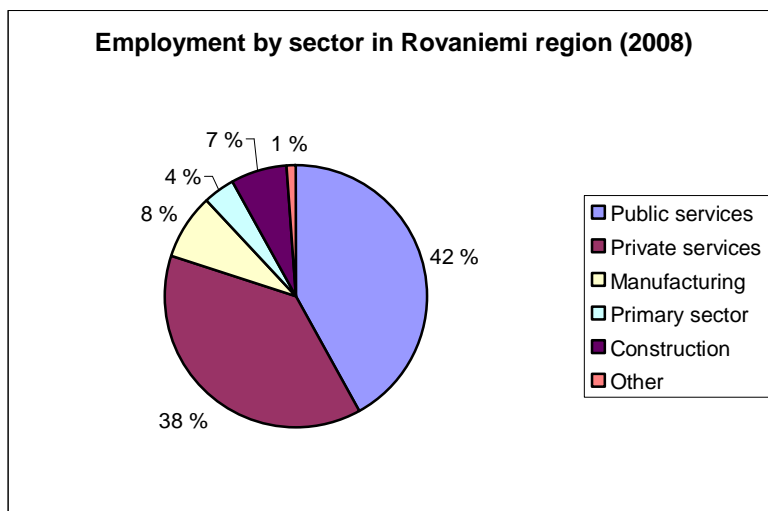
Rovaniemi Region in Figures

Population (2008)	63 782
Change in population 2000-2007	1477 (2.4 %)
Unemployment (2008)	12.4 %
Employment rate (2006)	59.8 %
GDP per person (2006)	25,543
Change in GDP (1-11/2008)	+10,5 %
Number of companies (2007)	3,166
Personnel employed by companies (2007)	11,839

Rovaniemi region = city of Rovaniemi and Ranua municipality

Source: Lapland Periodic Review 1/2009 (Lapin suhdanteet 1/2009)

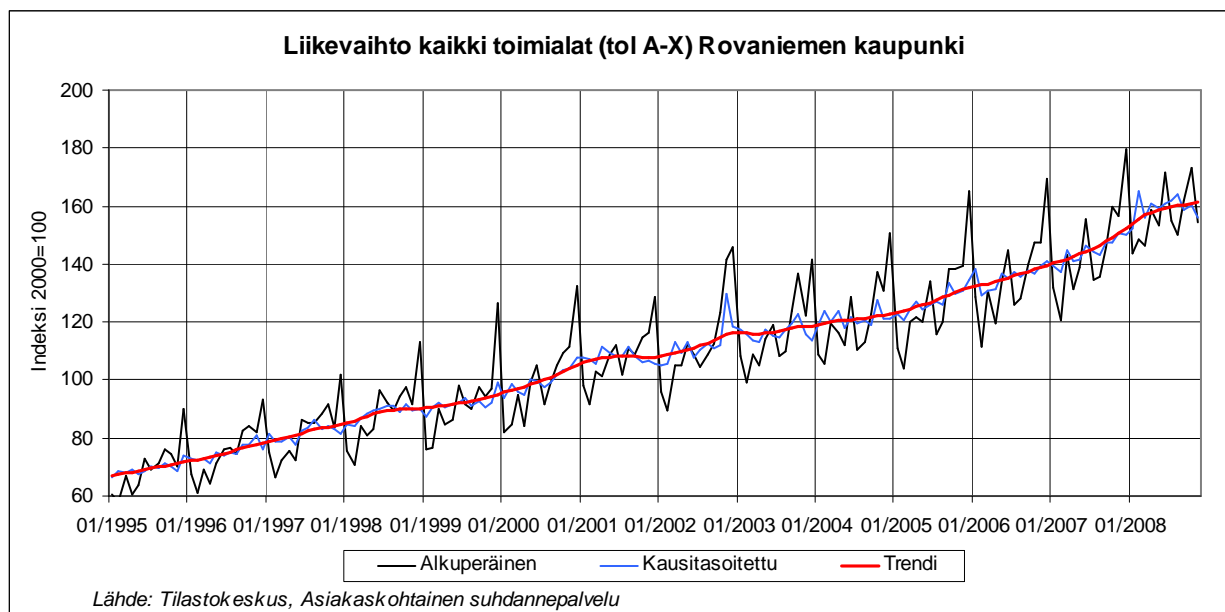
Employment in Rovaniemi by sector



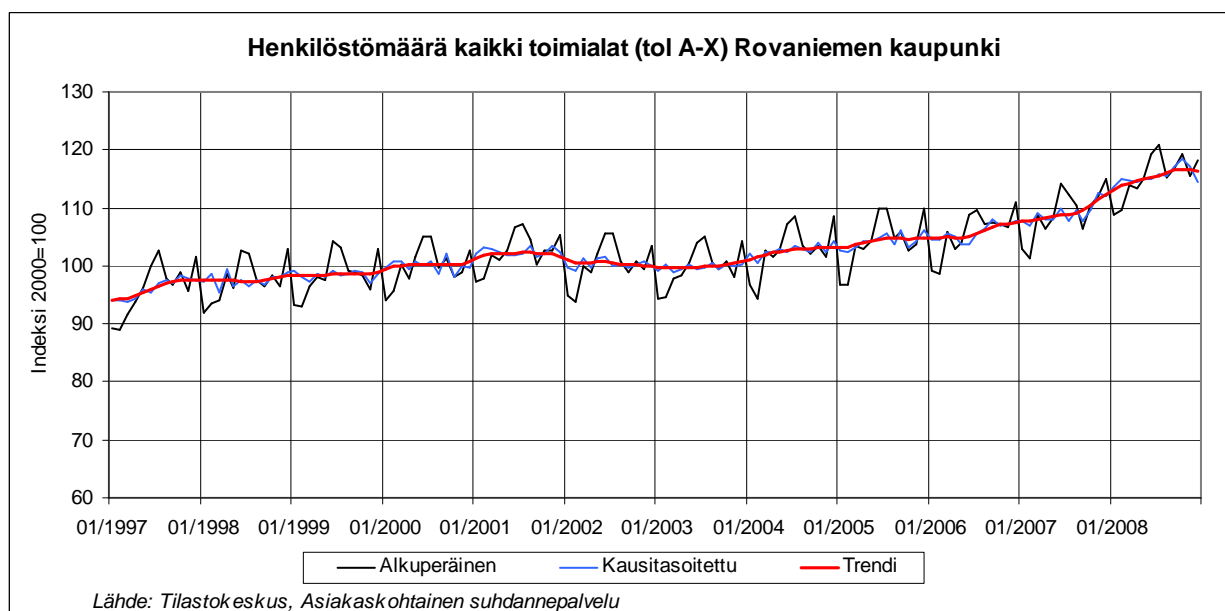
Source: Lapland Periodic Review 1/2009 (Lapin suhdanteet 1/2009)

Companies - All Sectors in Rovaniemi Region

Companies - ALL SECTORS in 2007	
Places of business	2 981
Turnover	1 981 million euro
Employees	12 128 person years



Turnover - all sectors (sectors A to X) 1995-2008 (year 2000 = 100)



Employees - all sectors (sectors A to X) 1995-2008 (year 2000 = 100)

Source: Lapland Periodic Review 1/2009 (Lapin suhdanteet 1/2009)

Turnover - All Sectors Separately and Combined in Rovaniemi Region

Year	Change year-on-year Change in turnover ALL SECTORS (sectors A-X) Rovaniemi region	Change year-on-year Change in turnover BUILDING (sector F) Rovaniemi region	Change year-on-year Change in turnover RETAIL (sector G) Rovaniemi region
1996	8,5 %	6,7 %	8,0 %
1997	8,8 %	16,0 %	10,1 %
1998	8,9 %	4,0 %	2,9 %
1999	2,9 %	9,3 %	0,8 %
2000	6,5 %	18,1 %	3,3 %
2001	6,0 %	-0,3 %	3,9 %
2002	4,3 %	1,6 %	8,4 %
2003	3,6 %	-0,6 %	5,7 %
2004	5,7 %	13,2 %	4,3 %
2005	4,2 %	2,5 %	-0,7 %
2006	6,4 %	14,9 %	1,2 %
2007	7,1 %	19,5 %	4,4 %
1-11/2008	10,5 %	11,3 %	11,3 %

Year	Change year-on-year Change in turnover GROWTH COMPANIES Rovaniemi region	Change year-on-year Change in turnover COLD & WINTER TECHNOLOGY Rovaniemi region	Change year-on-year Change in turnover HOSPITALITY & RESTAURATION (Sector H) Rovaniemi region
1996	23,5 %	55,0 %	-0,4 %
1997	13,0 %	16,6 %	7,5 %
1998	5,3 %	-0,9 %	8,3 %
1999	2,1 %	-9,1 %	3,5 %
2000	18,7 %	19,2 %	0,1 %
2001	13,9 %	15,9 %	0,0 %
2002	27,1 %	47,9 %	6,6 %
2003	6,3 %	-2,6 %	6,6 %
2004	1,3 %	-6,0 %	3,1 %
2005	19,6 %	22,9 %	3,8 %
2006	0,6 %	-0,7 %	6,5 %
2007	7,7 %	5,8 %	9,1 %
1-11/2008	7,5 %	-3,8 %	6,3 %

Year	Change year-on-year Change in turnover HOTELS (sector 551) Rovaniemi region	Change year-on-year Change in turnover PROGRAMME SERVICES & RECREATION (sectors 63302+9272) Rovaniemi region	Change year-on-year Change in turnover INDUSTRY (sector D) Rovaniemi region
1996	-4,9 %	9,3 %	0,5 %
1997	-0,3 %	18,0 %	7,8 %
1998	3,0 %	21,5 %	0,6 %
1999	4,5 %	48,4 %	4,2 %
2000	-2,8 %	-0,7 %	10,2 %
2001	-0,1 %	9,4 %	6,1 %
2002	8,8 %	27,1 %	7,0 %
2003	11,5 %	-1,6 %	3,3 %
2004	5,9 %	14,1 %	1,4 %
2005	2,3 %	3,1 %	14,3 %
2006	9,0 %	10,3 %	3,9 %
2007	9,7 %	12,0 %	7,7 %
1-11/2008	9,7 %	20,4 %	2,9 %

Year	Change year-on-year Change in turnover CREATIVE INDUSTRIES Rovaniemi region	Change year-on-year Change in turnover ALL SECTORS (sectors A to X) City of Rovaniemi	Change year-on-year Change in turnover ALL SECTORS (sectors A to X) Ranua municipality
1996	43,4 %	8,4 %	-4,8 %
1997	12,9 %	9,0 %	3,3 %
1998	2,0 %	8,7 %	-2,2 %
1999	58,6 %	3,6 %	3,6 %
2000	30,8 %	8,3 %	1,5 %
2001	18,1 %	8,0 %	3,7 %
2002	12,2 %	4,4 %	-0,3 %
2003	-0,1 %	3,2 %	1,3 %
2004	12,0 %	4,2 %	-2,3 %
2005	9,3 %	5,0 %	5,3 %
2006	13,8 %	6,5 %	4,5 %
2007	13,5 %	6,4 %	5,2 %
1-11/2008	-8,8 %	10,5 %	15,8 %

Source: Lapland Periodic Review 1/2009 (Lapin suhdanteet 1/2009)

National Statistics

Labour Costs

Professional Category	Number	Monthly Salary in Euros					
		Women			Men		
	Total	1st decile	Median	9th decile	1st decile	Median	9th decile
Total	619 500	1 688	2 281	3 655	1 902	2 994	5 078
1. Managers	39 600	2 173	3 750	6 546	2 967	5 114	8 077
2. Special experts	122 246	2 215	3 223	4 720	2 622	3 746	5 394
3. Experts	211 130	1 862	2 437	3 525	2 184	3 000	4 398
4. Office and customer service persons	79 381	1 800	2 257	2 862	1 869	2 542	3 836
5. Service, sales and care of people	85 124	1 563	1 827	2 337	1 622	2 070	3 016
6. Agriculture, loggers etc.	603	1 200	1 543	2 088	1 363	1 868	2 331
7. Construction, repair and manufacturing	18 248	1 677	2 050	2 743	1 801	2 364	3 170
8. Process and transportation	15 223	1 530	1 997	2 580	1 807	2 483	3 282
9. Other professions	34 023	1 426	1 737	2 110	1 566	1 947	2 593
Unknown	13 921	1 621	2 083	2 900	1 699	2 348	3 325

Private Sector Monthly Salaries in Finland in 2007

Source: Statistics Finland (own translation)

NOTE: the Finnish average is lifted up by the considerably higher costs in the Helsinki region.

Energy Prices by Type of Consumer

Price of electricity by type of consumer ¹ , c/kWh (Prices include electrical energy, the distribution of electricity, and taxes.)								
	Household		Agriculture	Electric heating		Industry		
	Apartment house	Detached house		Direct	Accumulating	Small-scale (0,15 GWh/a)	Medium-scale (2 GWh/a)	Medium-scale (10 GWh/a)
1.7.2006	12,00	10,17	9,59	8,13	7,41	8,23	7,30	7,21
1.7.2008	13,67	11,78	11,15	9,58	8,86	na	na	na

Source: Statistics Finland

- 1) The prices are tax-inclusive averages weighted by the sales volumes of liable electricity retailers. On 1 January 1997, taxes on the energy sources of electricity generation were abandoned, while taxes and a precautionary stock fee on electricity consumption were taken into use.

Types of consumer:

1. Apartment house, consumption 2 000 kWh/a, fuse 1 x 25 A
2. Detached house 5 000 kWh/a, 3 x 25 A
3. Agriculture 10 000 kWh/a, 3 x 35 A
4. Detached house, direct electric heating, 18 000 kWh/a (whereof 8 000 kWh by night), 3 x 25 A
5. Detached house, partly accumulating electric heating, 20 000 kWh/a (whereof 14 400 kWh by night), 3 x 25 A
6. Small-scale industry, 1-shift enterprise, 150 MWh/a (whereof 35 MWh by night), charged capacity 75 kW, effective time of capacity use 2 000 h/a
7. Medium-scale industry, 2-shift, 2 000 MWh/a (whereof 625 MWh by night), 500 kW, 4 000 h
8. Medium-scale industry, 2-shift, 10 000 MWh/a (whereof 3 130 MWh by night), 2 500 kW, 4 000 h

Rent of Dwellings in Finland

Published: 20 February 2009

Rents increased by 3.4 per cent in 2008

Rents of residential dwellings increased by an average of 3.4 per cent in 2008 from the year before. Rents of non-subsidised rental dwellings increased as well in the whole country, by an average of 3.4 per cent. In Greater Helsinki the rents of non-subsidised rental dwellings increased by 4.2 per cent and in the rest of Finland by 3.0 per cent. The rents of government-subsidised rental dwellings increased by 3.4 per cent in the whole country.

The average rent per square metre of non-subsidised rental dwellings was EUR 9.73 per square metre in the whole country. The average rent per square metre for non-subsidised rental dwellings was EUR 12.69 per square metre in Greater Helsinki and EUR 8.71 per square metre in the rest of Finland. The average rent per square metre of government-subsidised rental dwellings was EUR 8.38 per square metre in the whole country. In Greater Helsinki it stood at EUR 9.38 and in the rest of Finland at EUR 7.96 per square metre.

In Helsinki the rents of non-subsidised rental dwellings increased by 4.4 per cent, in Espoo by 3.5 and in Vantaa by 3.7 per cent. In Tampere rents increased by 4.2 and in Turku by 4.3 per cent. Rents in Jyväskylä rose by 0.7 per cent, in Kuopio by 3.6 and in Lahti by 3.3 per cent.

These data derive from Statistics Finland's annual statistics on the rents of dwellings. The statistics are based on interview data collected in connection with the Labour Force Survey and data obtained from the Social Security Institution's housing register. Statistics on rents of dwellings include some 216,000 rental dwellings.

The data concerning the Autonomous Territory of Åland Islands: <http://www.asub.ax/files/HYRA2008NY.pdf>

Source: Rents of dwellings, Statistics Finland

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