

# ARCTIC, ACCESSIBLE & AMAZING

Being the capital of Lapland, Rovaniemi is a lively city with excellent education possibilities in two universities and young and vibrant workforce. Its easy accessibility, activities in the very center of the city and clean nature ensure its huge investment potential.



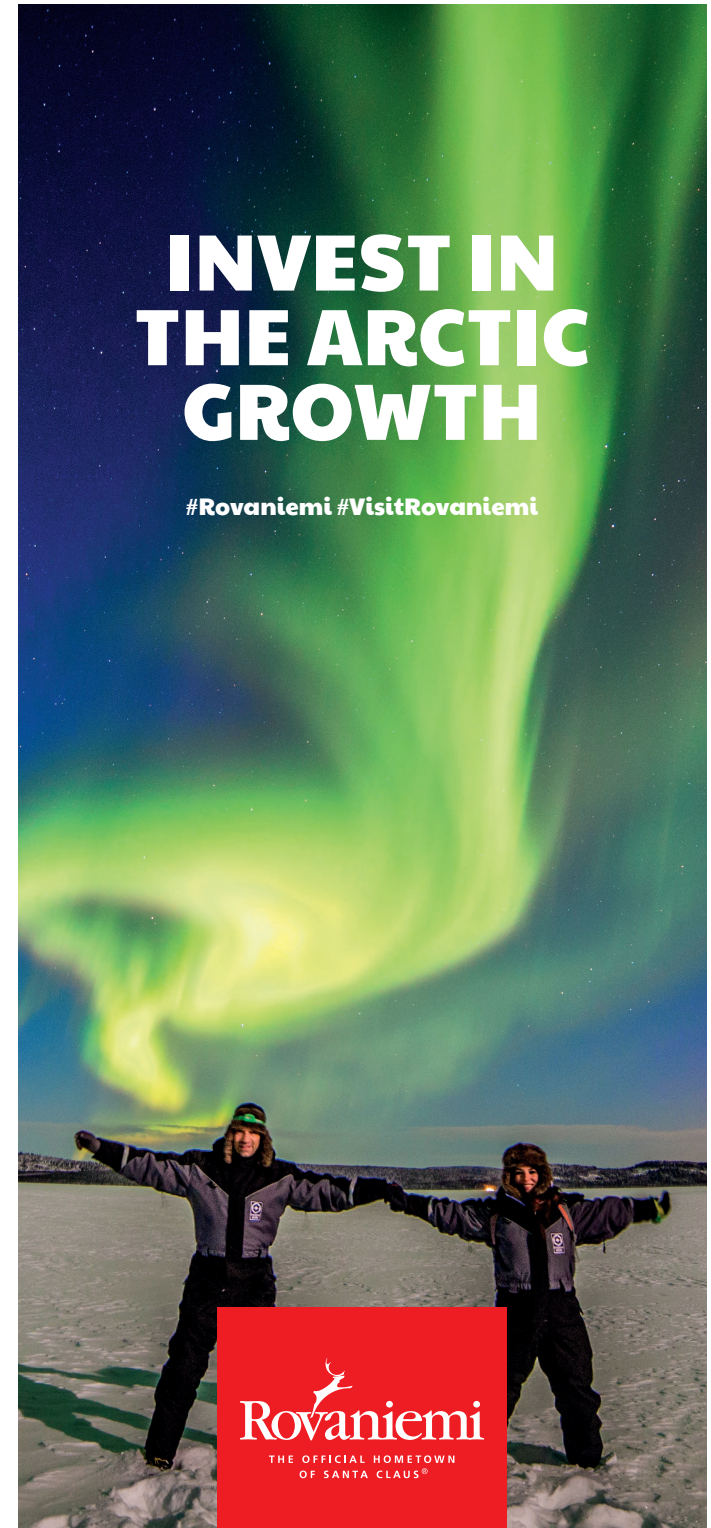
  
**Rovaniemi**

THE OFFICIAL HOMETOWN  
OF SANTA CLAUS®

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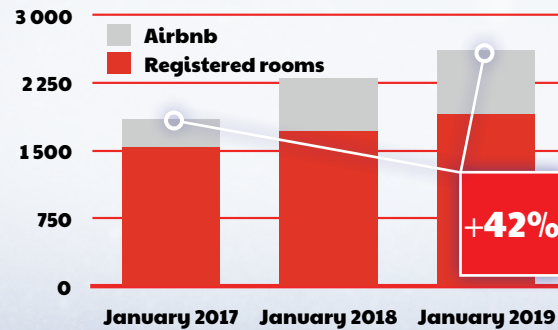
# INVEST IN THE ARCTIC GROWTH

#Rovaniemi #VisitRovaniemi

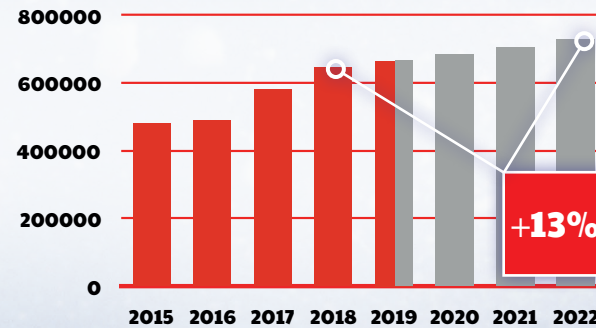


  
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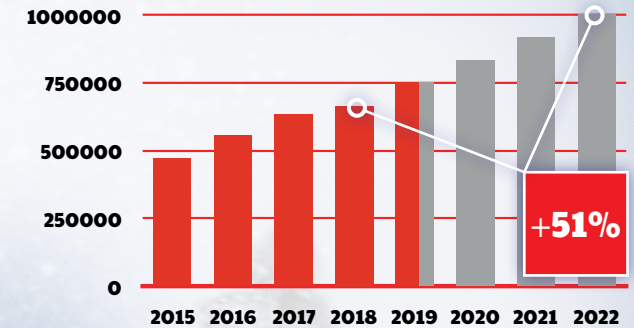
## ROOM CAPACITY 2017-2019



## AIRPORT PASSENGERS 2014-2022



## REGISTERED OVERNIGHTS



## ROVANIEMI TOURISM FACTS 2018

**500 K+ VISITORS**  
**2/3 INTERNATIONAL TRAVELLERS**  
**2/3 IN WINTER SEASON**  
**425 M€ IMPACT**  
**2000 MANPOWER YEARS**

## MAIN NATIONALITIES 2018

