



ROVANIEMI

THE OFFICIAL HOMETOWN
OF SANTA CLAUS®



Tourism statistics and estimates for winter 2023-2024

- Tourism growth this Christmas season is about 20%, whole winter season is about +10% to previous year to Rovaniemi
- Winter season growth of flight seats is 24% for Rovaniemi compared to previous winter, this can bring around 40 – 50 000 travellers more to Rovaniemi and Lapland
- Winter season total amount of travellers is around 300 000 in Rovaniemi
- December amount of travellers is about 60 – 80 000 in Rovaniemi (staying and day visitors from other resorts)
- 24 direct flights (over 100% growth to previous year)
- Tourism generates over 400 M eur income to Rovaniemi and it is estimated to grow 200 M eur in following 5 years time (expecting new investments in hotels & new flight connections for summer)
- Overall Rovaniemi is about 1/3 of the tourism in Lapland (in tourism revenue)
- There are about half a million travellers every year to Arctic Circle, Santa Claus Village
- At the Santa Claus Main Post Office the daily visitor numbers rise to 6000 per day
- Busiest day at Rovaniemi airport this year is 23.12.2023



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