

Inari – Saariselkä Region

Inari-Saariselkä Tourism Ltd



Inari – Saariselkä Region



Location

Location and connections Saariselkä's

- 260 km north of the Arctic Circle
- 200 km south of the Arctic Ocean
- 28 km south of Ivalo Airport

Distances

- 70 km to Inari Village
- 85 km to Rajajooseppi, Russian border
- 184 km to Näättä, Norwegian border
- 196 km to Utsjoki, Norwegian border
- 240 km to Nuorgam, the northernmost village in the European Union

Flight times to Ivalo airport

- 1 hr 30 min from Helsinki
- 2 hrs 35 mins from Copenhagen_{en}



History of Tourism in Northern Lapland

- Ruija-tracks from 16th century
- Gold rush started 1870
- Road network (Petsamo)
- Tourism in Saariselkä started in 1950
- Scheduled flight connection to Ivalo 1955



History of Tourism in Northern Lapland

- Tourism infrastructure development started in 1960's
- Ski slopes were built in the 70's
- Strong development in the 80's
- Year 2000- new, active era for investments and development of the resort



Attractions in Northern Lapland

SÁMI CULTURE & REINDEER HUSBANDRY

- *Inari Village*
- *SIIDA – Sámi Museum and Northern Lapland Nature Centre*
- *SAJOS – Sámi Cultural Center*
- *Skolt Sámi village of Sevettijärvi and the intersection of three cultures in Nellim*

NATURE & NATURE SERVICES

- *Lake Inarijärvi*
- *Urho Kekkonen National Park*
- *Lemmenjoki National Park*
- *Teno river, Europe´s best salmon river*
- *Kevo Nature Park and Kevo canyon*

GOLD HISTORY

- *Tankavaara Gold Village and Gold Museum*
- *River Ivalojoiki and River Lemmenjoki*

PROXIMITY OF ARCTIC OCEAN AND KOLA PENINSULA





Ivalo

- *Administrative centre for the Municipality of Inari*
- *Finland's northernmost airport Ivalo airport*
- *2 hotels and cabin accommodation*
- *Ivalojoeki River*
- *Programme services*
- *Shopping*



Accommodation capacity in Saariselkä

- 13.500 total number of beds
- 8.250 beds in private use
- 5.250 beds in commercial use
- 2.538 beds in 8 hotels
- 2.712 beds in apartments and cabins



Restaurants & Catering services in Saariselkä

- 30 restaurants of which 9 night restaurants
- 9300 customer seats
- 10 catering companies



Meeting facilities in Saariselkä

- **Santa's Hotel Tunturi:**
8 meeting rooms, capacity for 500 persons, auditorium for 200 persons
- **Lapland Hotel Riekonlinna:**
capacity for 600 persons and auditorium for 184 persons
- **Santa's Resort Celebration House:**
capacity for 250 persons
- **Sajos – Sámi Cultural Center:**
auditorium with capacity up to 450 persons



Saariselkä - Ski facts

- The northernmost Skiing Centre in Europe
- 200 km network of ski tracks in Saariselkä-Kiilopää area
- 34 km illuminated ski tracks
- 15 slopes, 7 of which are illuminated
- Longest slope 1300 m
- 5 lifts
- Freestyle Park



Saariselkä- program services

9 safari companies / incoming agencies

- Programme services in the winter:
 - Snow mobiling
 - Husky driving
 - Reindeer sleigh rides
 - Snowshoe safaris
 - Winter fishing
 - Curling, Eisstock
 - Snow kiting
 - Go-karts on ice and snow tracks
 - Winter driving school, rally driving
 - Santa´s Resort



Saariselkä - program services

Summer/Autumn programs

- Hiking and nordic walking
- Mountain biking
- Canoeing
- Gold panning
- Fishing
- River rafting



Inari – Sámi village

- Siida – Sámi Museum and Nature Centre
- Sajos – Sámi Cultural Center
- Lake Inarinjärvi
- Pielpajärvi Wilderness Church
- Otsamotunturi Fell
- Sámi handicraft shops
- 2 hotels and cabin accommodation
- Versatile program services



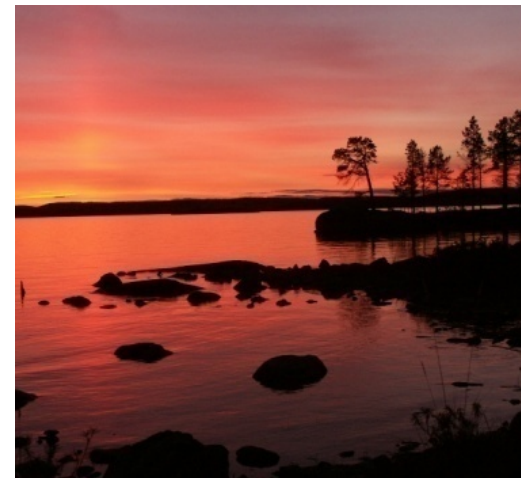
Skolt Sámi Villages

Sevettijärvi:

- Skolt Sámi culture
- House of Skolt traditions
- Church of Saint Trifon Petsamolainen
- Näätämöjoki- salmon river

Nellim:

- Reindeer husbandry
- Versatile program services year round
- Nellim Church
- Lake Inarinjärvi
- Hotel and cabin accommodation



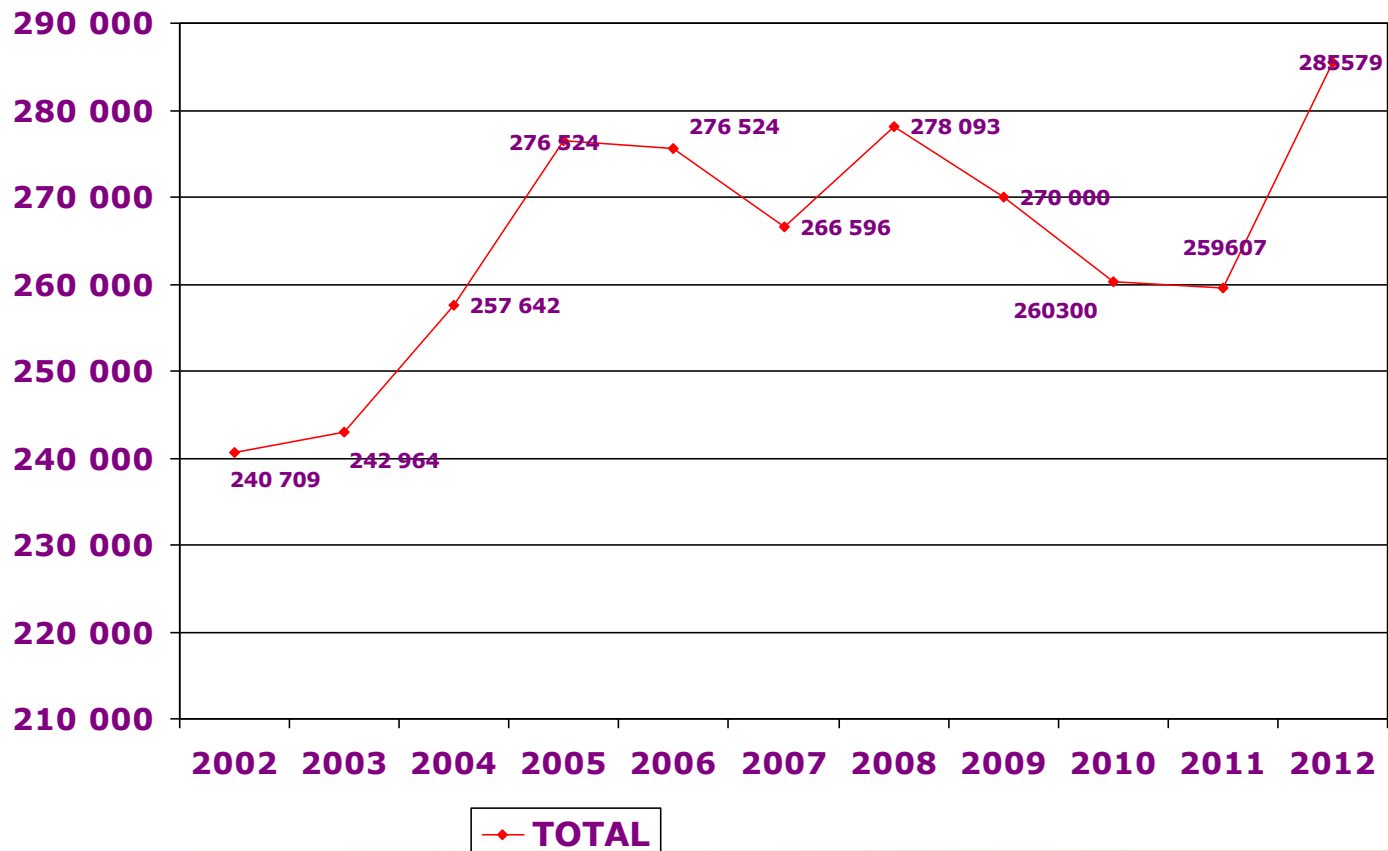
Lemmenjoki National Park

- Largest national park in Finland
- Gold history
- Ravadas falls
- Reindeer husbandry
- Sámi handicrafts
- Program services
- Cabin accommodation
- Hotel in nearby village
Menesjärvi





Overnight statistics





Registered overnights 2012

- **Saariselkä**
285 579 overnights + 10,0%
- domestic overnights + 3%
• - overnights from abroad + 20,3%

Northern Lapland incl. Inari, Sodankylä and Utsjoki municipalities

- 494 500 overnights + 10.2%
- domestic overnights + 3,6%
- overnights from abroad + 19,0%



Saariselkä Top Ten 2012

• Japan	24 289	+ 68,1 %
Great Britain	23 025	+ 11,1 %
Germany	16 432	
Russia	10 688	+ 60,6 %
France	8 180	- 0,9 %
Norway	6 225	- 7,4 %
Switzerland	5 114	+ 31,3 %
Sweden	4 750	
+ 4,3 %		
The Netherlands	4 505	- 5,4 %
Italy	3.313	- 11,7 %



Registered overnights JAN-JUN 2013

- **Saariselkä**

148.200 overnights	+ 3,0 %
domestic overnights	- 5,5 %
overnights from abroad	+ 13,6 %

- **Northern Lapland (Inari, Saariselkä, Utsjoki)**

212.400 overnights	+ 3,4 %
domestic overnights	- 5,5 %
overnights from abroad	+ 13,6 %



Saariselkä Top Ten JAN-JUN 2013

- | | | | |
|------------------------|--------|---|---------|
| <i>Japan</i> | 17.022 | + | 22,9 % |
| <i>Germany</i> | 8.869 | - | 8,4 % |
| <i>Russia</i> | 6.632 | + | 6,0 % |
| <i>France</i> | 6.437 | + | 7,2 % |
| <i>Great Britain</i> | 6.217 | + | 21,6 % |
| <i>The Netherlands</i> | 4.301 | + | 32,7 % |
| <i>Sweden</i> | 3.419 | + | 29,6 % |
| <i>Norway</i> | 3.080 | + | 2,2 % |
| <i>Switzerland</i> | 2.717 | - | 7,0 % |
| <i>Italy</i> | 2.355 | + | 101,3 % |



Air Traffic statistics at Ivalo Airport

- *Year 2011* *125 535 pax* *+ 12%*
- *Year 2012* *145 455 pax* *+ 16%*
- *JAN-JUL 2013* *89 157 pax* *+ 1,3%*



Thank You!