



BARENTS JWGT meeting, 26 January 2021

- Good things that have happened during 2020 in Arctic Lakeland Kainuu
- Covid19 and effects on tourism during 2020

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FINLAND

Finland is big in things to discover

- Maximum length 1160 km, Maximum width 540 km
- 10% water, over 70% forest
- Language: Finnish 93%, Swedish 6%, Sami (about 1700 people)
- 40 national parks
- 188.00 lakes
- 500.000 summer cottages
- 3.000.000 saunas



Lapland - North of Finland

- 203.000 reindeer to 183.000 inhabitants
- 200 nights Northern Lights
- 1 and only Santa Claus

Lakeland – The Heart of Finland

- 380 Saimaa ringed seals

Helsinki Region

- 1,000,000 inhabitants out of total 5,500,000

Coast and Archipelago of Finland

- 1100 km of coastline
- 70,00 islands and islets



Visit Finland

Lakeland USP=unique selling points

- Europe's largest lake district
- Purest fresh water reserves
- Lake Cruises
- The chain of hills and ridge sceneries with lake and forest views
- Wellbeing from water and forest experiences and activities year round
- Cottages & lake shore sauna culture
- Charming Accommodation (Boutique hotels, Manor houses, Glamping)

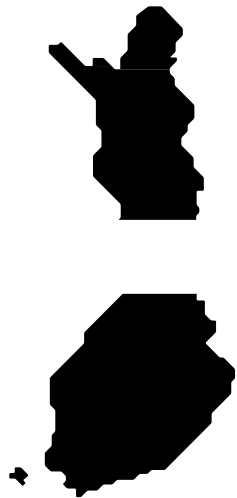
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Arctic Lakeland TOP 5 product themes

- All-year-round-winter
- Sports & School camps
- Wildlife watching and photography
- Kalevala & local culture
- 4 seasons with activities/products

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Kainuu tourism



Arctic
+
Lakeland

- **The best parts**
of the North
& South

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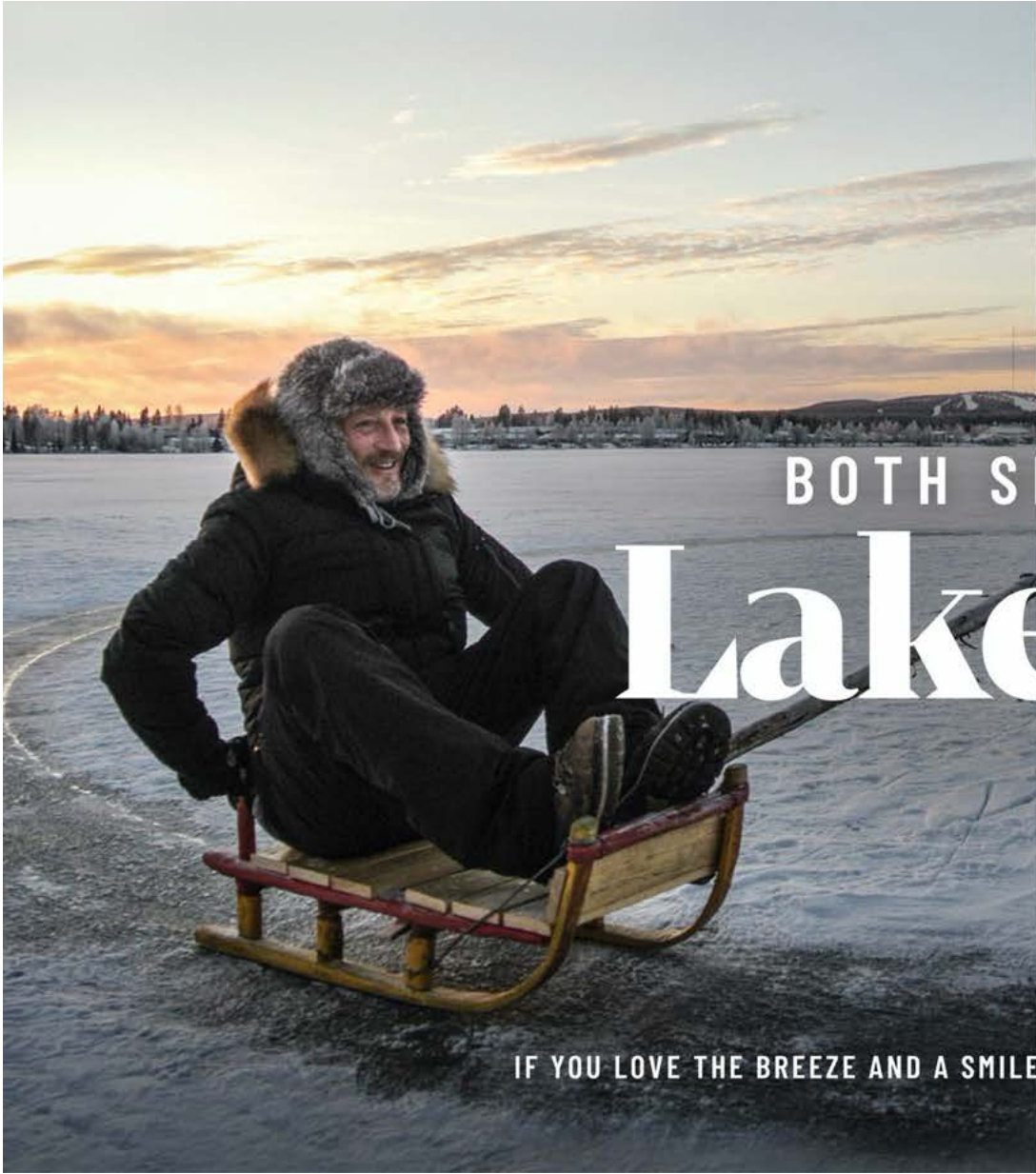


READY TO EXPLORE YOUR

Both sides?

WE ARE ALL FULL OF CONTRASTS, SO LET'S EMBRACE THEM.

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BOTH SIDES OF
Lake fun.

IF YOU LOVE THE BREEZE AND A SMILE ON YOUR FACE VISIT US ANY SEASON.

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BOTH SIDES OF
Cuisine.

TASTE LOCAL DELICACIES IN A RESTAURANT OR BY THE CAMPFIRE.

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BOTH SIDES OF

Traffic jam.

OUR SMALL AND AUTHENTIC URBAN LIFE IS SURROUNDED BY VAST NATURE.

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BOTH SIDES OF
Holiday legs.


TAKE A PIC OF YOUR FEET IN AN ENVIRONMENT YOUR FRIENDS HAVEN'T.

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BOTH SIDES OF
Nightlife.

EXPERIENCE THE ARCTIC LAKELAND WITH BOTH - FAMILY AND FRIENDS.

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BOTH SIDES OF
Wildlife.

Wild taiga
Kuhmo & Suomussalmi

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BOTH SIDES OF
Finland.

WINTER & SUMMER, FELS & LAKES - THE WHOLE FINLAND IN A MINIATURE SIZE.

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HARD TO REACH. HARDER TO LEAVE.



Covid19

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Covid19 and effects to tourism

Finland's situation in brief

- Reported cases in total: **42,772** (+857*)
 - 419 cases reported on Sat 23.1.
 - 246 cases reported on Sun 24.1.
 - 192 cases reported on Mon 25.1.
- Tested samples in total approx. **2,726,400** (+26,600*)
- By January 25th, a total of **94** cases caused by the recently described coronavirus variants have been identified in Finland. Of these, 88 are variants first detected in the UK (known as 20B/501Y.V1 or B.1.1.7) and 6 are variants first detected in South Africa (known as 20C/501Y.V2 or B.1.351).
- A total of **655** (+11*) deaths associated with the disease have been reported.
- Number of patients in hospital district hospitals: **60** (-1*)
- Number of patients in city and healthcare center hospitals: **50** (-1*)
- The number of people in intensive care: **21** (-3*)
- Laboratories have a testing capacity of more than **26,000** samples per day. In addition, the introduction of antigen tests in some areas will further increase the capacity.



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Covid19 and effects on tourism in ALK

- Registered overnights in Arctic Lakeland Kainuu: - 12,1% (January-November 2020/2019)
 - Domestic overnights - 8 % (1-11/2020)
 - Foreign overnights - 50,8 % (1-11/2020)
 - No local or international flights available during 2020 (04-31.10.2020) to/from Arctic Lakeland
 - Re-opened flight connection during 11/2020 - 04/2021; 2 flights / week
 - Open tender by the government open at the moment (01/2021)
- Domestic travelling to Arctic Lakeland Kainuu - spring/summer 2020 has been most active
 - Attraction of national parks, sparsely populated areas, few people >> safety
- Micro companies / SMEs have been in troubles; restrictions by the government to service providing, flight connection off >> missing international guests
- Events forbidden > only max. 20 people inside
- International travelling to Finland; only necessary cross border work-travelling possible, Covid19 test certificates needed on the border
- Governmental aid packages have been available during Spring 2020

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Takk skal du ha!

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