INARI MUNICIPALITY
Established in 1876

MUNICIPAL COAT OF ARMS
Silver whitefish with golden reindeer antlers on a black background.

The coat of arms symbolizes traditional sources of livelihood in the municipality.

Designer: Ahti Hammar, 1955
NEIGHBOURS OF INARI MUNICIPALITY

Finnish municipalities:
Enontekiö
Kittilä
Sodankylä
Utsjoki

Norway
Russia
### AREA OF INARI MUNICIPALITY

<table>
<thead>
<tr>
<th>Type</th>
<th>Area (km²)</th>
<th>Population Density (km²/inhabitant)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total area</td>
<td>17321</td>
<td>2.2</td>
</tr>
<tr>
<td>Whereof water area</td>
<td>2148</td>
<td>0.3</td>
</tr>
<tr>
<td>Protected area, total</td>
<td>10948</td>
<td></td>
</tr>
<tr>
<td>Urho Kekkonen National Park (a part)</td>
<td>62</td>
<td></td>
</tr>
<tr>
<td>Lemmenjoki National Park</td>
<td>2850</td>
<td></td>
</tr>
<tr>
<td>Wilderness area, total</td>
<td>6030</td>
<td></td>
</tr>
<tr>
<td>Other protected areas</td>
<td>2006</td>
<td></td>
</tr>
</tbody>
</table>
POPULATION OF INARI

Population 31.12.2018 6 908
Change in 2017 +0,5 %

Sami population 2 200
   North Sami 900
   Inari Sami 700
   East Sami 600

The population age structure in 2017
   0-14 12,5 %
   15-64 62,6 %
   65- 24,9 %
LANGUAGES SPOKEN IN INARI MUNICIPALITY

Finnish
North Sami
Inari Sami
East Sami
JOBS BY EMPLOYER SECTOR
2015

Primary production  7,4 %
Manufacturing  7,0 %
Services  83,3 %
- public
- private
Other sectors  2,3 %
The latest investments

- Ivalo airport/Ivalon lentoaseman laajennus ja peruskorjaus, Finavia Oyj, 13,5 M€ + lisälaajennus 2019 (konepaikkoja 4->7 kpl, matkustajatilat +1000 m2
- Test World Oy:n Indoor II –hanke, Kiinteistökehitys InLike Oy, 5,6 M€ + Test World III –, kustannusarvio 13 M€
- Saariselkä 72 plots / Saariselän kunnallistekniikka Rinnealue, Inarin kunta, 2,5 M€
- Saariselän kunnallistekniikan (energia, vesihuolto ja laajakaista) investoinnit rinnealueen asemakaavaan, Saariselkä Oy, 1,6 M€
- Saariselän kunnallistekniikan investoinnit Laanilaan, Inarin kunta 0,7 M€
- Roads/Maantiet; Ivalo-Nellim, Kaamanen-Neiden, Lotta-Ylä-Tuuloma

Restaurants and accommodation/ Ravintola- ja majoitusinvestoinnit,

- Inari: Hotel Inari, Holiday Village Inari, Hotel Kultahovi (new apartment for staff)
- Ivalo: Hotel Ivalo, Auroa Village Ivalo, Hotel Kultahippu, Hotel Ujevaara
- Saariselä; private lodges. Holiday Club Saariselkä, Star Arctic, Muotkan Maja, Northern Lights Village, Javri Hotel
- Nellim: Wilderness Hotel Nellim

- Siida Sami Museum, museon laajennus

18.3.2019
Business Inari

By Inari Municipal Business & Development
Nordica
Business & Development Nordica

is in charge of business and economic development services, international services, development and educational projects and training for businesses. It also represents the interests of the Municipality of Inari and local business life.

Budget approx. 1.1 milj euro,
Personnel 4 in permanents jobs + 3 in projects

INARI-SAARISELKÄ TOURISM LTD
• Inari-Saariselkä Tourism Ltd owned by local tourism companies and Inari Municipality (24,5%). ISM is charge for tourism marketing in Inari and Utsjoki.
• Inari municipality has an agreement with ISM about tourism marketing
The business goals in Inari

1. Arctic Nature Tourism
2. Cold climate technology; especially car, tyre and car component testing
3. Natural Resources and Local Food

Taking advantage of the attraction factors of Inari and of the international location in the core of Barents Region

Important keywords:
Versatile services and nature
Arctic and Nordic
Pure nature
All year round
The best service
Easy to fly
IMPLEMENTATION PROGRAMME FOR INTERNATIONALISATION

• Arctic Corridor – group of projects
• Extending the air terminal in Ivalo
• Developing the international testing fields for cars, tyres and components
• Training for enterprises in internationalisation
TOURISM

Inari – the centre for arctic tourism in Europe

• Internationally well-known image in tourism
• Good traffic connections
• Good network of roads, based on Main Road No 4 / E75
• Connections to northern Norway and northeastern Russia
• Good infrastructure for tourism
• Diverse northern nature
• Multicultural population
• Eight seasons, Northern Lights, Midnight Sun, Polarnight…
TOURISM DESTINATIONS

Saariselkä – holiday centre with services

Ivalo – administration centre and node of traffic flow

Inari – centre of Sami culture in Finland

Lake Inari – with the surrounding villages and tourism destinations in the villages
INARI - DESTINATIONS

Urho Kekkonen National Park and Lemmenjoki National Park
Lake Inari and the hiking area of Inari
Wilderness areas in different parts of Inari
INARI - DESTINATIONS

Sami Museum and Nature Centre
Siida
Sami Cultural Centre Sajos
Sami cultural destinations in villages
INARI -DESTINATIONS

Gold traditions at Laanila, on River Ivalojoki, in Inari and Lemmenjoki
TOURISM/ Number of travellers in 2018

Approx. 561 000 overnights (+ 9 %)
- Domestic travellers approx. 43,5 %
- International travellers approx. 56,5 %
- Saariselkä Resort approx 388 000 overnights
- Inari-Ivalo –area approx 173 000 overnights

Approx. 242 457 travellers arriving by flight (210 566 travellers in 2017)
Approx. 74 063 travellers arriving by car from Russia to Finland in Rajajooseppi (-4 %)

Accommodation capacity approx. 13 500 bed-places
Occupancy rate approx. 50 %
### OVERNIGHTINGS IN INARI AND SAARISELKÄ 2015-2018

**International (kv) and Finnish overnightings**

<table>
<thead>
<tr>
<th>Year</th>
<th>Saariselkä -kv</th>
<th>Saariselkä-kotimaa</th>
<th>Inari-kv</th>
<th>Inari-kotimaa</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>136487</td>
<td>162544</td>
<td>84419</td>
<td>89574</td>
</tr>
<tr>
<td>2016</td>
<td>172000</td>
<td>171000</td>
<td>90800</td>
<td>101000</td>
</tr>
<tr>
<td>2017</td>
<td>206000</td>
<td>175000</td>
<td>112000</td>
<td>48900</td>
</tr>
<tr>
<td>2018</td>
<td>224000</td>
<td>164000</td>
<td>119000</td>
<td>54000</td>
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</tbody>
</table>
Overnighting in Inari-Saariselkä tourism area 2015-2018

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>2015</td>
<td>474091</td>
</tr>
<tr>
<td>2016</td>
<td>534387</td>
</tr>
<tr>
<td>2017</td>
<td>541222</td>
</tr>
<tr>
<td>2018</td>
<td>561000</td>
</tr>
</tbody>
</table>
TOURISM TO INARI-SAARISELKÄ REGION

The biggest visitor groups in 2017

<table>
<thead>
<tr>
<th>Country</th>
<th>Stays overnight</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>53 210</td>
</tr>
<tr>
<td>France</td>
<td>27 119</td>
</tr>
<tr>
<td>Germany</td>
<td>25 102</td>
</tr>
<tr>
<td>China and Hong Kong</td>
<td>24 286</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>18 370</td>
</tr>
<tr>
<td>Japan</td>
<td>15 608</td>
</tr>
<tr>
<td>Italy</td>
<td>12 351</td>
</tr>
<tr>
<td>Switzerland</td>
<td>9 848</td>
</tr>
</tbody>
</table>
Border crossing in Raja-Jooseppi (Lotta)
Passengers by flight at Ivalo airport 2010-2020

Makustajien määrä

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>111940</td>
<td>125535</td>
<td>145455</td>
<td>146314</td>
<td>142719</td>
<td>155208</td>
<td>179000</td>
<td>210566</td>
<td>242457</td>
<td>254580</td>
<td>267309</td>
</tr>
</tbody>
</table>
Internet sites

- www.inari.fi
- www.nordicainari.fi
- www.inarisaariselka.fi
- www.mapinari.fi
- www.saariselkaoy.fi
- www.luovakka.fi

Social media

- Inari Municipality: Facebook, Instagram, Twitter
- Nordica; Facebook
- ISM; Facebook, Instagram, Twitter, WeChat, Vkontakte, Tripadvisor, YouTube
Municipality marketing / Target groups

- Local people
- Potential residents (due to the jobs etc.)
- Investors
- Business and enterprises
- Tourists (Inari-Saariselkä Tourism Ltd)
Brochures

- Inari Municipality, 11 languages
- Saariselkä Land plots for building; 3 languages
- Inari-Saariselkä Tourism
30 videos

Saariselkä in Summer: https://vimeo.com/107216956
Promoting tourism

- EU-projects (digital marketing, outdoor services, food tourism, business advising, perhehoitoyrittäjyyys)
- Travel fairs and workshops
- Financing ski bus routes Inari-Saariselkä,
- Making possible airport bus connections
- Co-operating and networking
- Developing services and products
- Business advising
- Organising education and courses for entrepreneurs
- Supporting for tourism (Inari-Saariselkä Tourism ltd, events, projects, flight connections,
Tourist Informations

Ivalo at Metsähallitus

In Inari at Siida

In Saariselkä at Siula-House

18.3.2019
Events

• Inari Weeks in July
• Sami events; Ijahis Idja Sami Music Festival, Skabmagovat Film Festival…
• Photographing events (Camera Borealis, Midnight Photography Events)
• Outdoor and sports
• For residents; films, music, other cultures…