



Elinkeino-, liikenne- ja  
ympäristökeskus

# Sustainable Tourism

## 27.9.2023

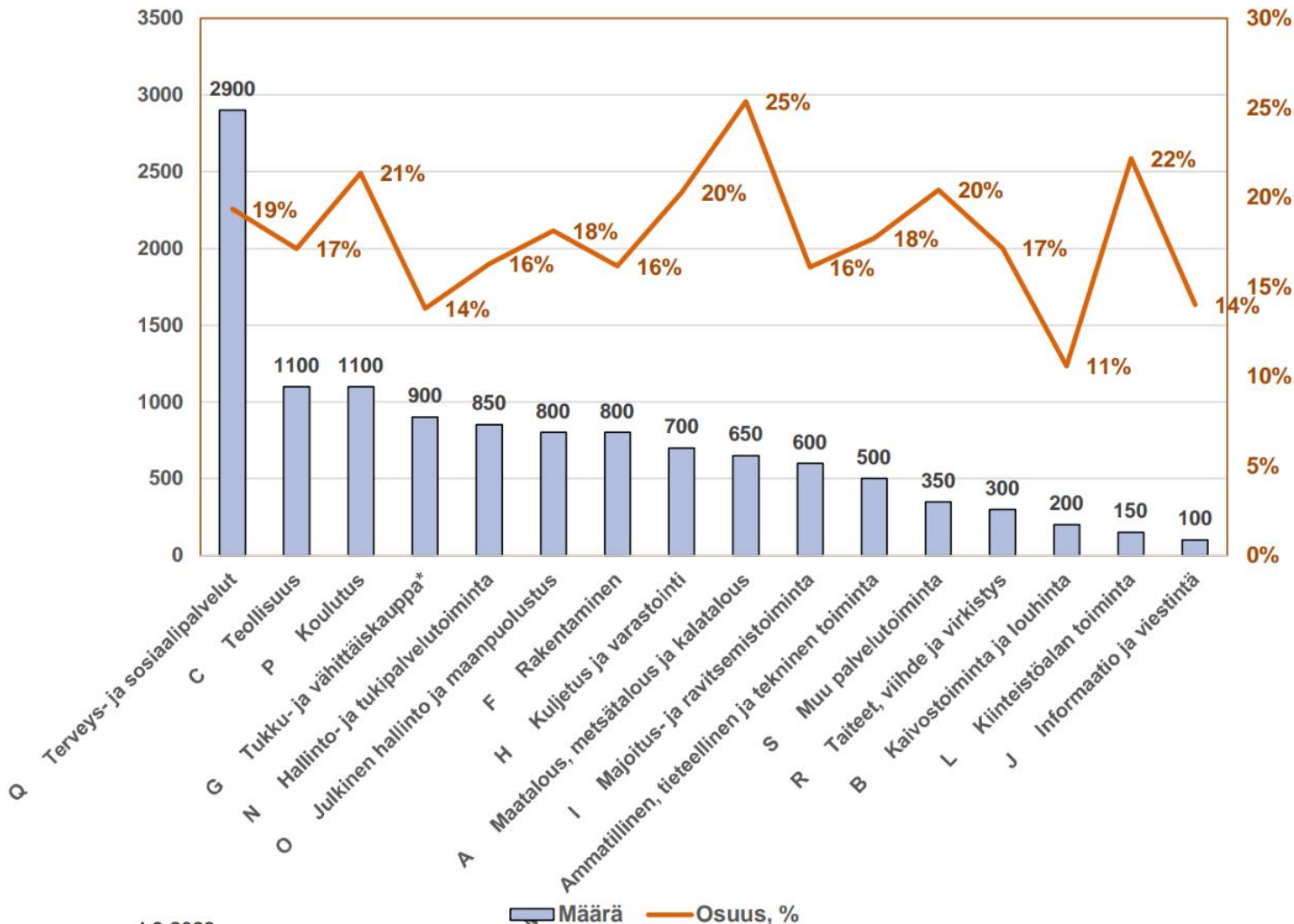
Lapland's Centre for Economic Development,  
Transport and the Environment

Lapin ELY-keskus

Jaakko Ylinampa  
Director General

# People retiring in Lapland 2024-2029

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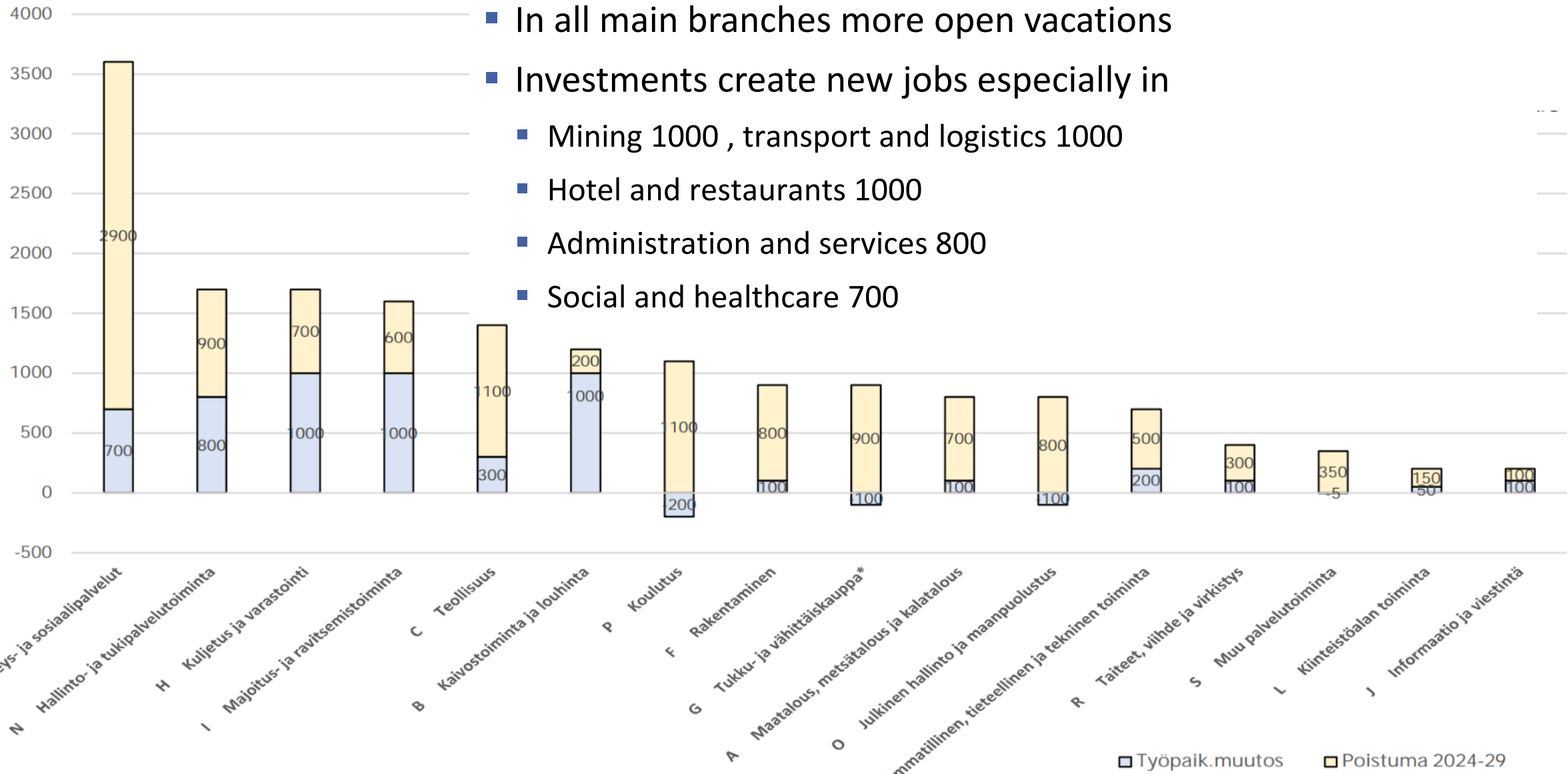
- 12 600 retiring in 6 years, 18 % of total labour
- Main branches
  - Social and healthcare 2900, Industry 1100
  - Education 1100, wholesale and retail 900
  - Administration and supporting services 850
  - Public services and defense 800
  - Construction 800, transport and logistics 700
  - Agriculture, forestry and fishery 650
  - Hotel and restaurants 600

4.9.2023

Juha Pusila

Turun tutkimus- ja ennakointipalvelu

# New Labour needed in Lapland 2024-2029



- In all main branches more open vacations
- Investments create new jobs especially in
  - Mining 1000 , transport and logistics 1000
  - Hotel and restaurants 1000
  - Administration and services 800
  - Social and healthcare 700

# The investment potential of the whole northern region

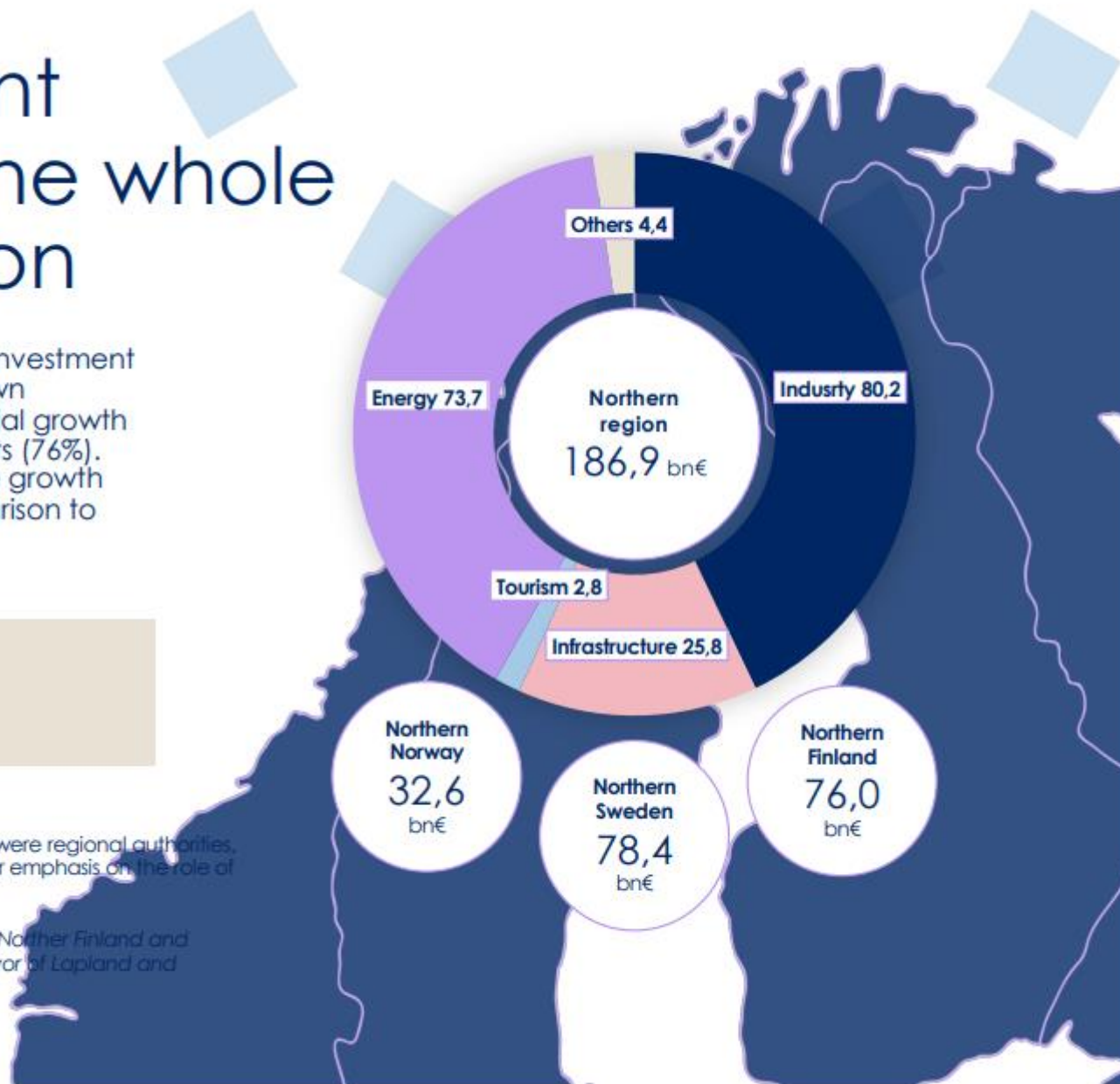
Compared to the previous study, the investment potential for the entire region has grown significantly by 17%. The most substantial growth has been observed in planned projects (76%). For confirmed or ongoing projects, the growth has been more modest (4%) in comparison to the previous study

Confirmed/ongoing: **97,8 bn€**

In planning: **89,2 bn€**

The primary and most effective sources of information were regional authorities, their previous studies, and the internet, with a particular emphasis on the role of media. The total is the best estimate at the time.

**Please note:** The source data and contact networks in Northern Finland and especially in Lapland, may distort the information in favor of Lapland and Northern Finland vis-à-vis the other areas.



# Northern Finland - Lapland, Northern Ostrobothnia, and Kainuu

## Leading projects

### Aurora-line

In collaboration with the Swedish transmission system operator Svenska kraftnät, Fingrid Oyj, the main grid company in Finland, is constructing a new 400 kV power line from Pyhänselkä in Muhos through Kemijoki to Messaure on the Swedish side.

The project, known as the Aurora Line, is set to be completed by 2025. The Aurora Line will enhance electricity transmission capacity from Finland to Sweden by approximately 900 MW and from Sweden to Finland by about 800 MW.

### Kemijoki Oy pump storage station

Kemijoki Ltd is exploring the possibilities of constructing pumped storage power plants in Northern Finland.

Integrating new hydroelectric power into Kemijoki Ltd's existing production environment advances Finland's energy transition and ensures the uninterrupted functioning of society.

### Oulu's Multi-purpose Arena

When realized, the Oulu Event and Experience Arena will be one of the most significant and impactful urban development projects in Oulu.

The plan includes the arena's event spaces with auxiliary areas, a practice ice rink, a 200-room hotel, commercial spaces, restaurants, meeting and conference facilities, a parking facility, and adaptable space. The versatile event arena's seating capacity can accommodate 10,000 spectators for ice hockey matches and up to 13,000 spectators for concert events.

In Northern Finland, green transition projects have taken the lead. The magnitude of investment potential has increased by 61% compared to the previous study. The most significant changes have resulted from substantial growth in the energy sector. Investments are planned for green transition production facilities, especially in wind power. Other forms of green energy production are also experiencing notable growth. Concurrently, Fingrid is making significant investments throughout Finland, including Northern Finland

Confirmed/Ongoing: **12,8 bn€**

In planning: **63,2 bn€**

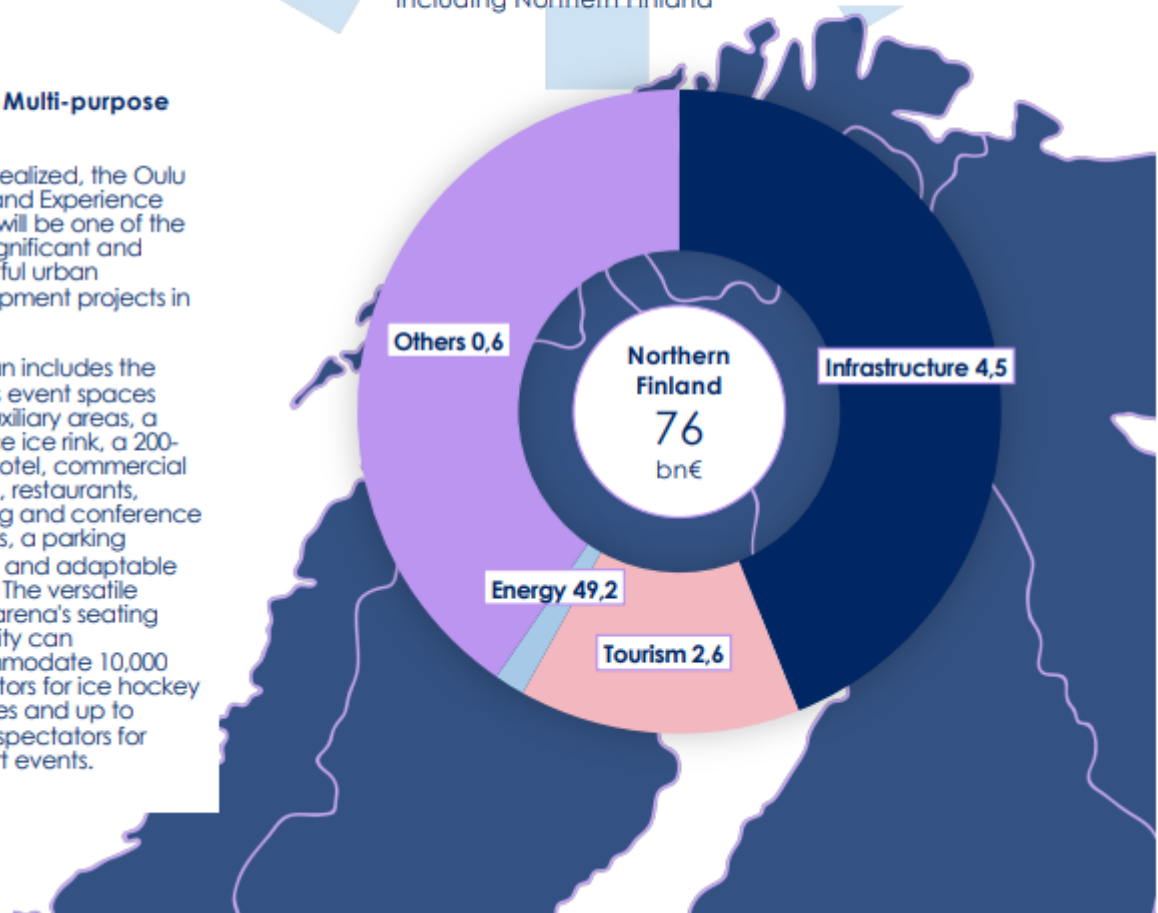
Others 0,6

Northern Finland  
76  
bn€

Infrastructure 4,5

Energy 49,2

Tourism 2,6



# Lapland

## Leading sectors

### Industry

Investment activities within the Lapland industrial sector notably encompass investments classified under the umbrella of green transition. The mining industry is expanding with new mines that yield metals crucial for the much-needed green transition. Industrial circular economy is already perceived as a potential and growing industry for the future.

### Energy

Investments within Lapland's energy sector are focused on green transition energy production and electricity network development.

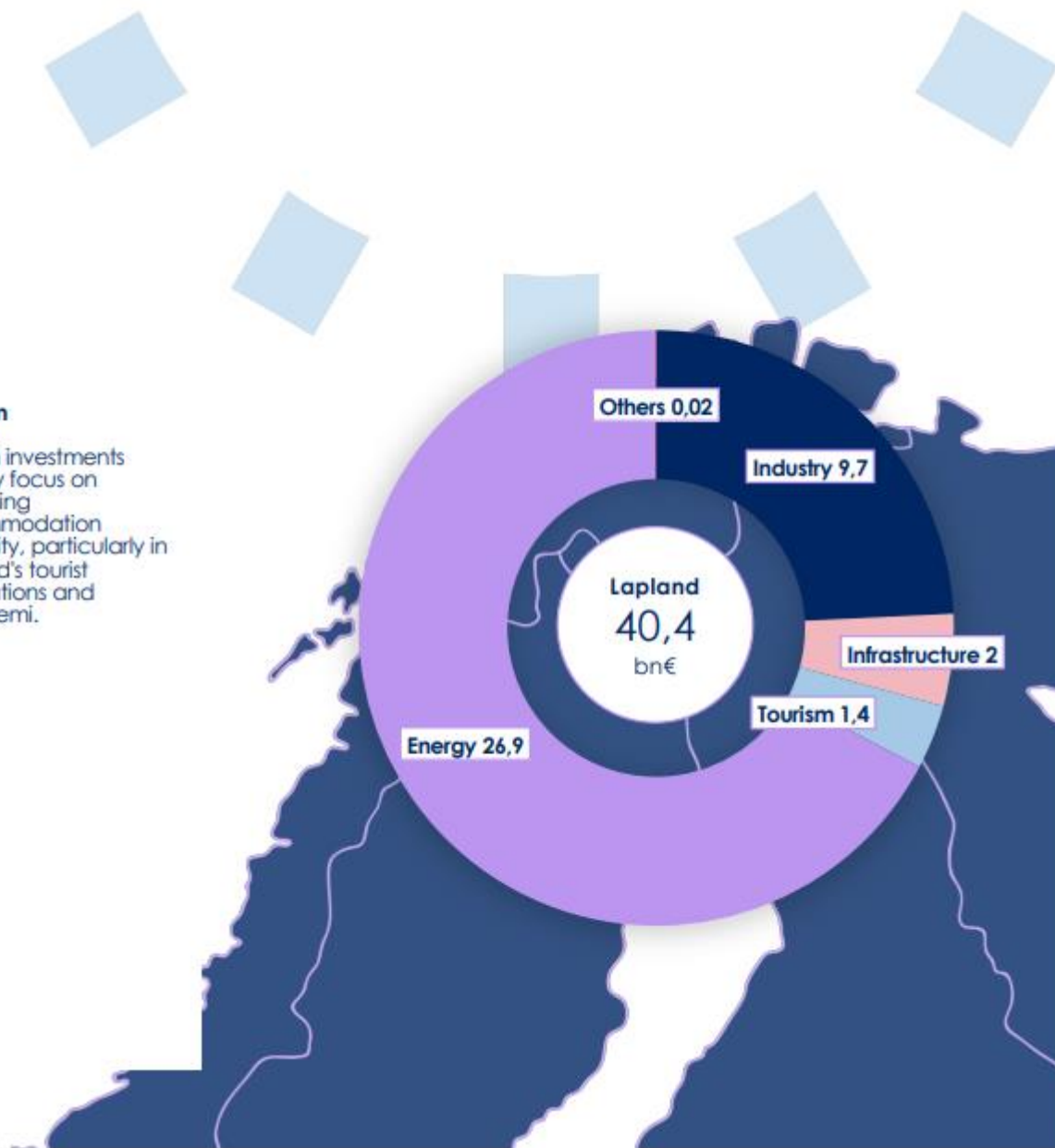
Wind power stands out as a prominent investment area in Lapland, while solar power installations are also being developed. Fingrid Oyj is making substantial investments in electricity network development in Northern Finland and the Aurora Line connecting Finland and Sweden.

### Tourism

Tourism investments notably focus on increasing accommodation capacity, particularly in Lapland's tourist destinations and Rovaniemi.

Confirmed/Ongoing: **1,6 bn€**

In planning: **38,4 bn€**



# Future is Bright

- Investments and development
  - Industry, Energy, Infrastructure
- Tourism flourishes
- Preparedness and international rehearsals
- Activity in mining
- Co-operation between regions
- Medical purposes
- Accessibility improvements
- Cross border working and studying

