

84,81 %

VISITOR SATISFACTION
Scale 0–100 %

+24,97

NPS (Net Promoter Score)
Entire Finland +53,6

87,4 %

RETURN SATISFACTION
Entire Finland 92,7 %

61,58 €

AVERAGE DAILY SPENDING (€)
All of the responders

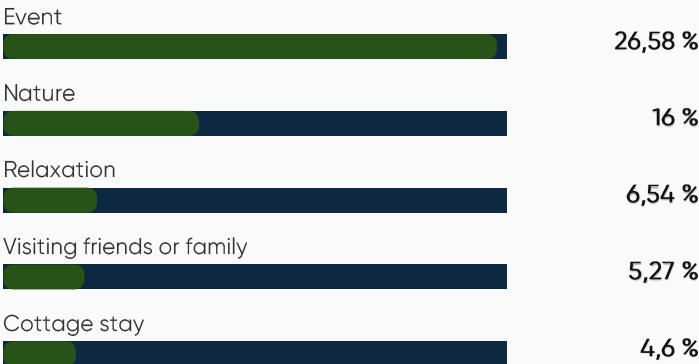
Respondent Distribution



48,0 % Stayed overnight
25,2 % Local visitors
28,2 % Day visitors

90 % From Finland
4,26 days Average length of stay
46,28 years Average Age

Purpose of visit



Consumption– €/day/person



971 visitors created 118 000 of income €
Top Spending Categories
Overnight visitors: accommodation 34% · shopping 15% · dining 11%
Day visitors: fuel & charging 27% · shopping 21%
Finland average: overnight visitors €56.28 · day visitors €150.67

Travel Carbon Footprint

0,100 kgCO₂e / km

Emissions per kilometre (Average in Finland 0,130)

2 450 € carbon efficiency

€/ (kgCO₂e/km/day/person · Finland average 2 921 €)

Social impact: 2/3 thinks that tourism improves local vitality



Events Generate Demand – The Service Chain Creates Value

The core experience is still strong (compared to 85.4% visitor satisfaction measured in July 2026). However, the daily spending is a bit less than elsewhere in Finland – underline the service in increasing sales and use cross-selling when coherent.

TOP 8 VisitSodankyläSompio-website
visitors in 08/2026 per country:

Finland
USA
Germany
Sweden
France
Netherlands
China
Italy



**37% traveled with a partner
22% traveled alone**

Of all the 971 responders

39% found us via previous visit

22% from destinations website (direct/Visit-
page or else)

Of all the 971 responders

1. Nature and Tranquility are Sodankylä's greatest strengths

Respondents describe Sodankylä as *peaceful, beautiful, clean, authentic, nature-oriented, and safe*. The most frequently mentioned strengths include: nature, landscapes, fells, and hiking trails – clean air and silence – reindeer, the Midnight Sun, and the authenticity of Lapland

Summary: Sodankylä is perceived as an authentic Lapland destination, known for its outstanding natural environment and sense of tranquility.

2. More Services, Restaurants, and Activities Are Needed, especially in the summer and evenings

The most common development suggestions relate to a wider selection of restaurants and cafés, as well as longer opening hours. More summer activities and year-round attractions have been repeated in the open feedback. Swimming opportunities, saunas, cultural experiences, and events are also a concern for travelers. A more vibrant town centre would attract more visitors according to the responders.

Summary: Visitors feel that while the natural environment is excellent, the range of services and experiences does not yet fully match the area's tourism potential.

3. Accessibility, Information, and Signage Need Improvement

Recurring feedback highlights limited public transportation and infrequent bus connections. Difficulty finding information about services, events, and trails is a concern. A need for more signs, maps, and visitor information has been repeated.

Summary: There is more to see and do than many visitors realize. Improved communication, guidance, and ease of movement would significantly enhance the visitor experience.

Sodankylä is primarily known for its stunning nature, peaceful atmosphere, and authentic character, but visitors would like to see more services, better accessibility, and improved information and guidance.

In the August 2026 comparison, the average room rate of accommodation providers in Sodankylä was **€149.82 per night**, which was very close to the overall average of the comparison sample (€151.08 per night).

The average room rate in Luosto **€116.50 per night** was approximately 22% lower than the average rate in Sodankylä. In contrast, the average rate of the premium accommodation segment (€175.97 per night) was approximately 18% higher than Sodankylä's average room rate.

Source: Tilastokeskus

Visitors consistently highlight Sodankylä's outstanding natural environment, authenticity, and sense of tranquility. However, feedback suggests that the current range of services and experiences does not yet fully reflect the destination's tourism potential.

Key development opportunities include improving the visibility of nature trails, strengthening visitor information and signage, and expanding year-round activities and services to encourage longer stays and repeat visits.

Answers can be submitted:
bit.ly/sodankyla-2026

Among 971 responders, TOP 3
Finns came from:
Helsinki
Rovaniemi
Oulu

Among 971 responders, TOP 3 of
international travelers came from:
France
Germany
Sweden

