158 animal-based tourism firms

15,1 million €

15% of animal-based tourism firms in Lapland are micro enterprises.

They provide full-time employment for 1-2 persons including the entrepreneur.

**Distribution of animal-based tourism firms**

- **Wildlife tourism**: 53
- **Husky farm**: 42
- **Reindeer farm**: 34
- **Equestrian farm**: 11
- **Multiple animal-based services**: 9
- **Farm holiday**: 6
- **Petting zoo / zoo**: 3

**Fell Lapland**: 34%

- **Northern Lapland**: 25%
- **Eastern Lapland**: 19%
- **Southern Lapland**: 22%

**Animal-based services total annual turnover**: 15,1 million €

<table>
<thead>
<tr>
<th>Animal</th>
<th>Total number</th>
<th>Turnover/animal (€)</th>
<th>Total turnover (million €)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Huskies</td>
<td>4000</td>
<td>2400</td>
<td>9.6</td>
</tr>
<tr>
<td>Reindeer</td>
<td>650</td>
<td>5400</td>
<td>3.5</td>
</tr>
<tr>
<td>Horses</td>
<td>150</td>
<td>4900</td>
<td>0.7</td>
</tr>
<tr>
<td>Captive (wild) animals</td>
<td>600</td>
<td>2200</td>
<td>1.3</td>
</tr>
</tbody>
</table>

**65%** of animal-based tourism firms in Lapland are micro enterprises.

* Source: Animal-based Tourism Services in Lapland, 2018, Multidimensional Tourism Institute Animal Welfare in Tourism Services project