

LAPLAND TOURISTS' VIEWS ON ANIMALS WORKING IN TOURISM

68% of the tourists consider animal-based activities as an important reason to visit Lapland.



 **Lapland tourists are making value-driven choices as...**

71%
prefer **products** and **services from local companies**.

57%
show concern about **the origins of good** they consume.

50%
prefer **environmentally friendly products**.

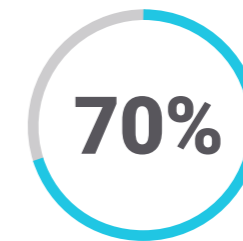
83% of the tourists are concerned about the rights and treatment of animals in today's society.



Of the tourists...

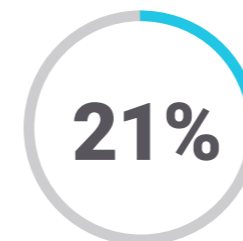


...think that **the mistreatment of animals is not allowed under any conditions.**

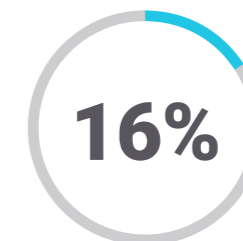


... think that animals play **an essential role in the creation of nature-based experiences.**

And only...



...think that animals should **always be visible and easy to photograph.**



...think that the use of animals is **necessary for the sake of human entertainment.**



Tourists want information about animal welfare from...

