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.

Of the tourists...

- 89% think that the mistreatment of animals is not allowed under any conditions.
- 70% think that animals play an essential role in the creation of nature-based experiences.
- 21% think that animals should always be visible and easy to photograph.
- 16% think that the use of animals is necessary for the sake of human entertainment.

Tourists want information about animal welfare from...

- 52% staff of local tourism companies.
- 50% marketing channels of local tourism companies.
- 40% local tourist information offices.
- 35% labels and certifications.

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

LAPLAND TOURISTS’ VIEWS ON ANIMALS WORKING IN TOURISM

*Source: Lapland tourists’ views on animals working in tourism, 2018, Multidimensional Tourism Institute Animal Welfare in Tourism Services –project*