

New flight routes from Europe to Lapland

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The Finnish airline company Blue1 will be opening up new routes from Düsseldorf and Paris directly to Kittilä in the heart of Lapland in the winter. At the same time Blue1 will be strengthening its position in traffic between Europe and Finland.

Passenger numbers at Kittilä Airport have increased rapidly in recent years with the magic of Lapland attracting an increasing number of Europeans. Blue1 has been flying to Finland's second-most northern airport for years.

"During the spring we examined the entire European market on a very wide scale with Lapland in mind – and these are the results," says **Kristiina Holtari**, Blue1's Sales and Marketing Director.

According to Holtari, the Paris season from December to April is 80 per cent sold out even before the route is opened for actual sales. Demand is expected to show a further increase on the French market. Demand is also be found on the German market.

Blue1 will be investing in North European business and leisure-time travel. In addition to the Düsseldorf and Paris flights, Blue1 is planning to open a Moscow route to Kittilä for the winter. The increasing number of routes is also evidenced by the opening of new ones to Split, Dubrovnik and Biarritz in the spring.

To Lapland from Tampere and Helsinki

The airline company Finncomm Airlines will also be opening up a route to Kittilä in the winter. During Christmas and New Year it will head northwards three times a week from Tampere. According to the company, seasonal flights to Kittilä in the spring sold well in the spring, which is proof of the continuing growth in the attraction of Lapland.

The old hand at flights to Kittilä, Finnair, has been flying passengers to Lapland since 1983. At the moment it is possible to fly from Helsinki to Kittilä all the year round by Finnair.

"The Kittilä traffic is very seasonal and the number of flights varies accordingly. During the skiing season, March and April, there are 24 flights a week, compared with seven during the quietest period," says Communication Officer **Inka Maarit Ikonen** at Finnair.



The magic of Lapland has its attraction. The number of passengers at the second-most northern airport in Finland has increased rapidly in recent years.

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- >> www.blue1.com
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