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The article reveals main tourism trends after the pandemic and analyses the potential for tourism development on the example of the city of Kemi, located in Finnish Lapland. In current conditions of unprecedented health and economic crisis caused by the COVID-19 pandemic, fast developing technology, shift in customer preferences and climate change, it is important to quickly adjust and respond to the new realities in order to ensure a sustainable development at the regional level. This is especially relevant in Lapland, where tourism is a strategically important sector of the economy. The article aims at identifying main tourism trends in post-lockdown era caused by COVID-19 pandemic and determining the potential for regional tourism development of peripheral areas on the example of the city of Kemi. Based on the conducted analysis of recent literature; analysis of statistical data; qualitative sociological study, three priority groups of actions were recommended: enhancing visibility in the market, strengthening image of the city, and developing facilities in the city. Besides the fact that achieved results are important for further research, developed priorities can lead to the development of tourism in the city, attraction of new investments, creation of new jobs and thus development of the economy.