

TOURISM IS A GROWING SOURCE OF EXPORT REVENUE AND A SIGNIFICANT EMPLOYMENT PROVIDER IN FINLAND
TOURISM HAS A MULTIPLIER EFFECT ON OTHER SECTORS. 1 EURO IN TOURISM ADDS 56 CENTS VALUE TO THE OTHER SECTORS.

GLOBAL TOURISM GROWS AT AN ANNUAL RATE OF 3%

29,000 ENTERPRISES IN 2018

- Tourism also provides employment to skilled people in other fields
- The importance of tourism is significant in remote areas

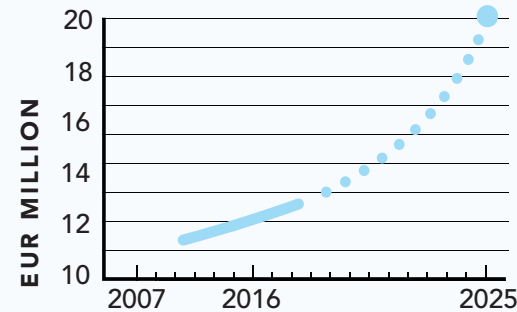
IN 2018, TOURISM INDUSTRY EMPLOYED 142,100 PEOPLE

- Turnover of tourism companies is over € 21 billion
- 30% of the employees were young people
- 40,000 new jobs are expected in the industry by 2025
- The industry also employs temporary workers via staffing services.

E.g. it is estimated that total temporary staffing working hours equals 6,000 full-time equivalents in the hospitality industry

BREAKDOWN OF EMPLOYMENT BY INDUSTRY IN 2018

Food- and beverage-serving service industry 50%
 Passenger transport 25%
 Cultural, sports- and recreational industry; travel agencies 14%
 Accommodation for visitors 11%



OVERALL TOURISM CONSUMPTION IN 2018 EUR 15.7 BILLION

TOURISM'S CONTRIBUTION TO THE GDP IS 2.7%, WHICH MAKES IT

- As big as agriculture and forestry
- 1.5 times as big as the food and drink industry
- Estimated 3.0% of GDP by 2025

EUR 4.9 BILLION

OF EXPORT EARNINGS BY INTERNATIONAL TOURISM IN 2018

- Has doubled since the year 2000
- As big as the total of the high tech export in Finland

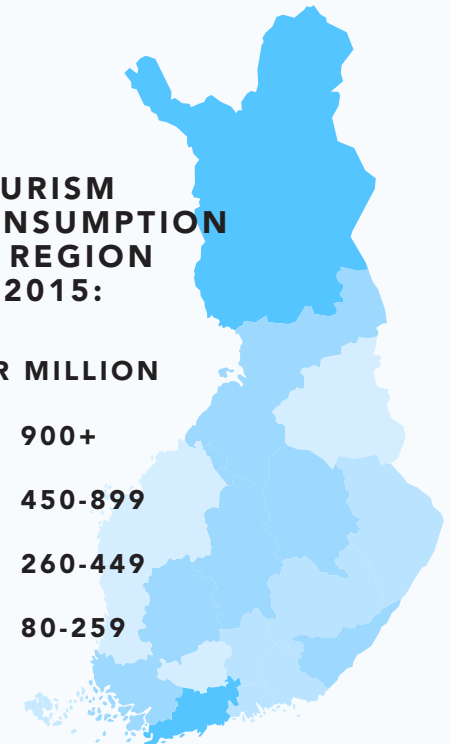
BREAKDOWN OF TOURISM EXPORT EARNINGS BY PRODUCTS AND SERVICES IN 2017

Passenger transport services 38%
 Goods (food and other purchases) 24%
 Food- and beverage-serving services 16%
 Accommodation services for visitors 11%
 Sports and recreational services 4%
 Fuels 3%
 Cultural services 2%
 Other consumption 2%

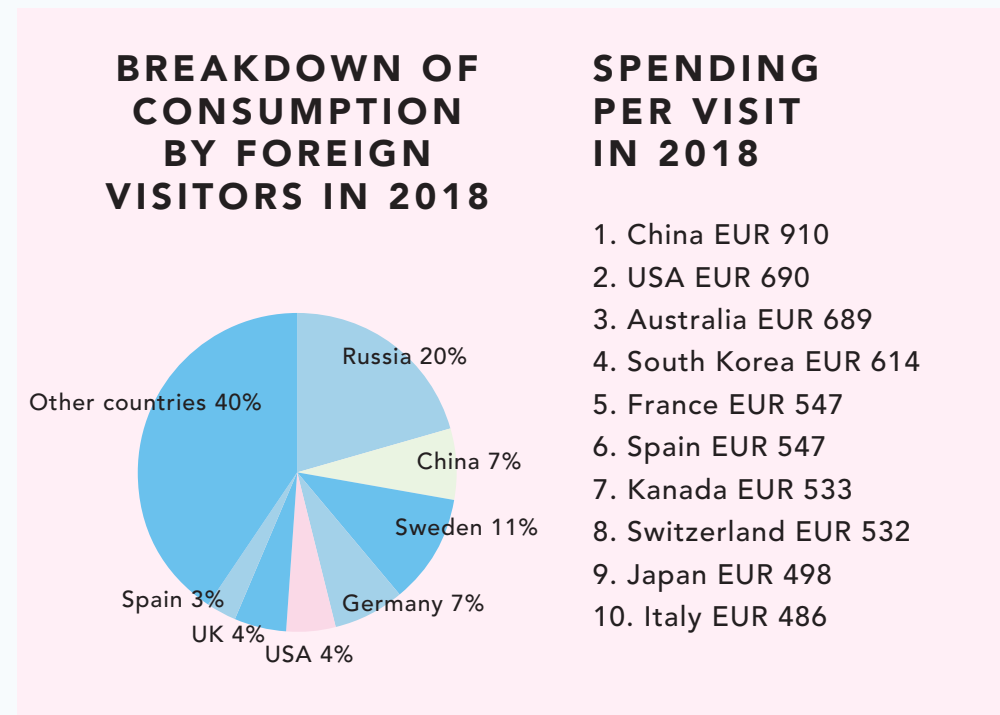
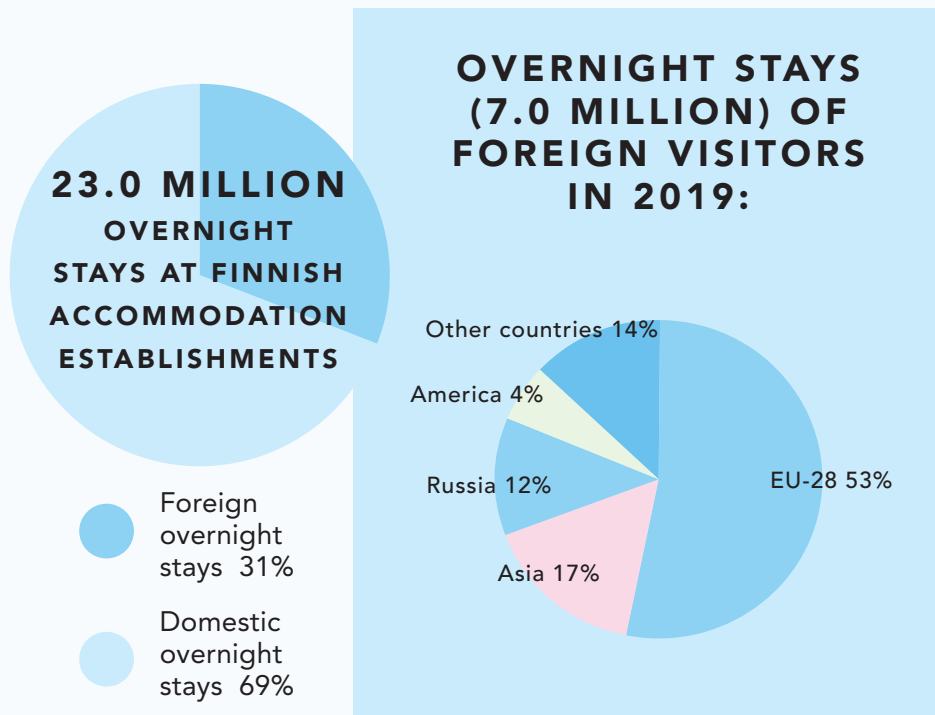
TOURISM CONSUMPTION BY REGION IN 2015:

EUR MILLION

- 900+
- 450-899
- 260-449
- 80-259



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TOURISM EXPORT'S SHARE 2018

- 5,4 % share of export earnings
- 18 % share of service export earnings
- Tourism is the second biggest service export area
- Tourism export grows faster than other service export

IN 2016, INTERNATIONAL CONGRESSES GENERATED REVENUE OF EUR 151 MILLION

- One congress guest spends on average EUR 1,340 per visit (2016)
- 136 413 congress delegates (2019)

