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

Sources: MEAE, Visit Finland, Finavia, UNWTO, Statistics Finland, Bank of Finland, WTTC ja MTC.
Additional information (in Finnish): www.visitfinland.fi > Tutkimukset ja tilastot
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OVERNIGHT STAYS (7.0 MILLION) OF FOREIGN VISITORS IN 2019:

- EU-28: 53%
- Russia: 12%
- Asia: 17%
- Other countries: 14%
- America: 4%

BREAKDOWN OF CONSUMPTION BY FOREIGN VISITORS IN 2018:

1. China EUR 910
2. USA EUR 690
3. Australia EUR 689
4. South Korea EUR 614
5. France EUR 547
6. Spain EUR 547
7. Kanada EUR 533
8. Switzerland EUR 532
9. Japan EUR 498
10. Italy EUR 486

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)

8.5 MILLION FOREIGN VISITORS IN FINLAND IN 2018

Sources: MEAE, Visit Finland, Finavia, UNWTO, Statistics Finland, Bank of Finland, WTTC and MTC.
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