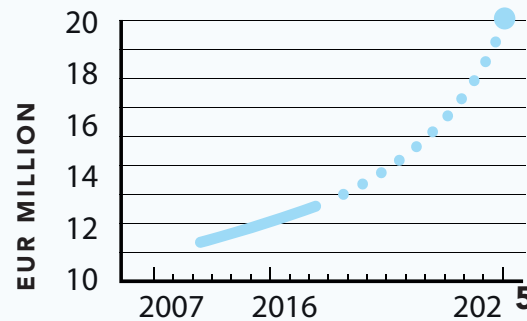


TOURISM IS A GROWING SOURCE OF EXPORT REVENUE AND A SIGNIFICANT EMPLOYMENT PROVIDER IN FINLAND
TOURISM HAS A MULTIPLIER EFFECT ON OTHER SECTORS. 1 EURO IN TOURISM ADDS 56 CENTS VALUE TO THE OTHER SECTORS.

GLOBAL TOURISM GROWS AT AN ANNUAL RATE OF 5%



OVERALL TOURISM CONSUMPTION IN 2016 EUR 13.8 BILLION

TOURISM'S CONTRIBUTION TO THE GDP IS 2.5%, 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

29,000 ENTERPRISES IN 2016

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

IN 2016, TOURISM INDUSTRY EMPLOYED 140,000 PEOPLE

- 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 2016

Food- and beverage-serving service industry 49%
 Passenger transport 25%
 Cultural, sports- and recreational industry; travel agencies 15%
 Accommodation for visitors 11%

EUR 4.4 BILLION

OF EXPORT EARNINGS BY INTERNATIONAL TOURISM ESTIMATED IN 2017

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

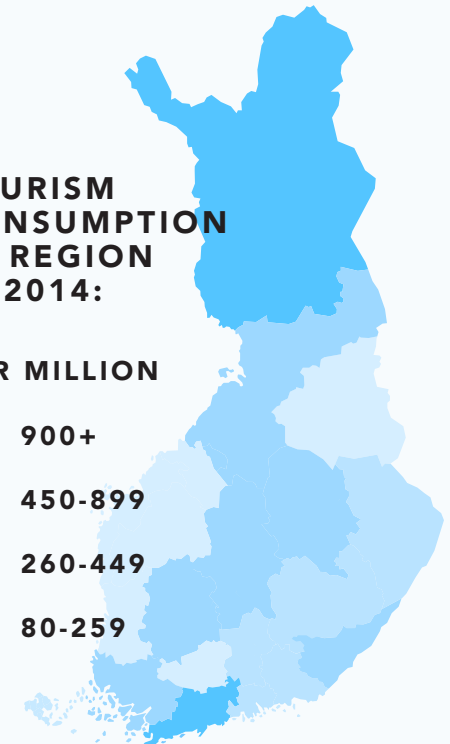
BREAKDOWN OF TOURISM EXPORT EARNINGS BY PRODUCTS AND SERVICES IN 2015

Passenger transport services 38%
 Goods (food and other purchases) 22%
 Food- and beverage-serving services 15%
 Accommodation services for visitors 12%
 Sports and recreational services 5%
 Fuels 3%
 Cultural services 3%
 Other consumption 2%

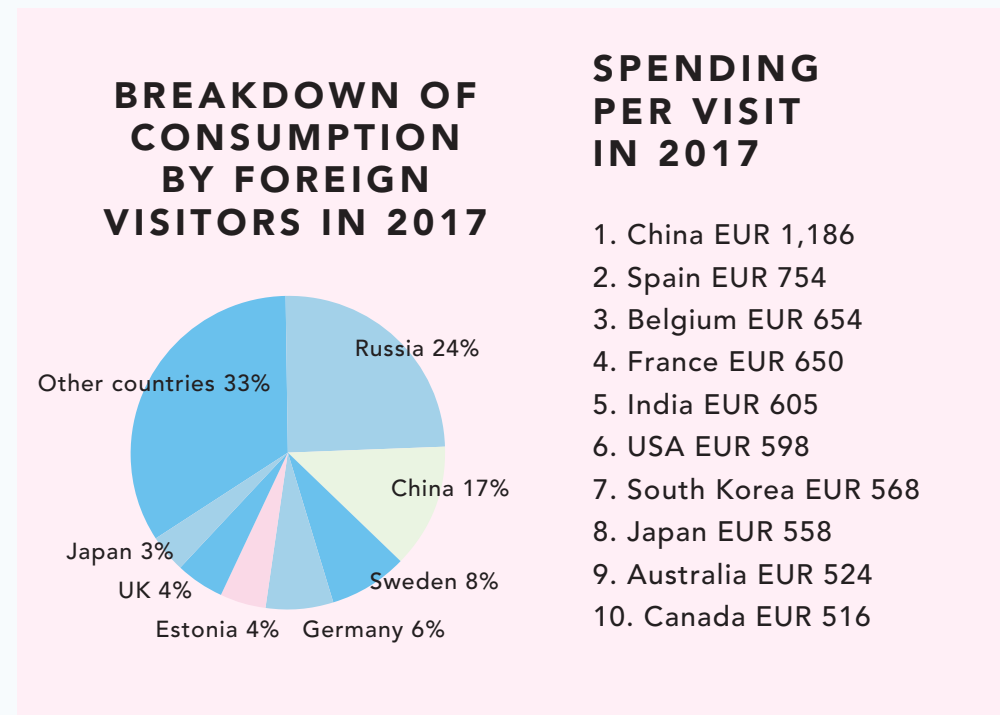
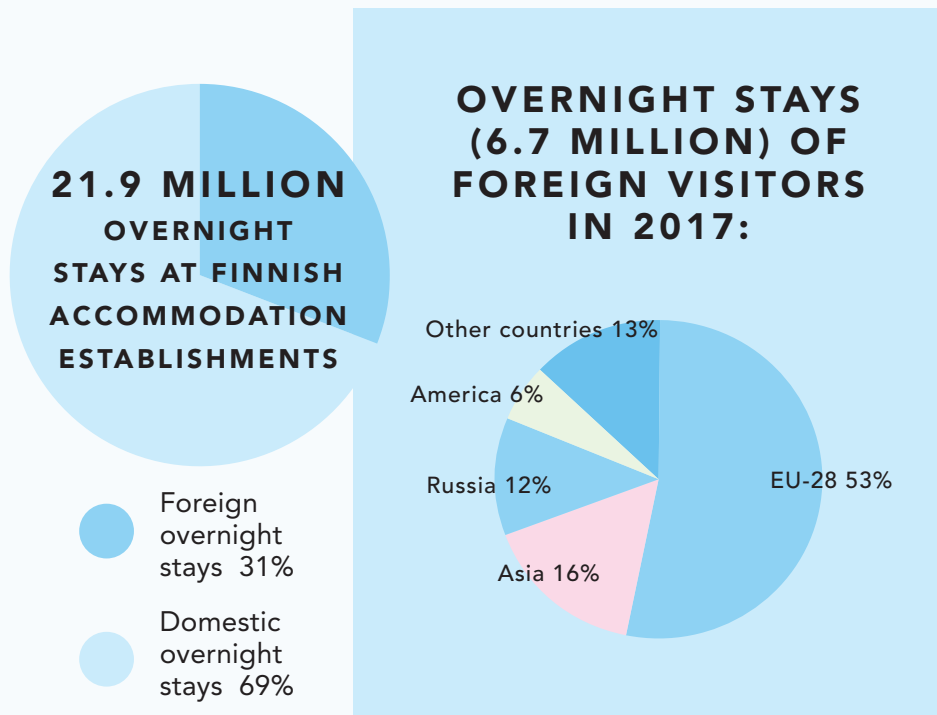
TOURISM CONSUMPTION BY REGION IN 2014:

EUR MILLION

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



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INVESTMENTS

- Tourism investments EUR 1.7 billion (2016)
- Hundreds of millions invested in hotels in 2013-2017
- EUR 900 million invested in Helsinki-Vantaa Airport development

IN 2016, INTERNATIONAL CONGRESSES GENERATED REVENUE OF EUR 151 MILLION

- One congress guest spends on average EUR 1,340 per visit (2016)
- Over 111,000 congress delegates (2017)

8.3 MILLION FOREIGN VISITORS IN FINLAND IN 2017