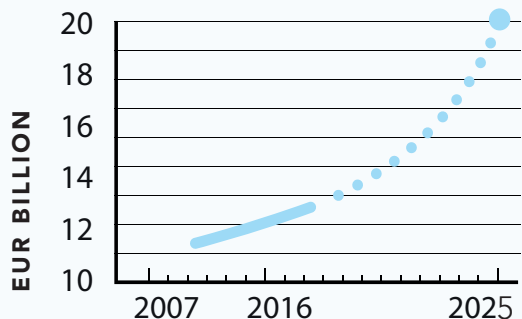


TOURISM IS A GROWING SOURCE OF EXPORT REVENUE AND A SIGNIFICANT EMPLOYMENT PROVIDER IN FINLAND
TOURISM HAS A MULTIPLIER EFFECT ON OTHER SECTORS. 1 EURO IN TOURISM ADDS 56 CENTS VALUE TO THE OTHER SECTORS.

GLOBAL TOURISM GROWS AT AN ANNUAL RATE OF 5%



OVERALL TOURISM CONSUMPTION IN 2017 EUR 15 BILLION

TOURISM'S CONTRIBUTION TO THE GDP IS 2.6%, 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
- Tourism is the third largest sector in Finland's export of services

29,000 ENTERPRISES IN 2017

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

IN 2017, TOURISM INDUSTRY EMPLOYED 140,200 PEOPLE

- Turnover of tourism companies is over € 19 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 2017

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

EUR 4.6 BILLION

OF EXPORT EARNINGS BY INTERNATIONAL TOURISM IN 2017

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

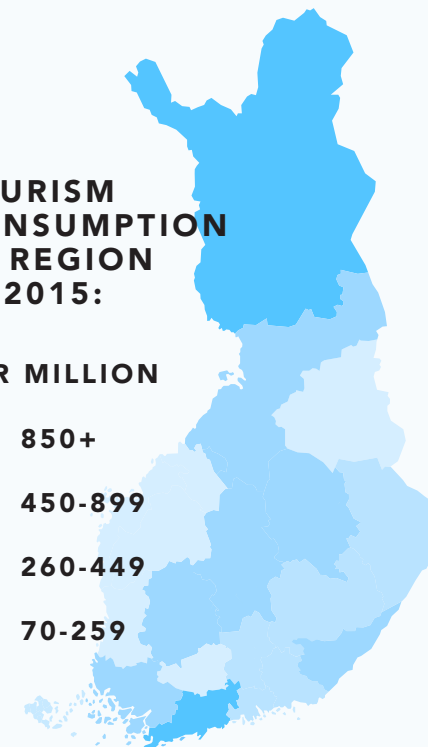
BREAKDOWN OF TOURISM EXPORT EARNINGS BY PRODUCTS AND SERVICES IN 2016

Passenger transport services 36%
 Goods (food and other purchases) 23%
 Food- and beverage-serving services 16%
 Accommodation services for visitors 12%
 Sports and recreational services 5%
 Fuels 3%
 Cultural services 3%
 Other consumption 2%

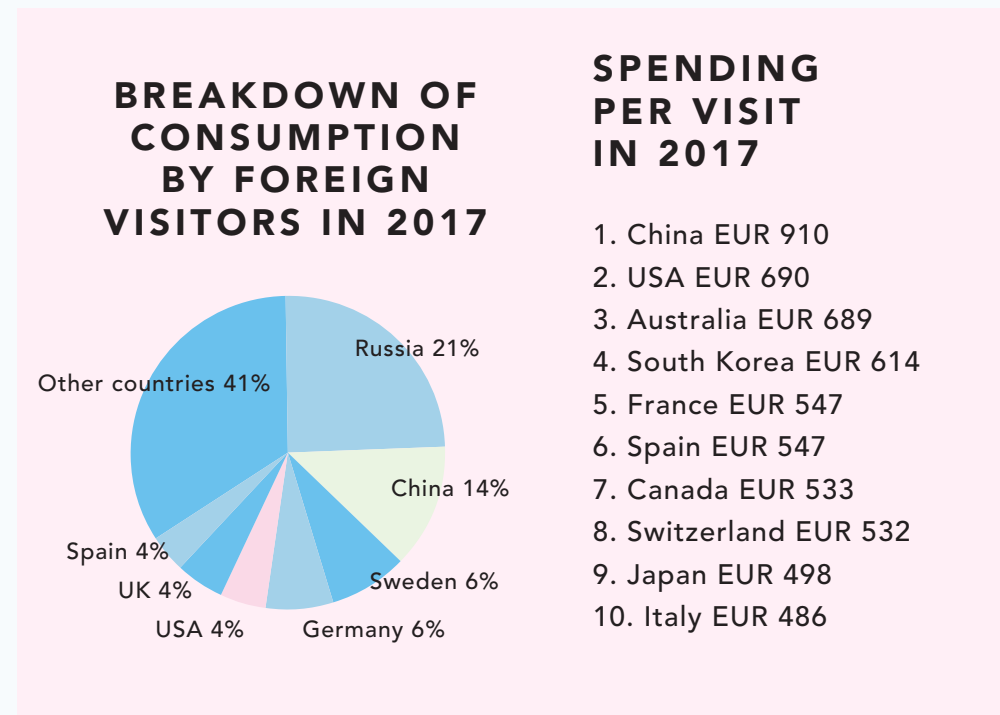
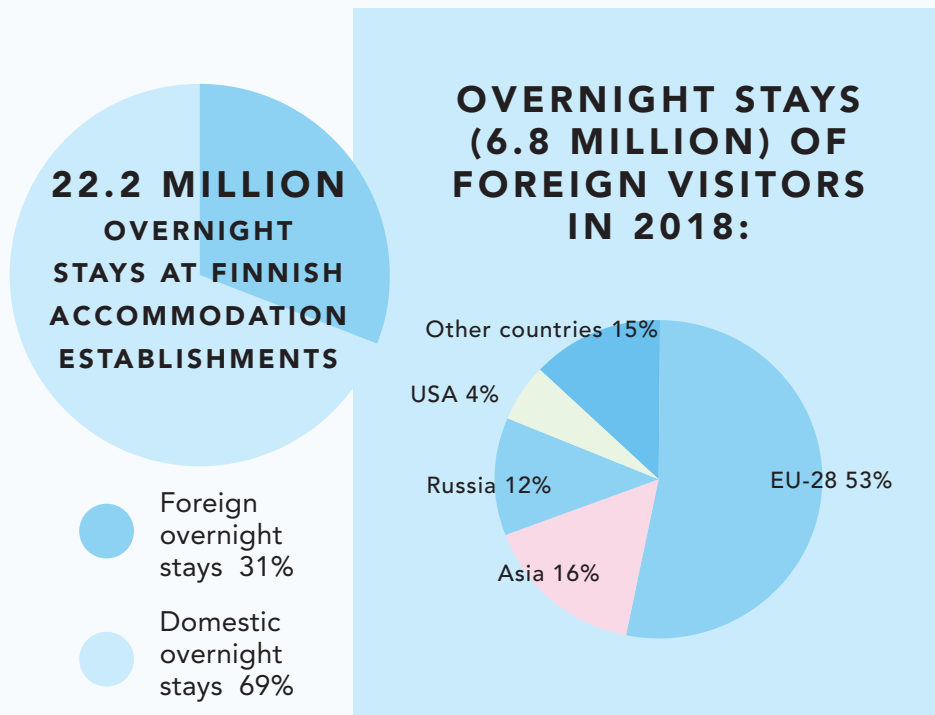
TOURISM CONSUMPTION BY REGION IN 2015:

EUR MILLION

- 850+
- 450-899
- 260-449
- 70-259



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TOURISM EXPORT'S SHARE 2017

- 5,3 % share of export earnings
- 17,2 % share of service export earnings
- Tourism is the third 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)
- Over 88,882 congress delegates (2018)

