

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 61 cents value to the other sectors.

FINNISH TOURISM RETURNS IN
2024
TO PRE-CRISIS LEVELS

(Oxford Economics review March 2022)

29,000
ENTERPRISES IN 2019

- Tourism also provides employment to skilled people in other fields.
- The importance of tourism is significant in remote areas.
- Turnover of tourism companies is over Eur21bn.

€5,3bn

TOURISM EXPORT'S SHARE 2019

- Has doubled since the year 2000
- As big as the total of high tech exports from Finland
- 5.4% share of export earnings
- 17% share of service export earnings



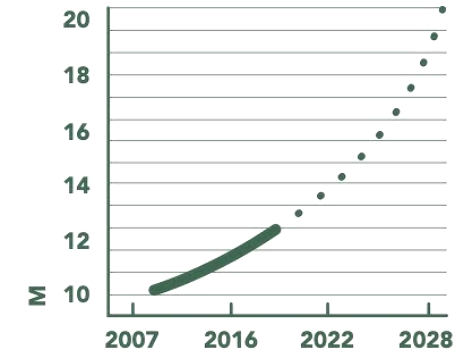
- Tourism is the second biggest service export area after telecommunications, data processing and information services.
- Tourism export grows faster than other service export.

IN 2019, TOURISM INDUSTRY
EMPLOYED

154,000 PEOPLE

- 5.8% of the labour force in the whole country worked in tourism industries.
- The share was higher than in the whole country in Åland (21.5%), Lapland (8.7%), Uusimaa (6.3%), Tampere region and South Karelia (6%).

Food and beverage services 77 300 people
Passenger transport services 40 000 people
Cultural services 17 600 people
Accommodation services 16 300 people
Travel Agencies and the like 2 900 people



OVERALL TOURISM
CONSUMPTION IN 2019
€16,3bn

- Tourism industries account for 2.7% of GDP
- As big as agriculture, forestry and fisheries together
- 1.5 times as big as the food and drink industry

IN 2016, INTERNATIONAL
CONGRESSES GENERATED REVENUE
OF

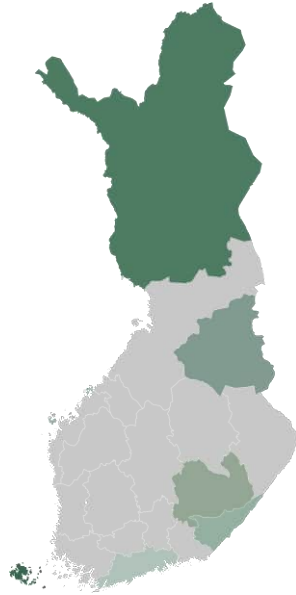
€151m

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

TOURISM CONSUMPTION BY REGION:

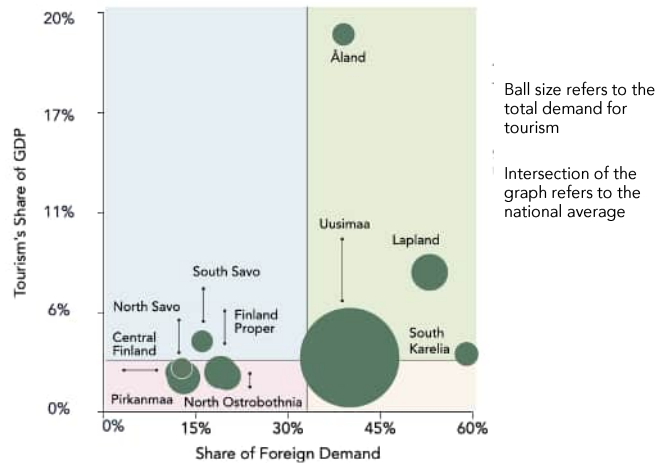
In 2019, 2.7% of Finland's GDP was generated by tourism. The share higher than average in these regions:

- Åland (20,8%)
- Lapland (7,7%)
- Kainuu (3,9%)
- South Savo (3,9%)
- South Karelia (3,2%)
- Uusimaa (3,0%)



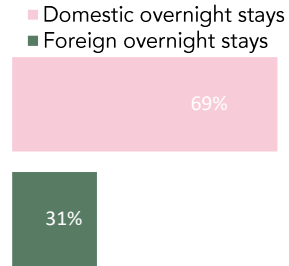
REGIONAL ECONOMIC SIGNIFICANCE OF TOURISM

1. Significant share of GDP in tourism, domestic demand emphasized
2. Significant share of GDP, foreign demand emphasized
3. Low share of GDP, domestic demand emphasized

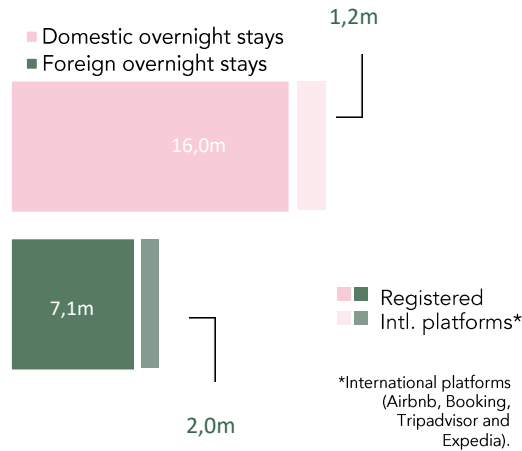


23,1m

REGISTERED OVERNIGHT STAYS AT FINNISH ACCOMMODATION ESTABLISHMENTS IN 2019



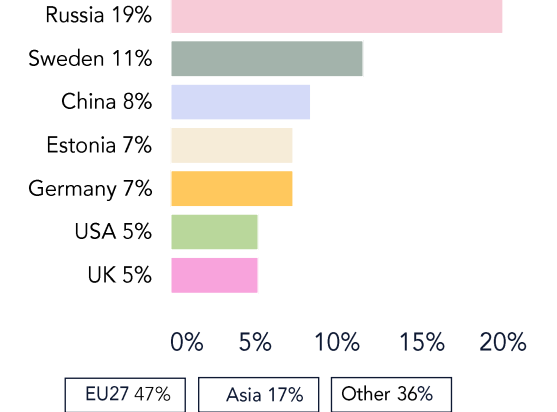
OVERNIGHT STAYS 2019



*International platforms (Airbnb, Booking, Tripadvisor and Expedia).

DISTRIBUTION OF TOURISM RECEIPTS AND REGISTERED OVERNIGHT STAYS IN 2019

DISTRIBUTION OF TOURISM RECEIPTS



DISTRIBUTION OF REGISTERED OVERNIGHT STAYS

