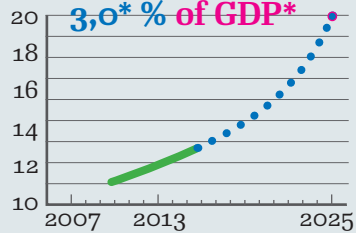


Tourism is a growing source of export revenue and a significant provider of employment in Finland

Tourism has a multiplier effect on other sectors. 1 euro in tourism adds value 56 cents to the other sectors.

Overall tourism consumption in 2014

EUR 14,2 billion



Tourism's contribution to the GDP is 2,5 % which makes it

- A bit bigger than agriculture and forestry
- More than 1,5 times as big as the food industry
- Growth 6,5 % in 2011-2014

In 2014, tourism industry provided jobs for

140 000 people



- Young people's share of employees 30 %
- 40 000 new jobs are expected in the industry by 2025
- Workforce grew by 6 % in 2011-2014
- The industry also temporarily employs via staffing services

27 900 enterprises



- 3 000 new companies established in 2007-2014
- Tourism is especially important for the remote areas
- Tourism also provides employment to people skilled in other fields

Investments

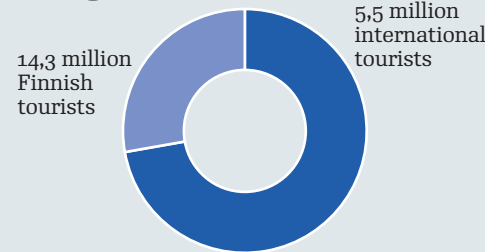


- Capital investments EUR 1,2 billion
- Hundreds of millions invested in hotels in 2013-2015

*) estimate for the year 2025, Ministry of Employment and the Economy

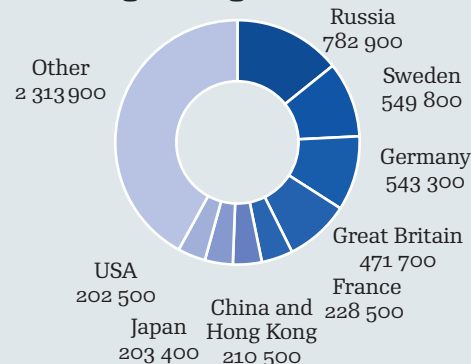
19,8 million

registered overnight stays in Finland



Global tourism grows at an annual rate of **4 %**

Overnight stays of international tourists in Finland



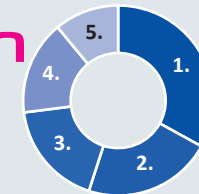
Relative change of over-night stays

- Russia -41,6 %
- Sweden +2,9 %
- Germany +8,7 %
- Great Britain +5,6 %
- France +6,1 %
- China and Hong Kong +40,1 %
- Japan +5,9 %
- USA -0,7 %
- Other +8,7 %

Purpose of visit

7,4 million

foreign tourists in Finland



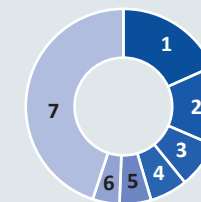
1. Holiday trip 33 %
2. Shopping trip 22 %
3. Visiting friends, relatives 18 %
4. Business trip 16 %
5. Other trip 11 %

Export earnings generated by international tourism in 2014

EUR 4,03 billion

- Has doubled since the year 2000
- More than twice as big as the health technology export
- Bigger than the total of the high tech export from Finland

Breakdown of total consumption



1. Russia 18 %
2. China 13 %
3. Japan 8 %
4. Germany 6 %
5. Sweden 5 %
6. Estonia 4 %
7. Other 45 %

Spending per visit

1. China EUR 656
2. Switzerland EUR 604
3. France EUR 532
4. India EUR 528
5. Netherlands EUR 516
6. Japan EUR 442
7. Poland EUR 438
8. USA EUR 434
9. Spain EUR 406

International conferences generated revenue of

EUR 124 million

- 71 % growth in revenue in 2010-2015
- One conference guest spends on average EUR 1 635 per visit