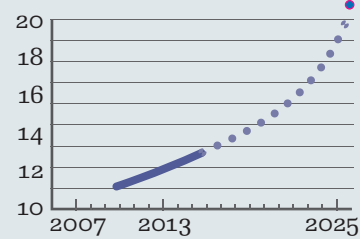


Tourism is a growing source of export revenue and a significant provider of employment in Finland

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

Overall tourism consumption in 2015

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 industry
- Estimated 3,0% of GDP by 2025

In 2015, 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
- The industry also temporarily employs via staffing services

28 000 enterprises



- Tourism also provides employment to people skilled in other fields
- Tourism is especially important for the remote areas

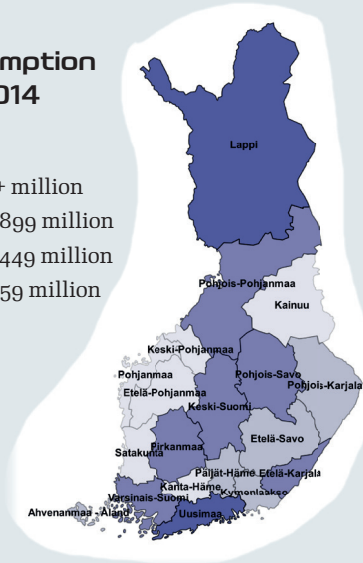
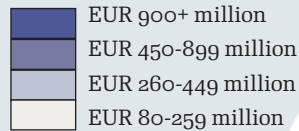
Investments



- Capital investments EUR 1,7 billion
- Hundreds of millions invested in hotels in 2013-2016
- Development programme of regional airports in 2014-2016 EUR 100 million

2016 if not stated differently

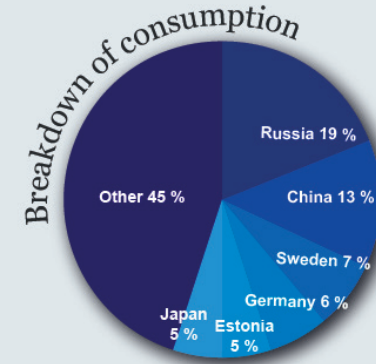
Tourism consumption by region in 2014



Export earnings generated by international tourism

EUR 3,9 billion

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

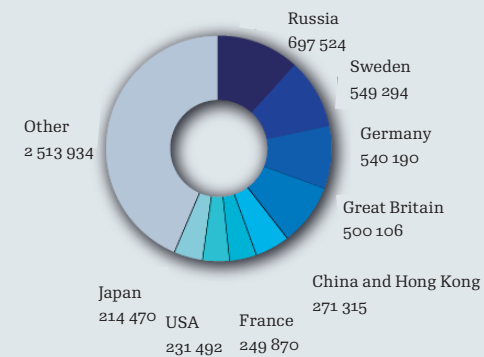


Spending per visit

1. China EUR 940
2. Australia EUR 807
3. Switzerland EUR 623
4. Canada EUR 596
5. Spain EUR 582
6. France EUR 560
7. USA EUR 554
8. India EUR 551

20,3 million registered overnight stays in Finland

Overnight stays (5,8 million) of international tourists in Finland



Relative change of overnight stays

- Russia -10,9 %
- Sweden -0,1 %
- Germany -0,6 %
- Great Britain +6 %
- China and Hong Kong +28,9 %
- France +8,6 %
- USA +14,3 %
- Japan +5,4 %
- Other +8,6 %

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

International conferences generated revenue of **EUR 151 million**

- One conference guest spends on average EUR 248 per visit
- Over 101 500 conference delegates

7,7 million foreign tourists in Finland