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.

**28,000 enterprises**

- 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

**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

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

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

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

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

Investments

2016 if not stated differently

**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’s 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

Sources: MEE, Visit Finland, Finavia, UNWTO, Statistics Finland, Bank of Finland, WTTC and MTC

Additional information (in Finnish): www.visitfinland.fi > Tutkimukset ja tilastot

The infographic and other materials are available for download at www.tem.fi/tourism

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