Tourism share of service exports 10% in 2022

- 3.4 billion tourism exports
- 2.8% share of exports
- 10% share of service exports

- 49,000 establishments in 2022
- 141,000 persons employed in the tourism industry
- 5.1% of the labour force were employed by the tourism industry

Employees in the tourism industry 2022
- 12%
- 11%
- 2%
- 52%
- 23%

- Food- and beverage-serving serving industry
- Passenger transport
- Cultural, sports and recreational industry
- Accommodation for visitors
- Travel agencies and other reservation services industry

Tourism share of GDP 1.8% in 2022

Inbound travellers in 2023*
- 73% of trips are leisure trips
- 27% business trips.

- €807 per trip
- €73 per day

Paid overnight stays in statistics 2023, million
- 4.1
- 3.4
- 22.8

- Accommodation establishments
- Airbnb and similar international platforms
- Domestic rental cottage platforms

Sources: Eurostat, MEAE, Statistics Finland, Visit Finland. Additional information (in Finnish): www.visitfinland.fi > Tutkimukset ja tilastot

*Data from 2023M03-2024M02

*2022 for preliminary data