**FINLAND**  
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

### GLOBAL DATA 2019

- **10.3%** Total GDP contribution
- **330MN** Jobs globally (1 in 10 jobs)

### CONTRIBUTION OF TRAVEL & TOURISM TO GDP

- **7.5% OF TOTAL ECONOMY**
  - Total T&T GDP = EUR18.2BN (USD20.3BN)
- **+0.5%**
  - 2019 Travel & Tourism GDP growth vs +1.3% real economy GDP growth

### CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

- **214.0 JOBS (000's)**
  - (8.1% of total employment)

### INTERNATIONAL VISITOR IMPACT

- **EUR4.5BN**
  - in visitor spend (4.8% of total exports) (USD5.1BN)

### INBOUND ARRIVALS

1. RUSSIAN FEDERATION 12%
2. SWEDEN 11%
3. GERMANY 9%
4. UNITED KINGDOM 7%
5. CHINA 6%
6. REST OF WORLD 55%

### OUTBOUND DEPARTURES

1. SWEDEN 18%
2. RUSSIAN FEDERATION 17%
3. ESTONIA 15%
4. SPAIN 8%
5. FRANCE 3%
6. REST OF WORLD 39%

### SECTOR CHARACTERISTICS (2019)

- **LEISURE SPENDING 73%**
- **BUSINESS SPENDING 27%**
- **DOMESTIC SPENDING 71%**
- **INTERNATIONAL SPENDING 29%**

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1All values are in constant 2019 prices & exchange rates
As reported in March 2020