FINLAND
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

**10.3%**
Total GDP contribution

**330MN**
Jobs globally (1 in 10 jobs)

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

1 in 4 net new jobs were created by Travel & Tourism over the last five years

Global GDP impact by sector (2018 data). Share of total economy GDP

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of Total Economy GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>0%</td>
</tr>
<tr>
<td>Automotive</td>
<td>5%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>10%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>15%</td>
</tr>
<tr>
<td>Retail</td>
<td>20%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>25%</td>
</tr>
</tbody>
</table>

All values are in constant 2019 prices & exchange rates

As reported in March 2020

FINLAND 2019 KEY DATA

**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

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

**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%
REST OF WORLD 55%

OUTBOUND DEPARTURES

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

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

SECTOR CHARACTERISTICS (2019)

<table>
<thead>
<tr>
<th>Sector</th>
<th>Leis. Spending</th>
<th>Business Spending</th>
<th>Domestic Spending</th>
<th>International Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>73%</td>
<td>27%</td>
<td>71%</td>
<td>29%</td>
</tr>
</tbody>
</table>

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As reported in March 2020