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

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

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

214.0 JOBS (000’s)
(8.1% of total employment)

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%

INTERNATIONAL VISITOR IMPACT

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

SECTOR CHARACTERISTICS (2019)

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

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

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