**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:

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

<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>10%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>15%</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)
  - 2019 Travel & Tourism GDP growth vs +1.3% real economy GDP growth

- **214.0 jobs (000’s)**
  - (8.1% of total employment)

- **EUR4.5 BN**
  - 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)

- **Leisure Spending**: 73%
- **Business Spending**: 27%
- **Domestic Spending**: 71%
- **International Spending**: 29%

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