**FINLAND**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

- **10.3%**
  - Total GDP contribution

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

- **7.5% OF TOTAL ECONOMY +0.5%**
  - 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

**FINLAND 2019 KEY DATA**

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

- **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

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

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

**INTERNATIONAL VISITOR IMPACT**

- **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%

**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

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