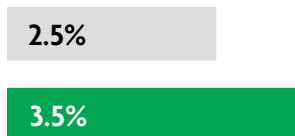


### GLOBAL DATA 2019



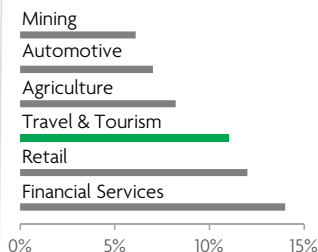
While the global economy grew by 2.5%,  
**Travel & Tourism grew significantly more at 3.5%**



**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



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)

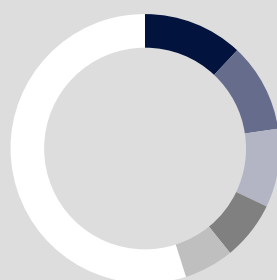


INTERNATIONAL VISITOR IMPACT

**EUR4.5<sub>BN</sub>**

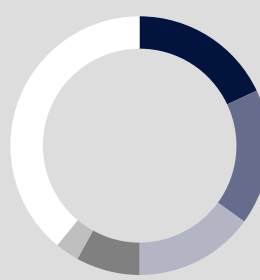
in visitor spend (**4.8%** of total exports)  
(USD5.1BN)

### INBOUND ARRIVALS



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

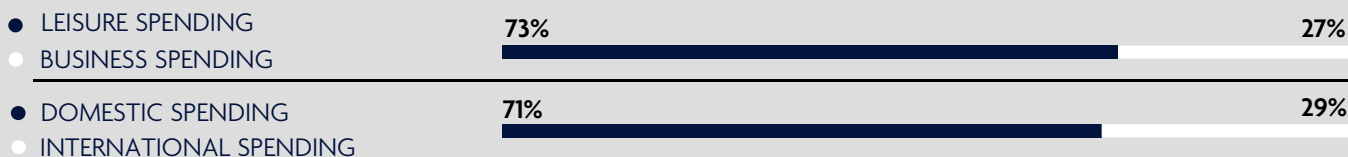
### OUTBOUND DEPARTURES



- 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)



<sup>1</sup>All values are in constant 2019 prices & exchange rates  
As reported in March 2020