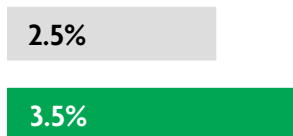


GLOBAL DATA 2019



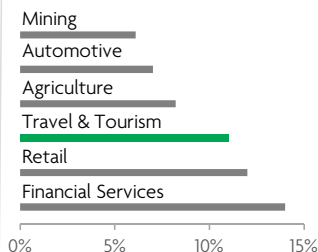
While the global economy grew by 2.5%,
Travel & Tourism grew significantly more at 3.5%



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

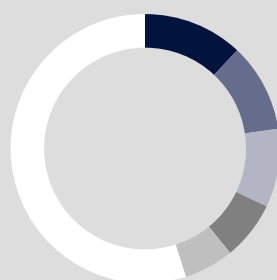
214.0 JOBS (000's)
(8.1% of total employment)



INTERNATIONAL VISITOR IMPACT

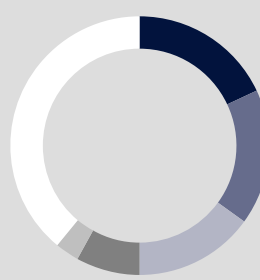
EUR4.5_{BN}
in visitor spend (**4.8%** of total exports)
(USD5.1BN)

INBOUND ARRIVALS



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

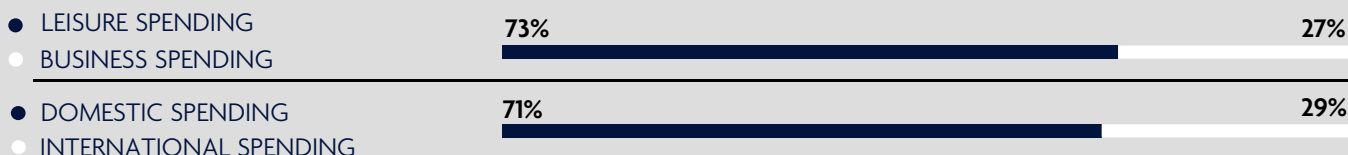
OUTBOUND DEPARTURES



- 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)



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