

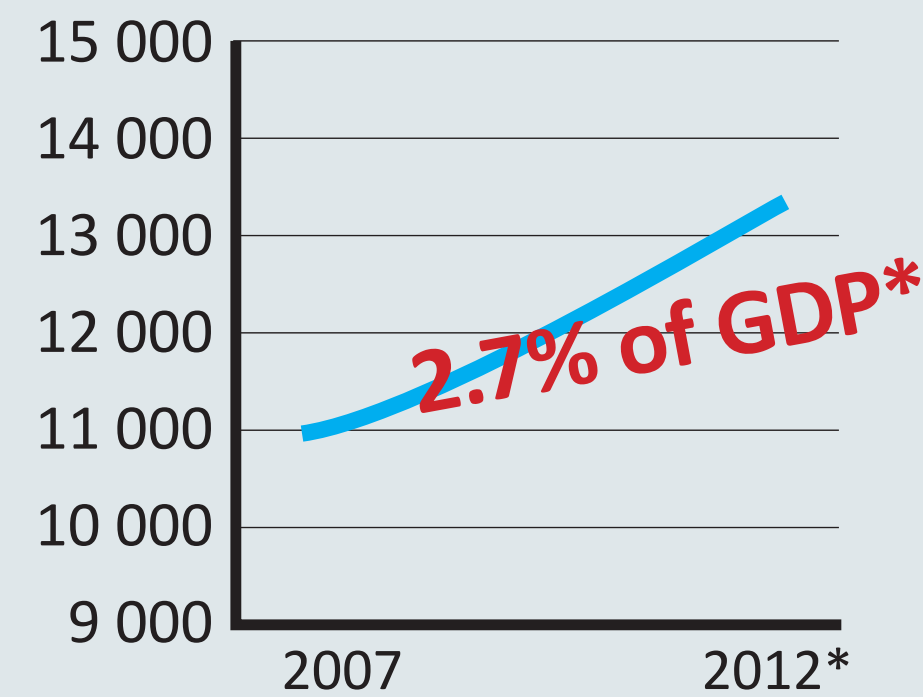
TOURISM IS A SIGNIFICANT PROVIDER OF EMPLOYMENT AND SOURCE OF EXPORT REVENUE

TOURISM IS ONE OF THE FEW GROWING INDUSTRIES IN FINLAND

Global tourism grows at an annual rate of **5%**

Overall demand for tourism

EUR 13.3 billion



- Larger than agriculture and forestry
- Larger than the banking sector
- Larger than the food industry
- Growth 21% in 2007–2012

Taxes and tax-like fees in 2009

EUR 5.2 billion

- The tourism industry generated 5.4% of the state's taxes and tax-like fees
- Tourism is the only export industry to also pay value-added tax in Finland.

In 2011, the tourism industry provided employment

184,400 employees



- 111,000 man-years
- Young people's share of employees 30%
- The industry is expected to offer 50,000 new jobs by 2020
- The work force grew by 16% in 2007-2012

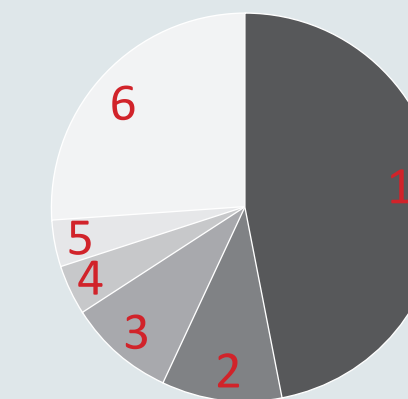
27,000 companies



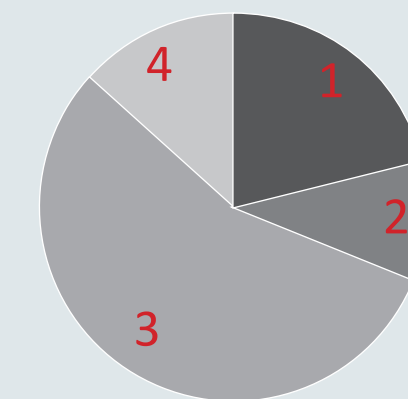
- The significance of tourism is emphasised in remote areas: In Enontekiö, tourism accounts for 47% of all industries
- New companies are created the most in programme services
- The tourism industry also provides employment to people skilled in other fields



7.6 million
foreign tourists in Finland



1. Russia 47%
2. Estonia 10%
3. Sweden 9%
4. Germany 4%
5. United Kingdom 4%
6. Other 26%



1. Business trip 21%
2. Friends, relatives 10%
3. Other leisure 55%
4. Other trip or several reasons 13%

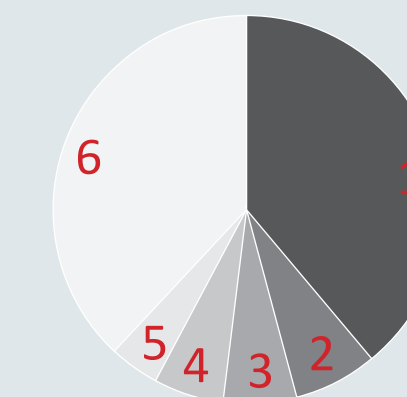
Export-like tourism revenue from abroad

EUR 4.2 billion

Foreign tourists' spending in Finland, total

EUR 2.3 billion

Breakdown of total consumption



1. Russia 39%
2. Sweden 7%
3. Estonia 6%
4. Germany 6%
5. United Kingdom 4%
6. Other 38%

Spending per visit

1. China EUR 555
2. Japan EUR 52
3. USA EUR 475
4. France EUR 467
5. Italy EUR 467
6. Germany EUR 374
7. Russia EUR 248
8. Sweden EUR 222

International conferences left Finland

EUR 90 million

- Finland is the 16th most popular conference destination in the world
- The income impact of one conference guest is EUR 1,175

Figures 2012 unless otherwise mentioned
*) Finnish Tourist Board estimate

Sources: Ministry of Employment and the Economy, FCB, MaRa ry, Finnish Tourist Board, MTI, PAM, UNWTO, Border interview survey 2012, Statistics Finland and Bank of Finland
Additional information (in Finnish): www.mek.fi > Tutkimukset ja tilastot

The infographic and other materials are available for download at www.experiencebusiness.fi/matkaillu-luvut