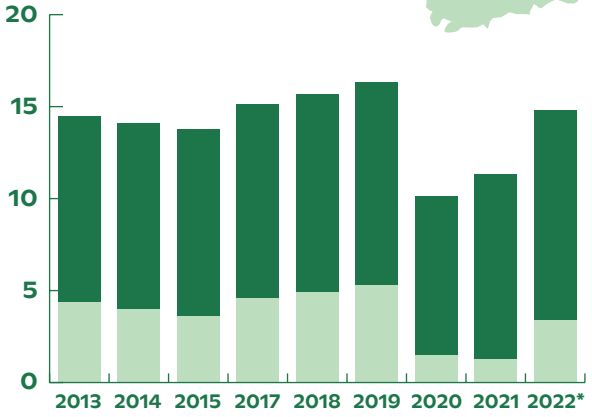
Tourism share of service exports 10 % in 2022

3.4 billion
tourism exports

2.8 % share of exports

10 % share of service exports



Inbound tourism demand, € bn.

Domestic tourism demand, € bn.

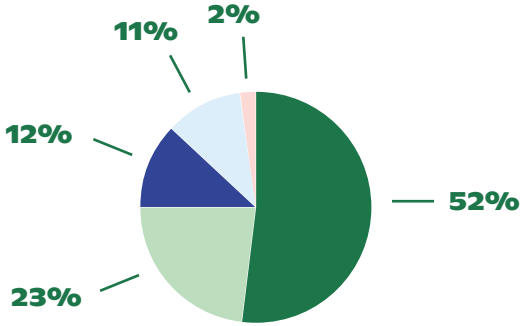
*2022 for preliminary data

49,000
Establishments 2022

141,000
persons employed in the tourism industry

5.1 % of the labour force were employed by the tourism industry

Employees in the tourism industry 2022



- Food- and beverage-serving serving industry
- Passenger transport
- Cultural, sports and recreational industry
- Accommodation for visitors
- Travel agencies and other reservation services industry

Tourism share of GDP 1.8% in 2022

Inbound travellers in 2023*

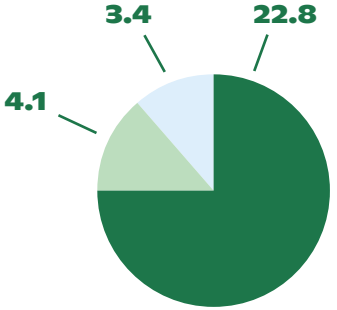
73% of trips are leisure trips and **27%** business trips.

€807 per trip

€73 per day

* Data from 2023M03-2024M02

Paid overnight stays in statistics 2023, million



- Accommodation establishments
- Airbnb and similar international platforms
- Domestic rental cottage platforms

Visit Finland

Ministry of Economic Affairs and Employment of Finland

Statistics Finland

Sources: Eurostat, MEAE, Statistics Finland, Visit Finland. Additional information (in Finnish): www.visitfinland.fi > Tutkimukset ja tilastot