

Economic impact of tourism in the Barents region

This infographic shows the economic impact of tourism and tourism related products and services focusing on the Barents region in northern Scandinavia (Swedish Lapland, Finnish Lapland, northern Norway) and northern Russia. It also provides general information the global economic impact of travel and tourism.

↑ 5%
1.1 billion
 International tourists in 2014*

* Global tourism and business travel

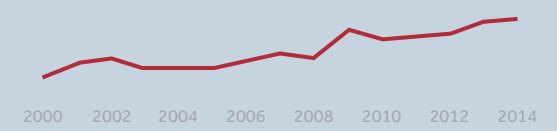
30%
 of services sold globally are tourism related

INDUSTRIES THAT DEPEND ON TOURISM



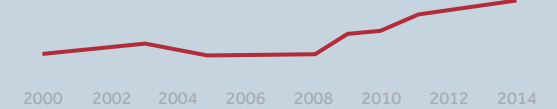
EXPORT VALUE (2013)

4,6
 billion Euro



2,4 million
 overnight stays in Swedish Lapland

4,3
 billion Euro



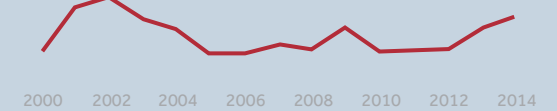
7,2 million
 overnight stays in Finnish Lapland

5,4
 billion Euro



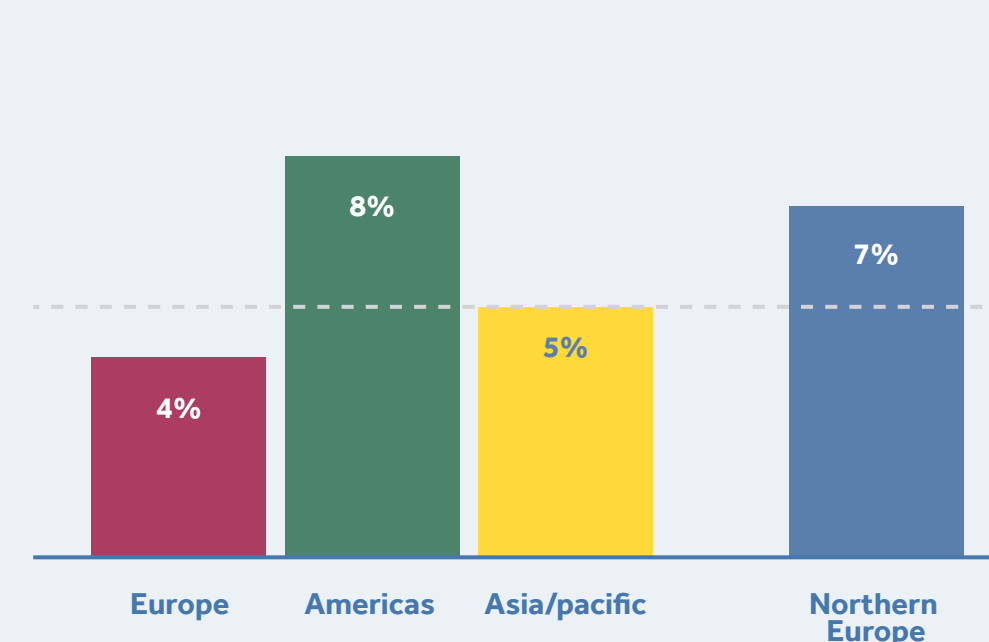
2,9 million
 overnight stays in northern Norway

2,5
 billion Euro



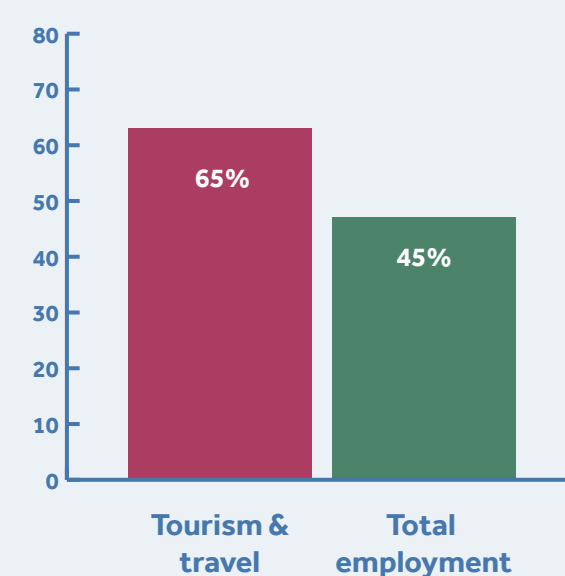
995 000
 overnight stays in northern Russia

INCREASE IN TRAVEL 2012-2013 BY MARKET

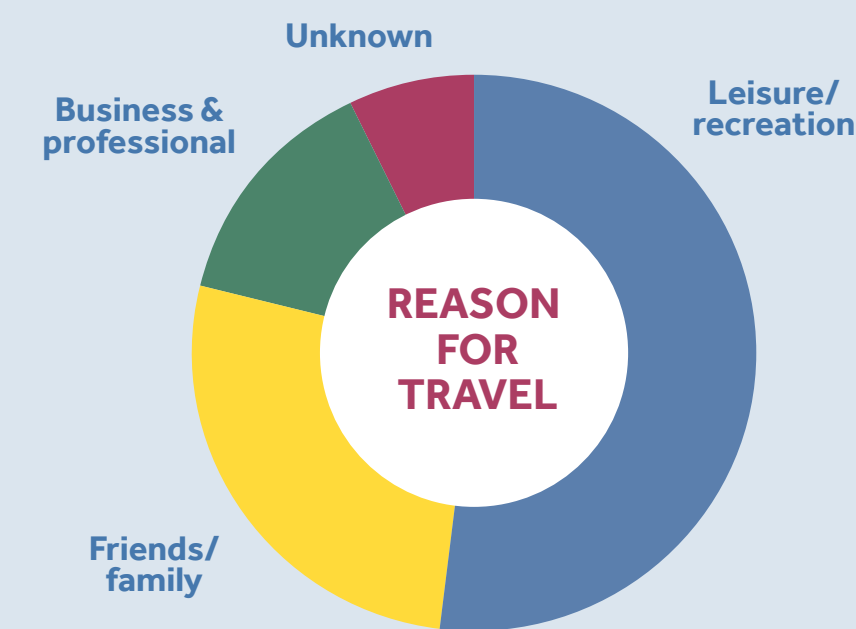


GENDER EQUALITY AND YOUTH EMPLOYMENT

Portion of women employed



Portion of youth (15-24) employed



PEOPLE WORKING WITH TOURISM

8,7%



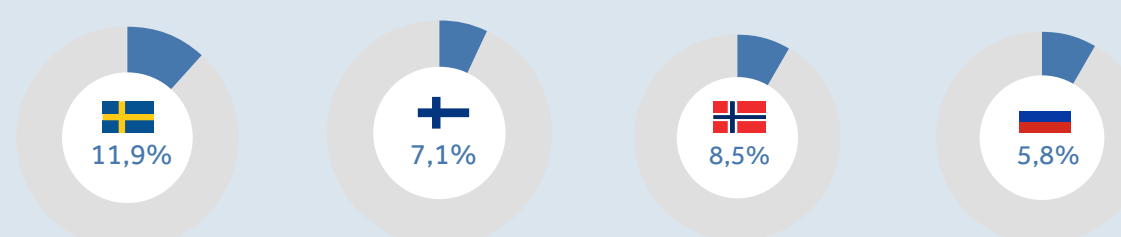
Six times more than the car industry



Four times more than the mining industry

(Direct and indirect employment, globally 2013)

ECONOMIC IMPACT (GROSS DOMESTIC PRODUCT)



(Tourism and tourism related products and services)

MORE THAN 1 million JOBS IN THE BARENTS REGION (Direct and indirect employment)

558'
 thousand jobs
 (Sweden)

179'
 thousand jobs
 (Finland)

222'
 thousand jobs
 (Norway)

17'
 thousand jobs
 (Archangelsk region)