

Is there more to tourism in the Nordic region than economy ?







Flight	Destination	Time	Gate
FI212	Copenhagen	14:00	
FI212	Cancelled		
FI454	London Heathrow	16:05	
FI454	Cancelled		
FI540	Paris CDG	16:10	
FI540	Cancelled		
FI216	Copenhagen	16:25	
FI216	Cancelled		
FI324	Oslo	16:25	
FI324	Cancelled		
FI657	Minneapolis St Paul	16:45	
FI657	Cancelled		
FI853	Chicago	16:45	
FI853	Cancelled		
FI645	Washington Dulles	16:50	
FI645	Cancelled		
FI671	Denver	16:55	
FI671	Cancelled		
FI615	New York JFK	17:00	
FI615	Cancelled		
FI623	New York Newark	17:00	
FI623	Cancelled		
FI603	Toronto	17:05	
FI603	Cancelled		
FI681	Seattle	17:05	
FI681	Cancelled		

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Flight	Destination	Time	Gate
FI631	Boston	17:15	
FI631	Cancelled		
FI689	Orlando	17:25	
FI689	Cancelled		
Saturday, 04 April 2020			
FI532	Munich	07:20	
FI532	Cancelled		
FI568	Zurich	07:20	
FI568	Cancelled		
FI520	Frankfurt	07:25	
FI520	Cancelled		
FI342	Helsinki	07:30	
FI342	Cancelled		
FI416	Dublin	07:30	
FI416	Cancelled		
FI306	Stockholm Arlanda	07:35	
FI306	Cancelled		
FI430	Glasgow	07:35	
FI430	Cancelled		
FI578	Dusseldorf	07:35	
FI578	Cancelled		
FI500	Amsterdam	07:40	
FI500	Cancelled		
FI528	Berlin Tegel	07:40	
FI528	Cancelled		

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Flight	Destination	Time	Gate
FI542	Paris CDG	07:40	
FI542	Cancelled		
FI554	Brussels	07:40	
FI554	Cancelled		
FI204	Copenhagen	07:45	
FI204	Cancelled		
FI470	London Gatwick	07:45	
FI470	Cancelled		
FI544	Paris CDG	07:45	
FI544	Cancelled		
FI318	Oslo	07:50	
FI318	Cancelled		
FI440	Manchester	08:00	
FI440	Cancelled		
FI450	London Heathrow	09:00	
FI450	Cancelled		
FI635	Boston	10:00	
FI635	Gate shown at 08:20		
BA801	London Heathrow	10:10	
BA801	Gate shown at 08:10		

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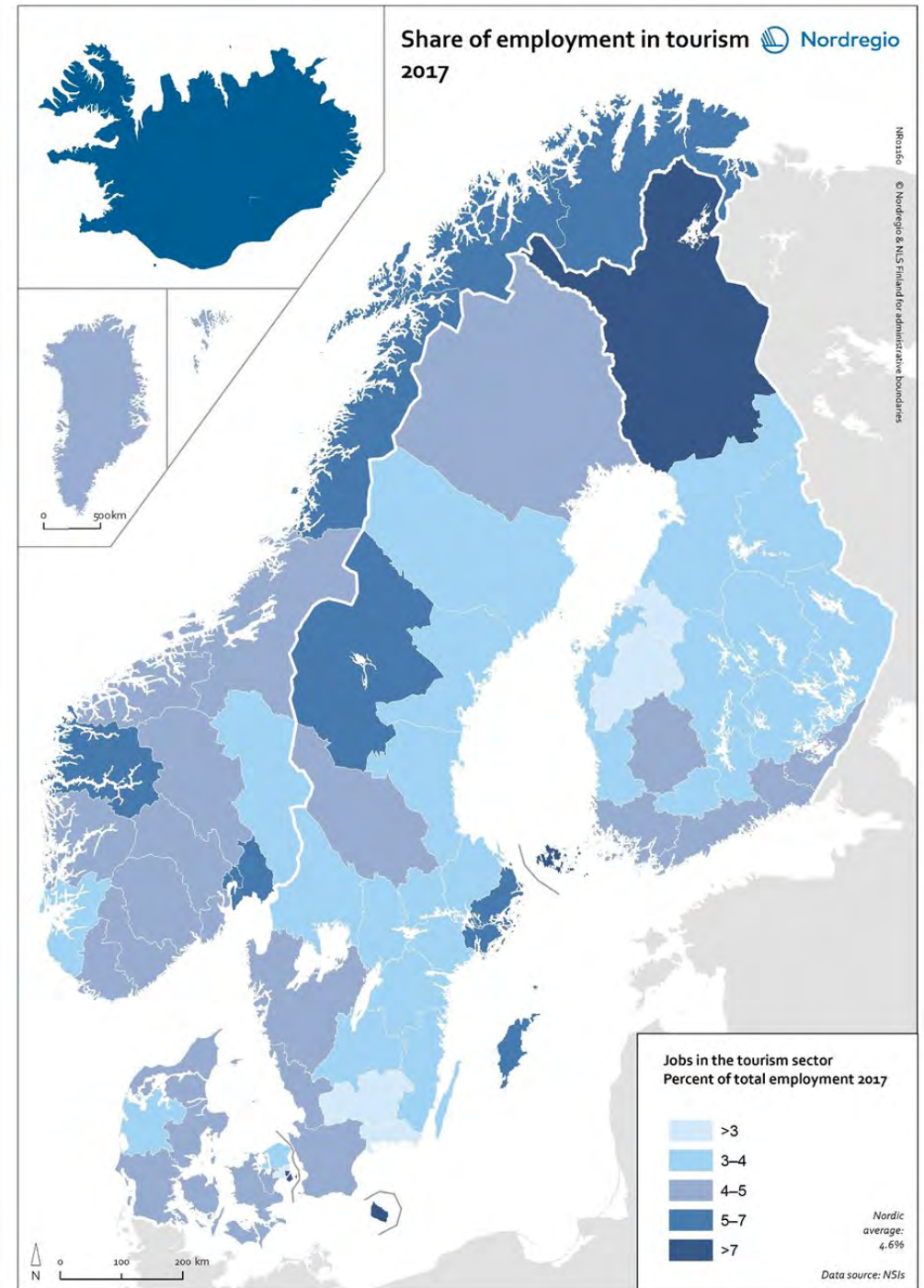


Why is tourism interesting for the Nordics now?



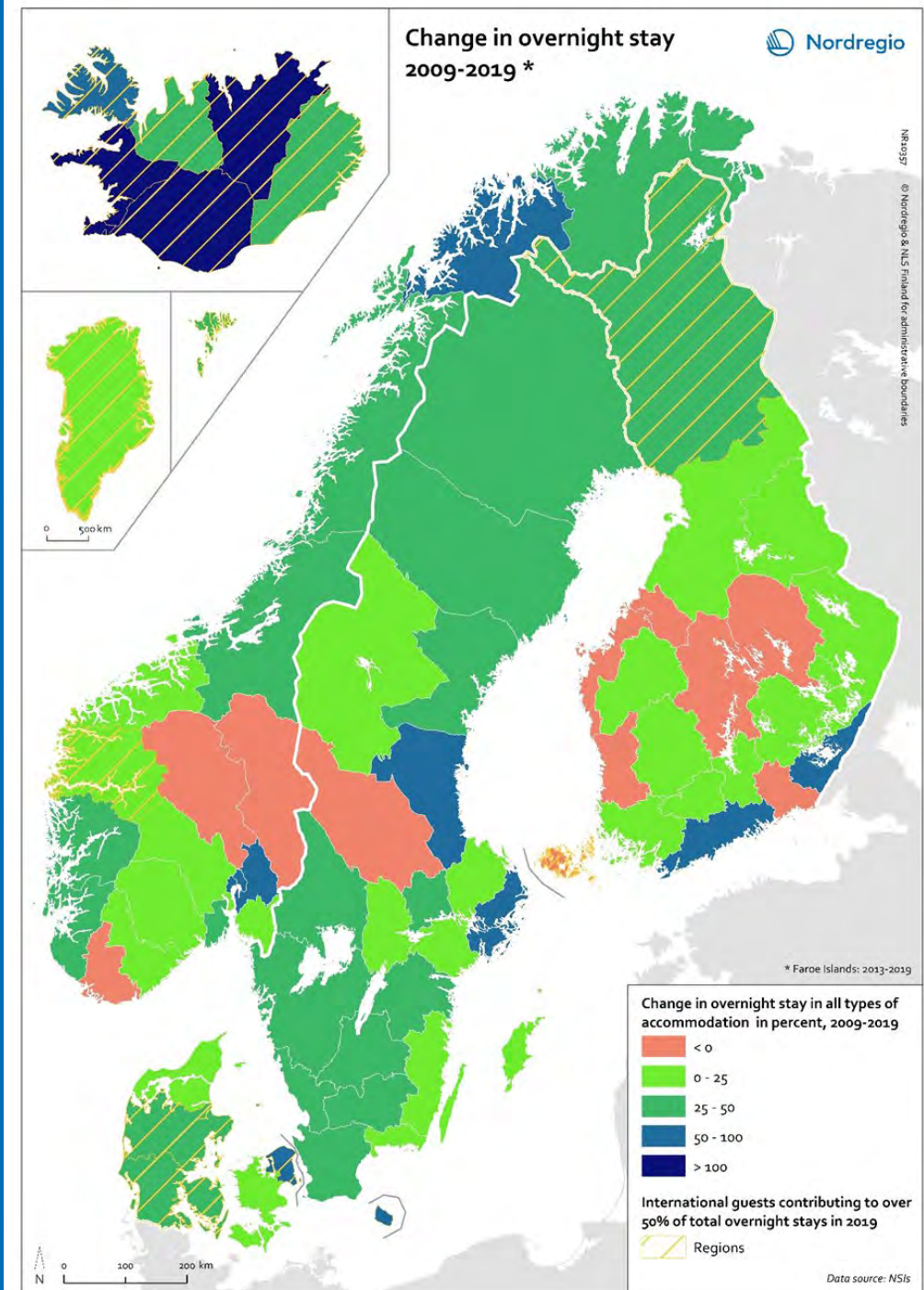
Employment in Tourism occupations

Country	Share of employment in tourism in 2017
Iceland	11.6%
Faroe Islands	4.9%
Norway	4.8%
Denmark	4.7%
Greenland	4.5%
Sweden	4.3%
Finland	4.3%
Åland	14.7%



Change in overnight stays

- Indicator of growth in a decade
- Dependence on inbound tourism important – Iceland, Faroe Islands, Greenland, Westlandet NO, Lappland, Åland and DK
- More domestic tourism Sweden, most of Norway and Finland
- In regions dominated by inbound tourist influx – crisis has hit harder



Economic value of tourist influx

- Gross value added represents the monetary value of all products and services produced in the country within a defined period of time.

Åland and Iceland stand out

The monetary value of production generated by tourism is the share of the total GVA

