## GLOBAL DATA 2019

10.3%  
Total GDP contribution

330MN  
Jobs globally (1 in 10 jobs)

### CONTRIBUTION OF TRAVEL & TOURISM TO GDP

6.6% OF TOTAL ECONOMY  
Total T&T GDP = DKK150.0BN (USD22.4BN)

+1.9%  
2019 Travel & Tourism GDP growth vs +2.2% real economy GDP growth

### CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

190.9 JOBS (000’s)  
(6.9% of total employment)

### INTERNATIONAL VISITOR IMPACT

DKK61.3BN  
in visitor spend (4.8% of total exports)  
(USD9.2BN)

### INBOUND ARRIVALS

1. GERMANY 27%
2. NORWAY 15%
3. SWEDEN 13%
4. UNITED KINGDOM 8%
5. UNITED STATES 6%
REST OF WORLD 31%

### OUTBOUND DEPARTURES

1. SWEDEN 19%
2. GERMANY 14%
3. SPAIN 11%
4. UNITED KINGDOM 6%
5. ITALY 6%
REST OF WORLD 44%

### SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING: 60%
- BUSINESS SPENDING: 40%
- DOMESTIC SPENDING: 57%
- INTERNATIONAL SPENDING: 43%

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

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