DENMARK
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3%  
Total GDP contribution

330 MN  
Jobs globally (1 in 10 jobs)

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

1 in 4 net new jobs were created by Travel & Tourism over the last five years

Global GDP impact by sector (2018 data). Share of total economy GDP

DENMARK 2019 KEY DATA

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

DKK61.3 BN  
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

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