**DENMARK**

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

### GLOBAL DATA 2019

- **10.3%** Total GDP contribution
- **330MN** Jobs globally (1 in 10 jobs)

### DENMARK 2019 KEY DATA

- **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

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

- **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%

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