DENMARK
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

330M 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

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)

DENMARK 2019 KEY DATA

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%

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

SECTOR CHARACTERISTICS (2019)

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

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