## Global Data

### Total GDP contribution:
- **2019:** 10.4% USD 9,170 BN (6.8% of total employment)
- **2020:** 5.5% USD 4,671 BN (6.6% of total employment)

### Total Travel & Tourism jobs:
- **2019:** 334 MN = 1 in 10 jobs
- **2020:** 272 MN = 1 in 11 jobs

### Change in Jobs in 2020:
- **Overall:** -61.6 MN = -18.5%
- **Domestic:** -29.7%
- **International:** -24.6%

### Change in Travel & Tourism GDP:
- **2019:** Total T&T GDP = DKK151.2BN (USD23.1BN)
- **2020:** Total T&T GDP = DKK106.3BN (USD16.3BN)

### Change in Travel & Tourism GDP vs Global Economy GDP change:
- **2019:** Total T&T GDP = DKK151.2BN (USD23.1BN)
- **2020:** Total T&T GDP = DKK106.3BN (USD16.3BN)

### Visitor Impact:
- **International:**
  - Visitor spend: DKK 63.7 BN (4.6% of total exports USD9.7BN)
  - Visitor spend: DKK 29.3 BN (2.4% of total exports USD4.5BN)
  - Change in value: -54.0% -USD 5.3 BN
- **Domestic:**
  - Visitor spend: DKK 77.5 BN (USD 11.8BN)
  - Visitor spend: DKK 67.1 BN (USD 10.3BN)
  - Change in value: -13.5% -USD 1.6 BN

## Denmark Key Data

### Total contribution of Travel & Tourism to GDP:
- **2019:** 6.4% of Total Economy
  - Total T&T GDP = DKK151.2BN (USD23.1BN)
- **2020:** 4.7% of Total Economy
  - Total T&T GDP = DKK106.3BN (USD16.3BN)
  - Change in Travel & Tourism GDP vs -4.2% real economy GDP change

### Total contribution of Travel & Tourism to Employment:
- **2019:** 190.4 Jobs (000s) (6.8 % of total employment)
- **2020:** 181.3 Jobs (000s) (6.6 % of total employment)

### Change in jobs:
- **Overall:** -4.8% -9.1 (000s)
- **Domestic:** -5.4% -9.1 (000s)
- **International:** -3.4% -9 (000s)

### Visitor spend:
- **International:**
  - Visitor spend: DKK 63.7 BN (4.6% of total exports USD9.7BN)
  - Visitor spend: DKK 29.3 BN (2.4% of total exports USD4.5BN)
  - Change in value: -54.0% -USD 5.3 BN
- **Domestic:**
  - Visitor spend: DKK 77.5 BN (USD 11.8BN)
  - Visitor spend: DKK 67.1 BN (USD 10.3BN)
  - Change in value: -13.5% -USD 1.6 BN
2021 Annual Research: Key Highlights

Denmark Sector Characteristics

Domestic vs International Spending:

- **Domestic Spending**:
  - 2019: USD 11.8BN (55%)
  - 2020: USD 10.3BN (70%)

- **International Spending**:
  - 2019: USD 9.7BN (45%)
  - 2020: USD 4.5BN (30%)

Leisure vs Business Spending:

- **Leisure Spending**:
  - 2019: USD 13.2BN (61%)
  - 2020: USD 8.9BN (60%)

- **Business Spending**:
  - 2019: USD 8.4BN (39%)
  - 2020: USD 5.8BN (40%)

Inbound Arrivals:

- **2019**:
  1. Germany 28%
  2. Norway 14%
  3. Sweden 12%
  4. United Kingdom 7%
  5. United States 6%
  Rest of world 32%

- **2020**:
  1. Germany 31%
  2. Norway 15%
  3. Sweden 13%
  4. United Kingdom 8%
  5. Netherlands 4%
  Rest of world 29%

Outbound Departures:

- **2019**:
  1. Sweden 17%
  2. Germany 14%
  3. Spain 10%
  4. Italy 8%
  5. United Kingdom 6%
  Rest of world 46%

- **2020**:
  1. Sweden 19%
  2. Germany 15%
  3. Italy 12%
  4. Spain 8%
  5. France 7%
  Rest of world 39%

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1. All values are in constant 2020 prices & exchange rates. As reported in March 2021
2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)
3. Source: Oxford Economics, national sources and UNWTO