DENMARK
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019
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

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of Total Economy GDP</th>
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</thead>
<tbody>
<tr>
<td>Mining</td>
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<tr>
<td>Automotive</td>
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<td>Agriculture</td>
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<td>Travel &amp; Tourism</td>
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<td>Retail</td>
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<td>Financial Services</td>
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1All values are in constant 2019 prices & exchange rates
As reported in March 2020

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

DKK61.3BN
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%

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%

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

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