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

10.3% Total GDP contribution

2.5%

3.5%

6.6% OF TOTAL ECONOMY

190.9 JOBS (000's)

DKK61.3BN in visitor spend (4.8% of total exports)

DENMARK 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

6.6% OF TOTAL ECONOMY

Total T&T GDP = DKK150.0BN (USD22.4BN)

190.9 JOBS (000's)

(6.9% of total employment)

DKK61.3BN in visitor spend (4.8% of total exports)

(USD9.2BN)

INBOUND ARRIVALS

OUTBOUND DEPARTURES

INTERNATIONAL VISITOR IMPACT

1. GERMANY 27%
2. NORWAY 15%
3. SWEDEN 13%
4. UNITED KINGDOM 8%
5. UNITED STATES 6%
REST OF WORLD 31%

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