**ICELAND**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

- **10.3%**
  - Total GDP contribution

- **330 Mn**
  - Jobs globally (1 in 10 jobs)

**ICELAND 2019 KEY DATA**

- **22.8% of Total Economy**
  - Total T&T GDP = ISK669.8BN (USD5,451.1MN)

- **-2.7%**
  - 2019 Travel & Tourism GDP growth vs +1.3% real economy GDP growth

- **44.1 jobs (000’s)**
  - (21.9% of total employment)

- **ISK435.3bn**
  - in visitor spend (30.0% of total exports) (USD3,542.5MN)

**INBOUND ARRIVALS**

- 1. UNITED STATES 25%
- 2. UNITED KINGDOM 13%
- 3. GERMANY 13%
- 4. FRANCE 7%
- 5. CHINA 5%
- REST OF WORLD 37%

**OUTBOUND DEPARTURES**

- 1. UNITED KINGDOM 25%
- 2. UNITED STATES 15%
- 3. GERMANY 10%
- 4. SWEDEN 8%
- 5. POLAND 6%
- REST OF WORLD 36%

**SECTOR CHARACTERISTICS (2019)**

- LEISURE SPENDING 78%
- BUSINESS SPENDING 22%
- DOMESTIC SPENDING 30%
- INTERNATIONAL SPENDING 70%

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