**ICELAND**

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330MN** 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% 22%
- BUSINESS SPENDING
- DOMESTIC SPENDING 30% 70%
- INTERNATIONAL SPENDING

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