GLOBAL DATA 2019

10.3%  
Total GDP contribution

330MN  
Jobs globally (1 in 10 jobs)

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

NORWAY 2019 KEY DATA

8.0% OF TOTAL ECONOMY  
Total T&T GDP = NOK285.2BN (USD32.4BN)

+4.5%  
2019 Travel & Tourism GDP growth vs +1.3% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

309.6 JOBS (000’s)  
(11.4% of total employment)

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

NOK61.0BN  
in visitor spend (4.6% of total exports) (USD6.9BN)

INTERNATIONAL VISITOR IMPACT

INBOUND ARRIVALS

OUTBOUND DEPARTURES

1. SWEDEN 26%  
2. GERMANY 20%  
3. DENMARK 9%  
4. UNITED STATES 6%  
5. UNITED KINGDOM 6%  
REST OF WORLD 33%

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

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING 78%  
BUSINESS SPENDING 22%

DOMESTIC SPENDING 69%  
INTERNATIONAL SPENDING 31%

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