### NORWAY 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

#### GLOBAL DATA 2019

- **10.3%** Total GDP contribution
- **8.0% OF TOTAL ECONOMY** 1 in 4 net new jobs were created by Travel & Tourism over the last five years
- **NOK61.0BN** in visitor spend (4.6% of total exports)
- **309.6 JOBS (000's)** (11.4% of total employment)
- **10.3%** Jobs globally (1 in 10 jobs)
- **330MN**

#### CONTRIBUTION OF TRAVEL & TOURISM TO GDP

- **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 EMPLOYMENT

- **309.6 JOBS (000's)** (11.4% of total employment)

#### INTERNATIONAL VISITOR IMPACT

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

### INBOUND ARRIVALS

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

### OUTBOUND DEPARTURES

- 1. **SWEDEN 19%**
- 2. **DENMARK 18%**
- 3. **SPAIN 14%**
- 4. **UNITED KINGDOM 7%**
- 5. **POLAND 5%**
- **REST OF WORLD 37%**

#### SECTOR CHARACTERISTICS (2019)

- **LEISURE SPENDING** 78%
- **BUSINESS SPENDING** 22%
- **DOMESTIC SPENDING** 69%
- **INTERNATIONAL SPENDING** 31%

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

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