NORWAY
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

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

Mining
Automotive
Agriculture
Travel & Tourism
Retail
Financial Services

0% 5% 10% 15%

NORWAY 2019 KEY DATA

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%

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%

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