NORWAY
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

2.5% Travel & Tourism contribution to growth

3.5% Travel & Tourism contribution to employment

330MN Jobs globally (1 in 10 jobs)

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

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%

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