**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330 MN** Jobs globally (1 in 10 jobs)
- **8.0%** of total economy
- **+4.5%** vs 1.3% real economy GDP growth

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

- 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

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

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

**INTERNATIONAL VISITOR IMPACT**

- **NOK61.0 BN** 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
2. As reported in March 2020

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**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

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

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

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