NORWAY
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution
2.5% Travel & Tourism grew significantly more at 3.5%
3.5% 1 in 4 net new jobs were created by Travel & Tourism over the last five years

10.3% Total GDP contribution

Global GDP impact by sector (2018 data). Share of total economy GDP

Mining 0%
Automotive 5%
Agriculture 10%
Travel & Tourism 15%
Retail 0%
Financial Services 5%

NORWAY 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

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

GLOBAL DATA 2019

+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%

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

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