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

Jobs globally (1 in 10 jobs)

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

8.2% of total economy

Total T&T GDP = SEK411.2BN (USD43.2BN)

+2.5%

2019 Travel & Tourism GDP growth vs +1.3% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

500.2 jobs (000s)

(9.8% of total employment)

INTERNATIONAL VISITOR IMPACT

SEK162.9BN

in visitor spend (6.9% of total exports)

(USD17.1BN)

INBOUND ARRIVALS

1. DENMARK 16%
2. NORWAY 15%
3. FINLAND 12%
4. GERMANY 11%
5. UNITED KINGDOM 6%
REST OF WORLD 40%

OUTBOUND DEPARTURES

1. SPAIN 14%
2. NORWAY 11%
3. DENMARK 10%
4. GERMANY 7%
5. UNITED KINGDOM 6%
REST OF WORLD 52%

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING 67%
- BUSINESS SPENDING 33%
- DOMESTIC SPENDING 55%
- INTERNATIONAL SPENDING 45%

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