SWEDEN
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

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

10.3% Total GDP contribution

330,000 Jobs globally (1 in 10 jobs)

8.2% OF TOTAL ECONOMY

+2.5%

2.5%

3.5%

500,200 JOBS (000’s)

(9.8% of total employment)

SEK162.9BN in visitor spend (6.9% of total exports)

(USD411.2BN)

(USD17.1BN)

SWEDEN 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

8.2% OF TOTAL ECONOMY

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

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

500.2 JOBS (000’s)

(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