SWEDEN
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

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

Mining Automotive Agriculture Travel & Tourism Retail Financial Services

0% 5% 10% 15%

330MN Jobs globally (1 in 10 jobs)

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

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%

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

SWEDEN 2019 KEY DATA

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 (000’s)
(9.8% of total employment)

INTERNATIONAL VISITOR IMPACT

SEK162.9BN
in visitor spend (6.9% of total exports)
(USD17.1BN)

SECTOR CHARACTERISTICS (2019)

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

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