SWEDEN
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

1 in 4 net new jobs were created by Travel & Tourism over the last five years

2.5% +1.3% real economy GDP growth

330 MN Jobs globally (1 in 10 jobs)

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

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

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

INBOUND ARRIVALS

OUTBOUND DEPARTURES

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

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

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