**SWEDEN**

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330MN** Jobs globally (1 in 10 jobs)

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

**SWEDEN 2019 KEY DATA**

- **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

- **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