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

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

10.3% Total GDP contribution

8.2% OF TOTAL ECONOMY +2.5%

vs +1.3% real economy GDP growth

330MN Jobs globally (1 in 10 jobs)

500.2 JOBS (000’s) (9.8% of total employment)

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%

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%

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

3All values are in constant 2019 prices & exchange rates
As reported in March 2020