ICELAND
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

ICELAND 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

22.8% OF TOTAL ECONOMY
Total T&T GDP = ISK669.8BN (USD5,451.1MN)

-2.7%
2019 Travel & Tourism GDP growth vs +1.3% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

44.1 JOBS (000's)
(21.9% of total employment)

INTERNATIONAL VISITOR IMPACT

ISK435.3BN in visitor spend (30.0% of total exports) (USD3,542.5MN)

INBOUND ARRIVALS

1. UNITED STATES 25%
2. UNITED KINGDOM 13%
3. GERMANY 13%
4. FRANCE 7%
5. CHINA 5%
REST OF WORLD 37%

OUTBOUND DEPARTURES

1. UNITED KINGDOM 25%
2. UNITED STATES 15%
3. GERMANY 10%
4. SWEDEN 8%
5. POLAND 6%
REST OF WORLD 36%

SECTOR CHARACTERISTICS (2019)

- 78% LEISURE SPENDING
- 22% BUSINESS SPENDING
- 30% DOMESTIC SPENDING
- 70% INTERNATIONAL SPENDING

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