**NORWAY 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

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

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

- While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%.
- **8.0%** of total economy
- **+4.5%** vs +1.3% real economy GDP growth

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

- **309.6** jobs (000's) (11.4% of total employment)

**INTERNATIONAL VISITOR IMPACT**

- **NOK61.0BN** in visitor spend (4.6% of total exports) (USD6.9BN)

**INBOUND ARRIVALS**

1. SWEDEN 26%
2. GERMANY 20%
3. DENMARK 9%
4. UNITED STATES 6%
5. UNITED KINGDOM 6%
REST OF WORLD 33%

**OUTBOUND DEPARTURES**

1. SWEDEN 19%
2. DENMARK 18%
3. SPAIN 14%
4. UNITED KINGDOM 7%
5. POLAND 5%
REST OF WORLD 37%

**SECTOR CHARACTERISTICS (2019)**

- LEISURE SPENDING 78%
- BUSINESS SPENDING 22%
- DOMESTIC SPENDING 69%
- INTERNATIONAL SPENDING 31%

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

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