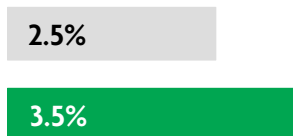


### GLOBAL DATA 2019



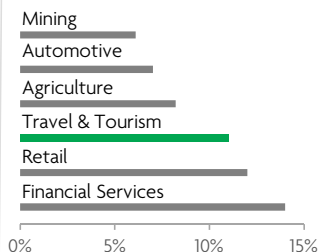
While the global economy grew by 2.5%,  
**Travel & Tourism grew significantly more at 3.5%**



**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



### 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)

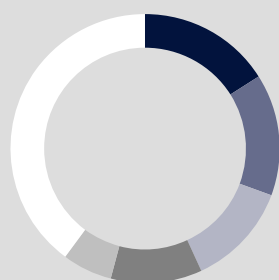


INTERNATIONAL VISITOR IMPACT

**SEK162.9<sub>BN</sub>**

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%**

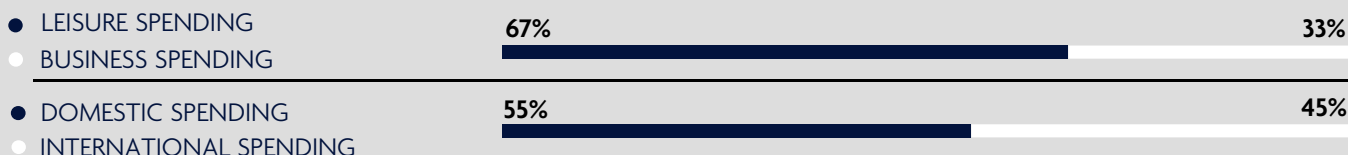
### OUTBOUND DEPARTURES



- 1. SPAIN **14%**
- 2. NORWAY **11%**
- 3. DENMARK **10%**
- 4. GERMANY **7%**
- 5. UNITED KINGDOM **6%**
- **REST OF WORLD 52%**

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

### SECTOR CHARACTERISTICS (2019)



<sup>1</sup>All values are in constant 2019 prices & exchange rates  
As reported in March 2020