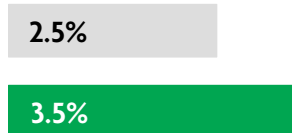


GLOBAL DATA 2019



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)

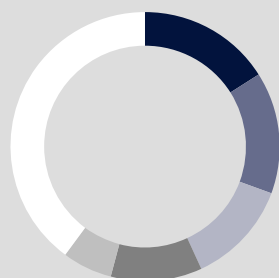


INTERNATIONAL VISITOR IMPACT

SEK162.9 BN

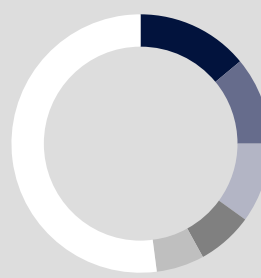
in visitor spend (**6.9%** of total exports)
(USD17.1BN)

INBOUND ARRIVALS



- 1. DENMARK **16%**
- 2. NORWAY **15%**
- 3. FINLAND **12%**
- 4. GERMANY **11%**
- 5. UNITED KINGDOM **6%**
- **REST OF WORLD 40%**

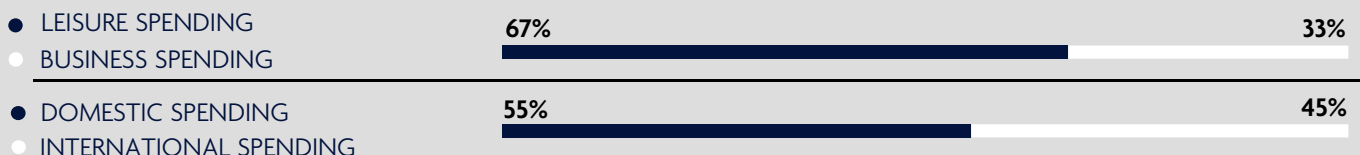
OUTBOUND DEPARTURES



- 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)



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