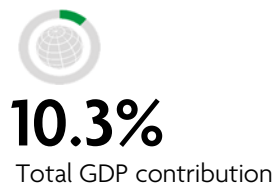


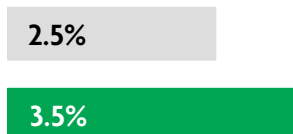
DENMARK

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

GLOBAL DATA 2019



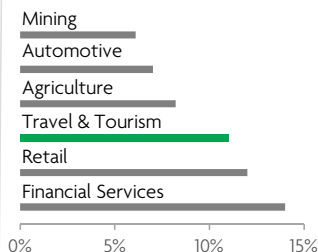
While the global economy grew by 2.5%,
Travel & Tourism grew significantly more at 3.5%



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



DENMARK 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

6.6% OF TOTAL ECONOMY

Total T&T GDP = DKK150.0BN (USD22.4BN)

+1.9%

2019 Travel & Tourism GDP growth vs **+2.2%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

190.9 JOBS (000's)
(6.9% of total employment)

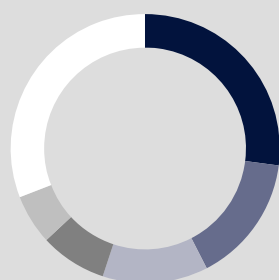


INTERNATIONAL VISITOR IMPACT

DKK61.3_{BN}

in visitor spend (**4.8%** of total exports)
(USD9.2BN)

INBOUND ARRIVALS



- 1. GERMANY **27%**
- 2. NORWAY **15%**
- 3. SWEDEN **13%**
- 4. UNITED KINGDOM **8%**
- 5. UNITED STATES **6%**
- **REST OF WORLD 31%**

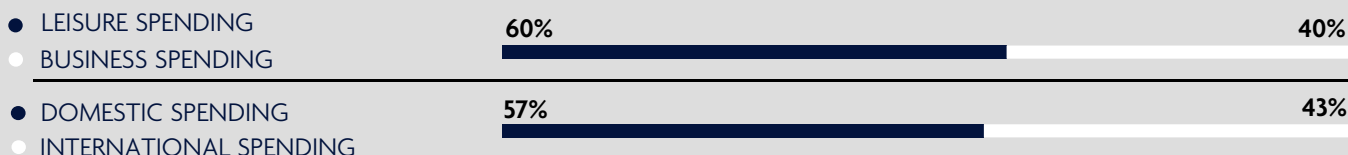
OUTBOUND DEPARTURES



- 1. SWEDEN **19%**
- 2. GERMANY **14%**
- 3. SPAIN **11%**
- 4. UNITED KINGDOM **6%**
- 5. ITALY **6%**
- **REST OF WORLD 44%**

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