

NORWAY

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

GLOBAL DATA 2019



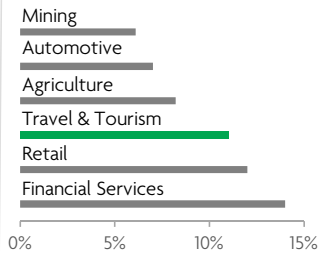
While the global economy grew by 2.5%,
Travel & Tourism grew significantly more at 3.5%



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



NORWAY 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

8.0% OF TOTAL ECONOMY

Total T&T GDP = NOK285.2BN (USD32.4BN)

+4.5%

2019 Travel & Tourism GDP growth 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

NOK61.0_{BN}

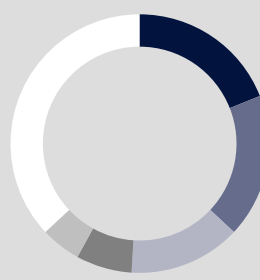
in visitor spend (**4.6%** of total exports)
(USD6.9BN)

INBOUND ARRIVALS



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

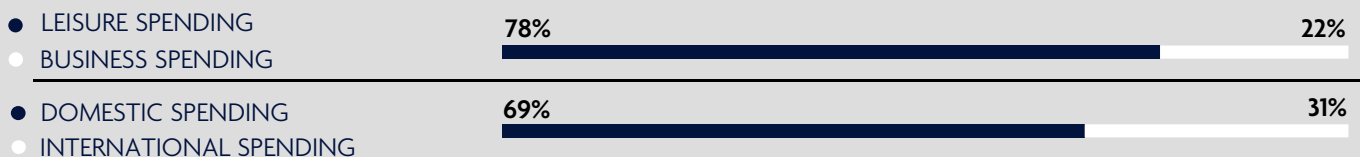
OUTBOUND DEPARTURES



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

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