

# TOURISM SATELLITE ACCOUNT GREENLAND 2024

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# PREFACE

Tourism in Greenland is growing — and changing. It contributes with export revenues, local jobs, and business development across the country, and it generates activity in many sectors — from transport and accommodation to experiences, retail, and public planning.

Until now, it has been difficult to put precise figures on what tourism actually means for our economy. With this report, we change that.

With Greenland's first Tourism Satellite Account, we gain the insight we have lacked. We now know where we stand — and have a common and solid foundation for developing tourism responsibly, purposefully, and collaboratively.

The numbers clearly show that tourism already plays a major role: 4.9% of GDP and around 1,800 jobs are directly linked to tourism. These are figures we can be proud of — but also figures that come with responsibility.

For tourism to succeed, its value must grow and be distributed broadly — geographically, socially and seasonally. This requires investments, skilled labour and long-term planning. But it also requires that we do it together. Tourism must develop with the community, not alongside it.

The report you hold is not just an accounting exercise. It is a tool. A foundation for future decisions, strategies, and priorities — for authorities, businesses, investors, and everyone who sees tourism as part of Greenland's sustainable future.

At Visit Greenland, we see it as our responsibility to ensure that tourism continues to create value — for the whole country, all year round and for generations to come.

Happy reading.

Anne Nivíka Grødem

Director, Visit Greenland

# AKRONYMS

Abbreviation	Meaning	Description
CPC	Central Product Classification	International system developed by the UN to classify goods and services across sectors and countries to facilitate comparable statistics and trade.
DB07	Danish Industry-classification 2007	The official Danish industry classification, which is based on the EU's common industry nomenclature NACE.
Eurostat	Statistical Office of the European Union	The EU's statistical office, which harmonises and publishes European statistics.
GDP	Gross domestic product	Total value creation in a country's economy including product taxes minus subsidies.
GVA	Gross value added	Measure of the economic value created by production, minus intermediate consumption.
IOT /IO-tabel	Input-Output-table	Economic accounting table that shows the flow of goods and services between industries and final users.
OECD	Organisation for Economic Co-operation and Development	International organisation that develops policy and statistics for member countries.
SNA2008	System of National Accounts 2008	The international standard for national accounts, published by the UN, OECD, and others.
TDGDP	Tourism direct gross domestic product	The share of the gross domestic product that can be directly attributed to tourism activities.
TDGVA	Tourism direct gross valued added	The share of gross value added that can be directly attributed to tourism activities.
TSA	Tourism Satellite Account	The account that measures the economic contribution of tourism in accordance with the national accounts.
TSA:RMF2008	Tourism Satellite Account: Recommended Methodological Framework 2008	The methodological framework for compiling TSAs, recommended by UNWTO, OECD, Eurostat, and the UN.
UNWTO	United Nations World Tourism Organization	The UN's tourism organisation – responsible for global tourism statistics and policy.

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# TOURISM SATELLITE ACCOUNT IN GREENLAND

Tourism plays a significant role in many modern economies – as a source of export income, regional development and job creation. In order to measure and understand tourism's role in a systematic and comparable way, many countries today use a Tourism Satellite Account (TSA).

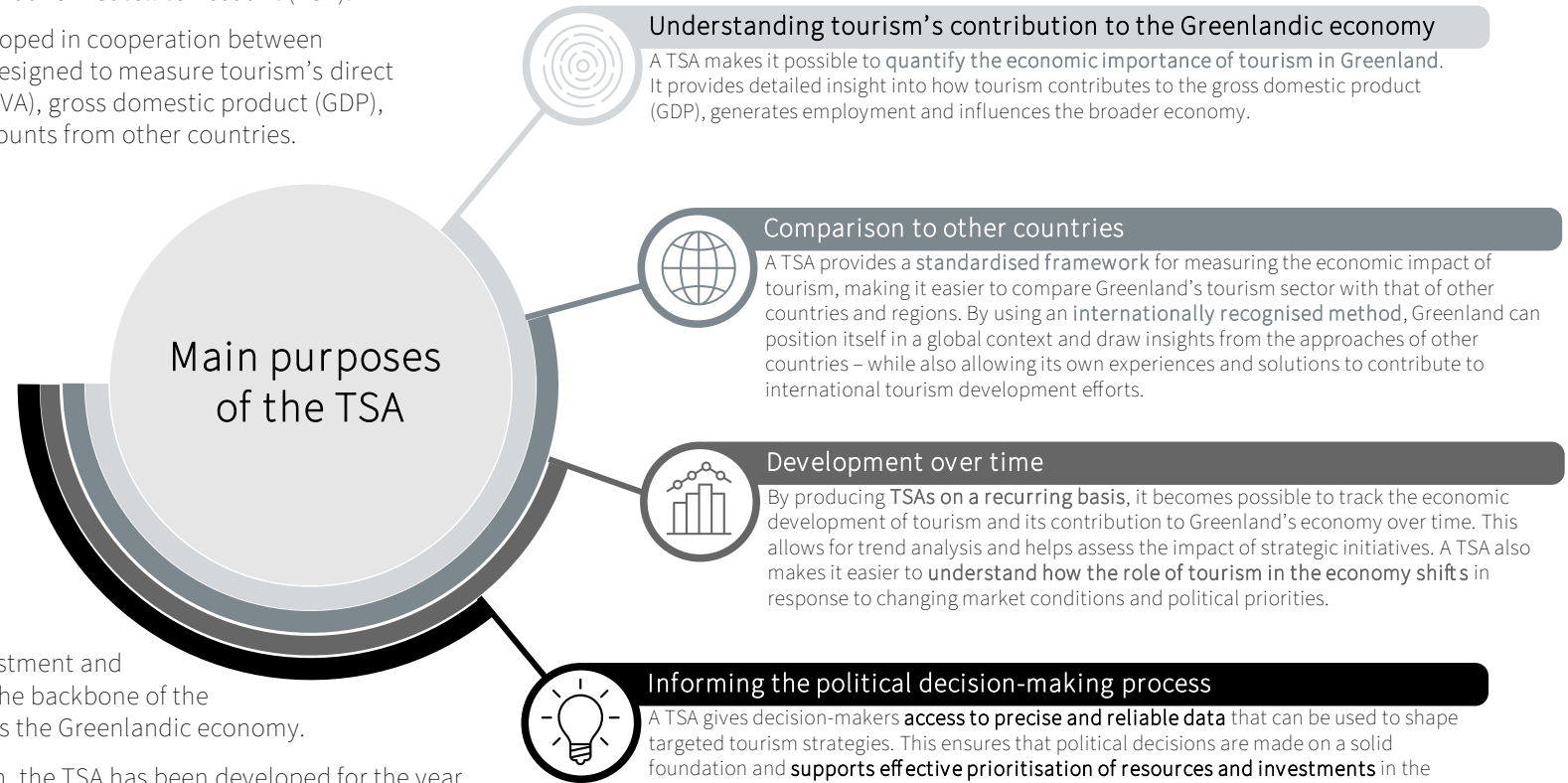
A TSA is an internationally recognised statistical system developed in cooperation between UNWTO, OECD, Eurostat, and the UN Statistics Division. It is designed to measure tourism's direct contribution to the economy – including gross value added (GVA), gross domestic product (GDP), and employment – and enables comparisons with similar accounts from other countries.

Therefore, the TSA uses internationally harmonised definitions. Central to this is the understanding of tourism as a broad phenomenon that includes both domestic and international visitors with purposes such as holidays, family visits, and business, but also in some cases other purposes such as education or health.

In contrast to traditional tourism statistics, which focus on, for example, overnight stays and arrivals, the TSA provides a comprehensive view of the tourism economy by integrating both demand and supply in a single system – in line with the national accounts.\* In this way, it becomes possible to quantify tourism's role in the economy.

The Greenlandic Tourism Satellite Account consists of nine standardised tables, which together shed light on tourism consumption, tourism-related production, employment, investment and collective expenditures aimed at tourism. These tables form the backbone of the analysis and enable an overall overview of how tourism affects the Greenlandic economy.







To provide an up-to-date picture of the significance of tourism, the TSA has been developed for the year 2024. As some relevant statistics were not available for 2024, it has been necessary to make updates. This means that the results for 2024 may differ from future TSAs when complete data becomes available.



# CENTRAL DEFINITIONS

The Tourism Satellite Account has been prepared using the Tourism Satellite Account: Recommended Methodological Framework 2008 (TSA:RMF 2008) as its methodological foundation. TSA:RMF 2008 ensures that tourism accounts across countries and time follow a shared methodological approach.

TSA:RMF 2008 outlines several key definitions.\* The most important ones are listed below:

 <p><b>Tourism</b>   All travellers who stay outside their usual environment for less than one year and for a purpose other than being employed at the destination.</p>	 <p><b>Tourism demand</b>   The total direct consumption of goods and services by, or on behalf of, tourists before, during, and after their trip. In the Greenlandic TSA, this includes spending by inbound tourists in Greenland, national tourists within Greenland, and the share of spending by outbound tourists in Greenland immediately before or after a foreign trip.</p>
 <p><b>Purpose</b>   Tourism includes travellers on vacation, business travellers (not employed at the place visited), travellers visiting friends or family as well as travellers with purposes such as education, health, shopping or transit.</p>	 <p><b>Tourism production</b>   The share of the country's total economic output that is aimed at meeting tourist demand – regardless of the producing industry.</p>
 <p><b>Types of tourists</b>   Tourists are divided into inbound tourists, who reside outside the destination country, and national tourists, who reside within the destination country.</p>	 <p><b>Tourism Satellite Account</b>   Production output is compared with total tourism demand. This allows for estimating the share of production that exists to satisfy tourism demand. This, in turn, enables the estimation of Tourism Direct Gross Value Added (TDGVA), Tourism Direct Gross Domestic Product (TDGDP) and tourism-generated employment.</p>

# RESULTS

# MAIN RESULTS

## Tourist Expenditure

In 2024, **international tourists are estimated to have spent a total of DKK 1,741 million in Greenland**. Air transport accounted for 31 %, while experiences and recreational activities made up 14 %. Accommodation and restaurant services each accounted for around 10–11 %, and local tourism goods around 9 %. The remaining 25 % was spent on groceries, local transport, and other miscellaneous expenses.

**Greenlandic tourists accounted for total expenditure of DKK 1,238 million**. Of this, 56 % stemmed from overnight trips, 21 % from same-day visits, and 23 % from pre-/post-trip spending linked to outbound tourism.

**Total internal tourism consumption is estimated at DKK 2,979 million, with 58% attributed to inbound tourism and 42 % to national tourism.**

## Macroeconomic Impact

**Tourism contributed a Tourism Direct Gross Value Added (TDGVA) of DKK 1,245 million, corresponding to 5.5 % of total Gross Value Added. The share of Tourism Direct Gross Domestic Product (TDGDP) was DKK 1,152 million, equivalent to 4.9 % of total GDP.**

Tourism contributes significantly to value added in air transport and accommodation & food services, where 63 % and 54 %, respectively, are attributable to tourists. Combined, these two industries account for 59 % of total TDGVA in Greenland.

**Tourism is estimated to have supported employment for an average of 1,824 people per month in 2024, equal to 6.2 % of total employment — with 35 % in accommodation and food services, and 21 % in air transport.**

## Investment and Public Collective Tourism Consumption

In 2024, tourism industries are estimated to have made total investments of DKK 733 million, of which **DKK 233 million is assessed as directly attributable to tourism**. Investments are primarily concentrated in hotels, restaurants, and transport.

**Collective tourism consumption amounted to DKK 34.9 million in 2023**, split between the Government of Greenland (DKK 18.4 million) and the municipalities (DKK 16.5 million). The funds were mainly spent on promotion services, visitor information and administration — covering only those expenditures that can unambiguously be attributed to tourism purposes.

# INBOUND TOURISTS' EXPENDITURE IN GREENLAND

Inbound tourists refers to individuals travelling to Greenland without having permanent residence in the country — for example, for holidays, family visits or business purposes. A share of international tourist expenditure becomes revenue for Greenlandic businesses — revenue that subsequently creates value added and jobs for society. Understanding international tourists' consumption of Greenlandic goods and services is therefore essential.

The figure on the right shows the total expenditure among international tourists and its distribution. In 2024, this spending is estimated at DKK 1.74 billion in Greenland. Updated export figures for goods and services in 2024 are not yet available, but the tourism-related spending is estimated to correspond to approximately 20% of total exports reported in the national accounts.

**Air transport** was the largest expenditure category, accounting for 31 % of total spending. This includes costs associated with international travel to and from Greenland as well as domestic flights, reflecting the country's unique logistical conditions and geographic location.

**Expenditure on travel agencies, experiences, and cultural and recreational activities** made up 14 % of the total. This includes guided tours, excursions, entrance fees to attractions, and the margin earned by Greenlandic tour operators.

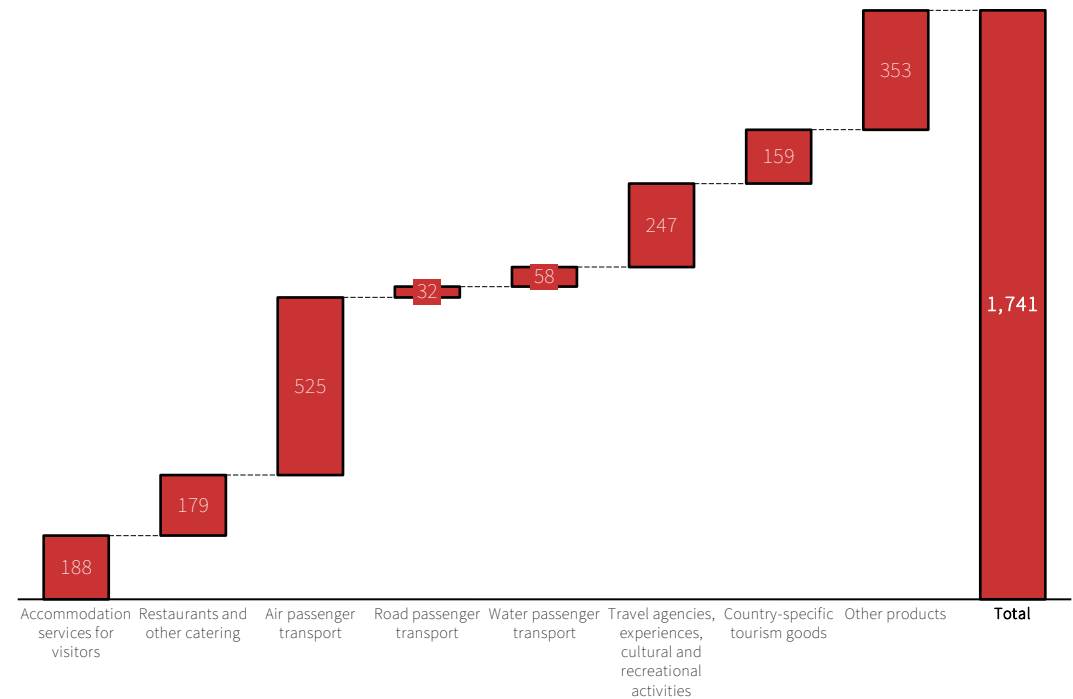
**Accommodation and restaurant services** each accounted for approximately 10–11 % of total expenditure. The relatively modest share spent on accommodation is partly due to the large number of cruise tourists who do not stay overnight on land. In addition, many visitors stay with friends and relatives, which constitutes as a significant form of accommodation in Greenland.

About 9 % of spending was related to **souvenirs, handicrafts, and other location-specific products**.

The remaining 25 % covered food and beverages, other forms of local transport, and other miscellaneous expenses.

In sum, the figure highlights that international tourists contribute broadly to the Greenlandic economy — especially in transport, experiences, accommodation, and dining.

**Inbound tourism expenditure by product, 2024**  
Total annual expenditure in million DKK



**Source:** Ramboll's own calculations based on the tourist and cruise operator questionnaire and Statistics Greenland.

**Note:** 'Other products' includes expenditure that does not fall under the above product categories. It also contains a portion of residual expenditure following calibration (see methodological approach (II)). Tourism expenditure only covers direct spending. The expenditure includes costs paid by tourists, as well as spending covered by employers or tour operators, and should therefore not be compared with private consumption in the national accounts. Expenditure is presented at purchaser prices. The figure shows estimated values. Estimated figures are rounded, and totals may therefore not sum precisely.

# NATIONAL TOURISTS' EXPENDITURE IN GREENLAND

National tourism refers to Greenlandic residents travelling within the country — whether on day trips, multi-day journeys with overnight stays or as part of international travel. National tourism often plays an important role for many local businesses.

The figure on the right shows how total expenditure of approximately DKK 1.2 billion in 2024 is distributed across three types of trips: **Outbound travellers (within Greenland)**, where the journey is internationally bound (only the share of spending occurring in Greenland immediately before or after travel is included). **Overnight travellers**, which involve overnight stays. **Same-day travellers**, which do not include overnight stays.

Spending from **overnight travellers** amounted to nearly DKK 700 million, accounting for over half of the total domestic tourism expenditure. The spending pattern among this group largely resembles that of international tourists, with expenditures broadly distributed across transport, accommodation, food and experiences.

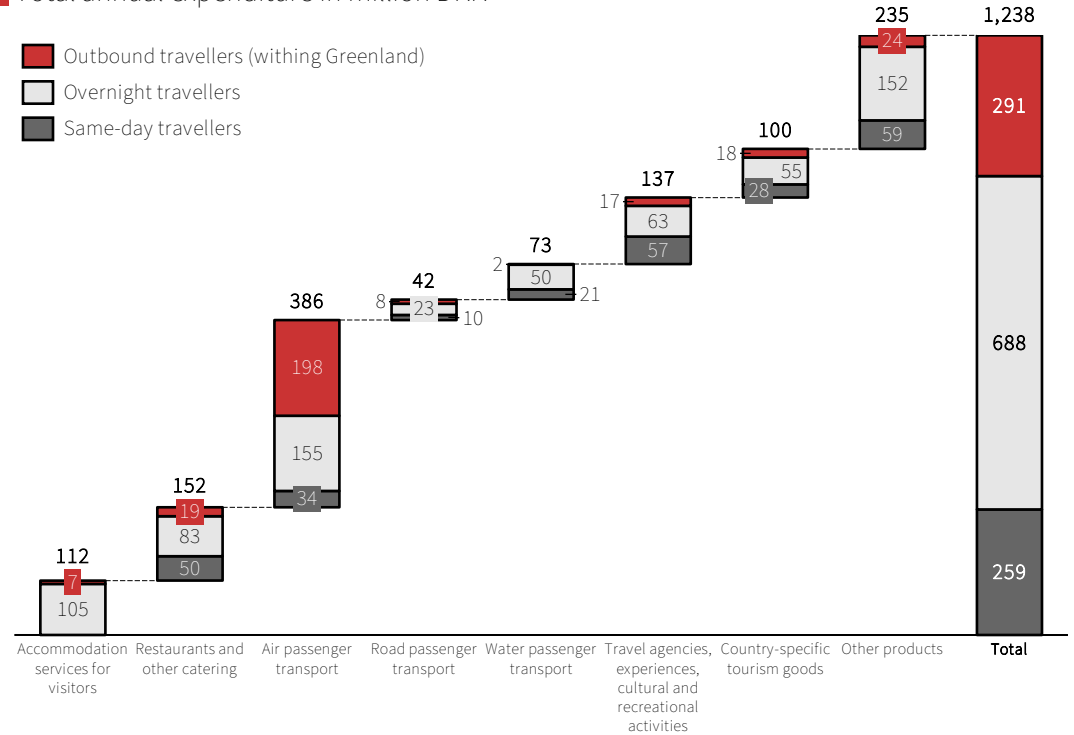
**Same-day travellers** accounted for just over DKK 250 million, or roughly 20 % of domestic tourist spending. In this case, experiences and dining make up a larger share of the budget — 22 % and 19 % respectively — while spending on air transport is naturally lower, and there is no spending on accommodation.

The remaining close to DKK 300 million stems from **Greenlandic tourists either departing for or returning from travel abroad**. In this case, nearly 70 % of the expenditure — and thus the majority — was spent on air transport.

Across all types of national travellers, air transport remains the largest (or close to largest) spending category. In addition, the experience economy and food service sector represent a significant share of the domestic tourism market, especially for shorter trips and excursions. Overall, “other products” make up a relatively large proportion, particularly food and beverages.

The figure illustrates that national tourism also plays a significant economic role. It further shows how travel behaviour and spending vary clearly between different types of travellers.

**National tourism expenditure by product and classes of visitors, 2024**  
Total annual expenditure in million DKK



**Source:** Ramboll's own calculations based on the tourist and cruise operator questionnaire and Statistics Greenland.  
**Note:** 'Other products' includes expenditure that does not fall under the above product categories. In addition, 'Other products' contains a portion of expenditure that remains after calibration (see methodological approach (II)). Tourism expenditure only covers direct spending. 'Outbound' refers to expenditure in Greenland by Greenlandic tourists immediately before or after a foreign trip undertaken for tourism purposes. Expenditure includes both costs paid directly by tourists and spending covered by employers or travel agencies and should therefore not be compared with private consumption in the national accounts. Expenditure is presented at purchaser prices. The figure presents estimated values. Estimated figures are rounded, so totals may not add up precisely.

# TOTAL TOURISM CONSUMPTION IN GREENLAND

The figures on the right summarise internal tourism consumption in Greenland in 2024 from both international and domestic tourists. Total direct tourism expenditure is estimated at approximately DKK 3 billion, with 58% originating from inbound tourism and the remaining 42% from domestic tourism.

Air transport accounted for around DKK 911 million, making up just over 30 % of total tourism spending. Other forms of transport — land and water — together amounted to around DKK 200 million, corresponding to 7 % of tourism expenditure. In total, transport accounted for approximately 37 % of all tourist spending, **making travel to, from, and within Greenland the largest single expenditure category for tourists.**

**Travel agencies, experiences, and cultural and recreational activities** amounted to DKK 384 million, about 13% of total spending. This includes excursions, guided tours, entry to national parks and museums, and travel agency margins.

**Restaurants** accounted for DKK 331 million (11%), while **accommodation** totalled just over DKK 300 million (10%). The relatively modest share spent on accommodation is partly due to many tourists staying on cruise ships or with friends and relatives.

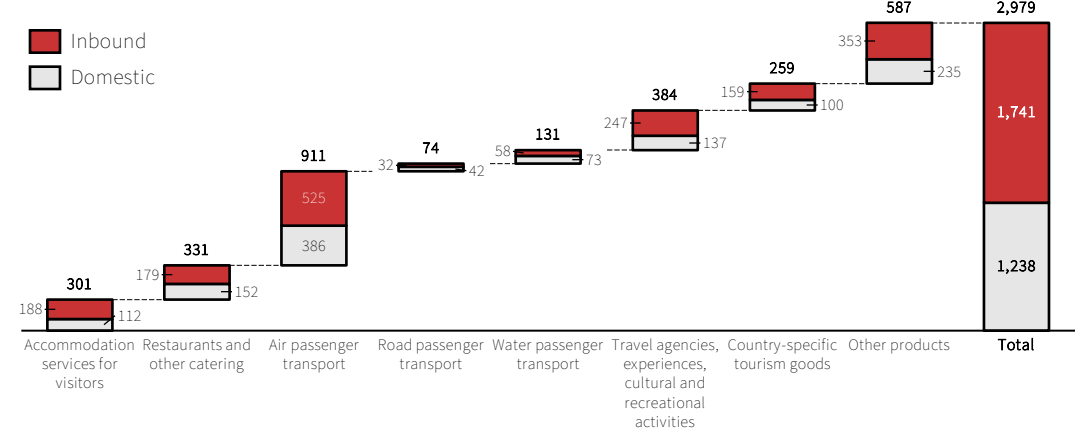
Approximately 9 % of tourism expenditure went toward **souvenirs, handicrafts, and other local products.**

The remaining 20 % covered **food and beverages and miscellaneous other products.**

The figure demonstrates that tourism consumption in Greenland is broadly anchored across the economy — and that both inbound and national tourists contribute significantly to the demand of transportation, experiences, dining and the market for souvenirs, crafts, and other local goods.

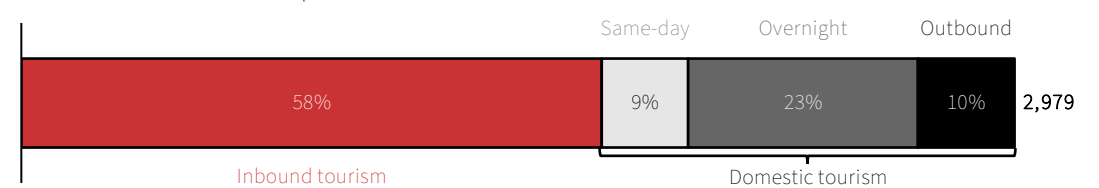
## Internal tourism consumption by product, 2024

Total annual expenditure in million DKK



## Internal tourism consumption by class of visitor, 2024

Share of total annual expenditure



Source: Ramboll's own calculations based on the tourist and cruise operator questionnaire and Statistics Greenland.

Note: 'Other products' includes expenditure that does not fall under the product groups listed above. In addition, 'Other products' contains a portion of residual expenditure following calibration (see methodological approach (II)). Tourism expenditure covers only direct spending. The expenditure includes costs paid directly by tourists before, during, and after their stay in Greenland, as well as spending covered by employers or travel agencies, and should therefore not be compared with household consumption in the national accounts. Expenditure is reported at purchaser prices. The figure presents estimated values. Estimated figures are rounded, so totals may not sum precisely.

# TOURISM'S SHARE OF GREENLAND'S GVA AND GDP

To understand tourism's role in the economy, it is not enough to look at how much tourists spend. **It is crucial to compare tourist expenditure with total production.** This allows for an assessment of how large a share of Greenland's total production is driven by tourism demand. **The figure on the right illustrates how large a share of gross value added in various industries in 2024 can be attributed to tourism.**

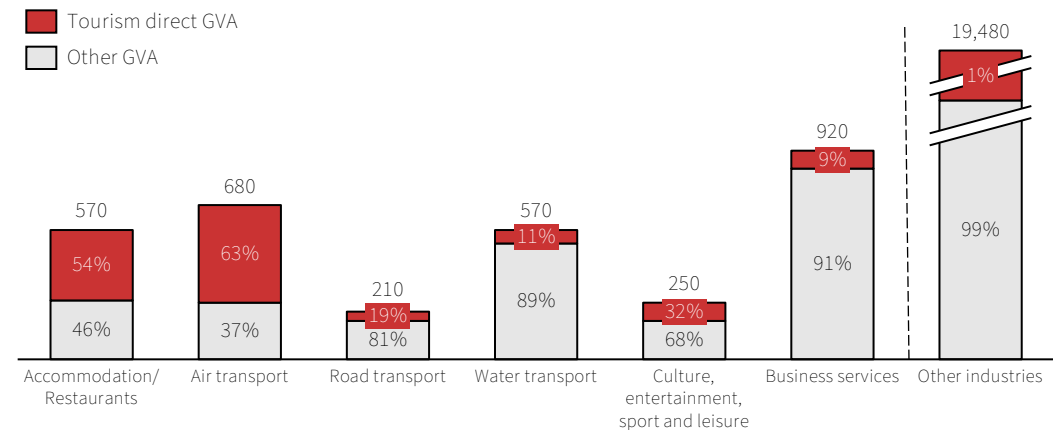
The top-right figure shows that **tourism plays a particularly central role in air transport and the accommodation and restaurant industries.** In these sectors, tourists were the main consumers, and most of the total output is geared directly toward meeting their needs. Tourism also constituted a key driver of production in other transport industries as well as in culture, entertainment, sports, and recreation sectors.

In other industries not typically associated with tourism, the share attributable to tourism was naturally lower — but still noticeable. This indicates that tourism spending also affects broader parts of the economy, beyond the classic tourism industries.

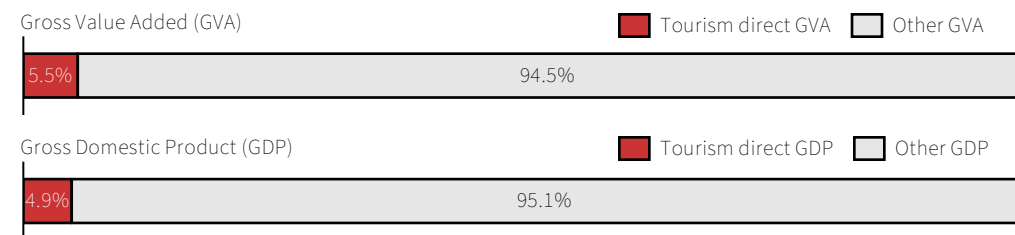
Overall, across all industries, **tourism generated gross value added of DKK 1.2 billion in 2024.** This corresponds to about **5.5 % of Greenland's total gross value added.** When accounting for production taxes and subsidies, tourism represents **4.9 % of Greenland's GDP in 2024.\*** This means that around 5 % of the Greenlandic economy is made up of tourism. For comparison, fishing and hunting made up around 20 % of total value added, while construction accounted for approximately 16 % in 2023.

Greenland's TDGDP accounted for a slightly larger share of the national economy than was the case in Denmark, Norway, Sweden, and Finland before COVID-19, where tourism accounted for 2.5–4.3 % of GDP. By contrast, the share was lower than in Iceland, where 8.8 % of GDP was attributed to tourism in 2023 (8.2 % in 2019).

**Gross Value Added and Tourism Share of Gross Value Added by Industry, 2024**  
Gross Value Added in million DKK and percentage of each industry's Gross Value Added



**Tourism's Share of GVA and GDP, 2024**  
Percentage of Gross Value Added and Gross Domestic Product



**Source:** Ramboll's own calculations based on the tourist and cruise operator questionnaire, as well as statistics and transaction data from Statistics Greenland.

**Note:** The results include only the direct value added from tourism. Estimated figures are rounded, and totals may therefore not add up precisely. The gross value added has been updated to reflect 2024 and therefore represents calculated estimates.

**Note:** \* The reduction from tourism's share of Gross Value Added (GVA) to its share of GDP is primarily due to the fact that air transport in Greenland is subject to negative product taxes. This means that the total value attributed to tourism is lower in the GDP calculation than in the GVA.

# TOURISM'S SHARE OF EMPLOYMENT

Tourism does not only generate revenue for Greenlandic businesses and value for the society — it also creates jobs. The figure at the top right shows how many people\* were employed in 2024 as a result of tourism in Greenland, and how these jobs are distributed across industries and between genders.

It is estimated that about 1,800 jobs were directly attributable to tourism in 2024.

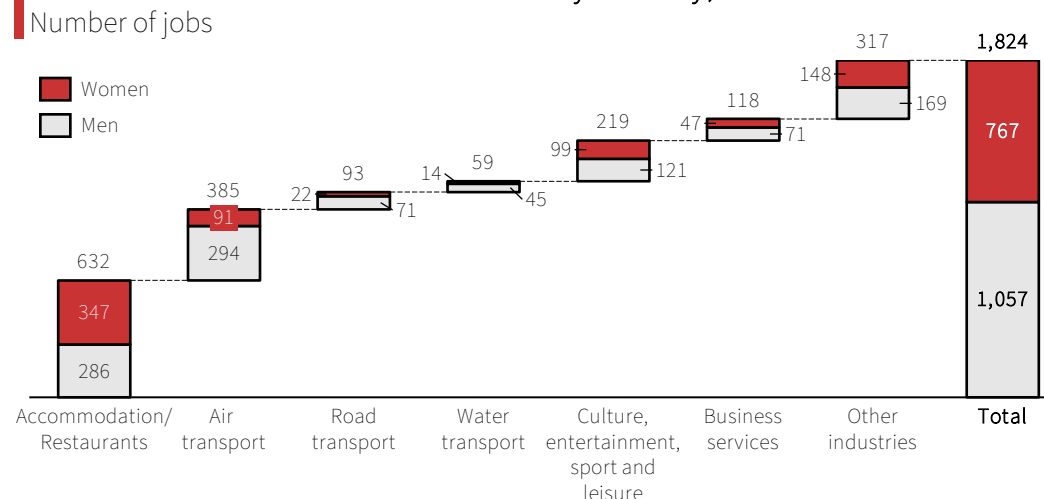
The vast majority of these jobs are found in sectors with direct interaction with tourists. The accommodation and restaurant sector accounted for approximately 630 jobs, representing 35% of tourism-generated employment, while the air transport sector contributed a further 385 jobs, or 21 %. Together, these two industries made up more than half of all direct tourism-related employment and are thus heavily dependent on tourism developments. Additionally, around 150 jobs were directly created in land and water transport.

Approximately 220 jobs were created in the culture, entertainment, sports, and leisure sector, as well as in business services that include providing travel experiences for tourists.

There was a slight predominance of men in tourism-generated jobs (1,057 men compared to 767 women). This is mainly due to the gender composition of the workforce in the relevant industries, where air and other transport sectors typically employ more men. Conversely, women form the majority of employees in the hotel and restaurant sector.

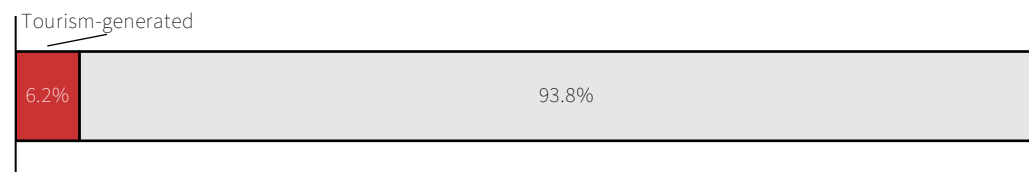
Overall, across the Greenlandic labour market, the approximately 1,800 directly tourism-generated jobs correspond to just over 6% of total employment in Greenland. In other words, 6% of the working population in 2024 was employed to serve needs created directly by tourism. Given that the tourism season is concentrated in the summer months, tourism-related employment is higher during that period and lower in the rest of the year.

Number of Jobs Attributable to Tourism by Industry, 2024



Tourism's Share of Employment, 2024

Percentage of total employment in Greenland



Source: Ramboll's own calculations based on the tourist and cruise operator questionnaire, as well as statistics and transaction data from Statistics Greenland.

Note: Estimated figures are rounded, and totals may therefore not add up precisely. Values are updated to reflect 2024 and therefore represent calculated estimates. Employment figures indicate the average number of people per month. To be included in the statistics, a person must have worked at least 10 hours at minimum wage on average during the reference period. This means that a person may appear as employed in multiple industries simultaneously if they have held more than one job with at least 10 hours per month on average during the period.

# INVESTMENTS IN TOURISM

In addition to generating consumption and employment, tourism also creates incentives for investment — for example in hotels, transport equipment, visitor experiences, and infrastructure. The figure on the right shows capital investments made by tourism industries in 2024 that can be attributed to tourism in Greenland, as well as how these investments are distributed across sectors.

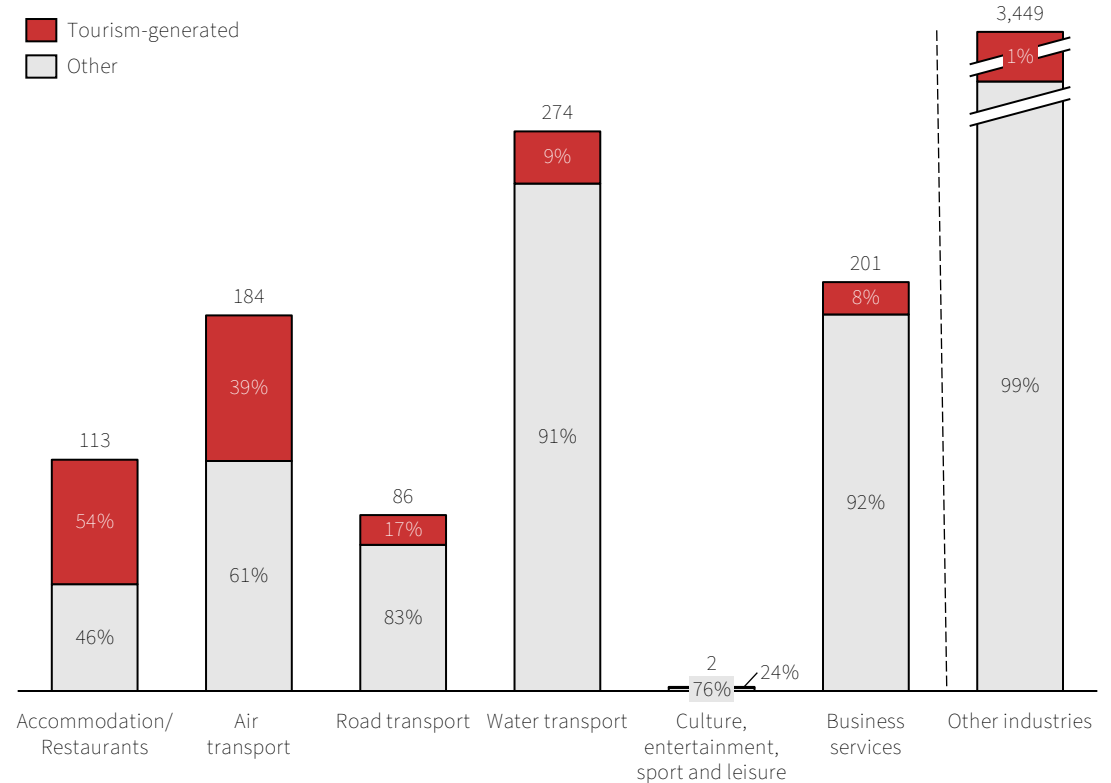
**In total, tourism-related industries invested DKK 733 million in 2024.** Of this, DKK 189 million is estimated to be directly driven by tourism. An additional DKK 44 million is assessed to have been invested in other industries as a result of tourism. Altogether, this corresponds to **DKK 233 million in investment attributable to tourism.**\* The majority of these investments are concentrated in hotels, restaurants, and transport sectors, where physical infrastructure and equipment are essential for enabling and enhancing the tourist experience.

It should be noted that the investment level in 2024 is lower than in some previous years, when major construction projects and extraordinary investments temporarily boosted the figures. In this current estimate, investment levels have been projected in line with the economic activity in the relevant industries from 2019 to 2024.

The figure illustrates that tourism not only generates immediate economic activity, but also helps shape the economy of the future by encouraging long-term investment in capacity, infrastructure, and visitor experiences. This underscores the role of tourism as a dynamic and forward-looking part of the national economy.

## Gross Fixed Capital Formation and Tourism Share by Industry, 2024

Gross investments in million DKK and percentage of each industry's total investment



**Source:** Ramboll's own calculations based on the tourist and cruise operator questionnaire and Statistics Greenland.

**Note:** The figure includes only businesses subject to statutory accounting requirements. Values are updated to reflect 2024 and therefore represent calculated estimates.

# PUBLIC COLLECTIVE TOURISM CONSUMPTION

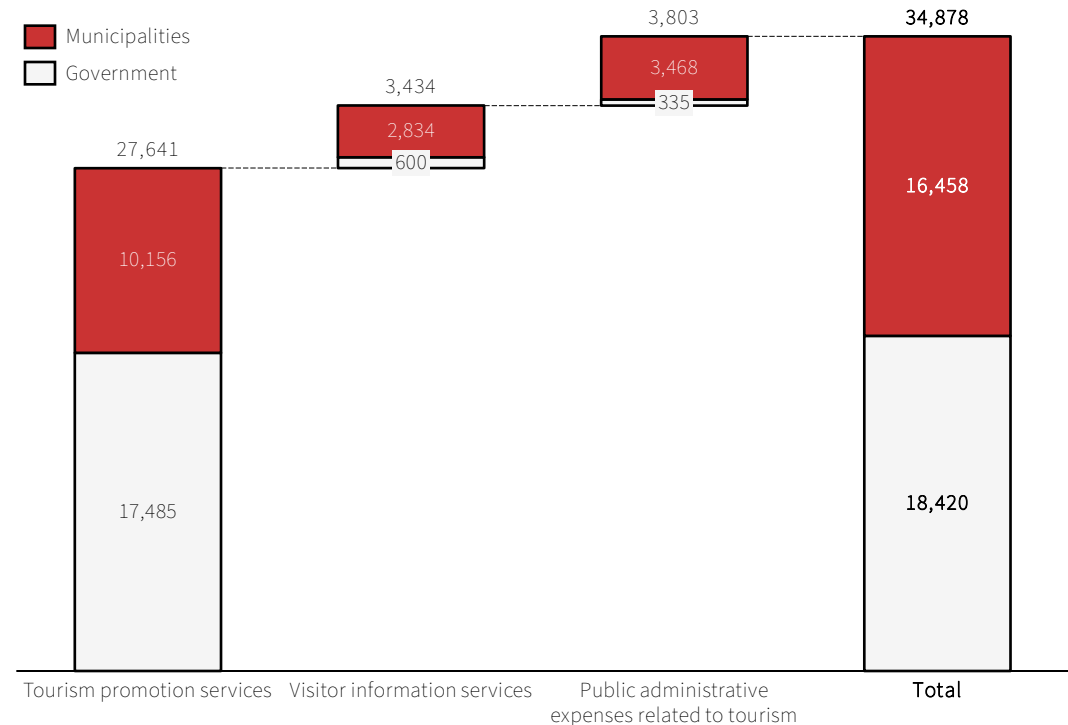
Tourism not only generates demand in private enterprises — it also requires public support, such as marketing, visitor information, and regulatory services. This type of spending is referred to as public collective tourism consumption, because the services are not provided to individual tourists but to the tourism sector as a whole.

The figure on the right shows **collective tourism consumption in Greenland in 2023, which amounted to DKK 34.9 million**. The expenses were relatively evenly distributed between the Government of Greenland and the five municipalities. **The Government accounted for DKK 18.4 million, while the municipalities spent DKK 16.5 million.**

The majority of the funding was used for tourism promotion and marketing, including campaigns targeting international markets. These activities aimed to brand Greenland as a destination and attract more visitors and were primarily financed by the Government. Additional funding went to visitor information services — such as tourist offices — and public administration of the tourism sector, which were mainly covered by municipal budgets.

Only expenditures that can be clearly attributed to tourism purposes are included in the calculation. Spending on infrastructure, public safety, or administration that also benefits tourists — but is not exclusively aimed at them — is not included.\* This means the figure likely underestimates the full public collective contribution to tourism, but instead offers a clear and precise picture of targeted public investment in the tourism sector.

**Public Collective Tourism Consumption by Type and Authority, 2023**  
Total annual expenditure in thousand DKK (T.DKK)



**Source:** Rambll's own calculations based on the tourist and cruise operator questionnaire, as well as statistics and transaction data from Statistics Greenland.

**Note:** Public administrative expenditures are likely conservatively estimated, as it was not possible to obtain sufficiently detailed operating cost data (or, for example, staff numbers) for all public tourism-related functions. Public expenditures where tourism accounts for only part of total spending have been excluded. Estimated figures are rounded, and totals may therefore not add up precisely.

**Note:** \* Tourist consumption, for example, would account for a share of fire services (approx. DKK 65 million) or nature protection (approx. DKK 90 million), but as this share could not be determined, it has been excluded.

# TOURISTS AND HOTEL CAPACITY

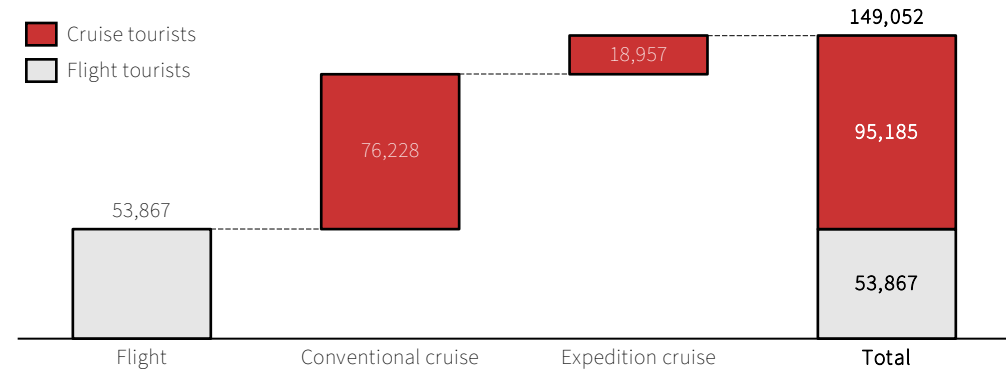
In 2024, it is estimated that just over 149,000 international tourists visited Greenland. Of these, nearly 54,000 were flight tourists, while just over 95,000 were cruise tourists.

Most international visitors were cruise tourists — particularly notable was the number of conventional cruise tourists\*, who accounted for over 76,000 visitors in 2024. This means that about one in every two tourists in Greenland was a conventional cruise passenger. In addition, there were around 19,000 expedition cruise tourists.

Both cruise types have lower average spending than air passengers. This is partly due to shorter stays, but also because cruise tourists typically spend less on land — for example, they more rarely stay overnight ashore. Some cruise passengers arrive and/or depart by plane, while others travel entirely by ship. Those who arrive or depart by air tend to spend more in Greenland — both on inbound/outbound travel and on land-based activities before and/or after the cruise.

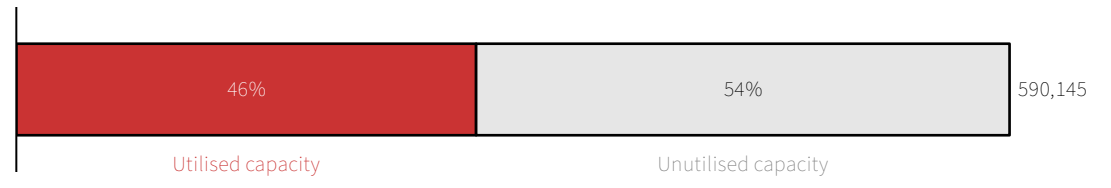
Greenland had a total hotel capacity of 590,145 in 2024. This figure represents the number of hotel room-nights available (i.e. rooms multiplied by the number of days they can be booked). Of this capacity, 46% was utilised — significantly below the 75% utilisation target set in the Tourism Sector Plan 2025–2035\*. Hotel occupancy is naturally affected by the concentrated summer tourism season, and meeting the sector plan’s target will therefore require an extension of the season and a substantial increase in off-season utilisation.

Number of International Tourists by Mode of International Transport, 2024  
Number of people



Source: Ramboll’s own calculations based on the tourist survey and Statistics Greenland.  
Note: Estimated figures are rounded, and totals may therefore not sum precisely. Conventional cruises refer to cruise ships with a passenger capacity of more than 500, while expedition cruises refer to ships with a capacity of up to 500. A cruise tourist is defined as someone travelling to Greenland by cruise ship. Travellers using both air transport and cruises are categorised as cruise tourists. In 2024, Statistics Greenland experienced a significant increase in the share of travellers with an unspecified country of residence compared to previous years. As a result, the distribution by country of residence for air travellers from 2023 has been used.

Hotel Room Capacity, 2024  
Capacity of Greenlandic hotels and the share of that capacity that is utilised



Source: Statistics Greenland  
Note: Covers only hotels and short-term accommodation

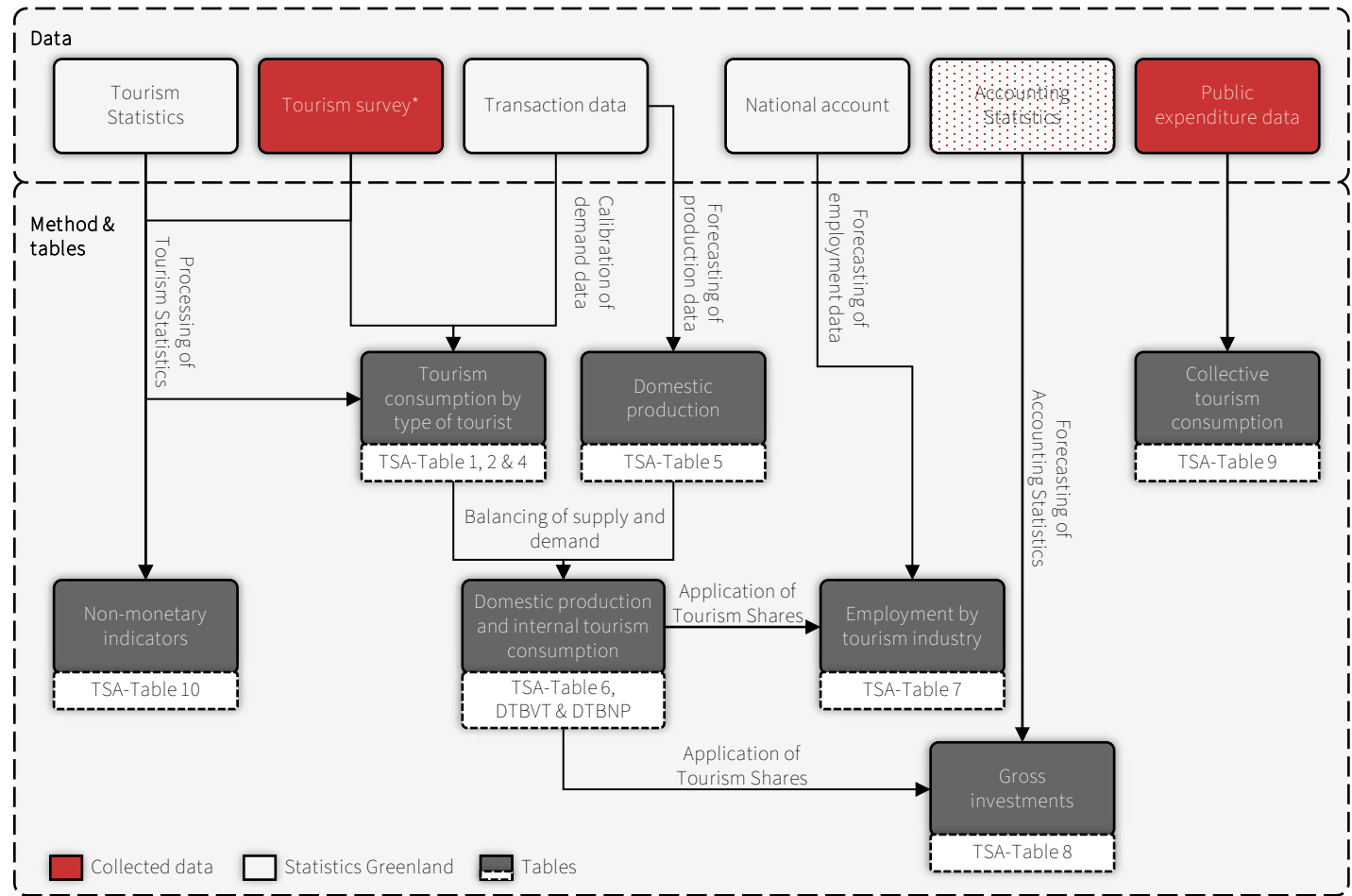
# METHODOLOGY

# METHODOLOGICAL APPROACH (I)

The Tourism Satellite Account for Greenland has been developed in accordance with the international standard TSA:RMF 2008. The methodology was developed by UNWTO, OECD, Eurostat, and the United Nations Statistics Division and integrates tourism into the national accounts. This enables measurement of tourism’s economic significance in a way that is internationally comparable.

The account is based on a combination of three data sources: survey data from tourists and cruise operators, economic statistics from Statistics Greenland, and supplementary information on public expenditure collected from municipalities and the Government of Greenland. These data are combined through a series of systematic steps leading to the production of the nine standard TSA tables (Table 3 – Outbound tourism is not prepared). The aim is to illuminate how much tourists spend, how this spending affects production in Greenland, and what share of GVA, GDP and employment can be directly attributed to tourism.

A detailed description of definitions, data sources, and methodology can be found in *The Greenland Tourism Satellite Account 2024: Documentation and Tables*.



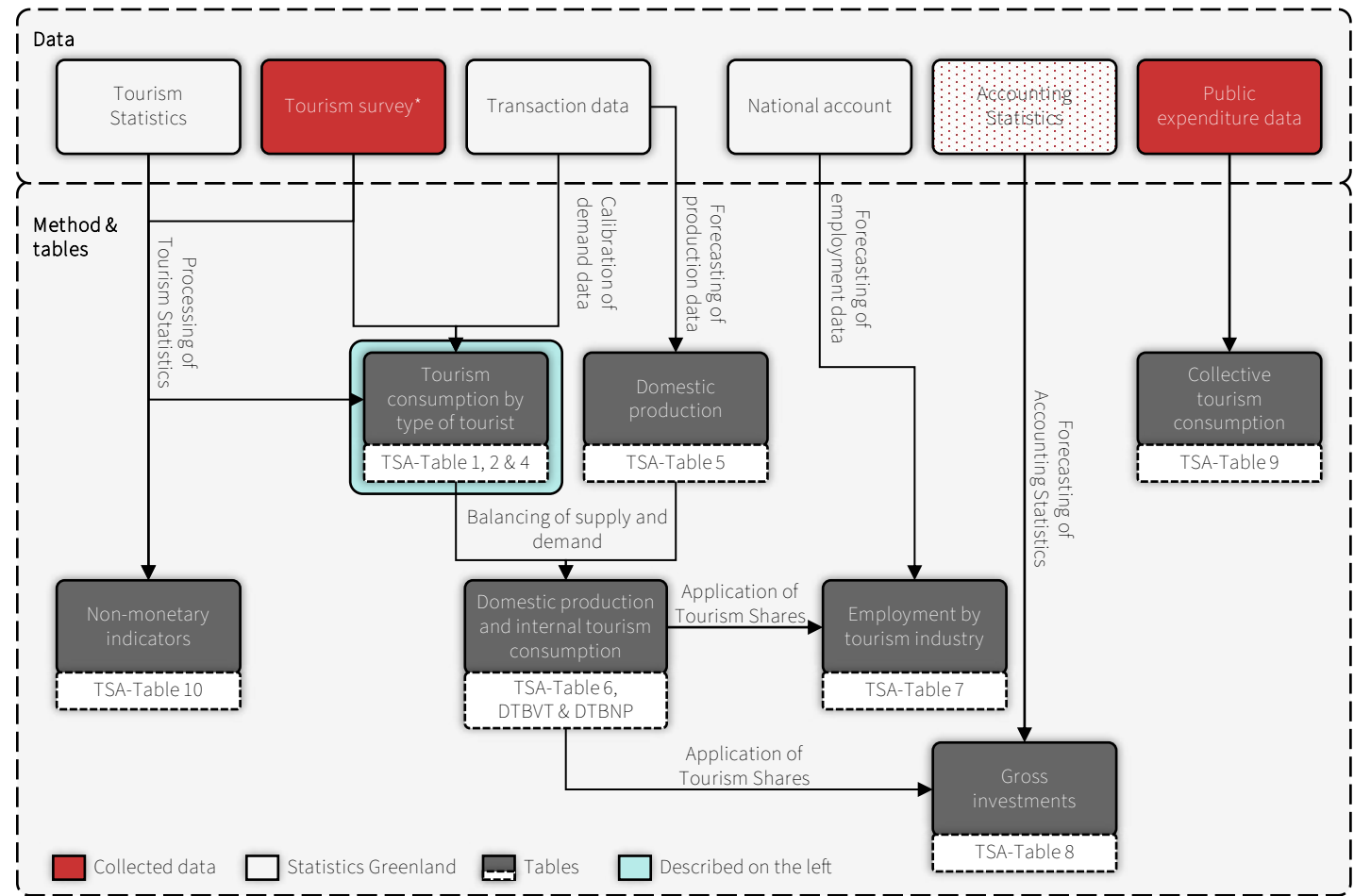
# METHODOLOGICAL APPROACH(II)

Tourism demand (TSA Tables 1, 2, and 4) is calculated based on survey data from both international tourists and the Greenlandic population. For each type of trip — same-day trips, overnight stays and outbound travel — average expenditure is calculated and then scaled up using either the number of tourists (for international visitors) or population figures and travel behaviour (for the Greenlandic population).

The expenditure of international cruise tourists is estimated using a combination of self-reported data and information from cruise operators. Similarly, the share of travel agency-related expenditure allocated to Greenland or abroad is based on the origin of the tour operator, and only the travel agencies' margins are included to avoid double counting.

Expenditure is broken down into product categories, so it aligns with the production accounts from Statistics Greenland.\*\* This provides a comprehensive picture of internal tourism demand — that is, everything tourists consume that go to Greenland.

In some cases, the estimated demand has been calibrated against total industry production, ensuring that estimated demand does not exceed a maximum based on household consumption plus a share of intermediate inputs (representing business travel and package purchases via travel agents). This safeguards consistency between demand and supply and ensures alignment with the national accounts.



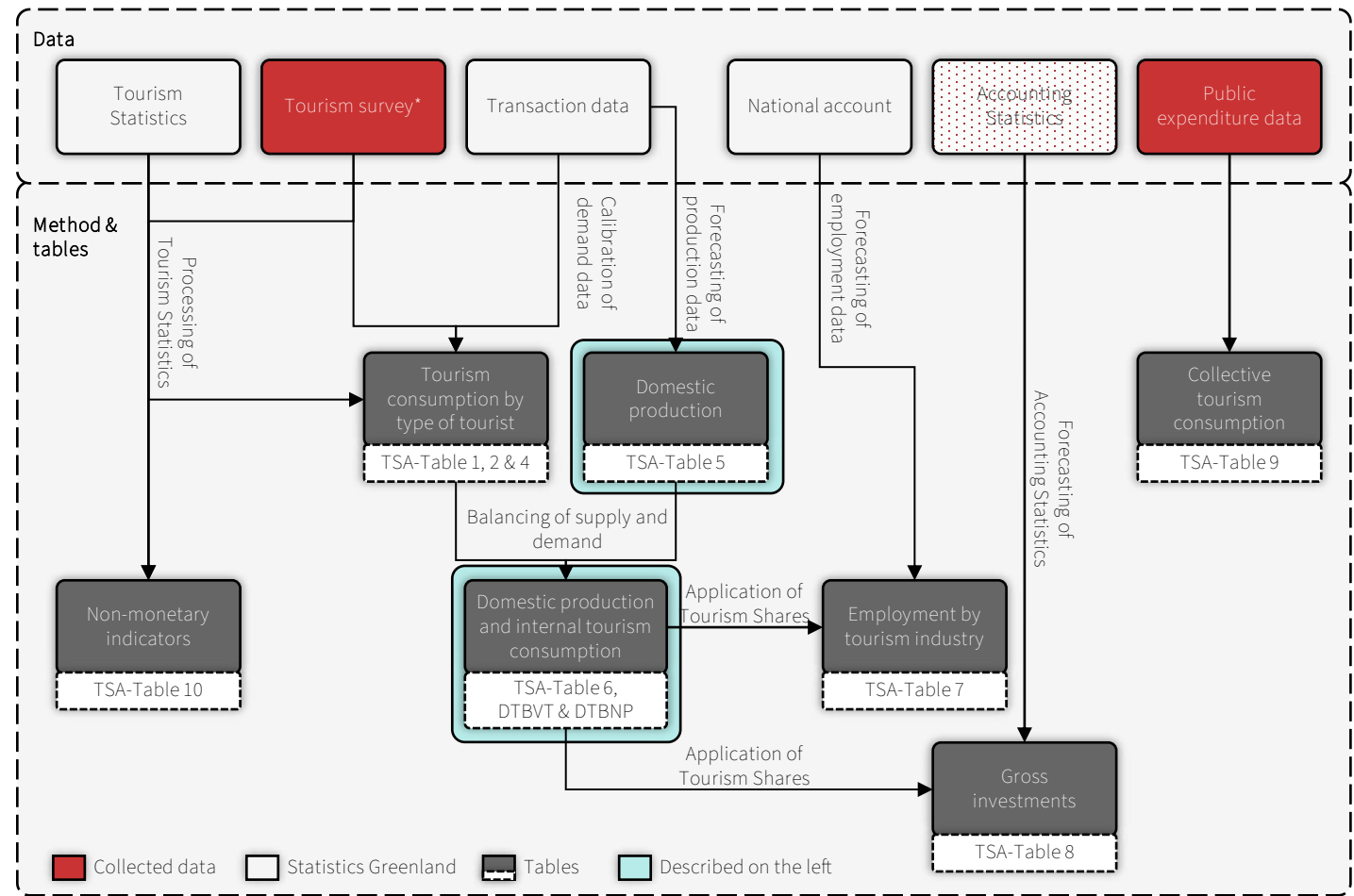
# METHODOLOGICAL APPROACH(III)

On the supply side, the approach is based on transaction data from Statistics Greenland to develop tourism-specific input-output tables. These tables identify how much is produced in terms of goods and services in relevant industries\*\*, and how these outputs are interconnected and relate to tourism demand.

Since the underlying data is only available up to 2019, the statistics have been projected forward to 2024 to ensure comparability across tables. The tables were updated from 2019 to 2023 using industry-specific growth rates based on developments in total production value and value added for each industry. They were then projected to 2024 using forecasts from the 'Økonomisk Råd' for GDP growth and inflation.

The applied method assumes that the structure of input-output relationships (i.e. dynamics\*\*\*) from 2019 largely remains unchanged in 2024, while the scale of inputs and outputs is adjusted in line with growth in the respective industries.

By comparing tourism demand with total industry output,\*\*\*\* it is possible to calculate the share of Greenlandic production at the product level (tourism ratios) that can be attributed to tourism. These tourism ratios are then used to estimate tourism's share of gross value added in each industry, and from that, total Tourism Direct Gross Value Added (TDGVA) and Tourism Direct Gross Domestic Product (TDGDP).

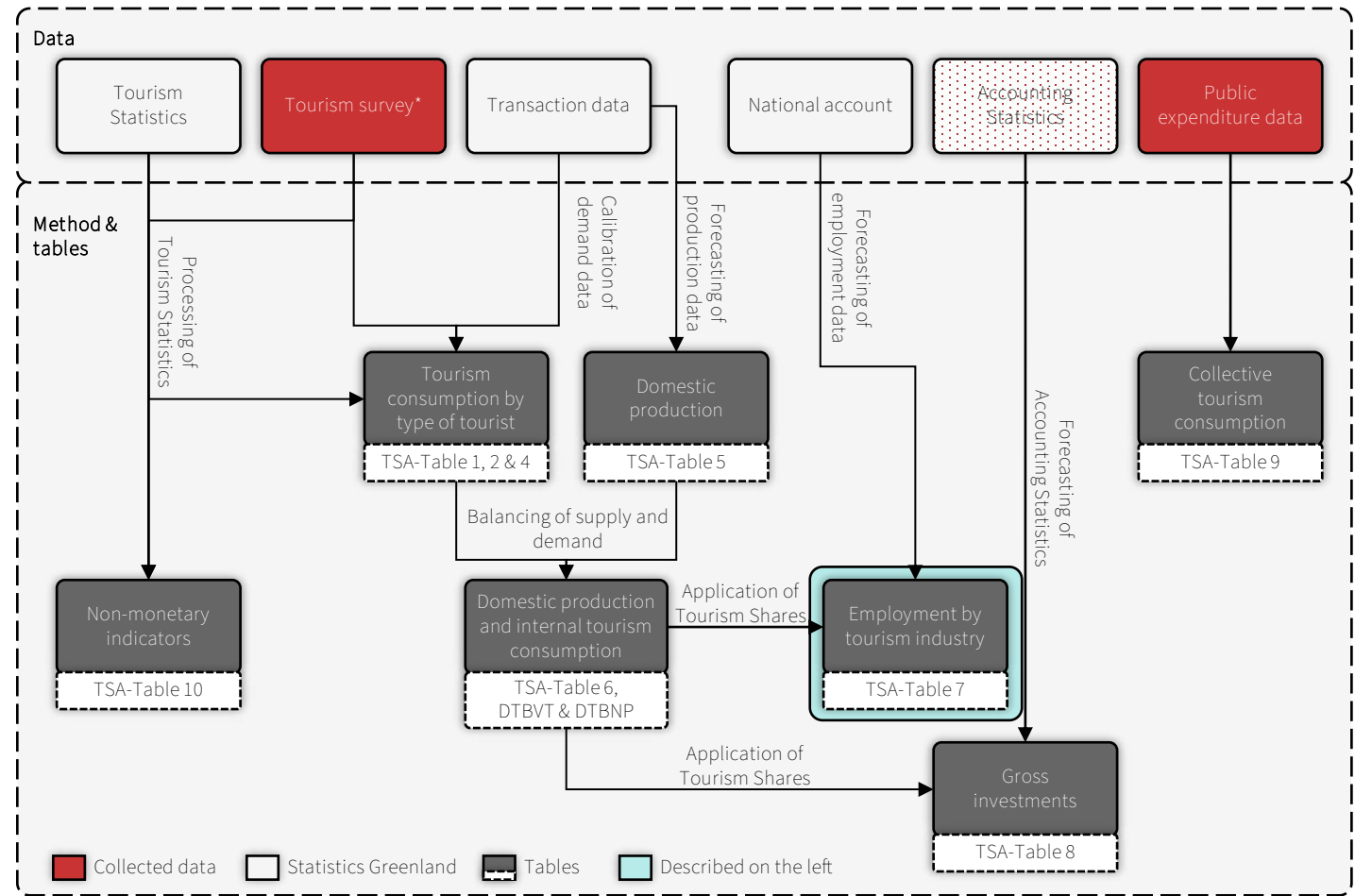


# METHODOLOGICAL APPROACH (IV)

Employment is measured as direct employment generated by tourism, i.e. the number of people employed in businesses that produce goods and services for tourists. The starting point for the calculation is the industry statistics from Statistics Greenland, where employment figures per industry are available for 2021.

To bring the figures up to the TSA reference year 2024, employment has been projected using growth rates reflecting the change in each industry's production value from 2021 to 2023 and further adjusted based on changes in unemployment from 2023 to 2024. It is assumed that there is proportionality — meaning no significant changes in productivity (output per employee) during the period.

Once total employment per industry for 2024 is established, the tourism shares from TSA-Table 6 are applied to estimate the portion of employment attributable to tourism. This enables the calculation of both total direct tourism employment and its distribution across industries.

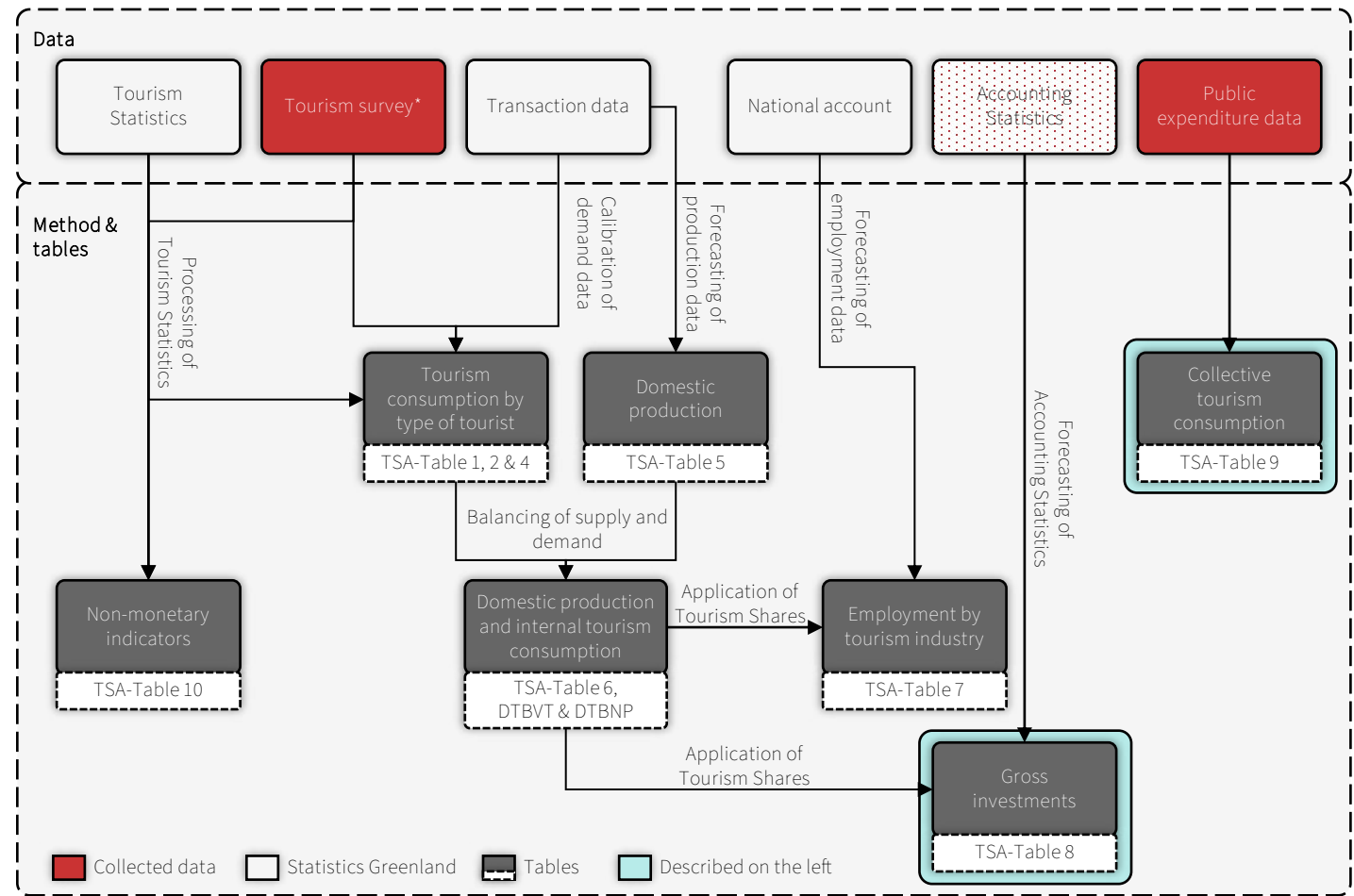


# METHODOLOGICAL APPROACH (V)

Gross investments in the TSA are calculated based on accounting statistics\*\* from Statistics Greenland, where companies' investments in tangible and intangible assets are distributed across 35 industries. The accounting statistics were collected for this study in a format consistent with the other tables. The table is updated based on the growth in total industry output from 2019 to 2024 (as calculated in the projected input-output tables).\*\*\* It is assumed that investment growth follows the development of GDP in each industry.

To identify the share of gross investments related to tourism, the tourism shares of each industry are applied. It is assumed that the proportion of an industry's investments attributable to tourism corresponds to tourism's share of the industry's total output. This approach is used because the accounting statistics do not break down investments by type in a way that allows identification of tourism-specific investments. Therefore, the tourism shares provide a consistent and systematic estimate of tourism-generated investments across industries.

Public collective consumption is calculated using accounting data from the Government of Greenland and municipalities. Authorities have reported their expenditures allocated to selected tourism purposes in accordance with UNWTO's recommended categories.\*\*\*\* This category includes, for example, expenses related to Visit Greenland, tourist information centres and administrative functions, where the entire effort is targeted towards tourism.



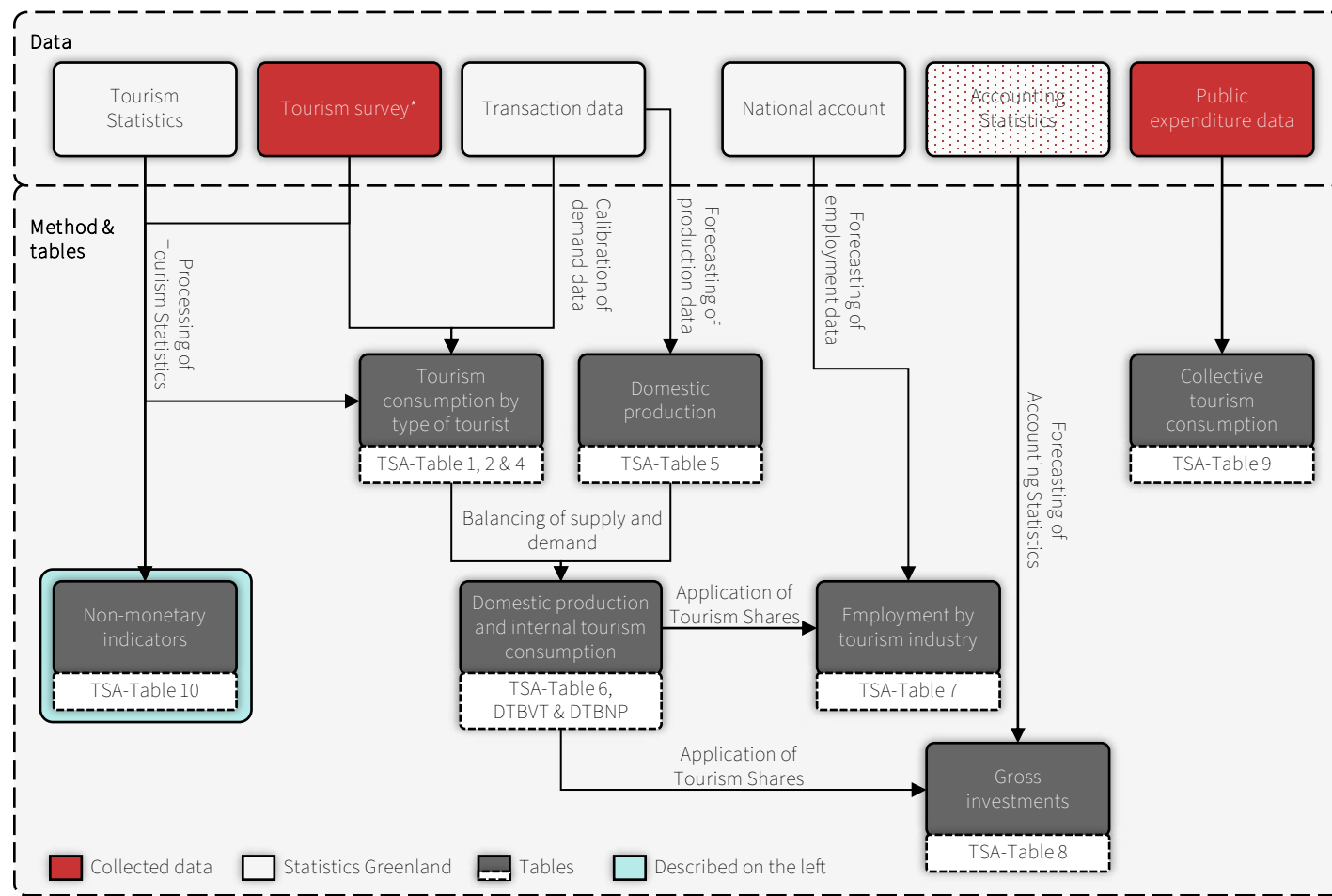
**Note:**

- \* The tourist survey consists of a questionnaire targeting tourists and Greenlandic residents, as well as a separate questionnaire for international cruise operators.
- \*\* The accounting statistics include only businesses subject to statutory accounting requirements and therefore represent a conservative estimate.
- \*\*\* Accounting statistics are available up to 2022, but data for years after 2019 deviate from historical trends, so 2019 data are used to update the statistics to 2024. The most recent realised figures for 2022 are shown in TSA Table 8 in the appendix.
- \*\*\*\* Only expenditure items clearly and exclusively related to tourism are included. Expenditures partly attributable to tourists are excluded, as their tourism share could not be separated. Collective consumption is valued as production cost since these services do not have market prices.

# METHODOLOGICAL APPROACH (VI)

In addition to the economic accounts, the TSA also includes non-monetary indicators that contribute to the overall understanding of the scale and nature of tourism. These indicators cover the number of tourists, number of overnight stays, and distribution by trip type, which help to understand the volume and patterns of tourism activity.

The information is based on official statistics from Statistics Greenland combined with inputs from the tourist survey data.



# TABLES

## TSA-TABLES

**TSA-Table 1** — Inbound tourism expenditure by products: Shows direct expenditure in Greenland by international tourists, broken down by product categories.

**TSA-Table 2** — Domestic tourism expenditure by products and class of visitor: Shows Greenlandic tourists' spending in Greenland, divided into same-day, multi-day and outbound tourism (spending immediately before and/or after international trips for tourism purposes).

**TSA-Table 4** — Internal tourism consumption by products: Summarises total spending by both inbound and national tourists in Greenland. This table combines TSA-Tables 1 and 2 and serves as the basis for balancing against production.

**TSA-Table 5** — Production accounts of tourism industries and other industries: Shows total production in Greenland by industry and tourism products. This table is based on input-output data and forms the basis for supply-side analysis.

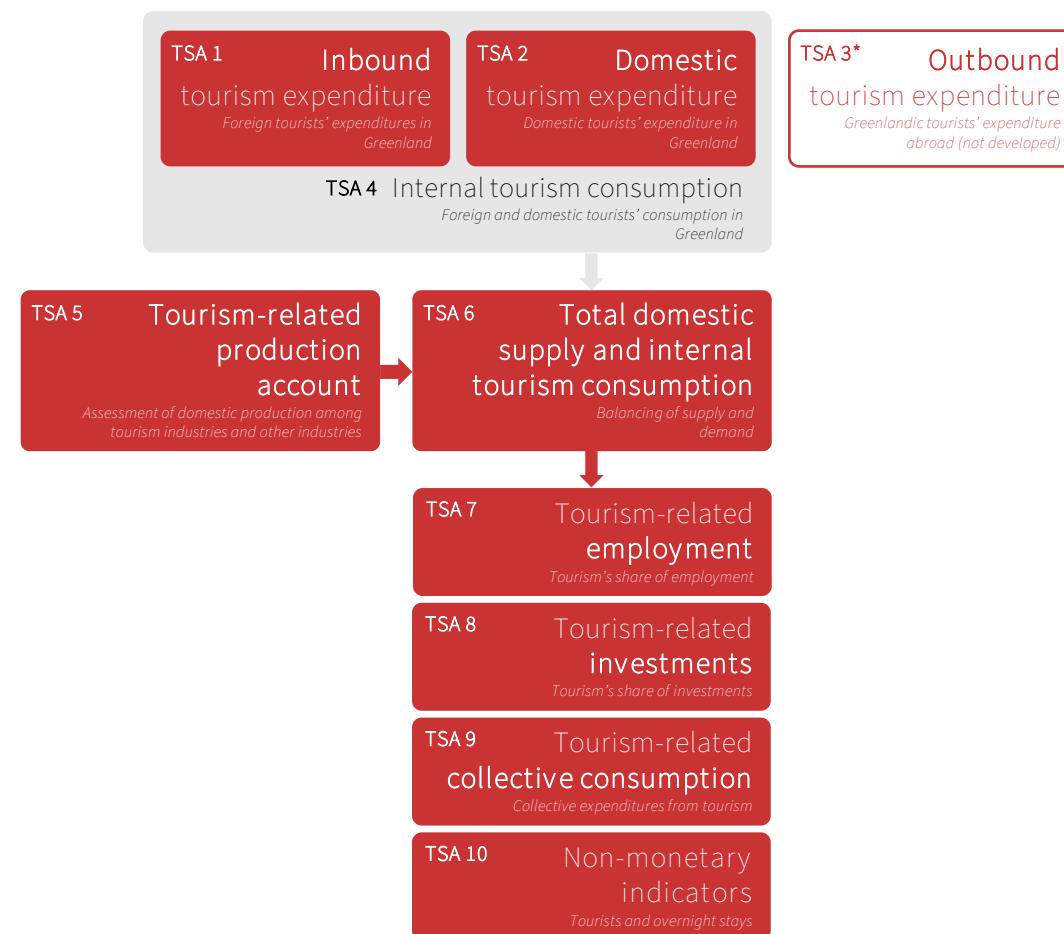
**TSA-Table 6** — Total domestic supply and internal tourism consumption: Compares production (TSA-Table 5) with tourism expenditure (TSA-Table 4) and identifies the share of production attributable to tourism. From this table, direct tourism GVA and direct tourism GDP can be derived.

**TSA-Table 7** — Direct employment in the tourism industries: Shows the number of people directly employed as a result of tourism, broken down by industry.

**TSA-Table 8** — Tourism gross fixed capital formation of tourism industries and other industries: Shows the share of gross investments in Greenland attributable to tourism, by industry and type of capital.

**TSA-Table 9** — Tourism collective consumption by product and level of government: Shows public expenditures directed at the tourism sector, such as marketing campaigns, visitor information, and administration.

**TSA-Table 10** — Non-monetary indicators: Includes the number of tourists by trip type and hotel capacity and occupancy.



# TSA-TABEL 1

## EXPLAINER

TSA-Table 1 shows **how much inbound tourists spend in Greenland, broken down by various product categories**. The table includes both tourists arriving by air and those arriving by cruise ship. Expenditure covers only what actually benefits Greenland — for example, purchases of accommodation, food, excursions, transport, and souvenirs. Spendings made before or after the visit to Greenland are not included.

The table provides an overview of the types of goods and services on which inbound tourists spend the most money, making it an important indicator of which sectors of the economy benefit most from international tourism. The amounts are divided into tourism-specific product groups such as “Hotel and other short-term accommodation,” “Restaurants and other catering,” “Travel agencies, experiences, cultural and recreational activities” and “Air passenger transport.”

Thus, the table makes it possible to understand how international tourists contribute to the Greenlandic economy.

**TSA-TABEL 1:** Inbound tourism expenditure by products, 2024 (DKK 1,000)

Products	Inbound tourism expenditure
Hotel and other short-term accommodation	188,370
Restaurants and other catering	179,000
Air passenger transport	524,900
Road passenger transport	32,200
Water passenger transport	57,700
Travel agencies, experiences, cultural and recreational activities	246,880
Country-specific tourism goods	159,100
Other products	352,730
<b>Total</b>	<b>1,740,880</b>

**Source:** Ramboll's own calculations based on the tourist and cruise operator questionnaire and Statistics Greenland.

**Note:** ‘Other products’ includes expenditure that does not fall under the above product groups. It also contains a portion of residual expenditure following calibration (see Methodological Approach II). Tourism expenditure covers only direct spending. The expenditure includes costs paid by tourists before, during, and after their trip to Greenland, as well as spending covered by employers or travel agencies, and should therefore not be compared with private consumption in the national accounts. Expenditure is reported at purchaser prices. The table presents estimated values. Estimated figures are rounded, so totals may not sum precisely.

## TSA-TABEL 2

### EXPLAINER

TSA Table 2 shows **how much Greenlandic tourists spend when travelling within Greenland**. The table covers same-day trips, overnight visitors and travel related to international trips (for example, expenses incurred in Greenland before departure or after returning home).

Expenditure is broken down into the same product categories as in TSA-Table 1 — for example, transport, accommodation, restaurants, and experiences — thus illustrating which parts of the economy are supported by tourism activity from the local population.

TSA-Table 2 is important because it shows that Greenland's tourism economy is supported not only by international visitors but also by the travel and trips of Greenland's own residents.

**TSA-TABEL 2:** National tourism expenditure by products and class of visitor, 2024 (DKK 1,000)

Products	Same-day visitors	Overnight visitors	Outbound trips (while in Greenland)	Total
Accommodation services for visitors	-	105,380	6,830	112,210
Restaurants and other catering	50,300	82,700	18,500	151,500
Air passenger transport	33,500	155,400	197,500	386,400
Road passenger transport	10,400	23,400	8,400	42,200
Water passenger transport	21,300	50,300	1,500	73,100
Travel agencies, experiences, cultural and recreational activities	57,130	63,420	16,700	137,260
Country-specific tourism goods	27,600	55,100	17,600	100,300
Other products	58,830	152,300	23,530	234,670
<b>Total</b>	<b>259,060</b>	<b>688,000</b>	<b>290,560</b>	<b>1,237,640</b>

**Source:** Ramboll's own calculations based on the tourist and cruise operator questionnaire and Statistics Greenland.

**Note:** 'Other products' includes expenditure that does not fall under the above product groups. It also contains a portion of residual expenditure following calibration (see Methodological Approach II). Tourism expenditure covers only direct spending. 'Outbound' refers to Greenlandic tourists' expenditure in Greenland immediately before and after an international trip for tourism purposes. Expenditure includes both costs borne directly by tourists and spending covered by employers or travel agencies and should therefore not be compared with private consumption in the national accounts. Expenditure is recorded at purchaser prices. The table shows estimated values. Estimated figures are rounded, so totals may not add up precisely.

## TSA-TABEL 4

### EXPLAINER

TSA-Table 4 shows **total tourism expenditure in Greenland, broken down by product categories**.

This table combines the two previous expenditure accounts — international tourists' spending (TSA-Table 1) and Greenlandic tourists' spending (TSA-Table 2) — providing a comprehensive overview of total tourist consumption in the country.

The figures in the table are divided into the same product categories as before and represent tourists' direct demand for goods and services.

By aggregating all internal tourism demand in TSA-Table 4, **the table becomes central to the rest of the account**. It is this total demand that is compared with domestic production in subsequent tables and used to calculate tourism's economic impacts.

**TSA-TABEL 4:** Internal tourism consumption by products, 2024 (DKK 1,000)

Products	Inbound tourism expenditure	Domestic tourism expenditure	Internal tourism consumption
Accommodation services for visitors	188,370	112,210	300,580
Restaurants and other catering	179,000	151,500	330,500
Air passenger transport	524,900	386,400	911,300
Road passenger transport	32,200	42,200	74,400
Water passenger transport	57,700	73,100	130,800
Travel agencies, experiences, cultural and recreational activities	246,880	137,260	384,140
Country-specific tourism goods	159,100	100,300	259,400
Other products	352,730	234,670	587,400
<b>Total</b>	<b>1,740,880</b>	<b>1,237,640</b>	<b>2,978,520</b>

**Source:** Ramboll's own calculations based on the tourist and cruise operator questionnaire and Statistics Greenland.

**Note:** 'Other products' includes expenditure that does not fall under the product groups listed above. It also contains a portion of residual expenditure following calibration (see Methodological Approach II). Tourism expenditure covers only direct spending. Expenditure includes costs borne by tourists before, during, and after their stay in Greenland, as well as spending covered by employers or travel agencies, and should therefore not be compared with private consumption in the national accounts. Expenditure is presented at purchaser prices. The table provides estimated values. Estimated figures are rounded, so totals may not sum precisely.

## TSA-TABEL 5

### EXPLAINER

TSA-Table 5 shows **how much is produced of tourism-related products in Greenland, and which industries are responsible for this production**. The table thus forms the basis for understanding the supply side of the tourism economy.

Production value is recorded at basic prices and distributed both by products (rows) and by industries (columns). The table also shows the extent to which other industries — not classified as tourism industries (e.g., food and beverage manufacturing) — contribute to producing goods and services demanded by tourists.

TSA-Table 5 provides a detailed picture of where tourism production occurs in the economy and serves as the foundation for calculating tourism's share of total production.

**TSA-TABEL 5:** Production accounts of tourism industries and other industries, 2024 (DKK 1,000)

Products\Industries	Accommodation/ Restaurants	Air transport	Road transport	Water transport	Culture, entertainment, sport and leisure	Business services	Other industries	Output of domestic production
Accommodation services for visitors	413,351	-	-	-	-	-	-	413,351
Restaurants and other catering	759,604	-	-	-	-	-	-	759,604
Air passenger transport	-	1,564,621	-	-	-	-	-	1,564,621
Road passenger transport	-	-	178,324	-	-	-	-	178,324
Water passenger transport	-	-	10,510	254,249	-	-	-	264,758
Travel agencies, experiences, cultural and recreational activities	-	-	-	-	274,783	205,808	91,996	572,587
Country-specific tourism goods	-	-	-	-	-	-	33,074	33,074
Other products	-	55,339	210,088	1,092,431	225,264	1,218,619	32,964,574	35,766,315
<b>Samlet produktionsværdi</b>	<b>1,172,955</b>	<b>1,619,961</b>	<b>398,922</b>	<b>1,346,679</b>	<b>500,047</b>	<b>1,424,427</b>	<b>33,089,645</b>	<b>39,552,635</b>
Input i produktionen	746,164	941,497	183,982	779,486	247,180	502,656	13,471,719	16,872,686
<b>Bruttoværditilvækst</b>	<b>426,790</b>	<b>678,463</b>	<b>214,940</b>	<b>567,193</b>	<b>252,867</b>	<b>921,771</b>	<b>19,617,925</b>	<b>22,679,949</b>

# TSA-TABEL 6 (I)

## EXPLAINER

TSA-Table 6 is central to the account as it forms the direct link between demand and supply. **The table compares the total supply of goods and services in Greenland (TSA-Table 5) with tourists' demand for the same products (TSA-Table 4).** To enable this comparison, TSA-Table 5 is adjusted by adding trade margins, imports and taxes. This allows calculation, for each product, of the share of total production that is made to satisfy tourism demand. This share is called the tourism ratio and is shown in the rightmost column of TSA-Table 6.

The tourism ratio is used to calculate the share of each industry's output demanded by tourists (tourism shares). By summing these shares across industries, the total production output demanded by tourists can be derived. The ratio between total output and tourist-demanded output is then applied to calculate tourism's share of production inputs and gross value added. The bottom column shows the share of each industry's gross value added (and production) attributable to tourism (Tourism Direct Gross Value Added, TDGVA), while the second to last column shows the tourism-generated gross value added by industry. Summing the TDGVA values across industries gives the total TDGVA in the economy, which, when production taxes are added, yields Tourism Direct GDP (TDGDP).

**TSA-TABEL 6 (I):** Total domestic supply and internal tourism consumption by product and industry, 2024 (DKK 1,000)

Product\Industry	Accommodation/Restaurants		Air transport		Road transport		Water transport	
	Production value	Tourism share (value)	Production value	Tourism share (value)	Production value	Tourism share (value)	Production value	Tourism share (value)
Accommodation services for visitors	413,351	300,579	-	-	-	-	-	-
Restaurants and other catering	759,604	330,500	-	-	-	-	-	-
Air passenger transport	-	-	1,564,621	1,022,160	-	-	-	-
Road passenger transport	-	-	-	-	178,324	74,400	-	-
Water passenger transport	-	-	-	-	10,510	5,391	254,249	130,428
Travel agencies, experiences, cultural and recreational activities	-	-	-	-	-	-	-	-
Country-specific tourism goods	-	-	-	-	-	-	-	-
Other products	-	-	55,339	395	210,088	1,499	1,092,431	7,795
<b>Total output (basic prices)</b>	<b>1,172,955</b>	<b>631,079</b>	<b>1,619,961</b>	<b>1,022,555</b>	<b>398,922</b>	<b>81,290</b>	<b>1,346,679</b>	<b>138,223</b>
Total intermediary consumption	599,366	322,474	941,497	594,294	183,982	37,491	779,486	80,006
Total gross value added	573,589	308,605	678,463	428,261	214,940	43,799	567,193	58,217
<b>Tourism share (percentage)</b>	<b>54%</b>		<b>63%</b>		<b>20%</b>		<b>10%</b>	

## TOURISM SATELLITE ACCOUNT 2024

**Source:** Ramboll's own calculations based on the tourist and cruise operator questionnaire, as well as statistics and transaction data from Statistics Greenland.

**Note:** 'Other products' includes expenditure not classified under the product groups listed above. It also contains a portion of residual expenditure following calibration (see Methodological Approach II). Tourism expenditure covers only direct spending. Expenditure includes both costs borne by tourists and spending covered by employers or travel agencies and should therefore not be compared with private consumption in the national accounts. Production value and gross value added are reported at basic prices, while inputs to production and consumption are reported at purchaser prices. Trade margins are included in the accounting of other products at basic prices. Estimated figures are rounded, so totals may not add up precisely. The table is updated to 2024 and thus represents calculated estimates.

## TSA-TABEL 6 (II) - FORSAT

### EXPLAINER

TSA-Table 6 is central to the account as it forms the direct link between demand and supply. **The table compares the total supply of goods and services in Greenland (TSA-Table 5) with tourists' demand for the same products (TSA-Table 4).** To enable this comparison, TSA-Table 5 is adjusted by adding trade margins, imports, and taxes. This allows calculation, for each product, of the share of total production that is made to satisfy tourism demand. This share is called the tourism ratio and is shown in the rightmost column of TSA-Table 6.

The tourism ratio is used to calculate the share of each industry's output demanded by tourists (tourism shares). By summing these shares across industries, the total production output demanded by tourists can be derived. The ratio between total output and tourist-demanded output is then applied to calculate tourism's share of production inputs and gross value added. The bottom column shows the share of each industry's gross value added (and production) attributable to tourism (Tourism Direct Gross Value Added, TDGVA), while the second to last column shows the tourism-generated gross value added by industry. Summing the TDGVA values across industries gives the total TDGVA in the economy, which, when production taxes are added, yields Tourism Direct GDP (TDGDP).

**TSA-TABEL 6 (II): Total domestic supply and internal tourism consumption by product and industry, 2024 (DKK 1,000)**

Product\Industry	Culture, entertainment, sport and leisure		Business services		Other industries		Domestic production at basic prices	
	Production value	Tourism share (value)	Production value	Tourism share (value)	Production value	Tourism share (value)	Production value	Tourism share (value)
Accommodation services for visitors	-	-	-	-	-	-	413,351	300,579
Restaurants and other catering	-	-	-	-	-	-	759,604	330,500
Air passenger transport	-	-	-	-	-	-	1,564,621	1,022,160
Road passenger transport	-	-	-	-	-	-	178,324	74,400
Water passenger transport	-	-	-	-	-	-	264,758	135,820
Travel agencies, experiences, cultural and recreational activities	274,783	152,488	205,808	114,211	91,996	51,053	572,587	317,752
Country-specific tourism goods	-	-	-	-	33,074	21,824	33,074	21,824
Other products	225,264	1,607	1,218,619	8,695	32,964,574	350,658	35,766,315	370,649
<b>Total output (basic prices)</b>	<b>500,047</b>	<b>154,095</b>	<b>1,424,427</b>	<b>122,906</b>	<b>33,089,645</b>	<b>423,535</b>	<b>39,552,635</b>	<b>2,573,683</b>
Total intermediary consumption	248,965	76,722	509,164	43,933	13,610,224	174,206	16,888,613	1,329,125
Total gross value added	251,082	77,374	915,263	78,973	19,479,420	249,329	22,664,021	1,244,558
<b>Tourism share (percentage)</b>	<b>31%</b>		<b>9%</b>		<b>1%</b>		<b>5.49%</b>	

## TSA-TABEL 6 (III) - FORSAT

### EXPLAINER

TSA-Table 6 is central to the account as it forms the direct link between demand and supply. **The table compares the total supply of goods and services in Greenland (TSA-Table 5) with tourists' demand for the same products (TSA-Table 4).** To enable this comparison, TSA-Table 5 is adjusted by adding trade margins, imports, and taxes. This allows calculation, for each product, of the share of total production that is made to satisfy tourism demand. This share is called the tourism ratio and is shown in the rightmost column of TSA-Table 6.

The tourism ratio is used to calculate the share of each industry's output demanded by tourists (tourism shares). By summing these shares across industries, the total production output demanded by tourists can be derived. The ratio between total output and tourist-demanded output is then applied to calculate tourism's share of production inputs and gross value added. The bottom column shows the share of each industry's gross value added (and production) attributable to tourism (Tourism Direct Gross Value Added, TDGVA), while the second to last column shows the tourism-generated gross value added by industry. Summing the TDGVA values across industries gives the total TDGVA in the economy, which, when production taxes are added, yields Tourism Direct GDP (TDGDP).

**TSA-TABEL 6 (III):** Total domestic supply and internal tourism consumption by product and industry, 2024 (DKK 1,000)

Product\Industry	Domestic production at basic prices		Import	Margins	Taxes less subsidies	Domestic production at purchasers' prices	Internal tourism consumption	Tourism ratios
	Production value	Tourism share (value)						
Accommodation services for visitors	413,351	300,579	-	-	-	413,351	300,579	73%
Restaurants and other catering	759,604	330,500	-	-	-	759,604	330,500	44%
Air passenger transport	1,564,621	1,022,160	13,173	-	-182,867	1,394,927	911,300	65%
Road passenger transport	178,324	74,400	-	-	-	178,324	74,400	42%
Water passenger transport	264,758	135,820	50	-	-9,835	254,973	130,800	51%
Travel agencies, experiences, cultural and recreational activities	572,587	317,752	66,339	53,292	-	692,219	384,140	55%
Country-specific tourism goods	33,074	21,824	234,044	126,004	-	393,122	259,400	66%
Other products	35,766,315	370,649	11,944,629	2,869,671	1,103,713	51,684,327	587,396	1%
<b>Total output (basic prices)</b>	<b>39,552,635</b>	<b>2,573,683</b>						
Total intermediary consumption	16,888,613	1,329,125						
Total gross value added	22,664,021	1,244,558						
<b>Tourism share (percentage)</b>		<b>5.49%</b>						

## TSA-TABEL 7

### EXPLAINER

TSA-Table 7 shows **the number of people directly\* employed\*\* as a result of tourism in Greenland, broken down by industry**. It is based on linking total employment in industries with the share of their output delivered to tourists (tourism shares). Thus, TSA-Table 7 indicates the number of jobs directly serving tourist demand — both for each industry individually and in total across the economy. The bottom row shows the share of total jobs generated by tourism. Additionally, TSA-Table 7 presents results disaggregated by gender.

TSA-Table 7 therefore provides a concrete picture of tourism's role in the labour market and shows how large a portion of Greenland's total employment can be attributed to tourism.\* Direct employment means jobs directly connected to tourism-related production.\*\* Employment is measured as the average number of people employed per month.

**TSA-TABEL 7:** Direct employment in the tourism industries and other industries, 2024 (number of people on average per month)

	Total		Men		Women	
	Number of employed people	Tourism share (value)	Number of employed people	Tourism share (value)	Number of employed people	Tourism share (value)
Accommodation/Restaurants	1,175	632	531	286	644	347
Air transport	610	385	466	294	144	91
Road transport	458	93	350	71	108	22
Water transport	573	59	438	45	135	14
Culture, entertainment, sport and leisure	712	219	392	121	320	99
Business services	1,369	118	822	71	547	47
Other industries	24,752	317	13,207	169	11,546	148
<b>Total</b>	<b>29,650</b>	<b>1,824</b>	<b>16,206</b>	<b>1,057</b>	<b>13,445</b>	<b>767</b>
<b>Tourism share of employment</b>	<b>6.2%</b>		<b>6.5%</b>		<b>5.7%</b>	

**Source:** Ramboll's own calculations based on the tourist and cruise operator questionnaire, as well as statistics and transaction data from Statistics Greenland.

**Note:** Estimated figures are rounded, so totals may not add up precisely. The table is updated to 2024 and therefore represents calculated estimates. Employment figures represent the average number of people employed per month. To be included in the statistics, a person must have worked at least 10 hours at minimum wage on average during the reference period. This means a person can be counted as employed in multiple industries simultaneously if they have held several jobs exceeding 10 hours per month on average during the period.

# TSA-TABEL 8 (I)

## EXPLAINER

TSA-Table 8 shows **how much is invested in Greenland as a result of tourism, broken down by industry**. To calculate the share of investments attributable to tourism, the same tourism shares used in TSA-Table 6 are applied.\* This is based on the assumption that an industry's tourism-related investments correspond to its tourism share of total production.

TSA-Table 8 provides insight into which industries are making investments aimed at serving tourists — and to what extent. The table helps to understand tourism not only as consumption but also as a driver of long-term economic activity and capacity building.

**TSA-TABEL 8 (I):** Tourism gross fixed capital formation of tourism industries and other industries (DKK 1,000)

	Accommodation/Restaurants		Air transport		Road transport		Water transport	
	Total	Tourism share (value)	Total	Tourism share (value)	Total	Tourism share (value)	Total	Tourism share (value)
Aggregation	12,191	6,559	87,391	55,163	24,787	5,051	29,656	3,044
Buildings	24,443	13,151	-	-	871	178	4,065	417
Goodwill	-	-	-	-	-	-	-	-
Work in process intangible	-	-	-	-	-	-	-	-
Work in process tangible	75,951	40,863	25,548	16,126	46,063	9,386	212,637	21,825
Rights	-	-	-	-	-	-	-	-
Software	-	-	-	-	-	-	2,598	267
Technical installations	910	490	-	-	-	-	-	-
Roads etc.	-	-	-	-	-	-	-	-
<b>Total</b>	<b>113,496</b>	<b>61,063</b>	<b>112,939</b>	<b>71,289</b>	<b>71,720</b>	<b>14,615</b>	<b>248,956</b>	<b>25,553</b>

**Source:** Ramboll's own calculations based on the tourist survey, as well as statistics and transaction data from Statistics Greenland.

**Note:** The table includes only businesses subject to statutory accounting requirements. It is updated to 2024 and therefore presents calculated estimates. Because fixed investments tend to be volatile year-to-year, 2022 is shown in the far-right column as the most recent year for which Statistics Greenland has data.

## TSA-TABEL 8 (II) - FORSAT

### EXPLAINER

TSA-Table 8 shows **how much is invested in Greenland as a result of tourism, broken down by industry**. To calculate the share of investments attributable to tourism, the same tourism shares used in TSA-Table 6 are applied.\* This is based on the assumption that an industry's tourism-related investments correspond to its tourism share of total production.

TSA-Table 8 provides insight into which industries are making investments aimed at serving tourists — and to what extent. The table helps to understand tourism not only as consumption but also as a driver of long-term economic activity and capacity building.

TSA-TABEL 8 (II): Tourism gross fixed capital formation of tourism industries and other industries (DKK 1,000)

	Culture, entertainment, sport and leisure		Business services		Other industries		Total 2024		Samlet 2022
	Total	Tourism share (value)	Total	Tourism share (value)	Total	Tourism share (value)	Total	Tourism share (value)	
Aggregation	1,552	478	19,582	1,690	202,471	2,592	377,629	74,576	751,819
Buildings	-	-	93,375	8,057	1,072,237	13,724	1,194,991	35,527	1,322,343
Goodwill	-	-	21,884	1,888	4,513	58	26,397	1,946	850
Work in process intangible	-	-	-	-	121,575	1,556	121,575	1,556	72,725
Work in process tangible	-	-	48,461	4,181	1,797,950	23,013	2,206,609	115,396	2,785,513
Rights	-	-	89	8	77,091	987	77,180	994	26,852
Software	-	-	928	80	5,346	68	8,873	415	12,368
Technical installations	-	-	345	30	124,175	1,589	125,431	2,109	164,141
Roads etc.	-	-	-	-	-	-	-	-	-
<b>Total</b>	<b>1,552</b>	<b>478</b>	<b>184,663</b>	<b>15,934</b>	<b>3,405,358</b>	<b>43,587</b>	<b>4,138,684</b>	<b>232,520</b>	<b>5,136,611</b>

Source: Ramboll's own calculations based on the tourist survey, as well as statistics and transaction data from Statistics Greenland.

Note: The table includes only businesses subject to statutory accounting requirements. It is updated to 2024 and therefore presents calculated estimates. Because fixed investments tend to be volatile year-to-year, 2022 is shown in the far-right column as the most recent year for which Statistics Greenland has data.

## TSA-TABEL 9

### EXPLAINER

TSA-Table 9 shows tourism collective consumption, i.e., public expenditures that broadly support the tourism sector without being directed at individual tourists. This can include spending on marketing, visitor information, and administration of the tourism area.

The table includes expenditures from the Government of Greenland and the five municipalities. Only expenditures clearly attributable to tourism are included.

TSA-Table 9 illustrates how the public sector contributes to promoting and supporting tourism.

**TSA-TABEL 9:** Tourism collective consumption by product and level of government, 2023 (DKK 1,000)

Service	Level of government		Total
	Government	Municipalities	
Tourism promotion services	17,485	10,156	27,642
Visitor information services	600	2,834	3,434
Public administrative expenses related to tourism	335	3,468	3,803
<b>Total</b>	<b>18,420</b>	<b>16,458</b>	<b>34,878</b>

**Source:** Ramboll's own calculations based on accounting data from the Government of Greenland and municipalities.

**Note:** Public administrative expenses are likely conservatively estimated, as sufficiently detailed operating costs (or, for example, staff numbers) for all public employment were not available. Public expenses where tourism accounts for only part of total expenditures have been excluded. Estimated figures are rounded, so totals may not add up precisely.

# TSA-TABEL 10

## EXPLAINER

TSA-Table 10a presents the number of international tourists, broken down by air travellers and cruise tourists. Cruise tourists are further divided into expedition cruises and conventional cruises.

TSA-Table 10b shows the capacity of accommodation options. The table reports both the number of rooms and their utilisation. Capacity utilisation indicates the proportion of available capacity that was used in 2024.

### TSA-TABEL 10a: Inbound tourists by type of travel, 2024

	Number of tourists
1. Air passengers	53,867
2. Water passengers	95,185
2.1 Expedition cruises	18,957
2.2 Conventional cruises	76,228
<b>Total</b>	<b>149,052</b>

**Source:** Ramboll's own calculations based on the tourist survey and Statistics Greenland.

**Note:** Estimated figures are rounded, so totals may not sum precisely. Conventional cruises refer to cruise ships with a passenger capacity exceeding 500, while expedition cruises refer to ships with a capacity of up to 500 passengers. A cruise tourist is defined as someone travelling to Greenland by cruise ship. Travellers using both air and cruise travel are classified as cruise tourists. In 2024, Statistics Greenland observed a significant increase in the proportion of travellers with unspecified country of residence compared to previous years. Therefore, the distribution of residence among air travellers from 2023 is used.

### TSA-TABEL 10b: Accommodation and capacity, 2024

	Hotels and other short-term accommodation
Number of rooms (capacity)	590,145
Capacity Utilisation	46%

**Source:** Statistics Greenland.

**Note:** Covers only hotels and short-term accommodation.

## SCOPE OF THE ANALYSIS

Visit Greenland is Greenland's national tourism board and is fully owned by the Government of Greenland. Visit Greenland promotes Greenland as an adventure destination through marketing and market development, both internationally and in collaboration with its stakeholders in Greenland.

This report — together with documentation of the methodological approach — represents Greenland's first comprehensive assessment of the economic significance of tourism, prepared as a Tourism Satellite Account (TSA) in accordance with international guidelines from UNWTO, Eurostat, OECD, and the United Nations Statistics Division (TSA:RMF 2008).

The Greenland Tourism Satellite Account 2024 has been prepared by Ramboll Management Consulting on behalf of Visit Greenland between June 2024 and May 2025. The work is financed by the EU program "Green Transition" and has been developed in close dialogue with a broadly composed reference group consisting of both public and private actors.

The account provides, for the first time, a comprehensive, validated, and detailed picture of the economic importance of tourism in Greenland — serving as a crucial knowledge base for policymakers, businesses, and local communities involved in tourism development.

In Greenland, tourism is a sector in constant and rapid development, and therefore the TSA has been prepared for the year 2024 to provide a current picture of tourism's economic impact. Since some relevant statistics were unavailable for 2024, updates have been made. This means results for 2024 may differ in future TSAs when complete data become available, and some 2024 statistics represent estimated values.

## POTENTIALS

The supply side of the analysis is based on the current product\* and industry\*\* hierarchy in Greenlandic transaction data, which is relatively broadly classified. A more detailed classification would enable increased precision in calculating tourism's value added and contribution to production.

Employment in this analysis is measured as the average number of people employed per month. Should data based on full-time equivalents become available later, this would provide a more accurate picture of tourism's impact on the labour market.

The number of tourists is calculated from the tourist survey, air transport, and cruise statistics, as there is no comprehensive dataset covering both groups without overlap. An integrated statistic recording the actual number of unique travellers would offer a more precise basis for measuring tourism volume.

On the investment side, the account is based on total gross investments per industry, scaled by the industry's tourism share. If investment data is subsequently broken down into more detailed categories, it will allow for targeted measurement of tourism-specific investments.

Finally, there are no statistics for national tourism in Greenland. In this TSA, national travel activities are estimated based on survey data and capacity analyses. The establishment of a systematic statistic on the travel behaviour of Greenlandic residents would strengthen future TSAs and provide better insight into the national tourism market.

# REGIONAL TOURISM SATELLITE ACCOUNT GREENLAND 2024

**RAMBOLL**

Bright ideas.  
Sustainable change.



**VISIT GREENLAND**

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## PREFACE

Tourism in Greenland contributes to regional economies through export revenues, local employment, and business development across the country. With the national Tourism Satellite Account (TSA), published earlier in 2025, we for the first time obtained a comprehensive picture of tourism's importance to Greenland's economy. This provided us with a shared and solid point of departure for developing tourism responsibly, strategically, and collaboratively.

With this Regional Tourism Satellite Account (RTSA), we take the next step. The RTSA breaks down the tourism economy across the country's five tourism regions, thereby providing a more detailed and locally grounded understanding of how and where tourism creates value in Greenland.

The figures show that tourism already plays a significant role in all regions. The largest overall value creation takes place in the Capital Region and North Greenland, where the majority of overnight stays and international visitors are concentrated. However, when we consider tourism's importance relative to the regions' overall economies, South Greenland and Central West Greenland stand out in particular. This is due, among other factors, to strong cruise activity in South Greenland and Kangerlussuaq's role as a hub for international tourism in 2024.

This RTSA should not merely be read as a status report based on 2024. It constitutes an important point of departure that makes it possible to track developments in the coming years and assess whether tourism growth creates value throughout the country. The goal is for growth not to be concentrated solely in a few key areas, but also to benefit smaller and emerging destinations.

The report is a practical tool for decision-makers, destinations, industry stakeholders, and investors. It is intended to support tourism development that is rooted in local realities and potentials. The RTSA provides a foundation for working strategically with both challenges and opportunities, ensuring a tourism development that balances growth with sustainability and contributes to a balanced Greenland.

Happy reading.

Anne Nivíka Grødem  
Director, Visit Greenland

# ACRONYMS

Abbreviation	Meaning	Description
<b>CPC</b>	Central Product Classification	International system developed by the UN to classify goods and services across sectors and countries to facilitate comparable statistics and trade.
<b>DB07</b>	Danish Industry-classification 2007	The official Danish industry classification, which is based on the EU's common industry nomenclature NACE.
<b>Eurostat</b>	Statistical Office of the European Union	The EU's statistical office, which harmonises and publishes European statistics.
<b>GDP</b>	Gross domestic product	Total value creation in a country's economy including product taxes minus subsidies.
<b>GVA</b>	Gross value added	Measure of the economic value created by production, minus intermediate consumption.
<b>IOT / IO-tabel</b>	Input-Output-table	Economic accounting table that shows the flow of goods and services between industries and final users.
<b>OECD</b>	Organisation for Economic Co-operation and Development	International organisation that develops policy and statistics for member countries.
<b>SNA2008</b>	System of National Accounts 2008	The international standard for national accounts, published by the UN, OECD, and others.
<b>TDGDP</b>	Tourism direct gross domestic product	The share of the gross domestic product that can be directly attributed to tourism activities.
<b>TDGVA</b>	Tourism direct gross valued added	The share of gross value added that can be directly attributed to tourism activities.
<b>TSA</b>	Tourism Satellite Account	The account that measures the economic contribution of tourism in accordance with the national accounts.
<b>TSA:RMF2008</b>	Tourism Satellite Account: Recommended Methodological Framework 2008	The methodological framework for compiling TSAs, recommended by UNWTO, OECD, Eurostat, and the UN.
<b>RTSA</b>	Regional Tourism Satellite Account	
<b>UNWTO</b>	United Nations World Tourism Organization	The UN's tourism organisation – responsible for global tourism statistics and policy.

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- 2** Central definitions
- 3** Results
- 4** Methodology
- 5** About the analysis

# REGIONAL TOURISM SATELLITE ACCOUNT IN GREENLAND

Tourism plays a significant role in many modern economies – as a source of export income, regional development and job creation. In order to measure and understand tourism's role in a systematic and comparable way, many countries today use a Tourism Satellite Account (TSA).

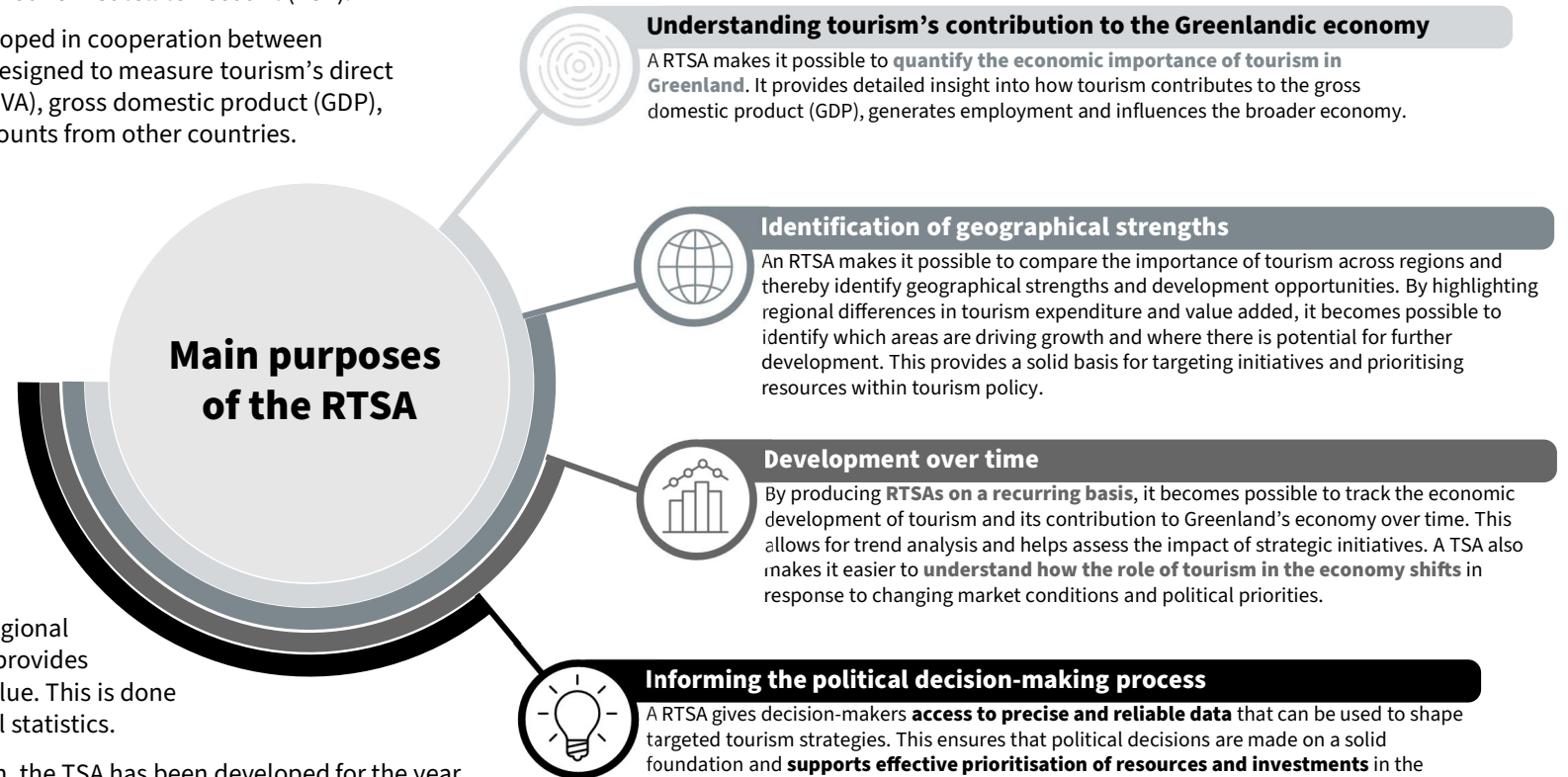
A TSA is an internationally recognised statistical system developed in cooperation between UNWTO, OECD, Eurostat, and the UN Statistics Division. It is designed to measure tourism's direct contribution to the economy – including gross value added (GVA), gross domestic product (GDP), and employment – and enables comparisons with similar accounts from other countries.

Therefore, the TSA uses internationally harmonised definitions. Central to this is the understanding of tourism as a broad phenomenon that includes both domestic and international visitors with purposes such as holidays, family visits, and business, but also in some cases other purposes such as education or health.

In contrast to traditional tourism statistics, which focus on, for example, overnight stays and arrivals, the TSA provides a comprehensive view of the tourism economy by integrating both demand and supply in a single system – in line with the national accounts.\* In this way, it becomes possible to quantify tourism's role in the economy.

Tourism does not affect the entire country uniformly, and it is therefore important to be able to measure its impact at the regional level. A regional breakdown of the Tourism Satellite Account provides a more nuanced picture of where and how tourism creates value. This is done by disaggregating the national TSA based on relevant regional statistics.

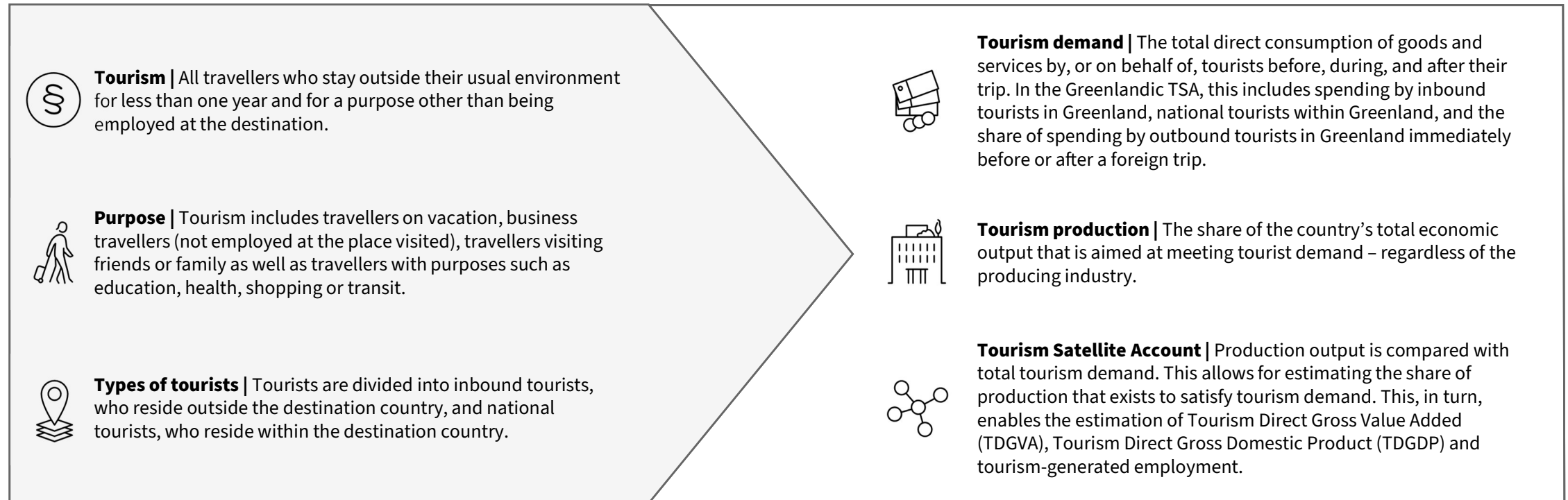
To provide an up-to-date picture of the significance of tourism, the TSA has been developed for the year 2024. As some relevant statistics were not available for 2024, it has been necessary to make updates. This means that the results for 2024 may differ from future TSAs when complete data becomes available.



## CENTRAL DEFINITIONS

The Regional Tourism Satellite Account has been prepared using the Tourism Satellite Account: Recommended Methodological Framework 2008 (TSA:RMF 2008) as its methodological foundation. Subsequently, the tables are compiled across regions based on regional estimation and regionalisation.

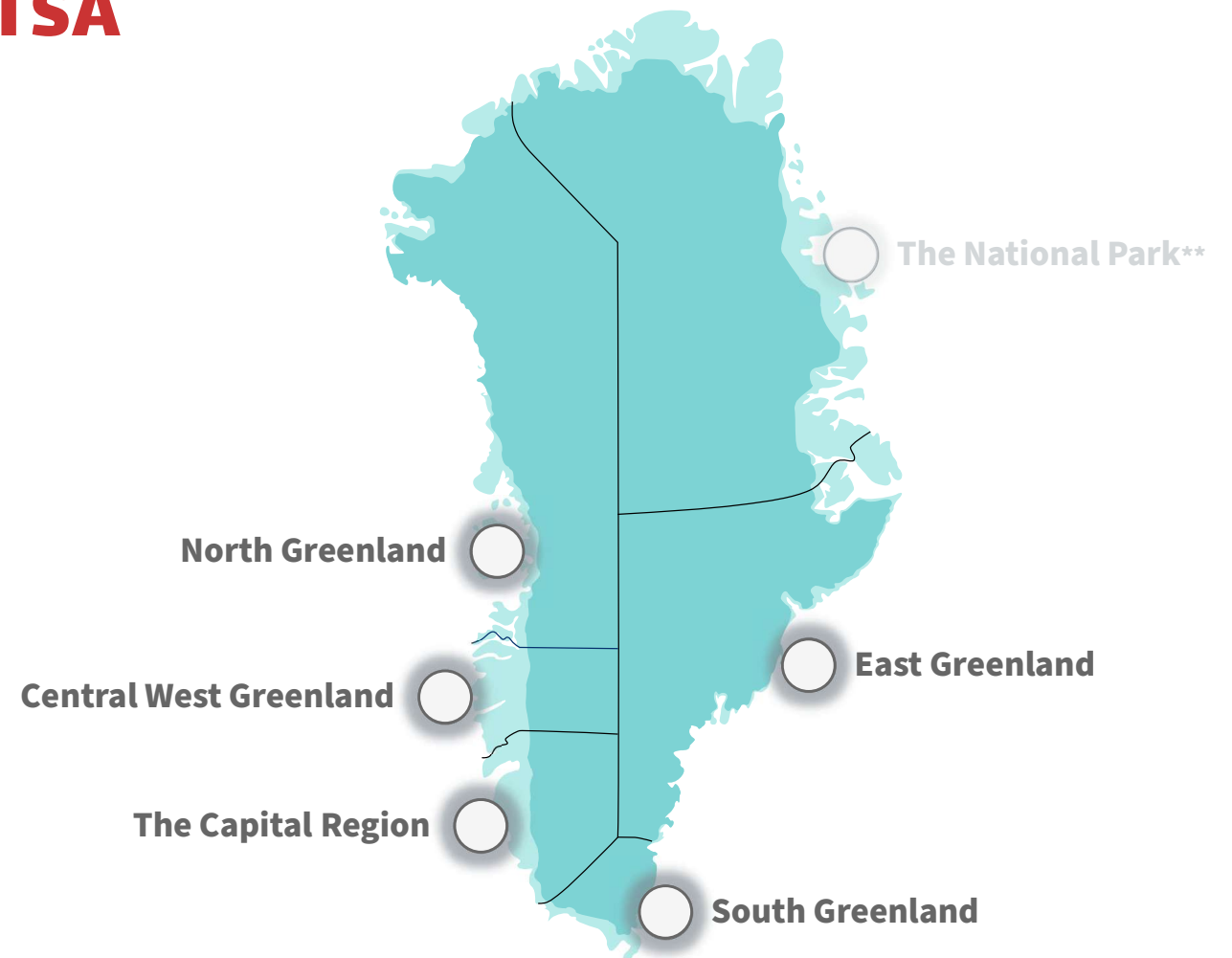
TSA:RMF 2008 outlines several key definitions.\* The most important ones are listed below:



## TOURISM REGIONS IN THE RTSA

The Regional Tourism Satellite Account is compiled for five tourism regions. The tourism regions are defined on the basis of an overall consideration of Greenland's municipalities, other delineations of tourism regions, and regional tourism statistics from Statistics Greenland:

- **North Greenland:** Comprises Kommune Qeqertalik and Avannaata Kommunia and is often referred to in a tourism context as Disko Bay and northern Greenland. The two municipalities are grouped together because they are reported jointly in regional tourism statistics. This is due to the fact that until 2018 they constituted a single municipality, Qaasuitsup Kommunia.
- **Central West Greenland:** Comprises Qeqqata Kommunia and is often referred to in a tourism context as the Arctic Circle Region, as the Arctic Circle passes through the area.
- **The Capital Region:** Comprises the western part of Kommuneqarfik Sermersooq.\* Greenland's capital, Nuuk, is located in this region, as the name suggests.
- **South Greenland:** Comprises Kommune Kujalleq.
- **East Greenland:** Comprises the eastern part of Kommuneqarfik Sermersooq.\*
- The National Park: Is not included in the RTSA.\*\*



# PRINCIPLES FOR THE REGIONAL ALLOCATION OF TOURISM CONSUMPTION AND PRODUCTION

When tourism accounts are to be broken down regionally, a number of methodological considerations arise. This is because tourists' expenditure and the underlying production activities do not always take place in the same location.

In order to provide an accurate picture of tourism's economic footprint in each region, it is therefore necessary to define clear principles for how both tourism consumption and tourism production are allocated geographically. This section describes the overarching principles for regional delineation in the RTSA.

## **Tourism production is attributed to the region where value is created**

When a company or organisation operates in multiple regions, its contribution to the tourism economy is allocated to the region where employees have their daily place of work. This is in line with EU guidelines, which aim to ensure that economic value is attributed to the place where the work is actually carried out, rather than solely to the region in which the company's headquarters is located.\*

## **Tourism consumption is attributed to the region where the expenditure accrues**

When a tourist purchases a service and consumes it in the same place, it is straightforward to determine which region the expenditure should be attributed to. For example, when a tourist visits a restaurant, payment, consumption, and work all take place in the same region. This type of tourism good is referred to as **locally consumed tourism goods, and these account for the majority of tourism goods.**

For other goods, the relationship is less direct. An airline journey between Sisimiut and Ilulissat requires a range of preparatory functions such as planning, ticketing and IT systems, customer service, and administration which may be partly or entirely located in regions other than those along the route itself. In addition, the route begins and ends in different regions. As a result, there is not full alignment between where the good is purchased, consumed, and 'produced'. In the RTSA, such goods are referred to as **centrally supplied tourism goods**, as they are wholly or partly produced in a region other than the one in which the tourist consumes the service. For these services, consumption is attributed based on the region to which the revenue accrues, as this is assessed to best reflect where 'production' takes place. Consequently, for these goods there will not be full correspondence between where the good is physically consumed and the region to which it is attributed.

This approach is nevertheless considered necessary in order to ensure consistency between tourism consumption and tourism production, and thus alignment with the principles of the national accounts. In the RTSA, domestic and international air transport\*\* is treated as centrally supplied tourism goods. This means that **tourists' air transport expenditure is allocated according to where production is assessed to be generated.**

# MAIN RESULTS

# MAIN RESULTS

## Tourist Expenditure

In 2024, total tourist expenditure in Greenland is estimated at just under DKK 3 billion. This expenditure derives from all forms of tourism, including international leisure and business tourists as well as domestic tourists on one-day or multi-day trips within the country or travelling abroad.

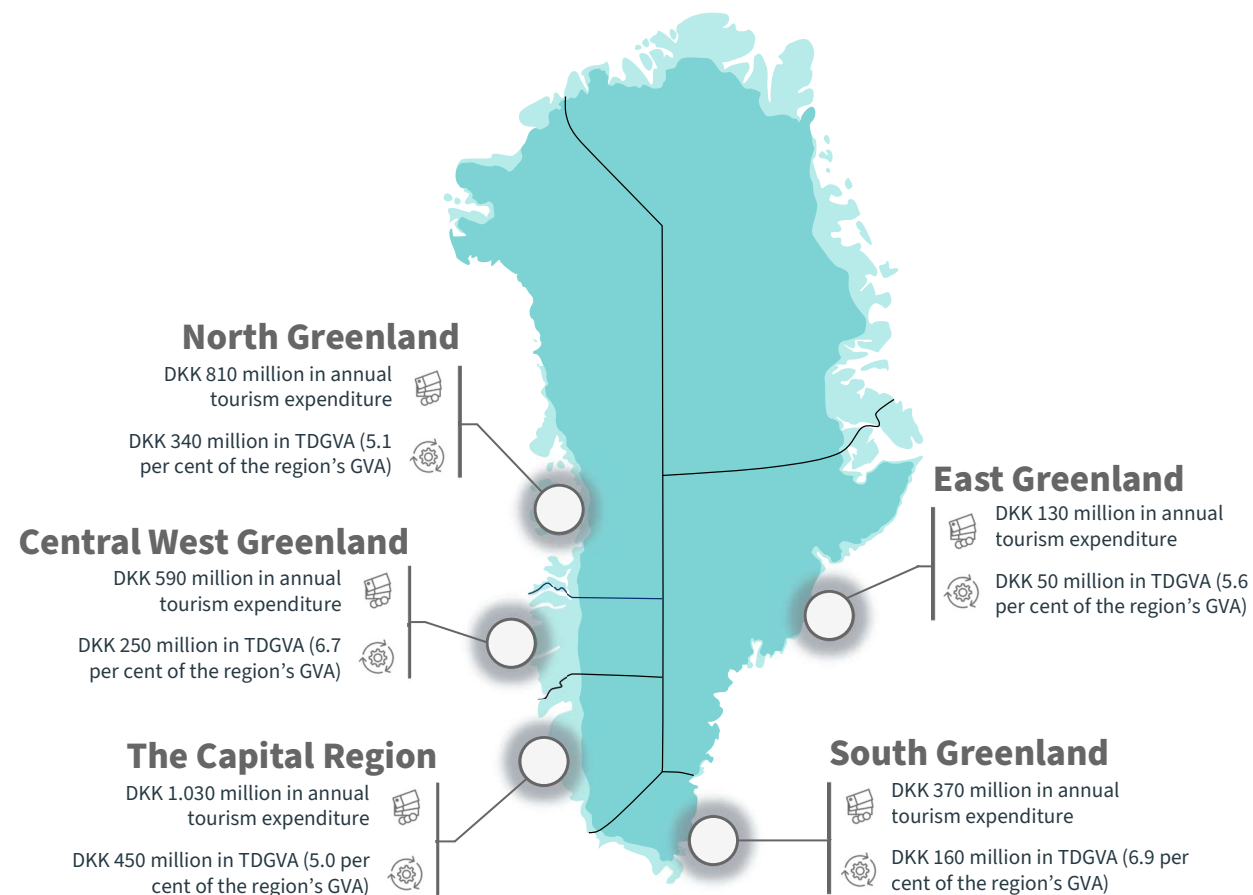
The Capital Region and North Greenland accounted for the highest levels of expenditure, at DKK 1,030 million and DKK 810 million respectively, while Central West Greenland and South Greenland recorded DKK 590 million and DKK 370 million, respectively. East Greenland had the lowest level of tourist expenditure, at DKK 130 million.

The composition of expenditure varies across regions. In particular, air transport accounts for a large share of expenditure in Central West Greenland and the Capital Region, whereas other types of tourism goods such as hotels, restaurant visits, and experiences constitute a larger share in the remaining three regions. Overall, the figure shows that tourism is an economic driver in all regions, but to different absolute extents.

## Macroeconomic Impacts

In 2024, tourism contributed a total direct gross value added (GVA) of approximately DKK 1.2 billion. The largest overall value creation took place in the Capital Region and North Greenland, where tourism is most concentrated measured in monetary terms. When instead considering tourism's importance relative to the size of the regions' overall economies, tourism plays the largest role in South Greenland and Central West Greenland. In these regions, tourism accounted for 6.9 per cent and 6.7 per cent, respectively, of total regional gross value added.

In the remaining regions, tourism accounted for between 5.0 per cent and 5.6 per cent of GVA, indicating a broad and stable significance across the country. Taken together, the results indicate that tourism plays a substantial role in regional value creation in Greenland – both in the major tourist destinations and in the smaller regions.



# RESULTS

# TOTAL TOURISM CONSUMPTION IN GREENLAND

The figure on the right provides an overall overview of tourists' direct expenditure in Greenland in 2024, broken down by the five regions. Total tourism expenditure is estimated at just under DKK 3 billion annually, but the expenditure is unevenly distributed geographically. **Tourist expenditure is highest in North Greenland and The Capital Region, amounting to DKK 810 million and DKK 1,030 million, respectively.** This reflects both a high level of activity and a substantial presence of international tourists. Excluding air transport costs, expenditure is relatively similar in the two regions.

In Central West Greenland and South Greenland, total expenditure amounts to DKK 590 million and DKK 370 million annually, respectively. The smallest share of expenditure accrues to East Greenland, where only a very small share of the population is also resident.

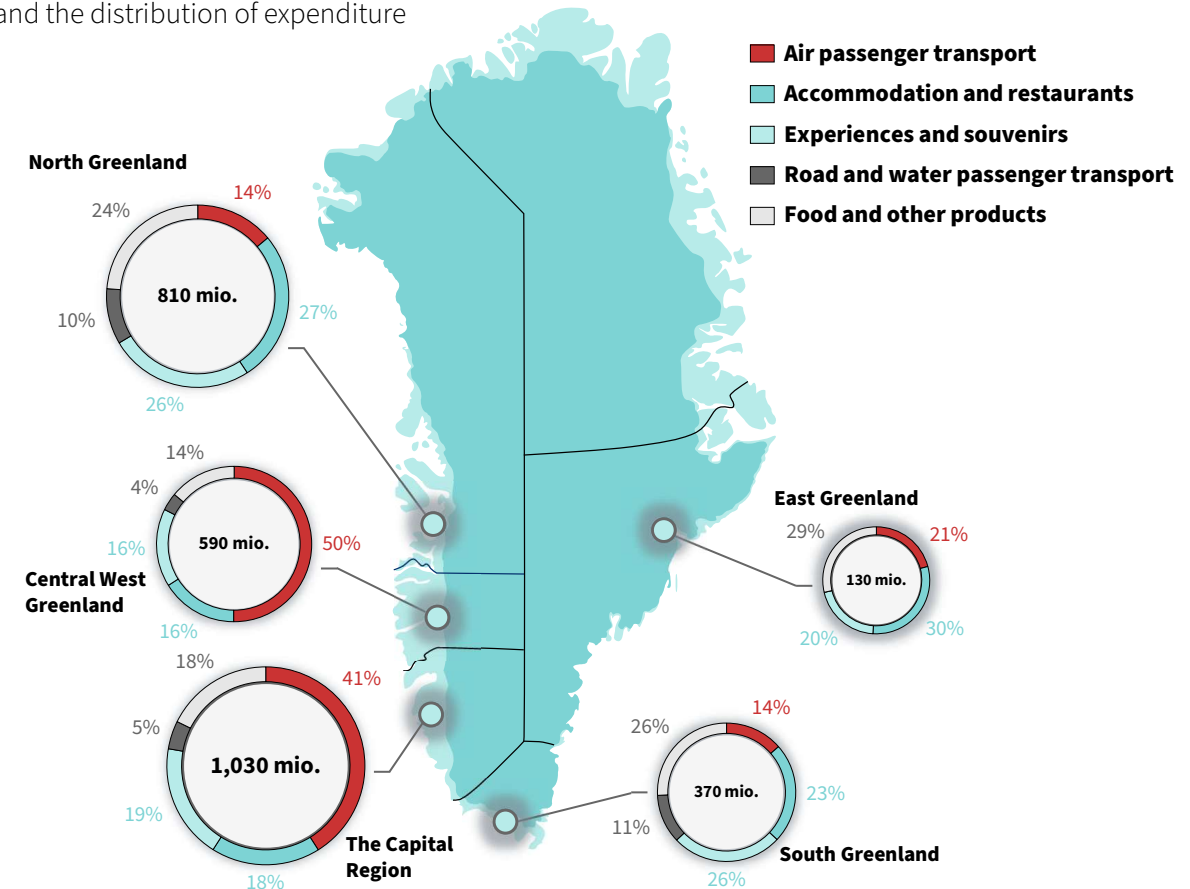
The composition of expenditure varies across regions and points to different strengths in local tourism economies. **In the Capital Region and Central West Greenland, air transport accounts for a large share of tourism expenditure (41 per cent and 50 per cent, respectively).** This is because the vast majority of international arrivals in 2024 pass through these regions, either via the capital area or via Kangerlussuaq, and because air transport services in the accounts are attributed to the regions where production is assessed to take place.

**North Greenland and South Greenland, by contrast, have a more experience-driven profile, where hotels and restaurants, experiences, and souvenirs account for a large share of tourists' expenditure.** In addition, land and water transport constitute a relatively large share, largely due to coastal boat tours in these regions. In North Greenland, it is primarily international tourists who contribute to the economy, whereas in South Greenland the contribution comes to a greater extent from domestic tourists.

Across regions, the figure clearly shows that tourists' expenditure is broadly distributed across transport, experiences, accommodation, and food services. **Overall, the figure underlines that tourism contributes economically throughout the country, but that there are pronounced regional differences in both scale and expenditure profiles.**

## Internal tourism consumption by product, 2024

Total annual expenditure in DKK million (in the centre of the circle) and the distribution of expenditure



# INBOUND TOURISTS' EXPENDITURE IN GREENLAND

Inbound tourists refers to individuals travelling to Greenland without having permanent residence in the country — for example, for holidays, family visits or business purposes. A share of international tourist expenditure becomes revenue for Greenlandic businesses — revenue that subsequently creates value added and jobs for society. Understanding international tourists' consumption of Greenlandic goods and services is therefore essential.

The figure on the right shows total expenditure among international tourists and its distribution across regions and expenditure categories. In 2024, this expenditure is estimated to amount to approximately DKK 1.7 billion in Greenland.

**The Capital Region and North Greenland account for the largest amounts, at DKK 480 million and DKK 540 million, respectively.** This reflects both high arrival numbers and a relatively large share of tourists making use of local accommodation and experience-based offerings.

However, the composition of expenditure varies markedly across regions. **In the Capital Region and Central West Greenland, air transport accounts for almost half of total expenditure (41–53 per cent).** This is because the majority of international flight connections, onward travel within the country, and the activities generated by this travel pass through Nuuk and Kangerlussuaq.

**In North Greenland, a larger share of expenditure goes towards accommodation and restaurant visits (27%) and experiences, souvenirs and so on (28%).**

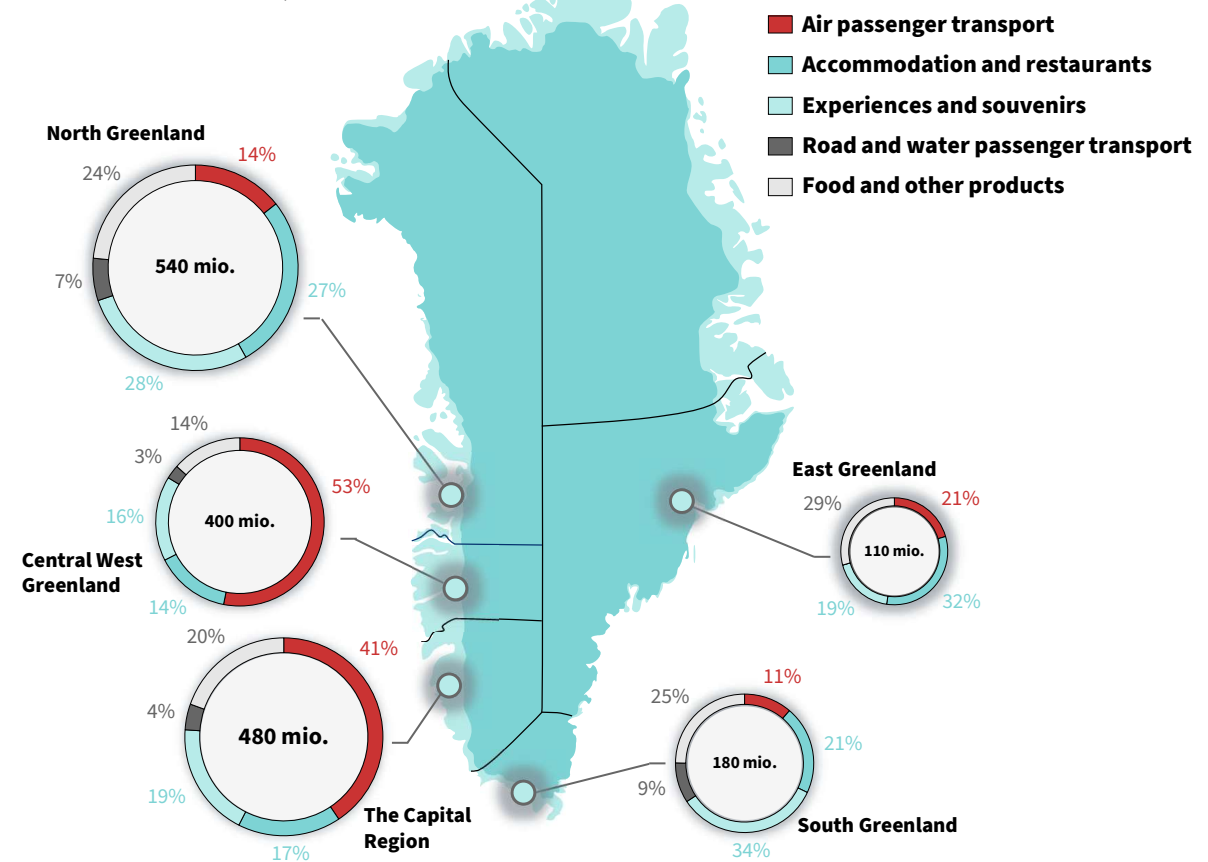
The same pattern is observed in South Greenland and East Greenland, although total expenditure is significantly lower in absolute terms. Here, spending on accommodation, restaurants, and experiences together accounts for around half of total tourism expenditure.

Land and water transport also accounts for a significant share of 7–9 per cent in South and North Greenland, which can in particular be attributed to travel along the coast.

Overall, the figure shows that international tourists contribute broadly to regional economies, while also highlighting that both the scale and profile of expenditure vary considerably across regions.

## Inbound tourism expenditure by product, 2024

Total annual expenditure in DKK million (in the centre of the circle) and the distribution of expenditure



# NATIONAL TOURISTS' EXPENDITURE IN GREENLAND

National tourism refers to Greenlandic residents travelling within the country — whether on day trips, multi-day journeys with overnight stays or as part of international travel. National tourism often plays an important role for many local businesses.

The figure on the right illustrates how total expenditure of approximately DKK 1.2 billion in 2024 is distributed across regions and expenditure categories.

**The Capital Region and North Greenland experience the highest levels of expenditure from domestic tourists, amounting to DKK 560 million and DKK 260 million, respectively.** This reflects, on the one hand, that Greenlandic residents travel to the country's largest cities and regions, and on the other hand that these areas have the largest populations and are therefore most exposed to day-trip tourism. Expenditure in Central West Greenland and South Greenland amounts to around DKK 200 million.

**Expenditure is generally distributed relatively evenly across product categories between regions,** but air transport continues to account for a substantial share, particularly in the Capital Region (42 per cent) and Central West Greenland (44 per cent). This high share is due both to the geographical distances within the country and the limited road network, which makes air transport one of the most frequently used modes of travel for domestic tourists.

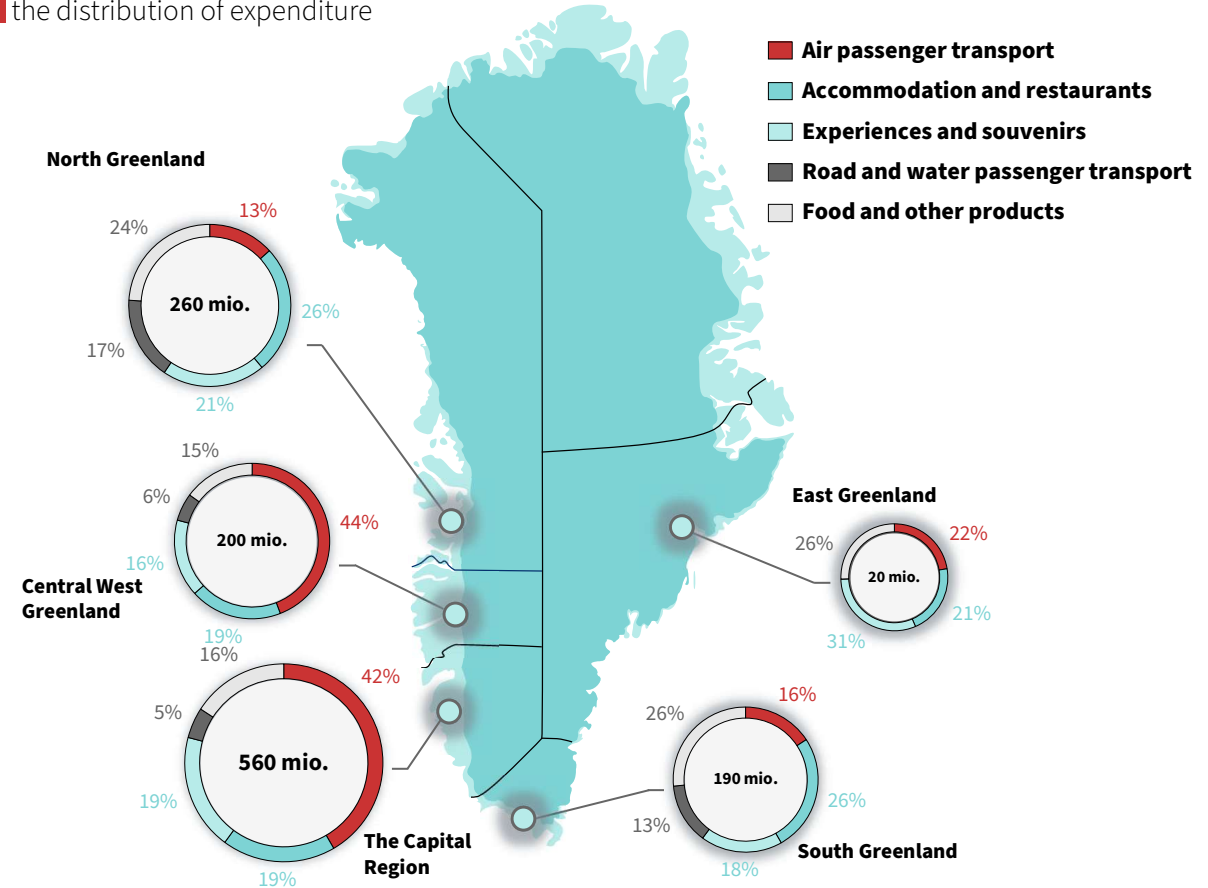
In both North Greenland and South Greenland, national tourists spend a significantly larger share on accommodation and restaurant visits, experiences and souvenirs, as well as land and water transport. This indicates that national tourism also supports local service industries and the experience-oriented supply in the regions.

In East Greenland, total expenditure amounts to DKK 20 million. This is due in part to smaller populations and in part to the fact that these areas receive significantly fewer domestic visitors from other regions.

Overall, the figure shows that national tourism is a significant and stable component of Greenland's tourism economy, and that the structure of expenditure reflects the country's particular geographical and infrastructural conditions. National tourists therefore contribute broadly to supporting local businesses.

## National tourism expenditure by product, 2024

Total annual expenditure in DKK million (in the centre of the circle) and the distribution of expenditure



THE LARGEST ABSOLUTE VALUE ADDED IS GENERATED IN NORTH GREENLAND AND THE CAPITAL REGION. IN CONTRAST, THE TOURISM ECONOMY IS LARGEST IN CENTRAL WEST GREENLAND AND SOUTH GREENLAND RELATIVE TO THE REGIONS' TOTAL ECONOMIES.

# TOURISM'S SHARE OF GREENLAND'S GVA AND GDP

By comparing tourists' expenditure with total production in each region, it becomes possible to examine how and to what extent tourism contributes to local value added. The analysis shows that tourism plays different roles in regional economies – not only in scale, but also in terms of which industries generate the value added.

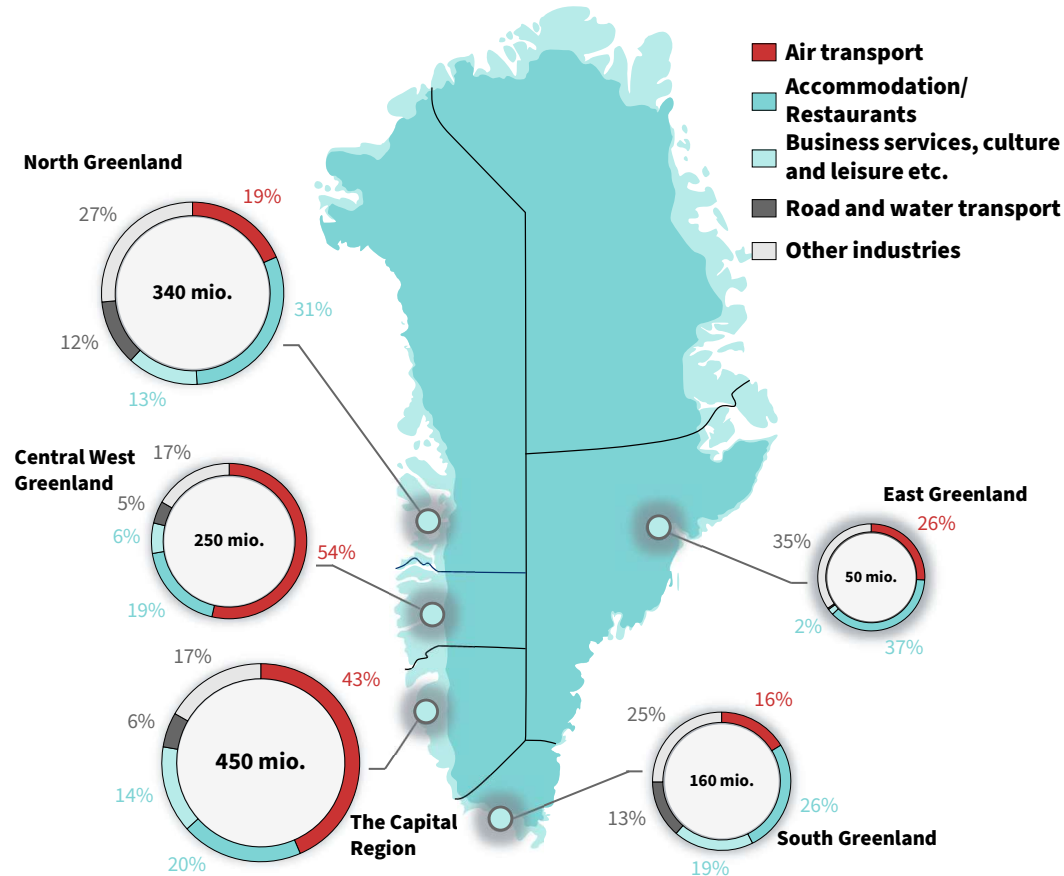
Tourism's contribution to regional economies in Greenland varies considerably across the country. Overall, tourism generates gross value added across regions equivalent to approximately 5.5 per cent of the total Greenlandic economy.

**The largest contributions to value added are generated in North Greenland and the Capital Region**, where tourism produces value added of approximately DKK 340 million and DKK 450 million, respectively.

**When considered relative to the size of the regions' total economies, tourism accounts for the largest share in South Greenland and Central West Greenland**, where direct tourism gross value added (DTGVA) amounts to around 6.9 per cent and 6.7 per cent of regional GVA. This is because total production in these regions is smaller, meaning that tourism represents a larger share of the economy in percentage terms. In Central West Greenland and the Capital Region, it is particularly the air transport sector that generates value added due to its importance for aviation infrastructure in 2024.

## Tourism direct gross valued added by industry, 2024

Tourism direct gross valued added in million DKK



## Tourism's Share of GVA, 2024

TDGVA as share of regions total GVA



# METHODOLOGY

# METHODOLOGICAL APPROACH (I)

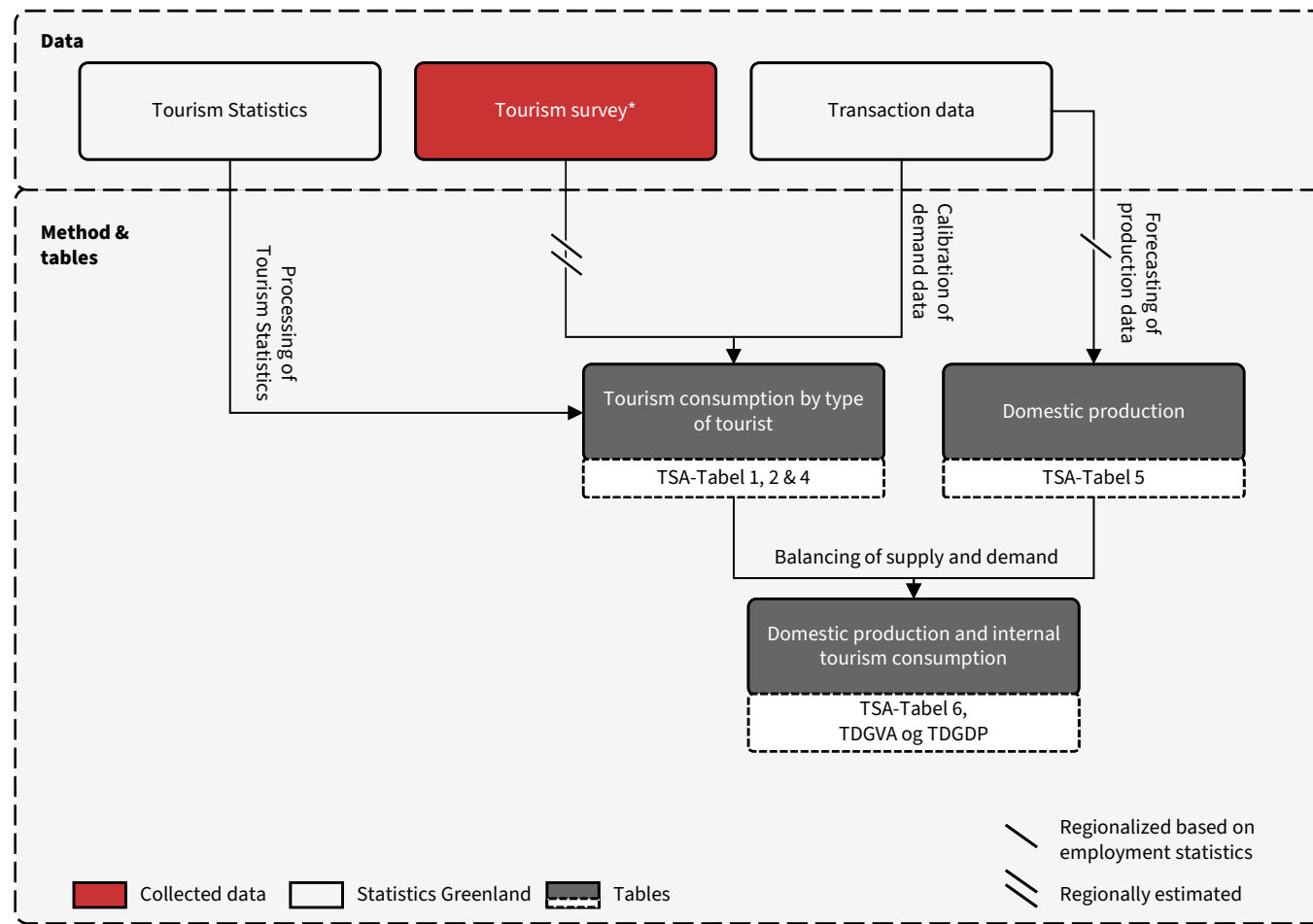
The Tourism Satellite Account for Greenland has been developed in accordance with the international standard TSA:RMF 2008. The methodology was developed by UNWTO, OECD, Eurostat, and the United Nations Statistics Division and integrates tourism into the national accounts. This enables measurement of tourism’s economic significance in a way that is internationally comparable.

The Tourism Satellite Account is subsequently compiled at the regional level through a regional estimation of tourism expenditure and a regionalisation of tourism production.

The regional account is based on a combination of three data sources: survey data from tourists and cruise operators, economic statistics from Statistics Greenland and tourism statistics from Statistics Greenland and GoGreenland. These data are combined through a series of systematic steps leading to the production of the five standard TSA tables.

The aim is to illuminate how much tourists spend, how this spending affects production in Greenland, and what share of GVA, GDP and employment can be directly attributed to tourism across the Greenlandic tourism regions.

A detailed description of definitions, data sources, and methodology can be found in *The Greenland Tourism Satellite Account 2024: Documentation and Tables*.



# METHODOLOGICAL APPROACH (II)

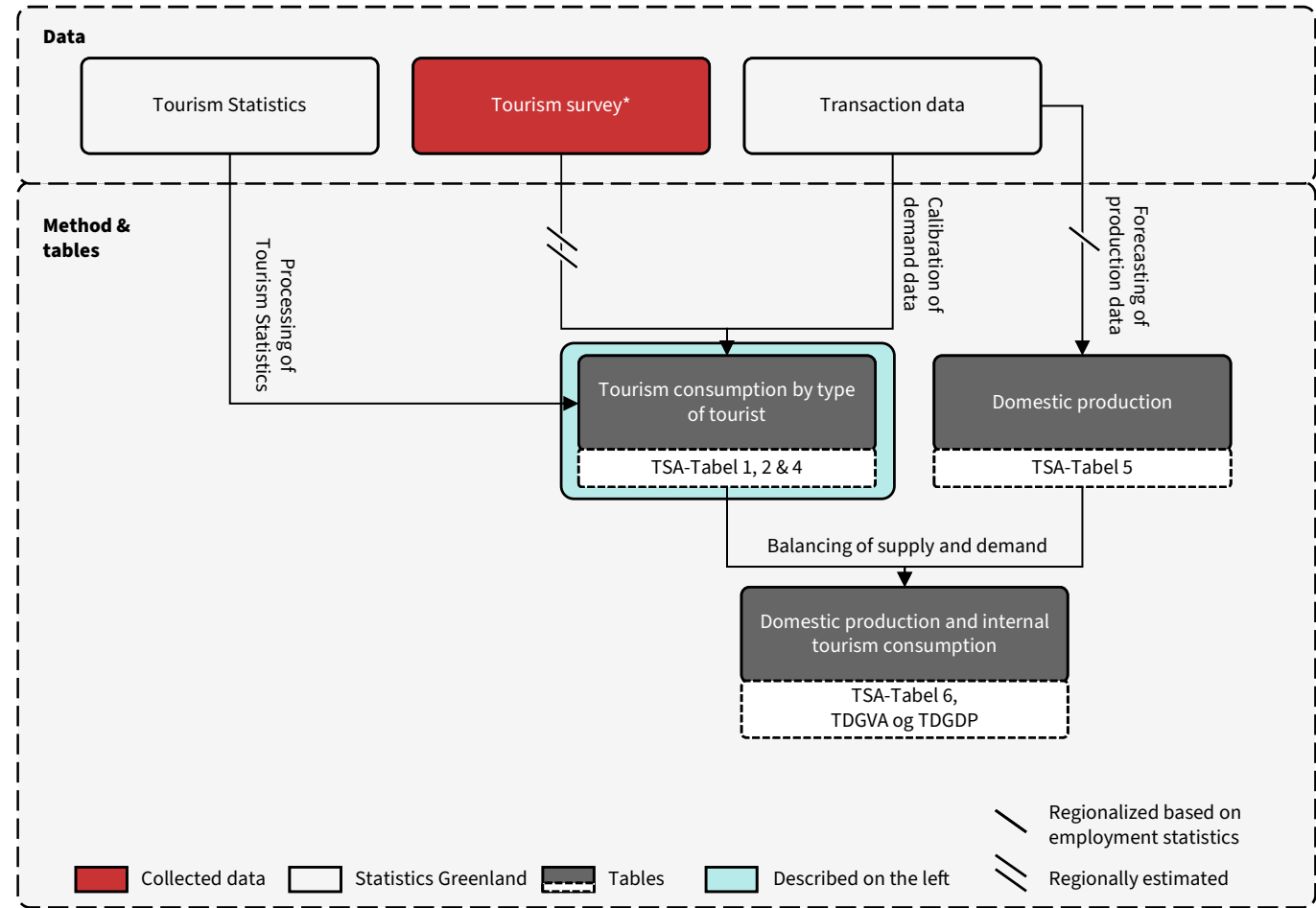
Tourism demand (TSA Tables 1, 2, and 4) is calculated based on survey data from both international tourists and the Greenlandic population.

The expenditure of international cruise tourists is estimated using a combination of self-reported data and information from cruise operators. Similarly, the share of travel agency-related expenditure allocated to Greenland or abroad is based on the origin of the tour operator, and only the travel agencies' margins are included to avoid double counting.

Expenditure is broken down into product categories, so it aligns with the production accounts from Statistics Greenland.\*\* This provides a comprehensive picture of internal tourism demand — that is, everything tourists consume that go to Greenland.

In some cases, the estimated demand has been calibrated against total industry production, ensuring that estimated demand does not exceed a maximum based on household consumption plus a share of intermediate inputs (representing business travel and package purchases via travel agents). This safeguards consistency between demand and supply and ensures alignment with the national accounts.

Finally, expenditure is allocated across regions based on the tourist survey and tourism and population statistics from Statistics Greenland. Tourism expenditure is thus attributed to the region visited by the tourists. Air transport, however, is allocated to regions on the basis of flight statistics from GoGreenland.



# METHODOLOGICAL APPROACH(III)

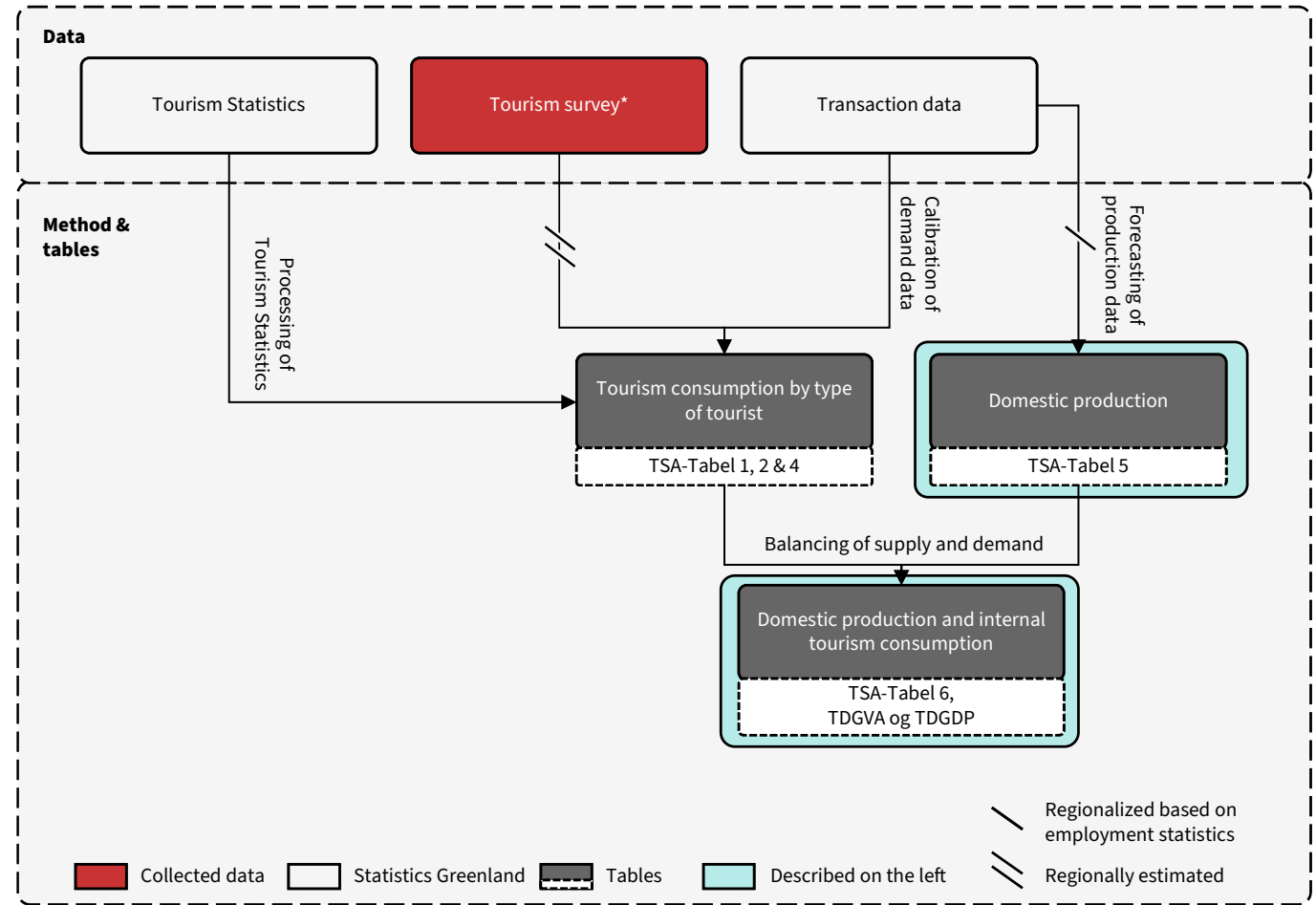
On the supply side, the approach is based on transaction data from Statistics Greenland to develop tourism-specific input-output tables. These tables identify how much is produced in terms of goods and services in relevant industries\*\*, and how these outputs are interconnected and relate to tourism demand.

Since the underlying data is only available up to 2019, the statistics have been projected forward to 2024 to ensure comparability across tables. The tables were updated from 2019 to 2023 using industry-specific growth rates based on developments in total production value and value added for each industry. They were then projected to 2024 using forecasts from the 'Økonomisk Råd' for GDP growth and inflation.

The applied method assumes that the structure of input-output relationships (i.e. dynamics\*\*\*) from 2019 largely remains unchanged in 2024, while the scale of inputs and outputs is adjusted in line with growth in the respective industries.

Finally, production is allocated across regions using employment statistics as the allocation key.\*\*\*\*

By comparing regional tourism demand with total regional industry output,\*\*\*\*\* it is possible to calculate the share of Greenlandic regions production at the product level (tourism ratios) that can be attributed to tourism. These tourism ratios are then used to estimate tourism's share of gross value added in each industry, and from that, total Tourism Direct Gross Value Added (TDGVA) and Tourism Direct Gross Domestic Product (TDGDP).



## SCOPE OF THE ANALYSIS

Visit Greenland is Greenland's national tourism board and is fully owned by the Government of Greenland. Visit Greenland promotes Greenland as an adventure destination through marketing and market development, both internationally and in collaboration with its stakeholders in Greenland.

This report — together with documentation of the methodological approach — represents Greenland's comprehensive assessment of the regional economic significance of tourism, prepared as a Tourism Satellite Account (TSA) in accordance with international guidelines from UNWTO, Eurostat, OECD, and the United Nations Statistics Division (TSA:RMF 2008).

The Greenland Regional Tourism Satellite Account 2024 has been prepared by Ramboll Management Consulting on behalf of Visit Greenland between May 2025 and December 2025 as an extension of the Greenlandic national Tourism Satellite Account 2024.

The account provides, for the first time, a comprehensive, validated, and detailed picture of the regional economic importance of tourism in Greenland — serving as a crucial knowledge base for policymakers, businesses, and local communities involved in tourism development.

In Greenland, tourism is a sector in constant and rapid development, and therefore the TSA has been prepared for the year 2024 to provide a current picture of tourism's economic impact. Since some relevant statistics were unavailable for 2024, updates have been made. This means results for 2024 may differ in future RTSAs when complete data become available, and some 2024 statistics represent estimated values.

## POTENTIALS

The supply side of the analysis is based on the current product\* and industry hierarchy\*\* in the Greenlandic transaction data, which is compiled at a relatively aggregated level. A more granular classification would make it possible to increase the precision in calculating tourism's value added and production contribution.

The number of tourists is calculated from the tourist survey, air transport, and cruise statistics, as there is no comprehensive dataset covering both groups without overlap. An integrated statistic recording the actual number of unique travellers would offer a more precise basis for measuring tourism volume.

The regional visitor numbers have been adjusted based on hotel statistics. However, the hotel statistics are assessed to be incomplete. Continuous compilation of regional tourism figures would constitute a significant improvement to the data basis of the accounts.

Finally, there are no statistics for national tourism in Greenland – neither on a national or regional level. In this TSA, national travel activities are estimated based on survey data and capacity analyses. The establishment of a systematic statistic on the travel behaviour of Greenlandic residents would strengthen future TSAs and RTSAs and provide better insight into the national tourism market.