



New report highlights SAS' socio-economic importance as Seattle route reopens

SAS plays a vital role in Denmark's economy, supporting tens of thousands of jobs and contributing €5.6 billion to national GDP. These are among the key findings from the Danish extract of a forthcoming independent report by SEO Amsterdam Economics, underlining the essential role aviation and SAS play in keeping Denmark connected and competitive.

Based on SAS' wider socio-economic impact across Scandinavia, this Denmark-specific extract highlights the airline's broad contribution to the national economy—from direct operations and supply chain activity to the wider effects of trade and tourism. It shows that SAS supports 45,000 jobs across the country and is a key driver of growth, innovation, and international access.

[Read the Danish extract here](#)

“This report confirms what many already know. SAS is a key engine for Denmark's economy and competitiveness. The €5.6 billion GDP contribution and 45,000 jobs we support reflect the importance of having a strong Scandinavian airline, deeply rooted in the region but with a global outlook,” says Anko van der Werff, President & CEO of SAS.

The release of the extract coincides with the launch of SAS' new direct route between Copenhagen and Seattle—highlighting the airline's continued investment in transatlantic travel and its broader role in global connectivity.

“It's especially encouraging that the report's findings align with the reopening of our Seattle route. Together, they underscore the economic and societal value of maintaining strong international links,” Van der Werff continues.

Driving Denmark's growth and global reach

The report breaks down SAS' contribution to Denmark's economy:

- **€1.5 billion and 9,000 jobs from direct operations**
- **€1.4 billion and 11,000 jobs through suppliers and employee spending**
- **€2.8 billion and 25,000 jobs from the wider effects of tourism and trade**

It also highlights SAS' role as a driving force in fostering economic access, regional development, and global connectivity through its hub at Copenhagen Airport—Scandinavia's primary international gateway.

On a broader level, the report finds that SAS contributes €18 billion to Scandinavian GDP and supports 141,000 jobs across the region. With operations from 33 airports, over 13,000 weekly flights, and direct connections to 7 of the world's top 10 international hubs, SAS remains at the heart of Scandinavian connectivity.

Commissioned by SAS, the report is authored by Martin Adler, Arnout Jongeling, and Christiaan Behrens at SEO Amsterdam Economics, an independent research institute affiliated with the University of Amsterdam.

Reconnecting Copenhagen and Seattle

On May 21, SAS launches direct flights between Copenhagen and Seattle for the first time in decades — bringing back a long-requested connection to a region with deep Scandinavian heritage.

Seattle becomes SAS' 11th gateway in North America, reinforcing Copenhagen Airport's role as a key hub for transatlantic travel. The route will be operated by the Airbus A350, offering seamless connections to 39 European cities, including Berlin, Zurich, Milan, and Helsinki.

"Seattle is more than just a new destination for us. It is a return to a city with historic ties to Scandinavia and growing importance for business and tourism. We are proud to reopen this connection and offer our customers even greater reach across the Atlantic," says Anko van der Werff.

The Seattle route is part of SAS' wider network expansion, which also includes new destinations such as Nuuk and Seoul, both launching in 2025.

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SAS, Scandinavia's leading airline since 1946, operates a global hub at Copenhagen Airport (CPH), complemented by hubs in Oslo (OSL) and Stockholm (ARN).

Our mission is to connect Scandinavia with the world and the world with Scandinavia. Each year, SAS serves more than 25 million passengers and transports 60,000 tons of cargo to 135 destinations across Europe, the USA, and Asia. With a relentless focus on operational excellence, SAS ranks as one of the most punctual airlines in Europe and the world. With a passionate workforce of over 10,000 colleagues, we collaborate with partners and customers to drive transformative changes in aviation. We are committed to achieving net-zero emissions by 2050, embodying the visionary spirit of our founders: "To move from the old to what is about to come, is the only tradition worth keeping." Innovation and societal progress are at the heart of everything we do.

SAS joined SkyTeam in September 2024, and together with our partner airlines, we offer a wide network worldwide.

For more information, visit our website at www.flysas.com or follow us on social media for the latest updates and promotions.