





in conjunction with



# **Inbound COVID-19 Sentiment Tracker**

### Market Snapshot – Denmark

Read the full report for Wave 4 here (PDF, 8MB)

If you need the data in a different format, please contact research@visitbritain.org

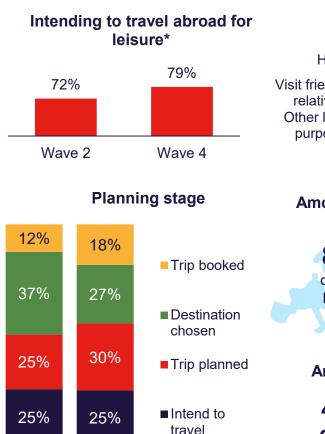
Bristol Balloon Fiesta: Destination Bristol ©Gary Newman

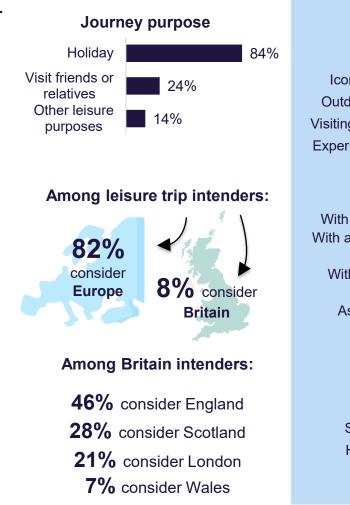
## **Denmark Market Summary**

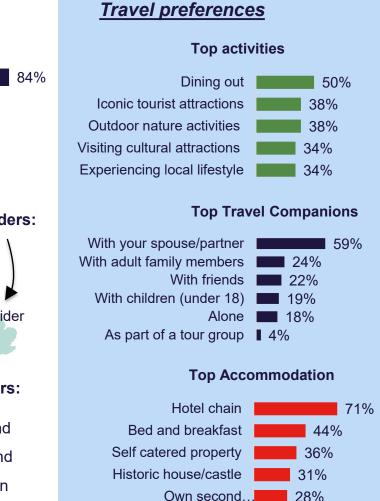
Wave 1:  $2^{nd}$ - $16^{th}$  Dec 2020 Wave 2:  $24^{th}$  Mar –  $6^{th}$  Apr 2021 Wave 3:  $23^{rd}$  Aug –  $6^{th}$  Sept 2021 Wave 4:  $10^{th}$ - $23^{rd}$  Feb 2022 All data is from Wave 4, unless stated



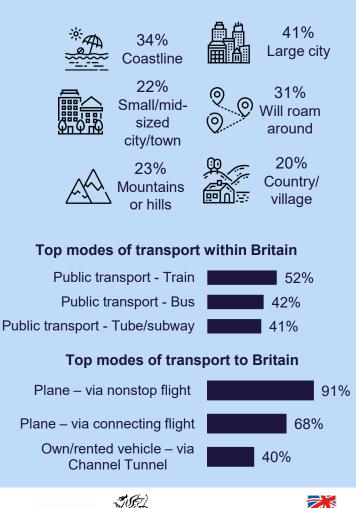








#### **Destination types**



Scotland

VisitBritair

LONDON

vwodraeth Cvmru

Wave 4

Wave 2

## **Denmark Market Summary**

#### Wave 1: 2<sup>nd</sup>-16<sup>th</sup> Dec 2020 Wave 2: 24<sup>th</sup> Mar – 6<sup>th</sup> Apr 2021 Wave 3: 23<sup>rd</sup> Aug – 6<sup>th</sup> Sept 2021 Wave 4: 10<sup>th</sup>-23<sup>rd</sup> Feb 2022 All data is from Wave 4, unless stated



#### Top travel drivers

#### ... for any international trip

Money-back guarantee should I wish to cancel my trip Removal of quarantine policies in destination country An attractive offer e.g. discounts on flights or accommodation Insurance for COVID-19 related travel/regulations changes Decrease in coronavirus cases at destination

### 43% 37% 32% 28% 21%

#### ...for a trip to Britain

Money-back guarantee should I wish to cancel my trip An attractive offer e.g. discounts on flights or accommodation

Removal of quarantine policies in destination country Insurance for COVID-19 related

travel/regulations changes Decrease in coronavirus cases at destination

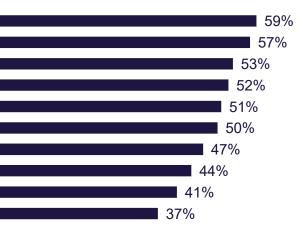
27%
21%
25%
22%

17%

### Travel Concerns – for travel to Britain\*

Other people not following COVID-19 policies/procedures Access to healthcare if I contract COVID-19 abroad Contracting COVID-19 during my journey/trip Change in quarantine requirements on my return home Extra admin involved with new policy/rules during the trip Limited / restricted experiences at destination Costs of mandatory COVID-19 tests Affordability of robust travel insurance Accessibility of affordable air fares Locals' attitude towards international tourists

\*% very & somewhat concerned \*\*% completely & somewhat agree



#### Travel attitudes\*\*

I would be happy to take a pre-trip covid-19 test should that be required	8	3%	4 <mark>%3%</mark>	
I would be comfortable using public transport within the destination	62%	7	<mark>%</mark> 30%	
Booking through a travel agent is a safer option at the moment	60%	1	4% <mark>26</mark> %	
I will look for less crowded places, even if I miss attractions	56%	<mark>9%</mark>	35%	
I will leave booking until later/last minute	53%	<mark>9%</mark>	38%	
I will delay my next international trip until Omicron is under control	51%	<mark>8%</mark>	40%	
I will favour international destinations closer to my home country	49%	<mark>10%</mark>	41%	
l will think more about sustainability when planning future holidays	44%	<mark>14%</mark>	43%	
I will be intending to take fewer but longer holidays	39%	17%	44%	
I will favour destinations I have been before rather than new places	39%	<mark>8%</mark>	53%	
l will favour local destinations instead of traveling internationally	38%	8%	53%	
Agree No opinion Disagree				





