Denmark

**Market snapshot**

**Visitor Profile**

### Annual visits (000s)*

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitor Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>561</td>
</tr>
<tr>
<td>2012</td>
<td>585</td>
</tr>
<tr>
<td>2013</td>
<td>621</td>
</tr>
<tr>
<td>2014</td>
<td>689</td>
</tr>
<tr>
<td>2015</td>
<td>680</td>
</tr>
<tr>
<td>2016</td>
<td>677</td>
</tr>
<tr>
<td>2017</td>
<td>614</td>
</tr>
<tr>
<td>2018</td>
<td>691</td>
</tr>
<tr>
<td>2019</td>
<td>556</td>
</tr>
</tbody>
</table>

Global ranking for inbound visits to the UK in 2022 #15

### Annual visitor spend (£m)*

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitor Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>£263</td>
</tr>
<tr>
<td>2012</td>
<td>£283</td>
</tr>
<tr>
<td>2013</td>
<td>£389</td>
</tr>
<tr>
<td>2014</td>
<td>£273</td>
</tr>
<tr>
<td>2015</td>
<td>£330</td>
</tr>
<tr>
<td>2016</td>
<td>£342</td>
</tr>
<tr>
<td>2017</td>
<td>£333</td>
</tr>
<tr>
<td>2018</td>
<td>£321</td>
</tr>
<tr>
<td>2019</td>
<td>£329</td>
</tr>
<tr>
<td>2022</td>
<td>£309</td>
</tr>
</tbody>
</table>

Global ranking for inbound spend in the UK in 2022 #21

79% of Danish holiday visits are repeat visits, who come to the UK on average 6 times in a 10-year period, with their spending worth a total of £3,140 in this time.

### Regional spread of travel*

(average 2018, 2019, 2022)

- **NIGHTS** Average length of stay
- **% Share of nights**
  - High: 1%
  - Medium: 14%
  - Low: 79%

### Seasonal spread of travel* (2022)

- **Jan-Mar**: 9%
- **Apr-Jun**: 19%
- **Jul-Sep**: 33%
- **Oct-Dec**: 39%

### Departure & Destination Airports** (2022)

- **6 Departure Airports**
- **15 UK Airports**

### Purpose of travel* (2022)

- **Holiday**: 50%
- **Visit friends/relatives**: 24%
- **Business**: 13%
- **Misc**: 12%
- **Study**: 0.5%

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**Sources:** International Passenger Survey (IPS) by ONS; repeat visits stated exclude UK nationals, 2015 small base size. All spend is stated in nominal terms.

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Denmark
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Key demographics* (2022)

Age groups
- 0-15: 3%
- 16-24: 19%
- 25-34: 19%
- 35-44: 12%
- 45-54: 7%
- 55-64: 13%
- 65+: 20%

Visitors’ origin* (2018)

Nordjylland: 44 | 8%
Midjylland: 109 | 19%
Syddanmark: 62 | 11%
Sjælland: 28 | 5%
Hovedstaden: 337 | 58%

Visits in 000s | % Share of visits

High
Medium
Low

Top drivers for destination choice*** (2022)

1. Is a welcoming place to visit
2. Good for relaxing, recharging
3. Easy to get around once there
4. I can roam around visiting many types of places
5. Offers good value for money

Perceptions of Britain*** (2022)

Top associations with Britain:

- Vibrant cities
- I can roam around visiting many types of places
- Is a mixture of old and new
- Offers a lot of different experiences
- Is inclusive and accessible for visitors
- Easy to get around once here

Top sources of inspiration*** (2022)

#1: Friends or family (in person) 13%
#2: Bargain deals on airfares or tours 52%
#3: Travel websites via search engines 15%

Travel companions*** (2022)

- 22% With children under 18
- 23% With other adult family members
- 2% Part of a tour group
- 13% On their own
- 52% Spouse / Partner
- 15% With adult friends

Sources:
*International Passenger Survey (IPS) by ONS
*** VisitBritain/Kubi Kalloo MIDAS research project 2022
Top 5 activities desired on a holiday/short break abroad

1. Explore local food and beverage specialties
2. Experience coastal places and scenery
3. Visit famous/iconic tourist attractions and places
4. Experience city life
5. Explore history and heritage

Share who state holidays benefit their wellbeing: 65%

Top 5 sustainable actions by visitors to Britain¹

1. Buying local when I can
2. Using public / greener transport
3. Enjoying unpolluted nature
4. Visiting less well-known places/attractons
5. Choosing options that allow me to ‘live like a local’

Likelihood to combine Britain with other destinations

59% Travel only to Britain
25% Combine a trip to Britain and other places in Europe
16% Undecided

Share of Danish visitors “likely” or “extremely likely” to recommend Britain*

97%

Share of Danish visits which were repeat visits*

85%

Share of Danish travellers with accessibility requirements

31%

Share of Danish travellers who book all trip elements separately

34%

Sources:
**Anholt-Ipsos Nation Brands Index: reasons to return to the UK, 2019
All other information on this page is resourced from VisitBritain/Kuki Kalloo MIDAS research project 2022 based on international leisure travellers * based on previous visitors to Britain