Denmark
Market snapshot
Visitor Profile

Annual visits (000s)*

<table>
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</tr>
</thead>
<tbody>
<tr>
<td>Visits</td>
<td>593</td>
<td>622</td>
<td>611</td>
<td>609</td>
<td>680</td>
<td>677</td>
<td>614</td>
<td>699</td>
<td>680</td>
<td>677</td>
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</tbody>
</table>

Global ranking for inbound visits to the UK in 2023

Annual visitor spend (£m)*

<table>
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</thead>
<tbody>
<tr>
<td>£m</td>
<td>283</td>
<td>389</td>
<td>273</td>
<td>330</td>
<td>342</td>
<td>333</td>
<td>321</td>
<td>329</td>
<td>309</td>
<td>362</td>
</tr>
</tbody>
</table>

Global ranking for inbound spend in the UK in 2023

Regional spread of travel* (average 2019, 2022, 2023)

<table>
<thead>
<tr>
<th>Region</th>
<th>2019</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scotland</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Northern Ireland</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Northern West</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Yorkshire and the Humber</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>West Midlands</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>East Midlands</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>East of England</td>
<td>45%</td>
<td>45%</td>
<td>45%</td>
</tr>
<tr>
<td>South West</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>South East</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

% Share of nights
- High: 2%
- Medium: 13%
- Low: 85%

Average length of stay: 5 nights

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 over this time.*

Seasonal spread of travel* (2023)

<table>
<thead>
<tr>
<th>Month</th>
<th>2023</th>
</tr>
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<tbody>
<tr>
<td>Jan-Mar</td>
<td>24%</td>
</tr>
<tr>
<td>Apr-Jun</td>
<td>21%</td>
</tr>
<tr>
<td>Jul-Sep</td>
<td>29%</td>
</tr>
<tr>
<td>Oct-Dec</td>
<td>26%</td>
</tr>
</tbody>
</table>

Departure & Destination Airports** (2023)

<table>
<thead>
<tr>
<th>Departure Airports</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK Airports</td>
<td>15</td>
</tr>
</tbody>
</table>

Purpose of travel* (2023)

<table>
<thead>
<tr>
<th>Purpose</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday</td>
<td>46%</td>
</tr>
<tr>
<td>Visit friends/relatives</td>
<td>24%</td>
</tr>
<tr>
<td>Business</td>
<td>17%</td>
</tr>
<tr>
<td>Misc</td>
<td>13%</td>
</tr>
<tr>
<td>Study</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: 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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Key demographics* (2023)

- Age groups:
  - 0-15: 2%
  - 16-24: 6%
  - 25-34: 10%
  - 35-44: 18%
  - 45-54: 23%
  - 55-64: 18%
  - 65+: 17%

Visitors’ origin* (2023)

- Nordjylland: 51 | 8%
- Midjylland: 152 | 25%
- Hovedstaden: 296 | 49%
- Syddanmark: 79 | 13%
- Sjælland: 30 | 5%

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 inclusive and accessible for visitors
  - Offers a lot of different experiences
  - Is a mixture of old and new
  - Easy to get around once here

Travel companions*** (2022)

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

Sources:
*International Passenger Survey (IPS) by ONS; age: share of ‘don’t know’ not shown
*** VisitBritain/Kuki Kallo MIDAS research project 2022
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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

65% state holidays benefit their wellbeing

Top 5 sustainable actions by visitors to Britain

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/Kubi Kalloo MIDAS research project 2022 based on international leisure travellers * based on previous visitors to Britain