### Denmark

#### Inbound tourism overview

**Annual visits***

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</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>550,000</td>
<td>614,000</td>
<td>636,000</td>
<td>696,000</td>
<td>662,000</td>
<td>756,000</td>
<td>730,000</td>
<td>730,000</td>
<td>735,000</td>
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</tbody>
</table>

#### Seasonal spread of travel* (2018)

- **Jan–Mar**: 20%
- **Apr–Jun**: 32%
- **Jul–Sep**: 22%
- **Oct–Dec**: 26%

**Regional spread of travel** (2016-2018)

- **High**: 48%
- **Medium**: 16%
- **Low**: 36%

**Purpose of travel** (2018)

- **Holiday**: 56%
- **VFR**: 20%
- **Business**: 18%
- **Misc**: 5%
- **Study**: 1%

**Departure & destination airports*** (2018)

- **UK airports**: 12
- **Copenhagen**: Billund
- **Aarhus**: Aalborg
- **Esbjerg**:

**Average flight seats per week*** (2018)**

- **43,144**

**Average length of stay*** (2018)

- **4 nights**

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Sources: ***International Passenger Survey (IPS) by ONS, **Visit friends and/or relatives.

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Consumer website: visitbritain.com
Corporate website: visitbritain.org
Image library: visitbritainimages.com
Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com
Denmark

Visitor profile

Key demographics* (2018)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>0-15</td>
<td>3%</td>
</tr>
<tr>
<td>16-24</td>
<td>14%</td>
</tr>
<tr>
<td>25-34</td>
<td>16%</td>
</tr>
<tr>
<td>35-44</td>
<td>18%</td>
</tr>
<tr>
<td>45-54</td>
<td>21%</td>
</tr>
<tr>
<td>55-64</td>
<td>12%</td>
</tr>
<tr>
<td>65+</td>
<td>7%</td>
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</table>

Visitors' origin* (2018)

- Region Nordjylland: 52%
- Region Midtjylland: 19%
- Region Syddanmark: 11%
- Region Sjælland: 5%
- Region Hovedstaden: 5%
- Other/unknown: 4%

Priority market segments & attributes

**Buzzseekers**
- Dominance of singles, pre-family couples and young professionals.
- Youthful and adventurous mindset.
- Active, enjoy travelling and exploring foreign cultures.

**Explorers**
- Mainly senior singles, couples and empty nesters that have time and are flexible travellers.
- Mature and open-minded with high interest in culture, arts and history.
- Enjoy variety of holidays from seaside, lakes & mountains to spa & wellness to city breaks and themed group travel.

Top influences in visiting Britain** (2016)

1. Word of mouth
2. Price comparison websites
3. Information on search engines

Top three activities in the UK* (2007-2017)

- Dining in restaurants
- Shopping
- Going to the pub

Travel companions* (2017)

- Spouse/Partner: 34%
- On their own: 29%
- With children under 18: 14%
- With adult friends: 13%
- With other adult family members: 12%
- With business colleague(s): 6%

Top motivations for choosing Britain for a holiday** (2016)

- Cultural attractions
- Ease of access
- Easy to get around
- Vibrant cities
- Somewhere English is spoken

Holiday booking habits** (2016)

- Online: 82%
- By phone: 10%

Applicable to people who visited Britain and booked their transport to Britain and accommodation together.

Sources: * International Passenger Survey (IPS) by ONS, ** VisitBritain/Ipsos ‘Decisions and Influences’ research (Applicable to people who visited Britain).

96% of Danish visitors were “likely” or “extremely likely” to recommend Britain in 2017*

84% of Danish visitors were repeat visitors in 2015*