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
Denmark Market Summary

**Travel intentions**

Intending to travel abroad for leisure*

<table>
<thead>
<tr>
<th>Wave 2</th>
<th>Wave 4</th>
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<tbody>
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<td>72%</td>
<td>79%</td>
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**Journey purpose**

- Holiday: 84%
- Visit friends or relatives: 24%
- Other leisure purposes: 14%

**Planning stage**

- Trip booked: 12% (Wave 2), 18% (Wave 4)
- Destination chosen: 37% (Wave 2), 27% (Wave 4)
- Trip planned: 25% (Wave 2), 30% (Wave 4)
- Intend to travel: 25% (Wave 2), 25% (Wave 4)

**Among leisure trip intenders:**

- 82% consider Europe
- 8% consider Britain

**Among Britain intenders:**

- 46% consider England
- 28% consider Scotland
- 21% consider London
- 7% consider Wales

**Travel preferences**

**Top activities**

- Dining out: 50%
- Iconic tourist attractions: 38%
- Outdoor nature activities: 38%
- Visiting cultural attractions: 34%
- Experiencing local lifestyle: 34%

**Destination types**

- Coastline: 34%
- Large city: 41%
- Small/mid-sized city/town: 22%
- Will roam around: 31%
- Mountains or hills: 23%
- Country/village: 20%

**Top Travel Companions**

- With your spouse/partner: 59%
- With adult family members: 24%
- With friends: 22%
- With children (under 18): 19%
- Alone: 18%
- As part of a tour group: 4%

**Top Accommodation**

- Hotel chain: 71%
- Bed and breakfast: 44%
- Self catered property: 36%
- Historic house/castle: 31%
- Own second:... 28%

**Top modes of transport to Britain**

- Plane – via nonstop flight: 91%
- Plane – via connecting flight: 68%
- Own/rented vehicle – via Channel Tunnel: 40%

**Top modes of transport within Britain**

- Public transport - Train: 52%
- Public transport - Bus: 42%
- Public transport - Tube/subway: 41%

**Travel intentions**

- Wave 1: 2nd-16th Dec 2020
- Wave 2: 24th Mar – 6th Apr 2021
- Wave 4: 10th-23rd Feb 2022

All data is from Wave 4, unless stated.

*(% definitely & probably) in the next 12 months
Denmark Market Summary

Top travel drivers

### ...for any international trip

- Money-back guarantee should I wish to cancel my trip: 43%
- Removal of quarantine policies in destination country: 37%
- An attractive offer e.g. discounts on flights or accommodation: 32%
- Insurance for COVID-19 related travel/regulations changes: 28%
- Decrease in coronavirus cases at destination: 21%

### ...for a trip to Britain

- Money-back guarantee should I wish to cancel my trip: 30%
- An attractive offer e.g. discounts on flights or accommodation: 27%
- Removal of quarantine policies in destination country: 25%
- Insurance for COVID-19 related travel/regulations changes: 22%
- Decrease in coronavirus cases at destination: 17%

Travel Concerns – for travel to Britain*

- Other people not following COVID-19 policies/procedures: 59%
- Access to healthcare if I contract COVID-19 abroad: 57%
- Contracting COVID-19 during my journey/trip: 53%
- Change in quarantine requirements on my return home: 52%
- Extra admin involved with new policy/rules during the trip: 51%
- Limited / restricted experiences at destination: 50%
- Costs of mandatory COVID-19 tests: 47%
- Affordability of robust travel insurance: 44%
- Accessibility of affordable air fares: 41%
- Locals’ attitude towards international tourists: 37%

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

Travel attitudes**

### I would be happy to take a pre-trip covid-19 test should that be required

- Agree: 83%
- No opinion: 4%
- Disagree: 3%

### Booking through a travel agent is a safer option at the moment

- Agree: 60%
- No opinion: 14%
- Disagree: 26%

### I will look for less crowded places, even if I miss attractions

- Agree: 56%
- No opinion: 9%
- Disagree: 35%

### I will leave booking until later/last minute

- Agree: 53%
- No opinion: 9%
- Disagree: 38%

### I will delay my next international trip until Omicron is under control

- Agree: 51%
- No opinion: 8%
- Disagree: 40%

### I will favour international destinations closer to my home country

- Agree: 49%
- No opinion: 10%
- Disagree: 41%

### I will think more about sustainability when planning future holidays

- Agree: 44%
- No opinion: 14%
- Disagree: 43%

### I will be intending to take fewer but longer holidays

- Agree: 39%
- No opinion: 17%
- Disagree: 44%

### I will favour destinations I have been before rather than new places

- Agree: 39%
- No opinion: 8%
- Disagree: 53%

### I will favour local destinations instead of traveling internationally

- Agree: 38%
- No opinion: 8%
- Disagree: 53%

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