

INCOMING DENMARK

Country and people¹

Capital	Copenhagen (1,154,000 inhabitants)
Area	43,094 km ²
Inhabitants	5.6 million (2016) / (growth rate +0.2%)
Mean age	42 years
Economy	GDP per capita: 48,122 Euro (2016) (GDP – real growth rate 2.0% 2016)*
Unemployment rate	5.8% (2016)*
Inflation rate	1.5% (2016)* *forecast
Gini coefficient	0,25 / rank 2 (OECD average 0,31)

GENERAL TRAVEL BEHAVIOUR

Percentage of business-related overnight stays domestic/abroad²

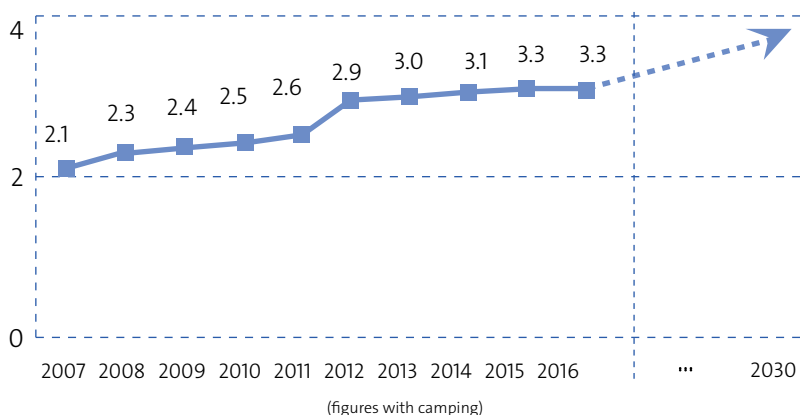
- Denmark: 36% abroad / 64% domestic
- Intensity of travel abroad: 236.3% (resident population from 15 years on)
= 2.4 trips per person

Destinations of trips abroad in 2016 – market share of all trips

- rank 1 – Germany
- rank 2 – Spain
- rank 3 – Sweden
- rank 4 – Italy

DESTINATION GERMANY

Overnight stays – current and long-term development³
in millions



- Year 2016: 1,592,500 arrivals from Denmark / 3,320,328 overnight stays (camping included)
- Volume of overnight stays: increase 2007–2016 by +55.7%; growth 2015–2016: +0.9%; average annual rate of change 2007–2016: +5.5%
- Total sales turnover for incoming trips: round 1.6 billion Euro (2016)
- DZT forecast until 2030: 4.4 m overnight stays

MOST POPULAR DESTINATIONS IN 2016

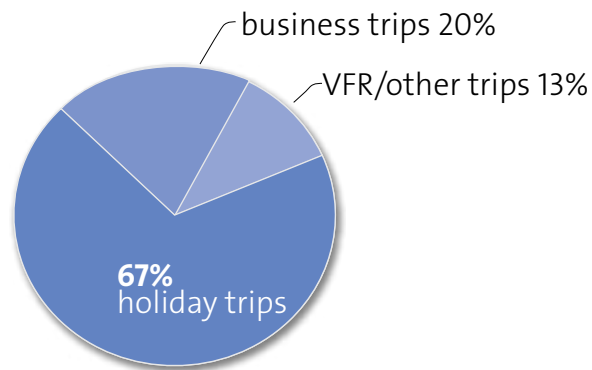
Federal states ³	Cities ³ (more than 100.000 inhabitants)
rank 1: Schleswig-Holstein with 20.2% of all overnight stays	rank 1: Berlin with 650,801 overnight stays
rank 2: Berlin with 19.6% of all overnight stays	rank 2: Hamburg with 395,681 overnight stays
rank 3: Hamburg with 11.9% of all overnight stays	rank 3: Munich with 55,641 overnight stays
rank 4: Lower Saxony with 11.8% of all overnight stays	rank 4: Frankfurt with 27,907 overnight stays

Purpose of all incoming trips

- 67% holiday trips, ■ 20% business trips, ■ 13% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 61% traditional business trips, 39% promotable business trips, of which: 67% conferences/congresses/seminars, 10% exhibits/trade fairs
- Holiday trips: 15% holidays in tourist regions, 13% touring holidays, 54% city holidays/visit of an event

Booking-behaviour, main mode of transport, accommodation during holiday trips

- 81% of all holiday trips are booked in advance; 72% online booking
- 76% car, 11% plane, 4% train, 5% coach
- 91% accommodation paid for (62% hotel)



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REFERENCE

World Travel Monitor 2016, IPK International; also:

¹ www.cia.gov, www.gtai.de

² Eurostat 2017

³ German Federal Statistics Office 2008-2017 / German State Offices 2017

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