

INCOMING DENMARK

Country and people¹

Capital	Copenhagen (1,154,000 inhabitants)
Area	43,094 km ²
Inhabitants	5.8 million (2018) / (groth rate +0.2%)
Mean age	42.2 years
Economy	GDP per capita: 52,953 Euro (2016) (GDP – real growth rate 1.9% 2019)*
Unemployment rate	5.2% (2019)*
Inflation rate	1.7% (2019)* *forecast
Gini coefficient	0,25 / rank 2 (OECD average 0,31)

GENERAL TRAVEL BEHAVIOUR

Percentage of business-related overnight stays domestic/abroad²

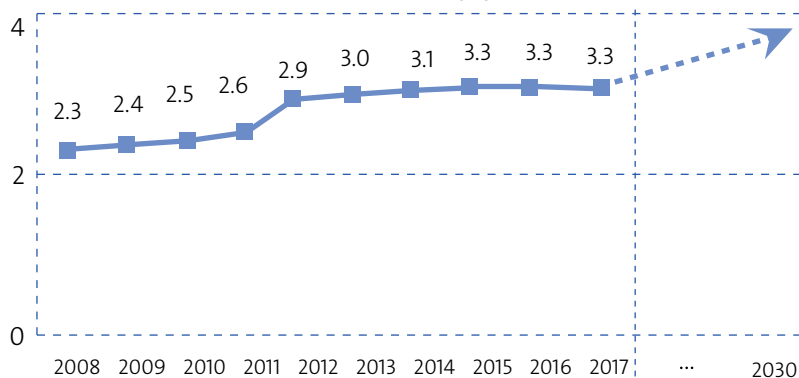
- Denmark: 37% abroad / 63% domestic
- Intensity of travel abroad: 246.7% (resident population from 15 years on)
= 2.5 trips per person

Destinations of trips abroad in 2017 – market share of all trips

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

DESTINATION GERMANY

Overnight stays – current and long-term development³
in millions



(figures with camping)

- Year 2017: 1,618,405 arrivals from Denmark / 3,291,182 overnight stays (camping included)
- Volume of overnight stays: increase 2008–2017 by +43.3%; groth 2016–2017: -0.9%; average annual rate of change 2008–2017: +4.5%
- Total sales turnover for incoming trips: round 1.8 billion Euro (2017)
- DZT forecast until 2030: 4.4 m overnight stays

MOST POPULAR DESTINATIONS IN 2017

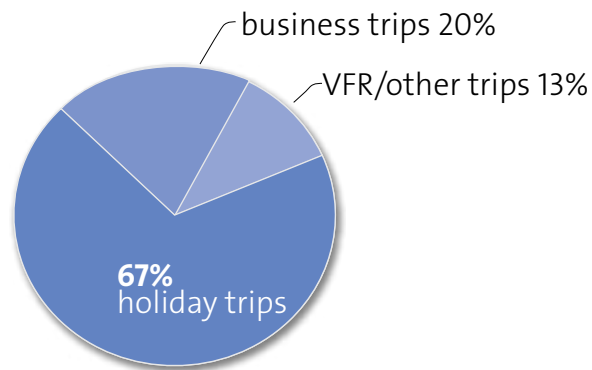
Federal states ³	Cities ³ (more than 100.000 inhabitants)
rank 1: Schleswig-Holstein with 21.4% of all overnight stays	rank 1: Berlin with 591,298 overnight stays
rank 2: Berlin with 18.3% of all overnight stays	rank 2: Hamburg with 385,823 overnight stays
rank 3: Lower Saxony with 12.3% of all overnight stays	rank 3: Munich with 54,909 overnight stays
rank 4: Hamburg with 11.9% of all overnight stays	rank 4: Cologne with 31,815 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: 66% conferences/congresses/seminars, 10% exhibits/trade fairs
- Holiday trips: 18% holidays in tourist regions, 13% touring holidays, 56% city holidays/visit of an event

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

- 82% of all holiday trips are booked in advance; 74% online booking
- 77% car, 11% plane, 4% train, 5% coach
- 91% accommodation paid for (62% hotel)



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REFERENCE

World Travel Monitor 2017, IPK International; also:

¹ www.cia.gov, www.gtai.de

² Eurostat 2018

³ German Federal Statistics Office 2009-2018 / German State Offices 2018

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