

Incoming Denmark

Country and people¹

Capital	Copenhagen (1,154,000 inhabitants)
Area	43,094 km ²
Inhabitants	5.8 million (2018)* (growth rate +0.6 %, 2018)
Mean age	41.9 years
Economy	GDP per capita: 52,684 Euro (2019) (GDP – real growth rate 1.7 %, 2019)*
Unemployment rate	4.8 % (2019)*
Inflation rate	1.3 % (2019)* *Forecast
Gini coefficient	0.254/rank 3 (OECD-average 0.318)

General travel behaviour 2019

»Destinations of trips abroad«

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

»Intensity of travel abroad«

241.7 %
(resident population from 15 years on)
= 2.4 trips
per person

»Percentage of overnight stays domestic in accommodation establishments²«



Denmark domestic 62 %
Denmark non-resident 38 %

Destination Germany

»Year 2019«

1,647,450 arrivals from Denmark
3,421,704 overnight stays (camping included)

»Volume of overnight stays«

increase 2010–2019 by +35.3 %;
growth 2018–2019: +3.3 %;
Ø average annual rate of change
2010–2019: +3.9 %

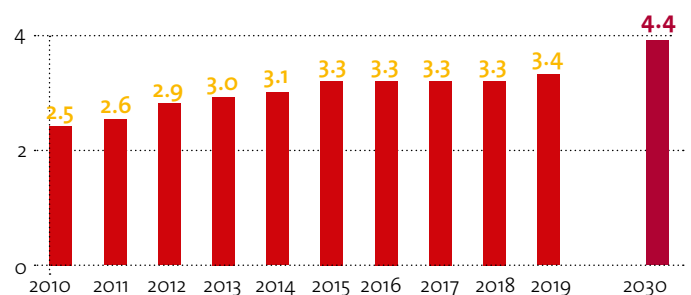
»Total sales turnover for incoming trips«

round 1.9 billion Euro (2019)

»DZT-forecast until 2030«

4.4 million overnight stays

»Overnight stays — current and long-term development³« in millions



Most popular destinations 2019

Federal states³

rank 1: Schleswig-Holstein with 23.6 % of all overnight stays (o. s.)

rank 2: Berlin with 18.5 % of all o. s.

rank 3: Hamburg with 12.3 % of all o. s.

rank 4: Lower Saxony with 11.8 % of all o. s.

Cities³ (more than 100,000 inhabitants)

rank 1: Berlin with 632,327 o. s.

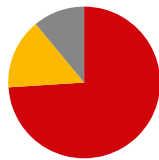
rank 2: Hamburg with 422,823 o. s.

rank 3: Munich with 65,237 o. s.

rank 4: Cologne with 30,034 o. s.

Purpose of all incoming trips

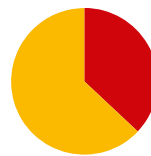
(1.6 million arrivals)



holiday trips 74 %
business trips 15 %
VFR/other trips 11 %

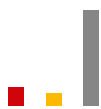
(Only one answer possible. Deviations from 100 % due to rounding.)

Business trips



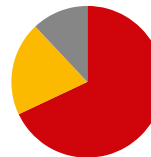
traditional business trips 37 %
promotable business trips 63 %

Holiday trips



holidays in tourist regions 12 %
touring trips 8 %
city holidays/visit of an event 62 %

Promotable business trips



conferences/congresses/seminars 68 %
incentive 20 %
exhibits/trade fairs 12 %

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

- 93 % accommodation paid for (70 % hotel)
- 84 % of all trips are booked in advance
- 79 % online booking



75 %
car



14 %
plane



4 %
train



5 %
coach

Overall satisfaction in Germany⁴

complete satisfaction 1.97
revisitation 1.69
price-performance ratio 2.02

ratings above average

ratings above average

Satisfaction of destination

1.81 ambience/flair
1.83 playces of interest
1.87 arts & culture

The categorie „accessibility“ have also received a good rating

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Germany
The travel destination



Scale:

1 »highly enthusiastic«

6 »rather disappointed«