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Federal Ministry  
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**Germany**  
The travel destination



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# INCOMING DENMARK

## COUNTRY AND PEOPLE

Capital	Copenhagen (1,334,000 inhabitants)
Area	43,094 km <sup>2</sup>
Inhabitants	2020: 5.8 million (growth rate +0.3%)
Mean age	42.0 years
Economy	GDP per capita: 51,449 Euro (2020), GDP – real growth rate -2.34% (2020)*
Unemployment rate	6.1% (2020)*
Inflation rate	0.3% (2020)*
Gini coefficient	0.287/rank 157 (OECD-average 0.318)

\* Forecast

## GENERAL TRAVEL BEHAVIOUR 2020

### DESTINATIONS OF TRIPS ABROAD

Rank

- 1 Germany
- 2 Italy
- 3 Norway
- 4 Sweden

### INTENSITY OF TRAVEL ABROAD

**93.2%**

(resident population from 15 years on)

**= 0.9 trips per person**

### PERCENTAGE OF OVERNIGHT STAYS DOMESTIC IN ACCOMMODATION ESTABLISHMENTS



**79% Denmark domestic**  
**21% Denmark non-resident**  
(preliminary data)

## DESTINATION GERMANY

### YEAR 2020

**691,747 arrivals** from Denmark

**1,539,278 overnight stays** (camping included)

### VOLUME OF OVERNIGHT STAYS

Increase 2011 – 2020:

**by -40.4%**

Growth 2019 – 2020:

**-55.0%**

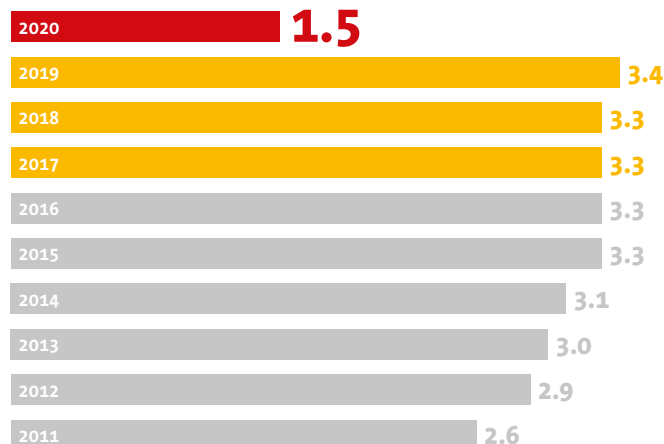
Average annual rate of change 2011 – 2020:

**-2.4%**

### TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **0.8 billion Euro** (2020)

### OVERNIGHT STAYS — CURRENT AND LONG-TERM DEVELOPMENT IN MILLIONS

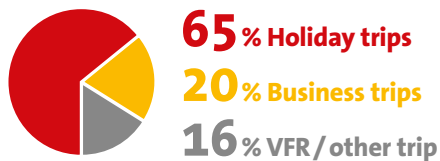


## MOST POPULAR DESTINATIONS IN 2020

RANK	FEDERAL STATES (Overnight stays = o. s.)	CITIES (more than 100,000 inhabitants)
1	<b>Schleswig-Holstein</b> with 23.6% of all o. s.	<b>Berlin</b> with 203,895 o. s.
2	<b>Berlin</b> with 18.5% of all o. s.	<b>Hamburg</b> with 177,920 o. s.
3	<b>Hamburg</b> with 12.3% of all o. s.	<b>Munich</b> with 22,809 o. s.
4	<b>Lower Saxony</b> with 11.8% of all o. s.	<b>Frankfurt</b> with 12,004 o. s.

## PURPOSE OF ALL INCOMING TRIPS (0.7 million arrivals)

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



### BUSINESS TRIPS

**64% Promotable business trips**  
**36% Traditional business trips**

### HOLIDAY TRIPS

**59% City holidays / visit of an event**  
**16% Holidays in tourist regions**  
**4% Touring holidays**

### PROMOTABLE BUSINESS TRIPS

**78% Conferences / congresses / seminars**  
**15% Incentives**  
**7% Exhibits / trade fairs**

## BOOKING-BEHAVIOUR, MAIN MODE OF TRANSPORT, ACCOMMODATION DURING HOLIDAY TRIPS

**84%** of all holiday trips are  
**booked in advance**

**79%** online booking

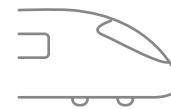
**89%** accommodation paid for  
(63% hotel)



**79%**  
car



**8%**  
plane



**7%**  
train



**3%**  
coach

## SATISFACTION IN GERMANY<sup>1</sup>

Scale: 1 = highly enthusiastic; 6 = rather disappointed

### OVERALL SATISFACTION

Price-performance ratio **2.02**

Complete satisfaction **1.97**

Revisitation **1.70**



### SATISFACTION IN DESTINATION

Arts & culture **1.85**

Places of interest **1.81**

Ambience / flair **1.80**

The category „accessibility“ also received good ratings.

References: World Travel Monitor 2020, IPK International 2021; Eurostat 2021; German Federal Statistics Office 2011-2021/German State Offices 2021; 1 DZT Qualitätsmonitor May 2015 – April 2020

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