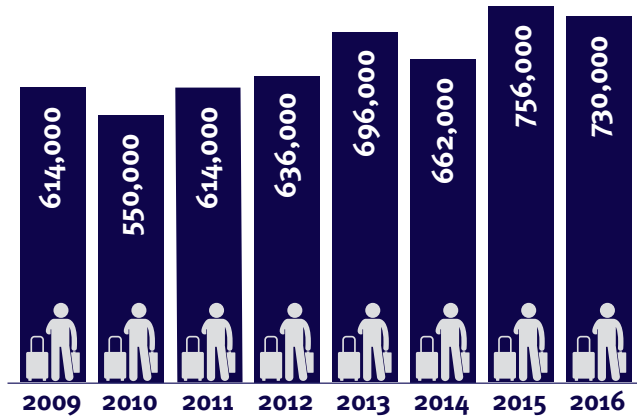




# Denmark

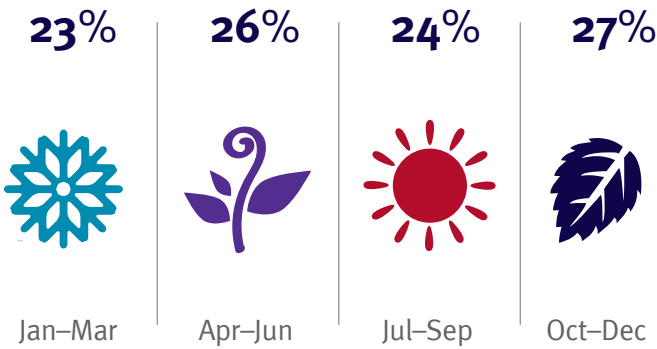
## Inbound tourism overview

### Annual visits\*

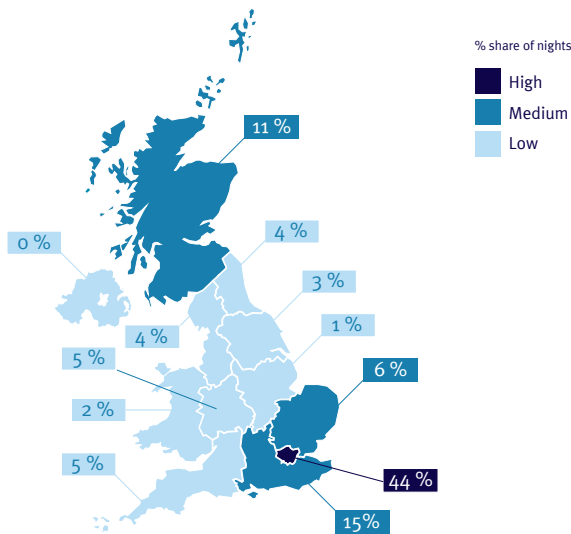


#15 Global ranking for inbound visits to the UK in 2016

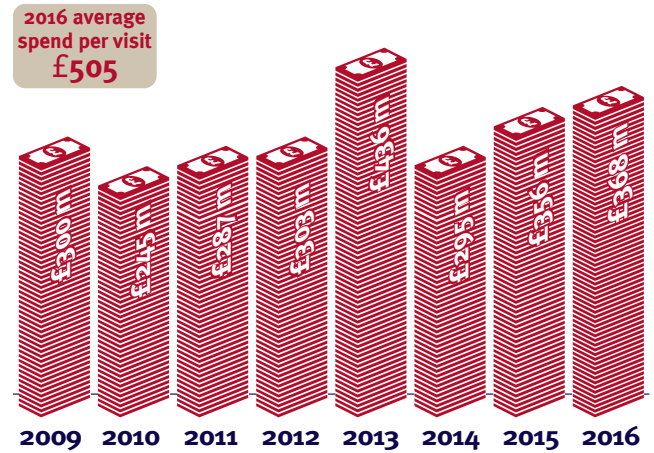
### Seasonal spread of travel\* (2016)



### Regional spread of travel\* (2014-2016)

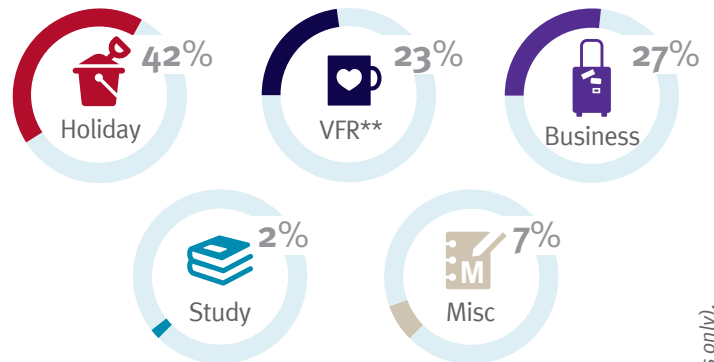


### Annual visitor spend\*



#17 Global ranking for inbound spend in the UK in 2016

### Purpose of travel\* (2016)



### Departure & destination airports\*\*\* (2016)



### Average flight seats per week\*\*\* (2016)

47,040

### Average length of stay\* (2016)

5 nights

\*\*Visit friends and/or relatives.

VisitBritain  
Skarpögatan 6-8  
11593 Stockholm  
Sweden

Gary Robson  
VisitBritain Manager Nordics  
gary.robson@visitbritain.org

@VisitBritainNDC  
LoveGreatBritain.dk  
@LoveGreatBritain\_dk  
#LoveGreatBritain  
#OMGB

Consumer website: visitbritain.com  
Corporate website: visitbritain.org  
Image library: visitbritainimages.com  
Trade website: trade.visitbritain.com  
Media centre: media.visitbritain.com

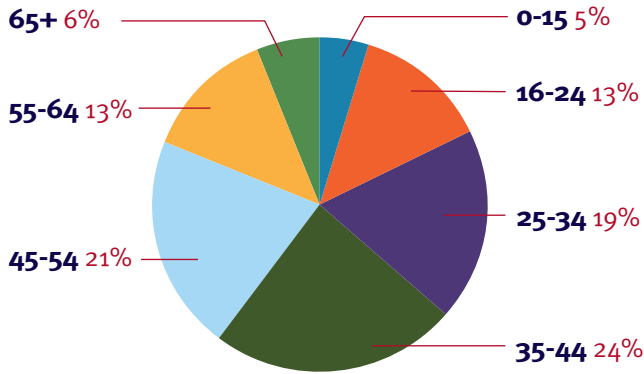
Sources: \*International Passenger Survey (IPS), \*\*\*Apex (direct flights only).



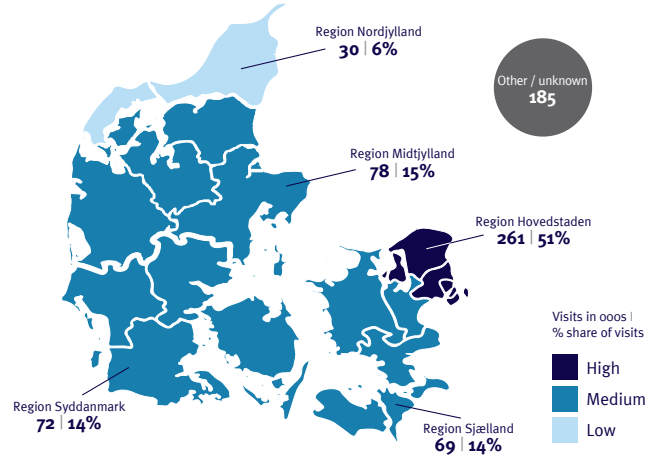
# Denmark

## Visitor profile

### Key demographics\* (2016)



### Visitors' origin\* (2013)



### Market segments & attributes



#### Curious explorers

Mainly 50+, singles, couples and empty nesters that have time and are flexible travellers. Mature and open-minded with high interest in culture, arts and history. Enjoy variety of holidays from seaside, lakes & mountains to spa & wellness to city breaks and themed group travel.



#### Active buzz-seekers

Primarily 18-39 age group, dominance of singles, pre-family couples and young professionals. Youthful and adventurous mind set. Active, enjoy travelling and exploring foreign cultures.

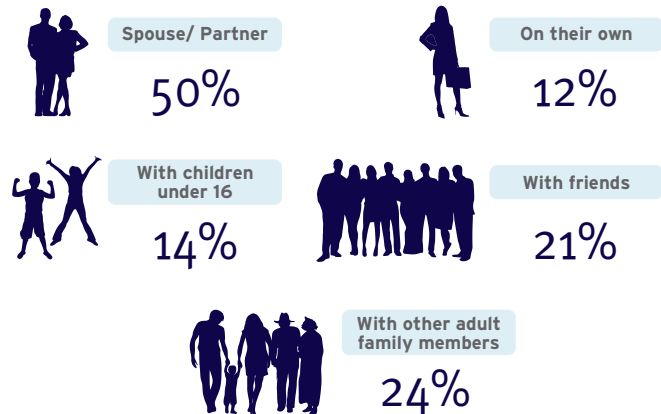
### Top influences in visiting Britain\*\* (2016)



### Top three activities in the UK\* (2011-2016)



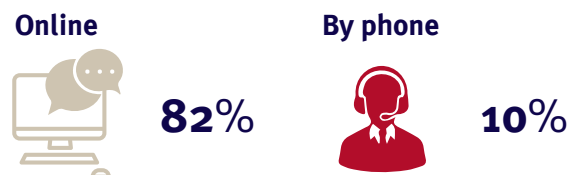
### Travel companions\*\* (2016)



### Top motivations for choosing Britain for a holiday\*\* (2016)

- ✓ Cultural attractions
- ✓ Ease of access
- ✓ Easy to get around
- ✓ Vibrant cities
- ✓ Somewhere English is spoken

### Holiday booking habits\*\* (2016)



Applicable to people who visited Britain and booked their transport to Britain and accommodation together.

**98%** of Danish visitors were "likely" or "extremely likely" to recommend Britain in 2015\*

**84%** of Danish visitors were repeat visitors in 2015\*