

## Travel and Tourism - Denmark - May 2014

Report Price: £175.00 | \$283.40 | €222.30

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Two inbound markets to watch are Russia and China – nations on the move, whose growing middle classes are exploring the world as never before. The number of overnights they have spent in Denmark has more than doubled in the past five years.”

This report looks at the following areas:

- Why did Denmark's tourism industry escape the worst of the recession and the Eurozone debt crisis?
- What countries are Denmark's principal source markets and why?
- Why is Copenhagen the most popular destination among foreign tourists?
- What major event will showcase Denmark in 2014?
- How is Denmark's tourism industry gearing up for the future?

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[oxygen@mintel.com](mailto:oxygen@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Travel and Tourism - Denmark - May 2014

Report Price: £175.00 | \$283.40 | €222.30

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Denmark

#### Introduction

#### Data Sources

#### Background

History

Geography

#### Attractions

Copenhagen and its environs

A foodie paradise

Also in 2014

The Jutland Peninsula

#### Tourism and the Economy

Economic overview

Travel and tourism revenues

Figure 1: International tourism spending in Denmark, 2009-13

Tourism's effect on employment and GDP

Figure 2: Travel & tourism economy showing direct & indirect impact on employment & GDP, 2009-14

#### Arrivals

International

Figure 3: International tourist arrivals in Northern Europe, 2008-13

Figure 4: International tourist arrivals in Denmark, 2008-12

Figure 5: Top 10 source markets for inbound tourism measured by number of overnights, 2009-13

Domestic

Tourism spending

#### Market Characteristics

International

Purpose of visit

Seasonality

Figure 6: Monthly overnight stays at tourist accommodations and holiday resorts, 2011-13

Length of stay

Domestic

Purpose of visit

Seasonality

Length of stay

#### Transport

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Travel and Tourism - Denmark - May 2014

Report Price: £175.00 | \$283.40 | €222.30

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Mode of transport

### Air

Figure 7: Inbound & outbound air passengers in Denmark, 2008-12

### Road/Rail

### Sea

### Gateway to the Baltic and the Norwegian Fjords

Figure 8: Number of cruise passengers visiting Copenhagen, 2004-13

## Accommodation

### Hotel classification system

### Investment in the accommodation sector

Figure 9: Capital investment in Denmark in the travel and tourism industry, 2009-14

### Renovations and new-builds in Copenhagen

### Hotel Angleterre

### Hotel SP34

### Imperial Hotel

### Guldsmeden Babette

### Occupancy rates

### Business travel

## Tourism News

## What Next?

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)