

## Travel and Tourism - Denmark - May 2014

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“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?

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

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