Tourism in Denmark
Creating growth and jobs in Denmark
Tourism is important for the Danish economy
It creates turnover close to 91.9 bn. DKK.

Tourism is a significant export industry
It represents 3.6% of Danish exports

Tourism creates a high number of jobs
Creating 111,460 jobs

Tourism generates taxes
in total 37.9 bn. DKK.
in VAT and taxes

Source: VisitDenmark, The Economic Contribution of Tourism in Denmark 2013. The economic indicators cannot be compared from year to year, as the method and data are continuously improved. The overall increase in tourism revenue and the decline in tourism created jobs from 2012 to 2013 is seen due to improvements in the data source.

Denmark is the most popular holiday destination in the Nordic Region among foreign tourists.

In fact, we have more foreign bednights than Norway and Sweden put together, and three times as many German bednights as all our Nordic neighbours have – put together!

We are a tourism nation, which is reflected with a high ranking within Europe, when comparing the number of tourists against the number of inhabitants.

In other words, tourism is an industry which is important to the Danish economy – and which will become even more important in the future.

Every time a tourist takes a hotel room, eats an ice cream on the harbour, visits a museum, rents a bike or hosts a meeting – additional turnover is generated in Denmark. This creates new jobs, which by their nature cannot be moved abroad.

A lot of tourists return to Denmark year after year, but it is still necessary to continuously develop new offers and to market our unique country, so that we can attract even more tourists.

2014 was a record year in Danish tourism. Our goal will be to continue the positive development that we experienced. The 23.2 million foreign bednights in Denmark is the highest number since 2003. And 2015 is expected to become even better. But to continue the positive growth it will take hard work and focus from all stakeholders in Danish tourism, who are working to develop Denmark as a tourism destination.

In this brochure, we describe what tourism means to Denmark and what makes so many tourists travel to Denmark.

Jan Olsen
CEO

Lars Erik Jønsson
Deputy managing Director

Key tourism figures

Source: VisitDenmark, The Economic Contribution of Tourism in Denmark 2013. The economic indicators cannot be compared from year to year, as the method and data are continuously improved. The overall increase in tourism revenue and the decline in tourism created jobs from 2012 to 2013 is seen due to improvements in the data source.
Tourism is a growing industry worldwide

Worldwide there are over 1 billion tourist arrivals every year.

Europe is the world's largest tourism destination by tourist arrivals, and the number is growing year by year.

The increase in tourism is expected to continue in the years to come as growth markets are experiencing increased prosperity and a growing middle class that is eager to travel.

Source: UNWTO. Tourist arrivals are measured as the number of tourists with at least one overnight stay.
Tourism is growing in Denmark

2014 was a record year for Danish tourism. With almost 47 million bednights, the highest number ever.

The 23.2 million foreign overnight stays is the highest number since 2003, and Danish bednights in Denmark is also at a record high.

The tourists are also staying with friends and families, as well as using AirBnB and other types of accommodation that are not included in the official statistics.

Denmark holds a strong position in the Nordic Region

In the last few years, Denmark has won market shares of tourists from European countries.

In the competition to win tourists from overseas markets Denmark is also doing well.

Source: Statistics Denmark and the Nordic statistical agencies.
Tourism contributes to growth in many sectors

Tourism generates an aggregate turnover of 91.9 billion DKK.

Purchases by tourists in Denmark include many varied types of goods and services.

As a result, not only the retail sector, but many other industries not normally associated with tourism, share in this business and the jobs that tourism creates.

Tourism turnover by sector type

- **Tourist products**: 47.5 bn. DKK
- **Retail**: 26.5 bn. DKK
- **Other products**: 18.0 bn. DKK

Source: VisitDenmark, The Economic Contribution of Tourism in Denmark 2013.
Tourism is one of Denmark’s biggest export industries

Every time a foreign tourist visits Denmark and buys accommodation, experiences, food etc. it generates export revenue for Denmark.

Foreign tourists spend 36.7 billion DKK while in Denmark. This means tourism represents 3.6% of all Danish exports.

Tourism compared to other export sectors

- Transport: 23.6%
- Electrical machinery, etc: 3.9%
- Food, etc: 9.0%
- Raw oil: 2.7%
- Tourism: 3.6%
Denmark’s 10 biggest tourist destinations by revenue

1. Copenhagen, 21.5 bn. DKK.
2. Aarhus, 3.3 bn. DKK.
3. Aalborg, 3.1 bn. DKK.
4. Ringkøbing-Skjern, 2.7 bn. DKK.
5. Varde, 2.0 bn. DKK.
6. Bornholm, 1.9 bn. DKK.
7. Odense, 1.7 bn. DKK.
8. Vejle, 1.6 bn. DKK.
9. Frederikshavn, 1.6 bn. DKK.
10. Helsingør, 1.6 bn. DKK.

Tourism generates growth and jobs all over Denmark

Tourism represents one of the biggest industries in Denmark.
And it creates 111,460 jobs in Denmark. This is equal to 4.1% of all jobs in the country.

Tourism turnover, jobs generated by tourism and bednights*

Source: VisitDenmark, The Economic Contribution of Tourism in Denmark 2013. The economic indicators can not be compared from year to year, as the method and data are continuously improved. The overall increase in tourism revenue and the decline in tourism created jobs from 2012 to 2013 is seen due to improvements in the data source.
Foreign tourists are important to Danish tourism

Foreign tourists on holiday and on business trips in Denmark account for 40% of the total annual tourism turnover which is 91.9 billion DKK.

The turnover includes both single day visits and visits that include overnight stays.

### Turnover by business area

<table>
<thead>
<tr>
<th>Business Area</th>
<th>Foreign Tourists</th>
<th>Danish Tourists</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Coast and countryside tourism</strong></td>
<td>18.5 bn. DKK.</td>
<td>24.6 bn. DKK.</td>
<td><strong>43.2 bn. DKK.</strong></td>
</tr>
<tr>
<td><strong>City tourism</strong></td>
<td>12.8 bn. DKK.</td>
<td>9.7 bn. DKK.</td>
<td><strong>22.5 bn. DKK.</strong></td>
</tr>
<tr>
<td><strong>Business tourism</strong></td>
<td>5.4 bn. DKK.</td>
<td>20.9 bn. DKK.</td>
<td><strong>26.2 bn. DKK.</strong></td>
</tr>
</tbody>
</table>

**Source:** VisitDenmark, The Economic Contribution of Tourism in Denmark 2013. City tourism includes; Copenhagen, Aarhus, Aalborg and Odense.
Germany is Denmark’s primary foreign market

The Danish and foreign tourists account for nearly 47 million bednights in Denmark.

Among the foreign tourists in Denmark, German, Swedish and Norwegian tourists account for the most bednights.

Bednights in Denmark 2014 - selected markets

- Germany: 13.0 Million
- Sweden: 1.9 Million
- Holland: 2.5 Million
- Norway: 2.5 Million
- Russia: 1.0 Million
- China: 1.6 Million
- Italy: 2.8 Million
- UK: 0.7 Million
- USA: 0.5 Million
- France: 0.2 Million
- Brazil: 0.037 Million
- Australia: 0.081 Million

Where do the tourists stay in Denmark?

Danish and foreign tourists stay in many different types of accommodation.

The tourists are also staying at a number of places that are not included in the official statistics. For example: AirBnB, friends and family and private bed and breakfasts.

**Overnight accommodation types**

- **Marinas**: 1.0 million. 2%
- **Hostels**: 1.1 million. 2%
- **Holiday resorts**: 3.6 million. 8%
- **Camping**: 11.2 million. 24%
- **Holiday homes**: 16.2 million. 35%
- **Hotels**: 13.8 million. 29%

**Source**: Statistics Denmark. Registered bednights for leisure and business tourists.
Denmark attracts many different types of visitors

Most foreign tourists visiting Denmark on a holiday by the coast or at the countryside are travelling together as a couple or as a family. In the bigger cities most of the visiting tourists consist of couples or friends.

11% of the foreign tourists on holiday at the coast or countryside in Denmark are travelling as an “extended family” with three generations travelling together. Couples travelling together account for a big part of the tourists in the cities as well as by the coast.

The most common groups among foreign tourists visiting Denmark

<table>
<thead>
<tr>
<th>Group</th>
<th>Coast and country tourism</th>
<th>City tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Couple: two persons</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Family: Parents and children</td>
<td>25%</td>
<td>12%</td>
</tr>
<tr>
<td>Couples travelling together</td>
<td>18%</td>
<td>11%</td>
</tr>
<tr>
<td>Extended families: Parents, children and grandparents</td>
<td>11%</td>
<td>2%</td>
</tr>
<tr>
<td>Friends</td>
<td>22%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: VisitDenmark, tourist survey 2014. City tourism includes: Copenhagen, Aarhus, Aalborg and Odense.
Why tourists travel to Denmark

The foreign tourists experience that Denmark is a friendly, safe and clean country with many interesting things to see and experience by the coast and in the cities.

Tourists at the coast or countryside are mainly travelling to experience the Danish “life by the sea”, the nature and the good accommodation. Tourists on city breaks are travelling primarily for the local life, exciting sightseeing as well as historic and cultural experiences.

The top 10 reasons for choosing Denmark as a holiday destination

<table>
<thead>
<tr>
<th>Foreign tourist at the coast or countryside</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Coast, sea and beaches</td>
<td>75%</td>
</tr>
<tr>
<td>2. Friendly and welcoming population</td>
<td>71%</td>
</tr>
<tr>
<td>3. Good accommodation</td>
<td>71%</td>
</tr>
<tr>
<td>4. Nature</td>
<td>70%</td>
</tr>
<tr>
<td>5. Safety and security</td>
<td>68%</td>
</tr>
<tr>
<td>6. Clean and environmentally friendly</td>
<td>62%</td>
</tr>
<tr>
<td>7. Child-friendly</td>
<td>49%</td>
</tr>
<tr>
<td>8. Good /cheap transportation to Denmark</td>
<td>49%</td>
</tr>
<tr>
<td>9. Swimming in the sea</td>
<td>49%</td>
</tr>
<tr>
<td>10. Good service</td>
<td>48%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Foreign tourists in the four biggest cities</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. City life with interesting experiences</td>
<td>77%</td>
</tr>
<tr>
<td>2. Friendly and welcoming population</td>
<td>74%</td>
</tr>
<tr>
<td>3. Local life and culture</td>
<td>72%</td>
</tr>
<tr>
<td>4. Safety and security</td>
<td>70%</td>
</tr>
<tr>
<td>5. Exciting sightseeing</td>
<td>61%</td>
</tr>
<tr>
<td>6. Good /cheap transportation to Denmark</td>
<td>58%</td>
</tr>
<tr>
<td>7. Clean and environmentally friendly</td>
<td>54%</td>
</tr>
<tr>
<td>8. Culture</td>
<td>49%</td>
</tr>
<tr>
<td>9. History</td>
<td>48%</td>
</tr>
<tr>
<td>10. Good places to eat</td>
<td>48%</td>
</tr>
</tbody>
</table>

Source: VisitDenmark, tourist survey 2014. City tourism includes: Copenhagen, Aarhus, Aalborg and Odense.
Denmark’s brand as a holiday destination

Denmark is marketed abroad on values that makes the country stand out as a travel destination. The values are: diversity, at eye level and creativity.

In Denmark, the tourists can get close to the Danes, and get first hand experiences of the Danish culture in the cities and at the coast and countryside. A holiday in Denmark gives inspiration, memorable experiences and new energy to the tourist.

What tourists associate with Denmark:

“Familie, gezelligheid, stranden, vrijheid”
“Clean and friendly, but expensive”

“Mer kontinental känsla, spontanitet, frispräkighet och lite smutsigt”
“Deilig å være norsk i Danmark, god mat, hyggelige mennesker, herlige strender, gøy for barna”

“Kopenhagen, vriendelijke mensen, gemoedelijk, veilig”
“Cold weather and interesting food”

“Nette Menschen, schönes Städte, aber sehr teuer!”
“Pölse, öl, billiga kläder och snygga tjejer”

“God mat och god dryck samt trevliga människor”
“Küste mit vielen kleinen Städten, Ruhe am Meer - einfach Erholung und frische Luft”