

Travel in Denmark

September 2023

Table of Contents

[Travel in Denmark](#)

EXECUTIVE SUMMARY

Travel in 2023

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

Table 1 - Surface Travel Modes Sales: Value 2018-2023

Table 2 - Surface Travel Modes Online Sales: Value 2018-2023

Table 3 - Forecast Surface Travel Modes Sales: Value 2023-2028

Table 4 - Forecast Surface Travel Modes Online Sales: Value 2023-2028

Table 5 - In-Destination Spending: Value 2018-2023

Table 6 - Forecast In-Destination Spending: Value 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Tourism Flows in Denmark](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Denmark heading for another record year for inbound tourism

Dynamic growth in outbound travel; however, business travel remains low

PROSPECTS AND OPPORTUNITIES

Domestic tourism remains popular, with Danes appreciating their home country

Inbound travel remain high, while non-European regions face challenges

CATEGORY DATA

Table 7 - Inbound Arrivals: Number of Trips 2018-2023

Table 8 - Inbound Arrivals by Country: Number of Trips 2018-2023

Table 9 - Inbound City Arrivals 2018-2023

Table 10 - Inbound Tourism Spending: Value 2018-2023

Table 11 - Forecast Inbound Arrivals: Number of Trips 2023-2028

Table 12 - Forecast Inbound Arrivals by Country: Number of Trips 2023-2028

Table 13 - Forecast Inbound Tourism Spending: Value 2023-2028

Table 14 - Domestic Trips by Destination: Number of Trips 2018-2023

Table 15 - Domestic Spending: Value 2018-2023

Table 16 - Forecast Domestic Trips by Destination: Number of Trips 2023-2028

Table 17 - Forecast Domestic Spending: Value 2023-2028

Table 18 - Outbound Departures: Number of Trips 2018-2023

Table 19 - Outbound Departures by Destination: Number of Trips 2018-2023

Table 20 - Outbound Tourism Spending: Value 2018-2023

Table 21 - Forecast Outbound Departures: Number of Trips 2023-2028

Table 22 - Forecast Outbound Departures by Destination: Number of Trips 2023-2028

Table 23 - Forecast Outbound Spending: Value 2023-2028

[Airlines in Denmark](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong recovery for airlines as pent-up demand boosts retail value sales
The service on low-cost carriers comes closer to full-service airlines

PROSPECTS AND OPPORTUNITIES

Geopolitical developments impact the performance of individual airlines
Despite positive results, challenges remain, especially for business travel

CATEGORY DATA

Table 24 - Airlines Sales: Value 2018-2023
Table 25 - Airlines Online Sales: Value 2018-2023
Table 26 - Airlines: Passengers Carried 2018-2023
Table 27 - Airlines NBO Company Shares: % Value 2018-2022
Table 28 - Non-Scheduled Carriers Brands by Key Performance Indicators 2023
Table 29 - Low Cost Carriers Brands by Key Performance Indicators 2023
Table 30 - Full Service Carriers Brands by Key Performance Indicators 2023
Table 31 - Forecast Airlines Sales: Value 2023-2028
Table 32 - Forecast Airlines Online Sales: Value 2023-2028

[Lodging \(Destination\) in Denmark](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lodging is heading for new records, as events and business travel rises
The performance of hotels improves, with new players launching on the landscape

PROSPECTS AND OPPORTUNITIES

Lodging will benefit from increasing inbound and domestic travel
Other categories continue to serve niches in lodging in Denmark

CATEGORY DATA

Table 33 - Lodging (Destination) Sales: Value 2018-2023
Table 34 - Lodging (Destination) Online Sales: Value 2018-2023
Table 35 - Hotels Sales: Value 2018-2023
Table 36 - Hotels Online Sales: Value 2018-2023
Table 37 - Other Lodging Sales: Value 2018-2023
Table 38 - Other Lodging Online Sales: Value 2018-2023
Table 39 - Lodging (Destination) Outlets: Units 2018-2023
Table 40 - Lodging (Destination) Rooms: Number of Rooms 2018-2023
Table 41 - Lodging (Destination) by Incoming vs Domestic: % Value 2018-2023
Table 42 - Hotels NBO Company Shares: % Value 2018-2022
Table 43 - Hotel Brands by Key Performance Indicators 2023
Table 44 - Forecast Lodging (Destination) Sales: Value 2023-2028
Table 45 - Forecast Lodging (Destination) Online Sales: Value 2023-2028
Table 46 - Forecast Hotels Sales: Value 2023-2028
Table 47 - Forecast Hotels Online Sales: Value 2023-2028
Table 48 - Forecast Other Lodging Sales: Value 2023-2028
Table 49 - Forecast Other Lodging Online Sales: Value 2023-2028
Table 50 - Forecast Lodging (Destination) Outlets: Units 2023-2028

[Booking in Denmark](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

2023 is set to be a record for retail value sales in bookings

Package holidays remain popular, seeing a boom following COVID-19

PROSPECTS AND OPPORTUNITIES

The rise of specialised holidays across the forecast period

Online becomes more popular, while offline continues to benefit from client services

CATEGORY DATA

Table 51 - Booking Sales: Value 2018-2023

Table 52 - Business Travel Sales: Value 2018-2023

Table 53 - Leisure Travel Sales: Value 2018-2023

Table 54 - Travel Intermediaries NBO Company Shares: % Value 2018-2023

Table 55 - Forecast Booking Sales: Value 2023-2028

Table 56 - Forecast Business Travel Sales: Value 2023-2028

Table 57 - Forecast Leisure Travel Sales: Value 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/travel-in-denmark/report.