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Federal Ministry for Economic Affairs and Climate Action

on the basis of a decision by the German Bundestag

Germany
The travel destination

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INCOMING DENMARK

COUNTRY AND PEOPLE

Capital	Copenhagen (1.4 million inhabitants)
Area	42,920 km²
Inhabitants	2023: 5.9 million (growth rate 0.5 %)*; Forecast 2032: 6.2 million
Mean age	42.2 years*
Economy	GDP per capita: 71,402 US$ (2023)*, GDP – real growth rate: +1.2 % (2023)*
Unemployment rate	4.6 % (2023)*
Inflation rate	3.6 % (2023)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2023

DESTINATIONS OF TRIPS ABROAD

Rank

1 Germany

2 Spain

3 Sweden

4 Italy

INTENSITY OF TRAVEL ABROAD

214.0 %

(resident population from 15 years on)

= 2.1 trips per person

DESTINATION GERMANY

YEAR 2023

1,484,383 arrivals from Denmark

3,006,989 overnight stays (camping included)

VOLUME OF OVERNIGHT STAYS

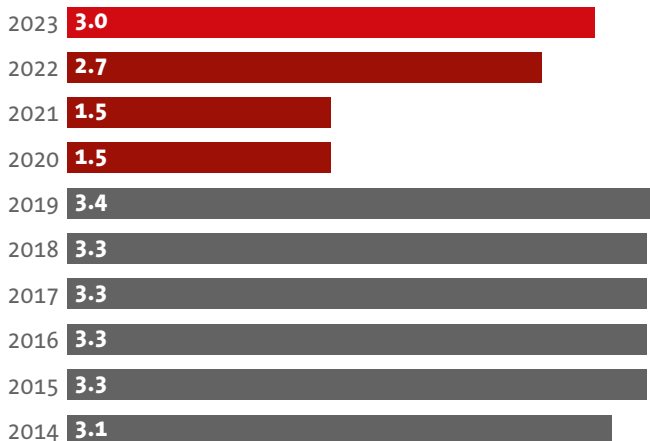|	
Increase 2014–2023:	**by –4.2 %**
Growth 2022–2023:	**+9.4 %**
Recovery to 2019:	**87.9 %**

TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **2.7 billion** Euro (2023)

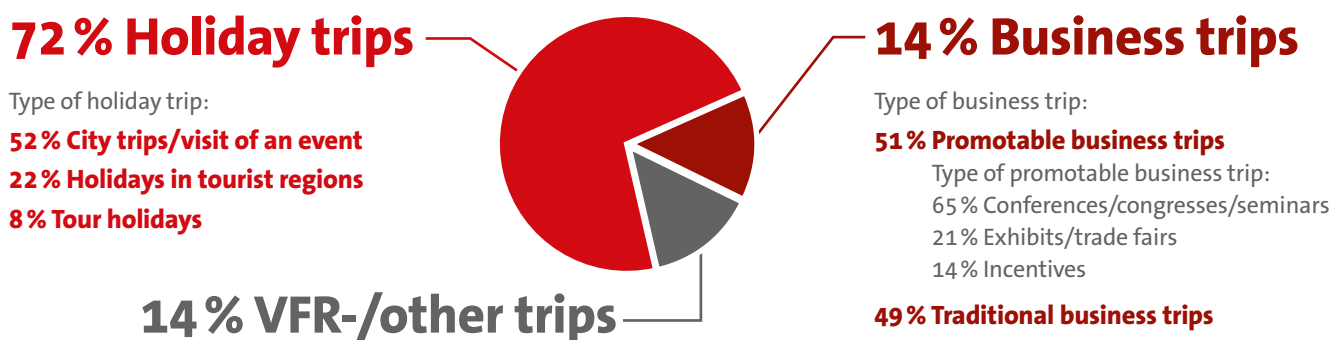### OVERNIGHT STAYS – CURRENT AND LONG-TERM DEVELOPMENT IN MILLIONS

Year	
2023	3.0
2022	2.7
2021	1.5
2020	1.5
2019	3.4
2018	3.3
2017	3.3
2016	3.3
2015	3.3
2014	3.1

Market-Information Denmark, status 2024

MOST POPULAR DESTINATIONS IN 2023

RANK	FEDERAL STATES (Overnight stays = o. s.)	CITIES (more than 100,000 inhabitants)
1	**Schleswig-Holstein** with 18.9 % of all o. s.	**Berlin** with 515,087 o. s.
2	**Berlin** with 17.4 % of all o. s.	**Hamburg** with 356,844 o. s.
3	**Lower Saxony** with 12.4 % of all o. s.	**Munich** with 77,022 o. s.
4	**Hamburg** with 12.0 % of all o. s.	**Frankfurt** with 35,791 o. s.

PURPOSE OF ALL INCOMING TRIPS (1.5 million arrivals at lodging establishments)

Only one answer possible. Deviations from 100 % due to rounding

72 % Holiday trips

Type of holiday trip:

52 % City trips/visit of an event
22 % Holidays in tourist regions
8 % Tour holidays

14 % Business trips

Type of business trip:

51 % Promotable business trips
Type of promotable business trip:
65 % Conferences/congresses/seminars
21 % Exhibits/trade fairs
14 % Incentives

49 % Traditional business trips

14 % VFR-/other trips

BOOKING-BEHAVIOUR, MAIN MODE OF TRANSPORT, ACCOMMODATION DURING HOLIDAY TRIPS

82 % of all holiday trips are **booked in advance**
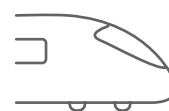
76 % online booking

93 % accommodation paid for (59 % hotel)

67 % car

14 % plane

9 % coach

7 % train

1 % motorised caravan/camper

SATISFACTION IN GERMANY[1]

Scale: 1 = highly enthusiastic; 6 = rather disappointed

OVERALL SATISFACTION

Accommodation	**1.90**
Gastronomy	**1.91**
Variety & quality	1.92
Complete satisfaction	1.97
Opening hours	2.08
Price-performance ratio	2.18

Intention to visit again and transport connections are rated above average

SATISFACTION WITH DESTINATION

Arts & culture	**1.73**
Sights/excursions	**1.84**
Events	1.85
Transport connections/accessibility	1.95

Market-Information Denmark, status 2024