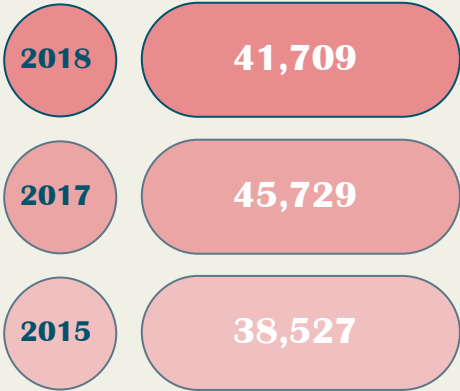




Denmark

Market Profile 2018

INBOUND TOURISTS



AIR CONNECTIVITY

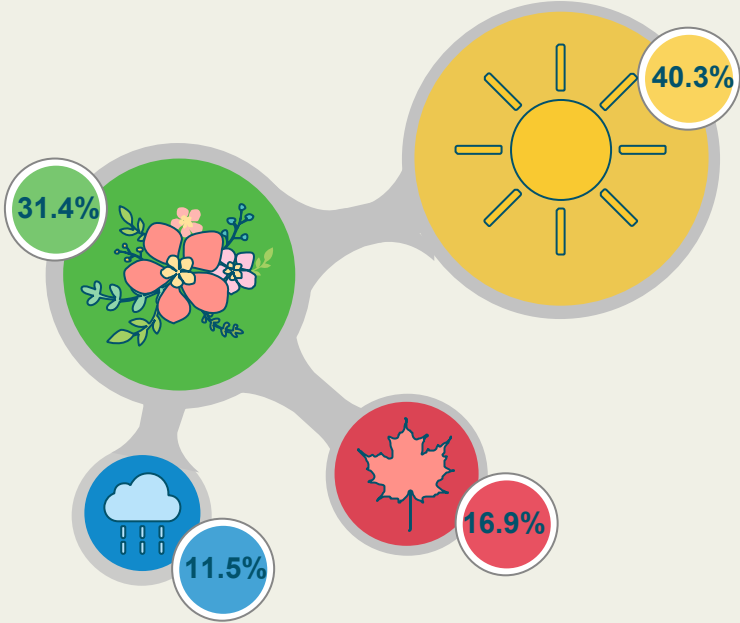


- #### 5 AIRLINES
- Atlantic Airways
 - Norwegian Air International
 - Ryanair
 - SAS - Scandinavian Airlines System
 - Danish Air Transport



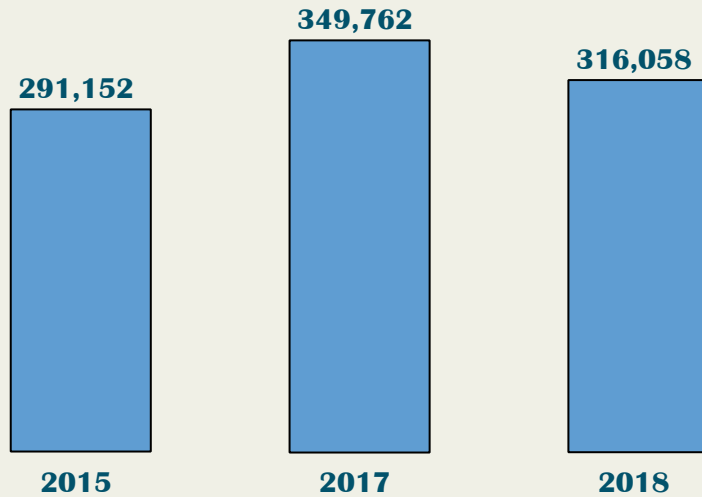
- #### 3 AIRPORTS
- Copenhagen - Kastrup
 - Billund
 - Aalborg

SEASONALITY



BED NIGHTS

《《 TOTAL NIGHTS 》》

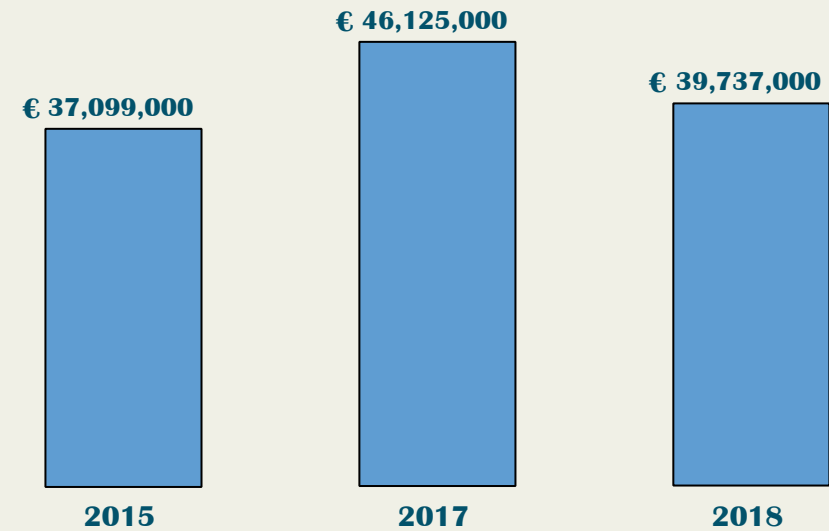


《《 AVERAGE LENGTH OF STAY 》》



EXPENDITURE

《《 TOTAL EXPENDITURE 》》

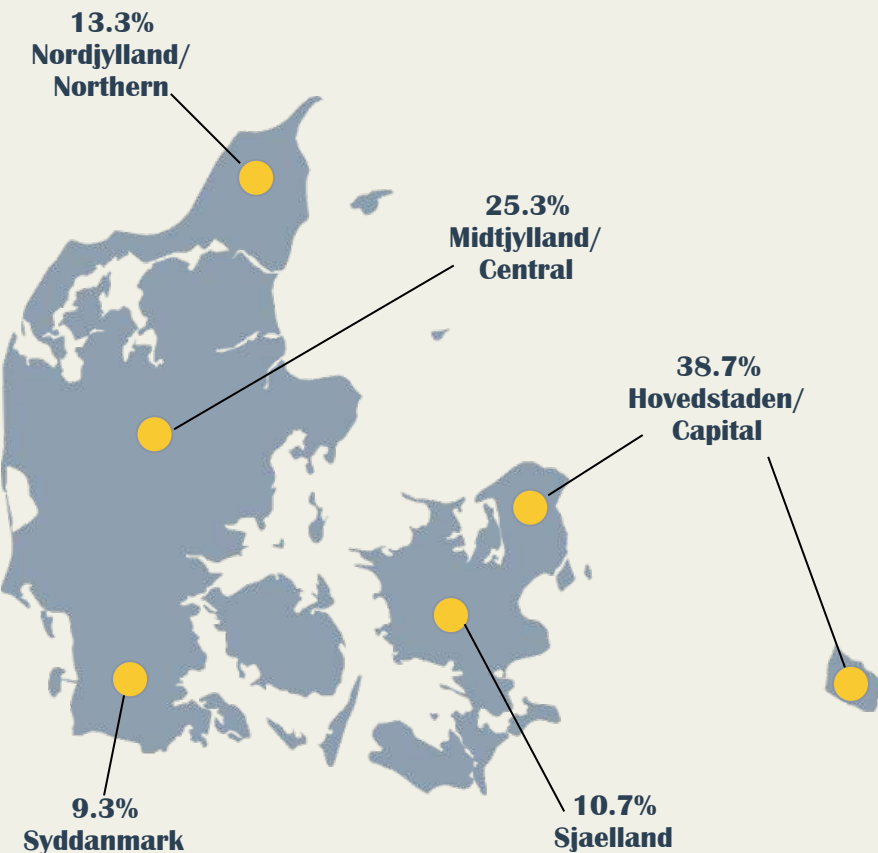


《《 EXPENDITURE PER CAPITA 》》

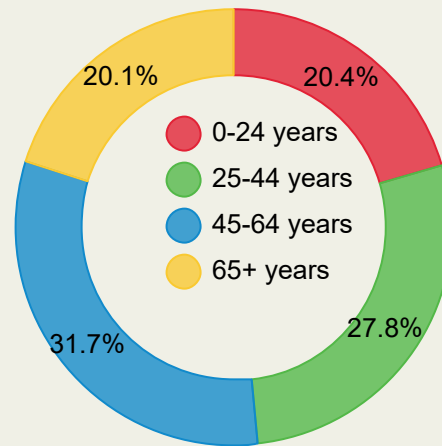


SOCIO-DEMOGRAPHIC PROFILE

REGION OF RESIDENCE

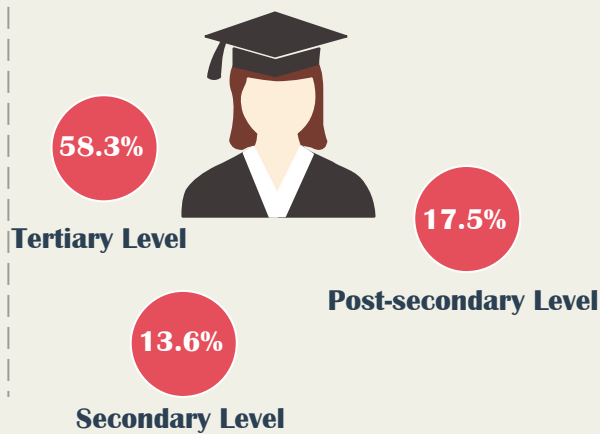


AGE GROUPS

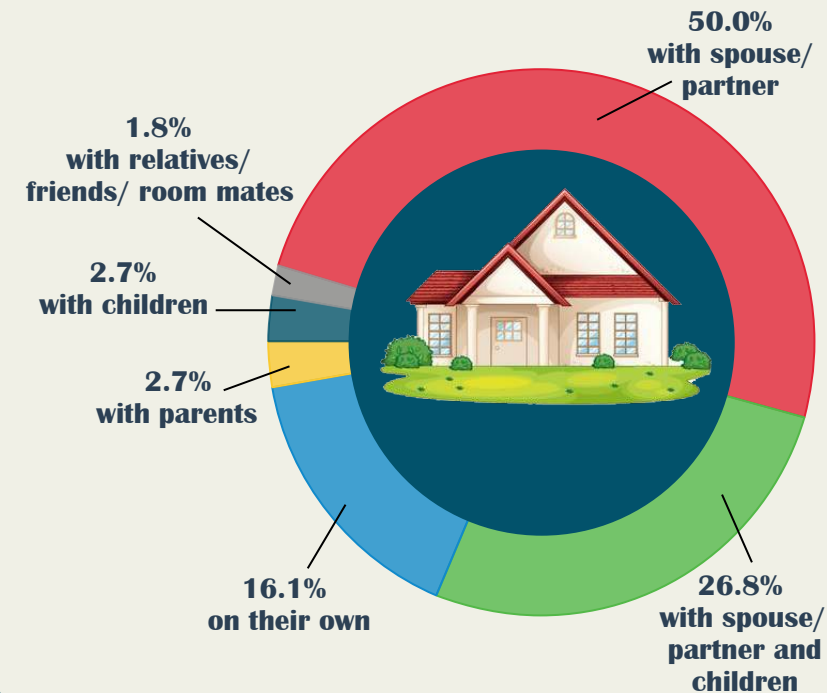


Average age: 51 years

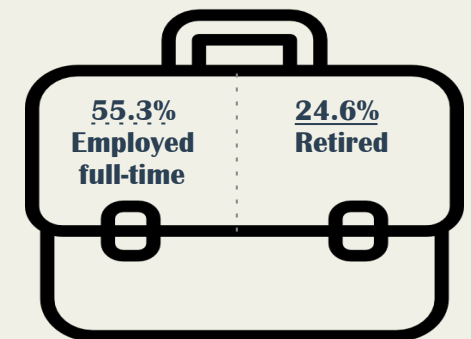
LEVEL OF EDUCATION



LIVING ARRANGEMENTS



OCCUPATION



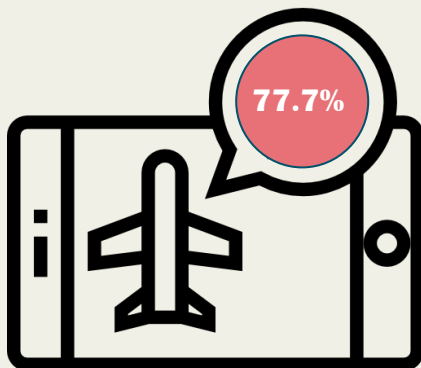
DIGITAL MEDIA USAGE

REGULAR



1. Facebook
2. Instagram
3. Snapchat
4. Dr.dk
5. Google

TRAVEL PURPOSES



1. Tripadvisor
2. Momondo
3. Booking.com



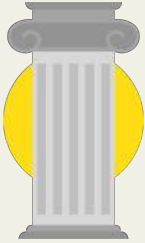
58.3% of tourists shared their experience in Malta on social media during stay.



TRAVEL MOTIVATIONS

SUN AND CULTURE

56.1%



SUN

16.6%



SCUBA DIVING

10.8%



CULTURE

9.2%



SPECIAL OCCASION

4.5%



OTHER SPORTS

3.6%



WELLNESS

3.2%



BUSINESS

3.1%



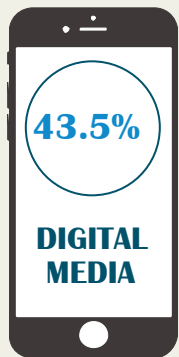
VISITING FRIENDS AND RELATIVES

2.6%



DESTINATION CHOICE INFLUENCERS

COMMUNICATION CHANNELS



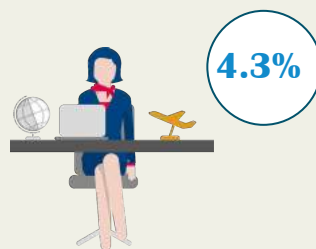
TOUR OPERATOR
BROCHURE / WEB



TRAVEL GUIDE BOOK



NEWSPAPER. MAGAZINE
ADVERT/ ARTICLE

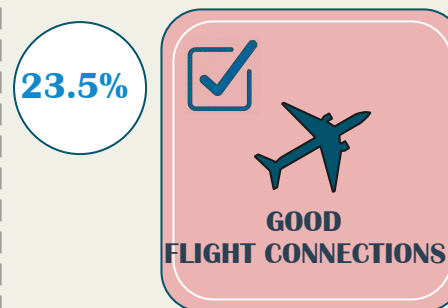
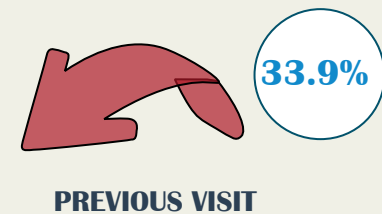


RECOMMENDATION BY
TRAVEL AGENT



BOOKS

OTHER FACTORS

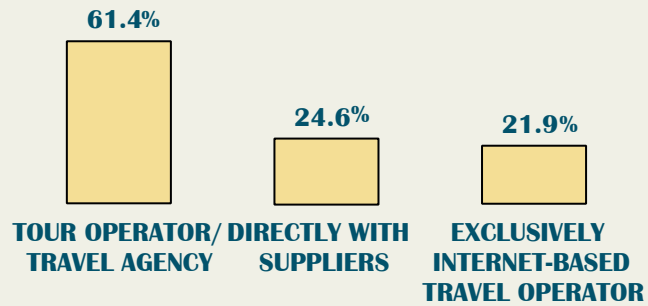


ENGLISH SPOKEN WIDELY

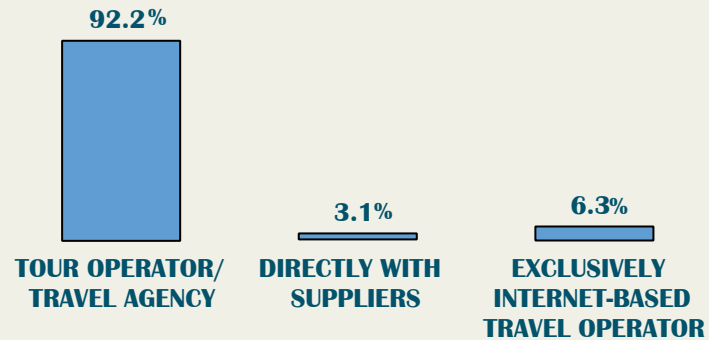


TYPE OF BOOKING

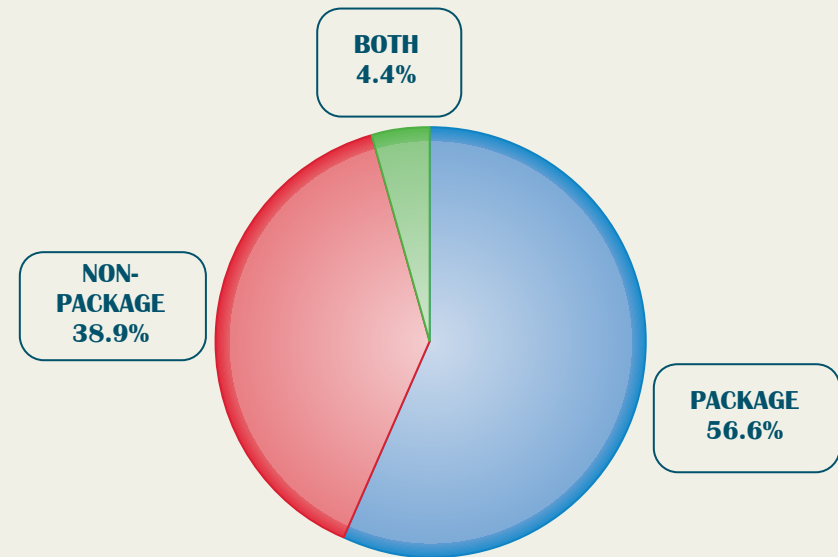
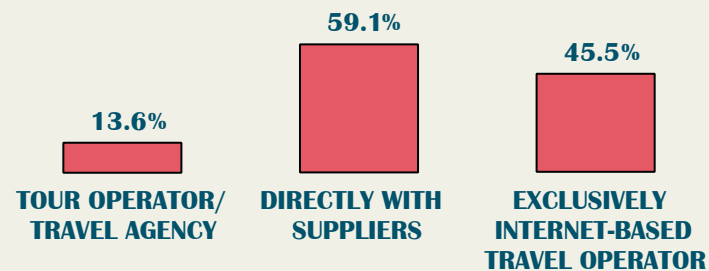
TRIP BOOKINGS MADE WITH



PACKAGE BOOKINGS

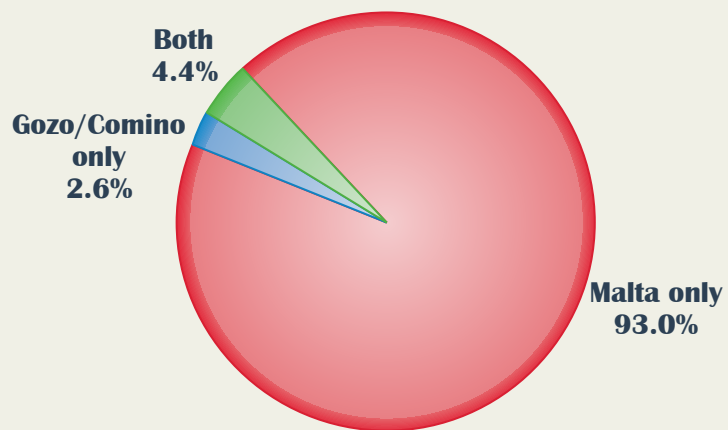


NON-PACKAGE BOOKINGS

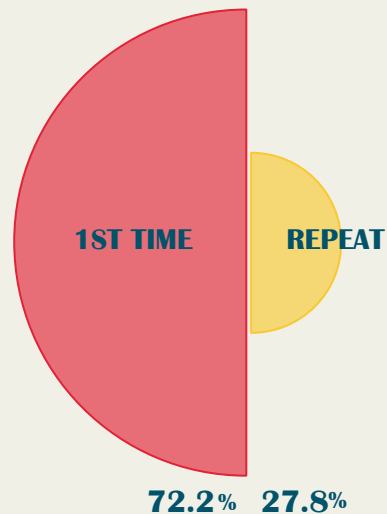


**80.7% COMPLETED TRIP
BOOKINGS ONLINE**

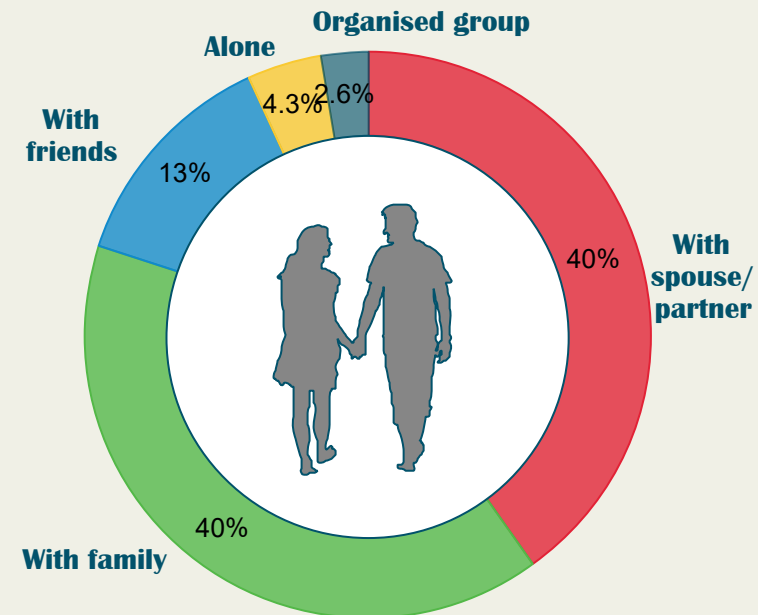
TYPE OF TRIP



1st TIME VS REPEAT TOURISTS



TRAVELLING PARTY



TYPE OF ACCOMMODATION USED

« THE MALTESE ISLANDS »



56.6% of Danish Tourists spending nights in the Maltese Islands stayed in 3* hotels.

20.4% stayed in 4* hotels.

7.1% stayed in 5* hotels.

12.4% of Danish Tourists spending nights in the Maltese Islands opted for self-catering apartment/farmhouse/villa.



ACTIVITIES ENGAGED IN

CULTURAL



81.7%
Visit Historical
Buildings



73.0%
Visit Churches



45.2%
Visit Museums



44.3%
Visit
Archaeological
Sites



13.9%
Attend Local
Festivals/
Events



7.8%
Visit Arts/
Craft Sites

OUTDOOR



63.5%
Swimming/
Sunbathing



26.1%
Leisure Boat
Trip



16.0%
Hiking



14.6%
Scuba Diving

RECREATIONAL



73.0%
Dine at
Restaurants



51.3%
Shopping



17.4%
Spa/ Wellness

TOURISTS' EXPECTATIONS OF MALTA



《 EXCEEDED 》

25.2%



《 MET 》

68.5%



《 NOT MET 》

6.3%



93.8%
**Would recommend the Maltese Islands to their
friends / relatives.**