

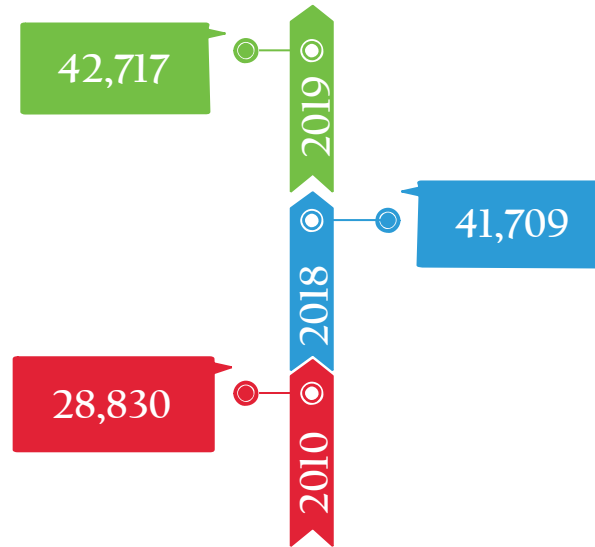


Denmark

Market Profile 2019

1.6%
Market Share

Inbound Tourists



Seasonality



Air Connectivity



3 Airlines

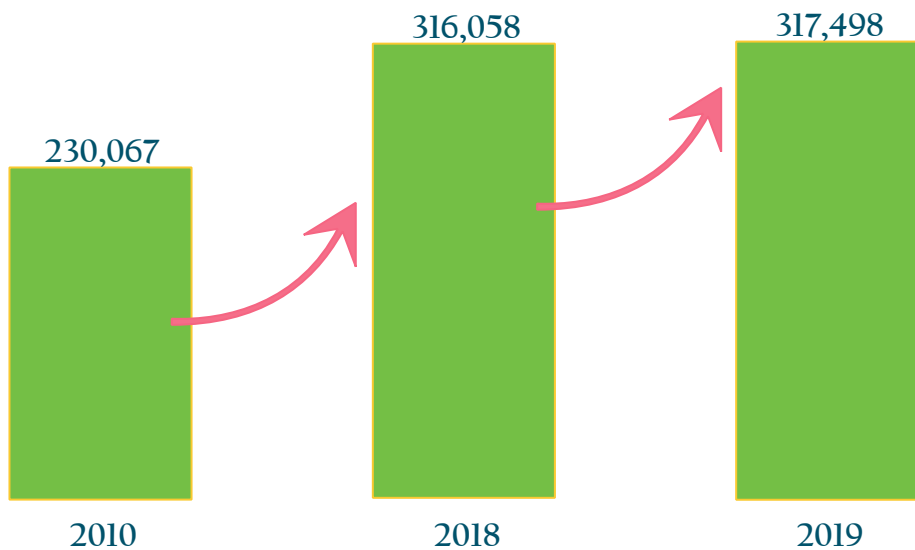
- Atlantic Airways
- Ryanair
- Norwegian Air International

2 Airports

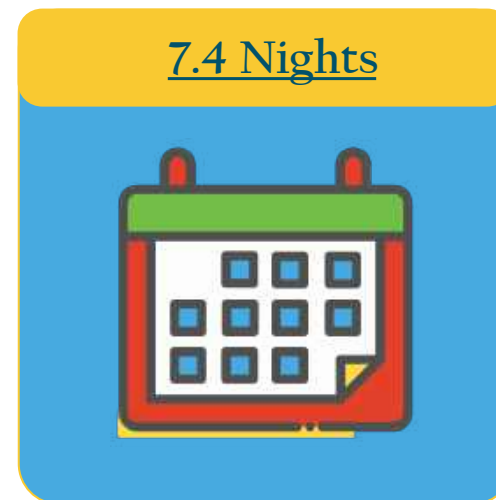
- Copenhagen-Kastrup
- Billund

Bed Nights

Total Nights

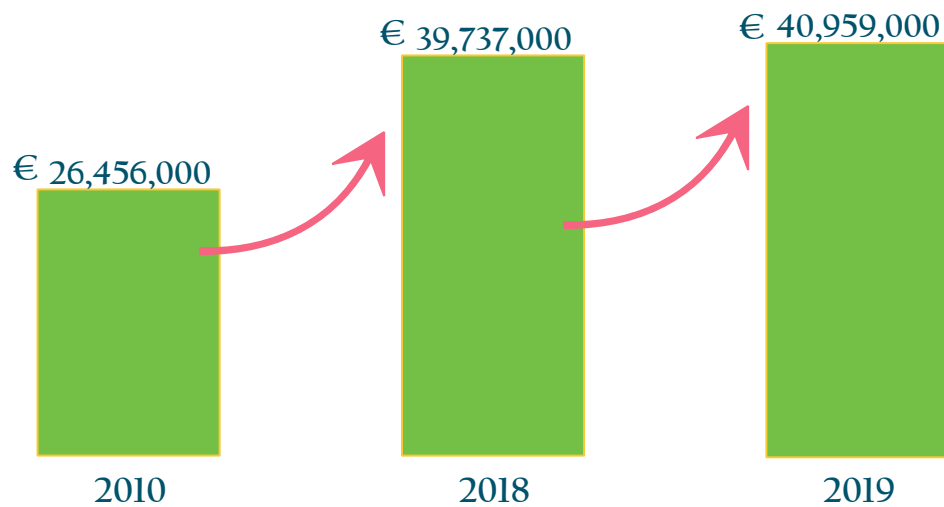


Average Length of Stay



Expenditure

Total Expenditure

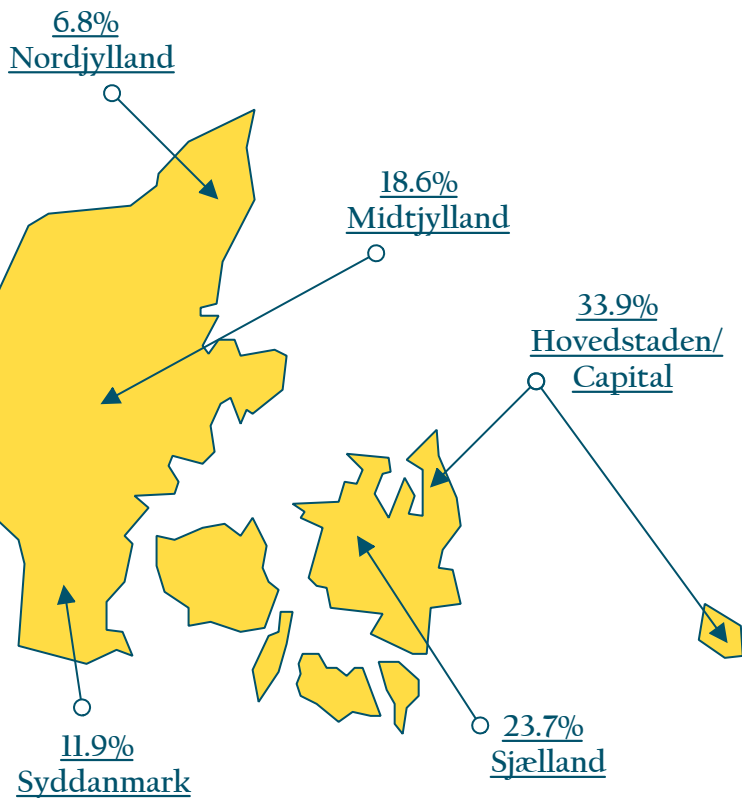


Expenditure per Capita

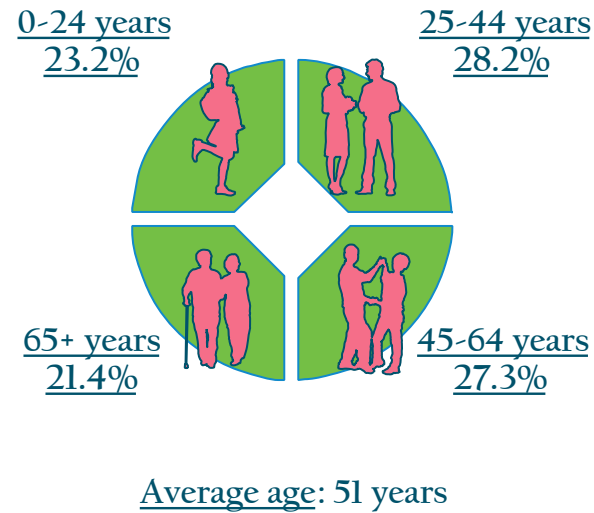


Socio-Demographic Profile

Region of Residence



Age Groups



Occupation

Employed Full-time

59.8%

Retired

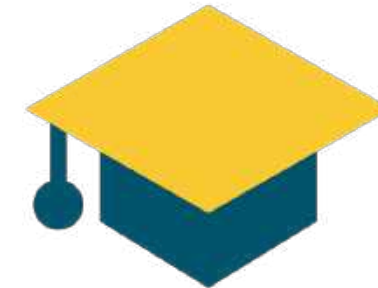
19.5%

Employed Part-time

8.5%



Level of Education



Tertiary Level

54.1%

Secondary Level

12.2%

Post-Secondary Level

25.7%

Living Arrangements

with Spouse/Partner

46.3%

with Spouse/Partner/Children

31.7%

On their Own

17.1%

with Parents

2.4%

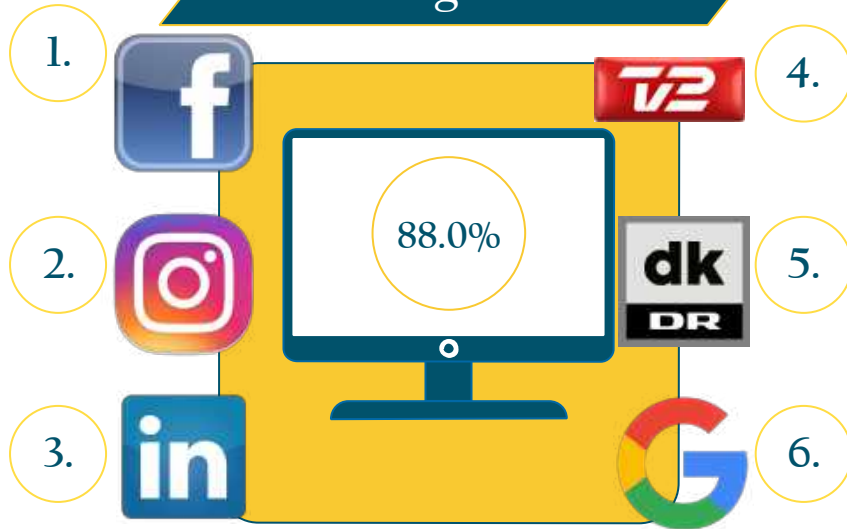
with Children

2.4%

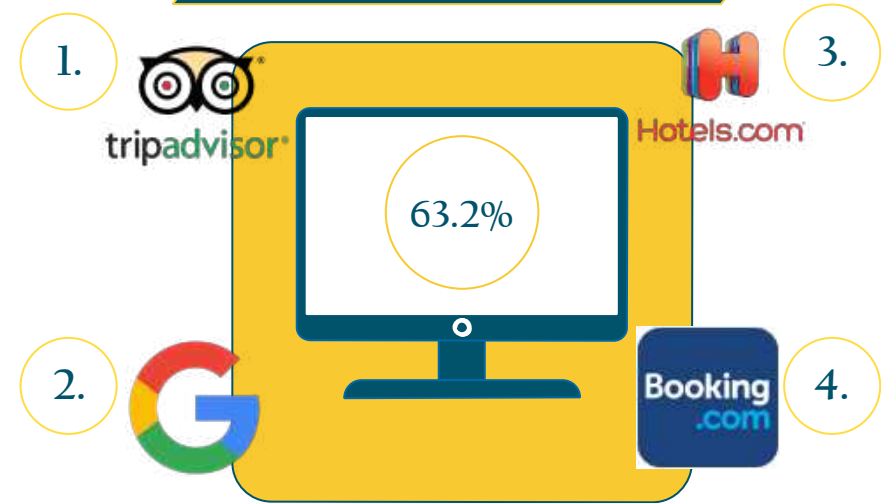


Digital Media Usage

Regular



Travel Purposes



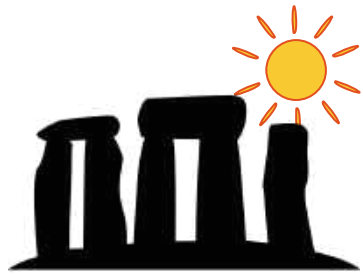
66.7%

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



Travel Motivations

Sun & Culture



40.8%

Sun



20.0%

Other Sports



11.9%

Scuba Diving



10.9%

Culture



9.2%

Special Occasion



5.9%

Wellness



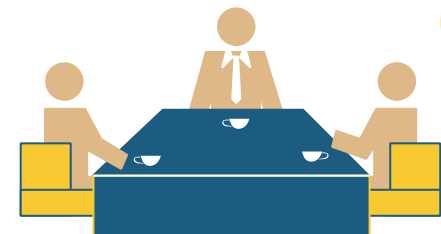
4.9%

Visiting Friends & Relatives



3.5%

Business



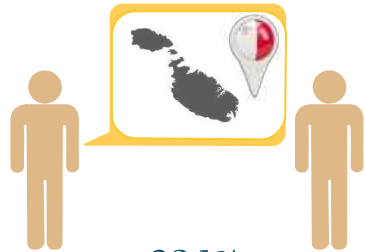
3.2%

Destination Choice Influencers

Communication Channels



40.5%
Digital Media



38.1%
Recommendation by
Friends or Relatives



28.6%
Tour Operator
Brochure/Web



6.0%
Travel Guide
Book



4.8%
Books



3.6%
Recommendation
by Travel Agent



3.6%
Newspaper/Magazine
Advert/Article

Other Factors



54.8%
New Destination



33.3%
Good Flight
Connections



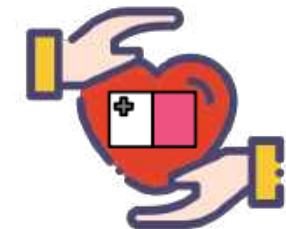
25.0%
English Spoken
Widely



22.6%
Previous Visit



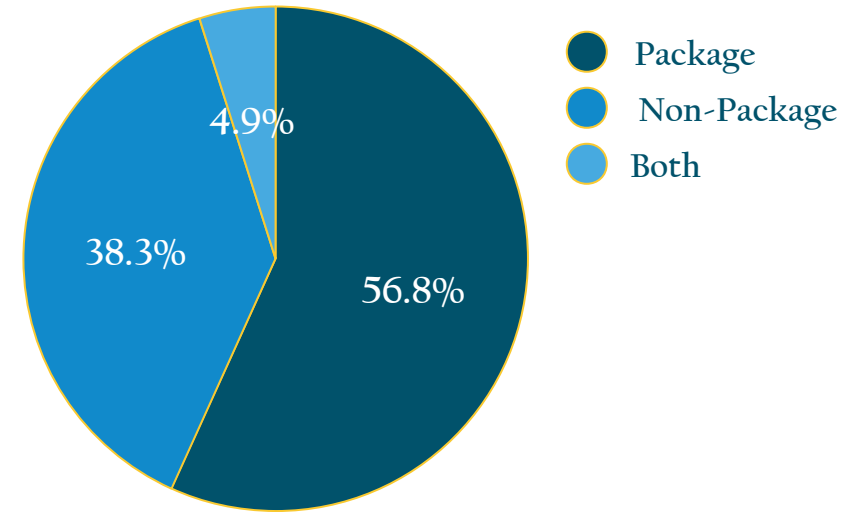
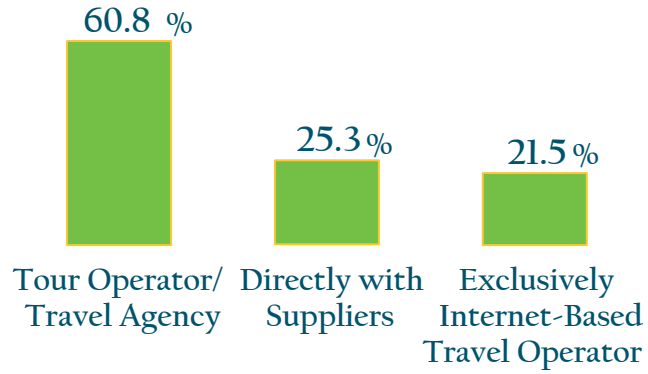
21.4%
Cost/Value
for Money



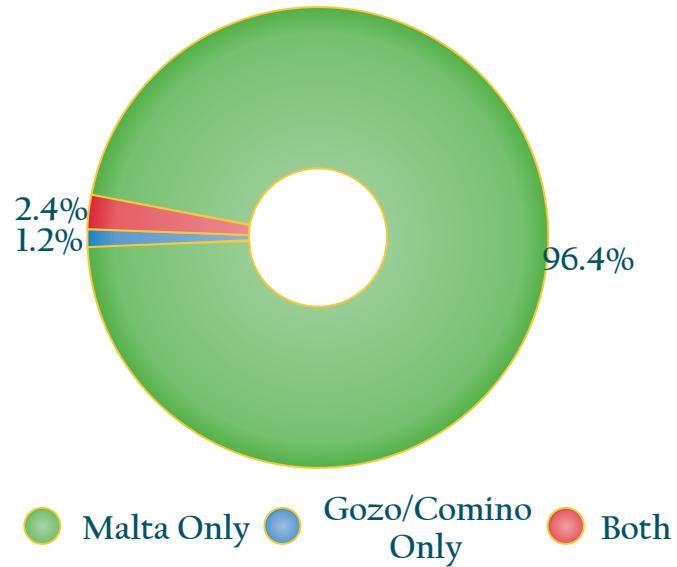
10.7%
Maltese
Hospitality

Type of Booking

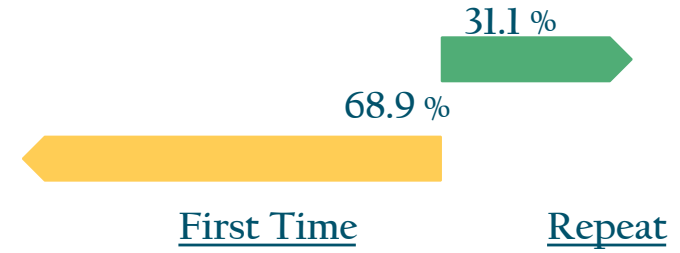
Trip Bookings Made With



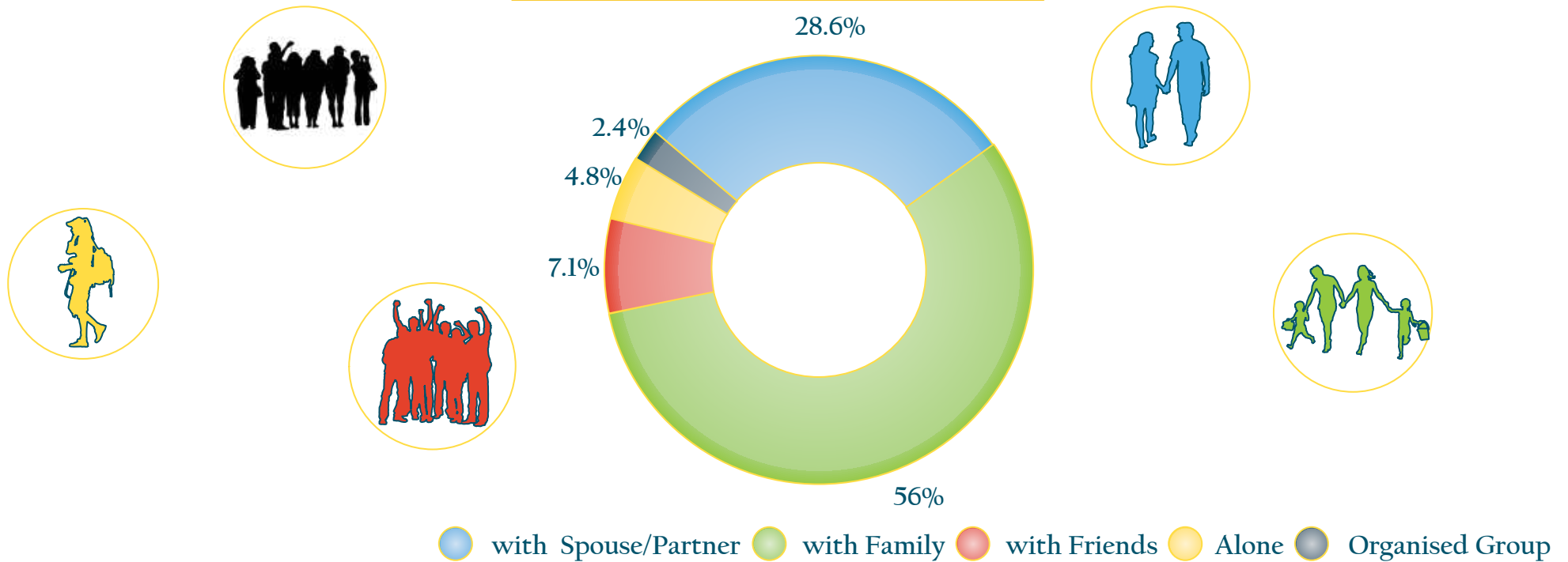
Type of Trip



1st Time vs Repeat Tourists



Travelling Party



Type of Accommodation Used

Maltese Islands



54.2%

of Danish tourists spending nights in the Maltese Islands stayed in 3* hotels.

31.3%

stayed in 4* hotels.

1.2%

stayed in 5* hotels.



10.8%

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

2.4%

stayed in Guesthouse/ hostel.

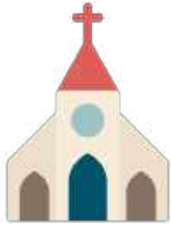
Activities Engaged In

Cultural



77.4%
Visit

Historical Buildings



69.0%
Visit

Churches



35.7%
Visit

Museums



38.1%
Visit

Archeological Sites



8.3%

Attend Local
Festivals/ Events

Outdoor



69.0%

Swimming/
Sunbathing



28.6%

Leisure Boat
Trip



22.6%

Hiking



14.7%

Scuba Diving

Recreational



79.8%

Dine at
Restaurants



42.9%

Shopping



21.4%

Spa/ Wellness



9.5%

Visit
Amusement Park

Tourists' Expectations of Malta

Exceeded



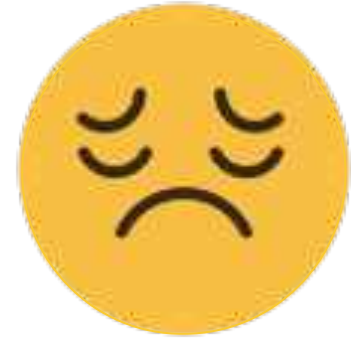
16.0%

Met



77.8%

Not Met



6.2%

94.0%

Would recommend the Maltese Islands to their friends/ relatives.

