

# DENMARK

## Market Profile 2023



No. 17  
Rank

1.5% Market Share



### Inbound Tourists

- 2010: 28,830
- 2019: 42,717
- 2020: 8,191
- 2021: 18,698
- 2022: 38,609
- 2023: 44,607

### Seasonality



17.3%



23.9%



38.4%



20.4%

### Air Connectivity

#### Airlines

- Atlantic Airways
- Ryanair
- Norwegian



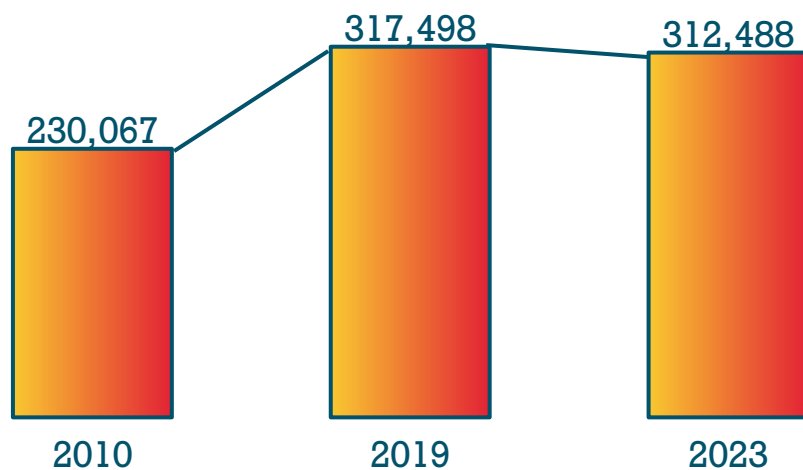
#### Airports

- Billund
- Copenhagen - Kastrup



## Bed Nights

### Total Nights



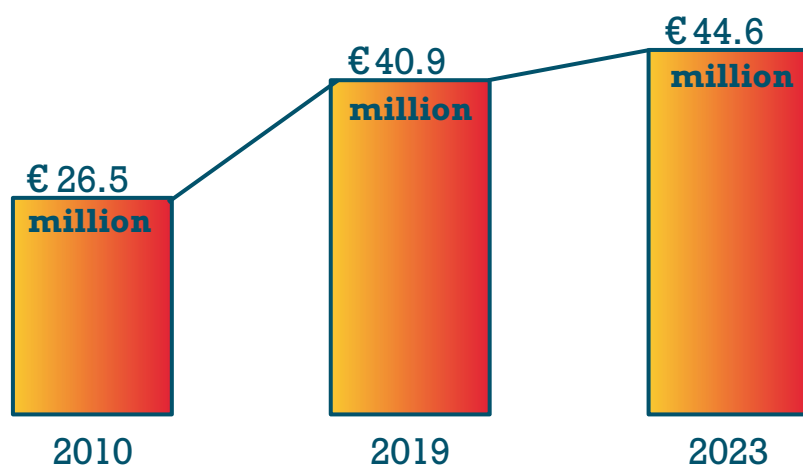
### Average Length of Stay



7.0  
Nights

## Expenditure

### Total Expenditure

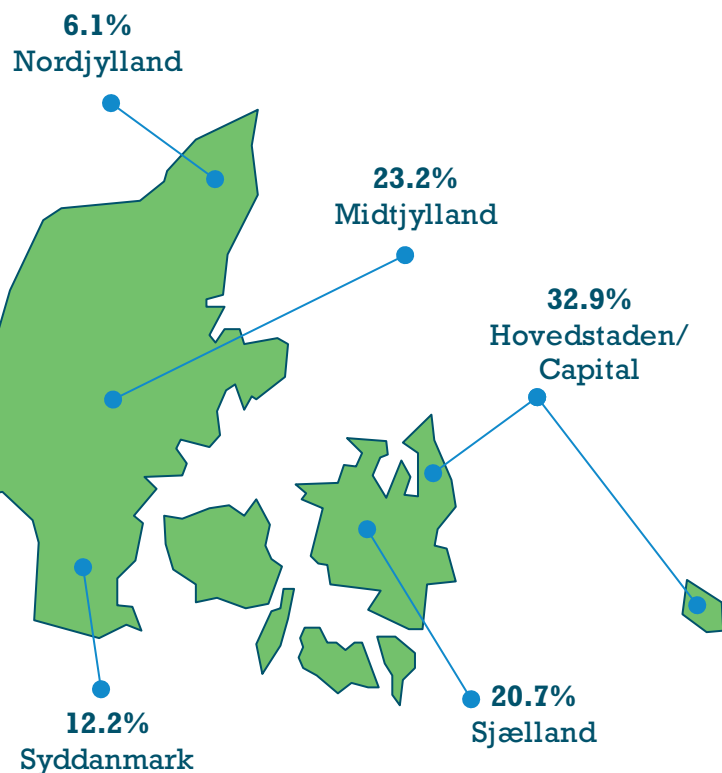


### Expenditure per Capita

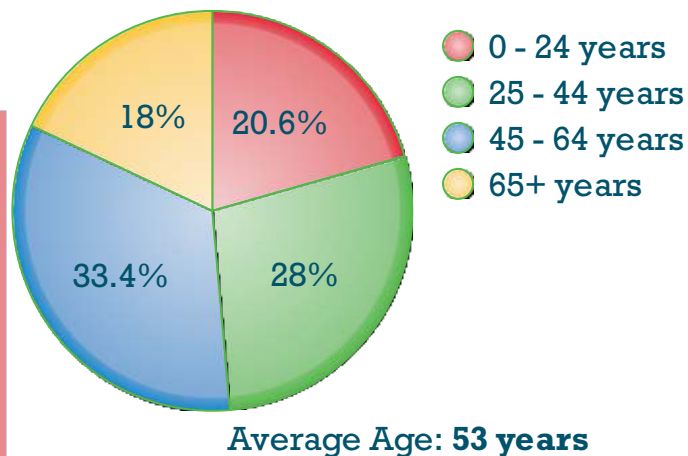


# Socio-Demographic Profile

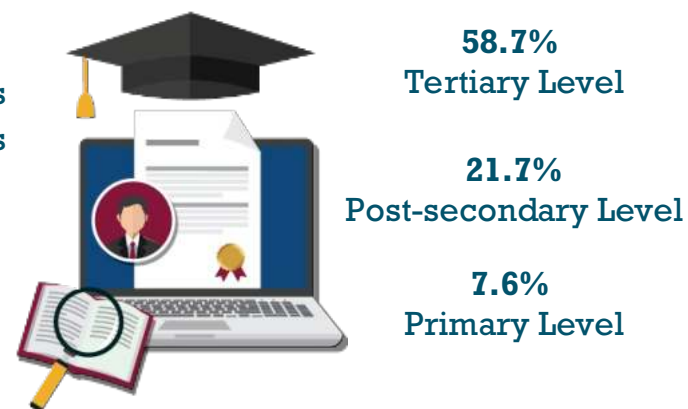
## Region of Residence



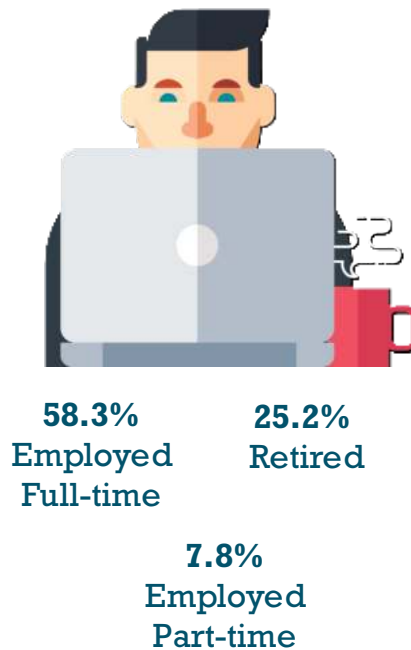
## Age Groups



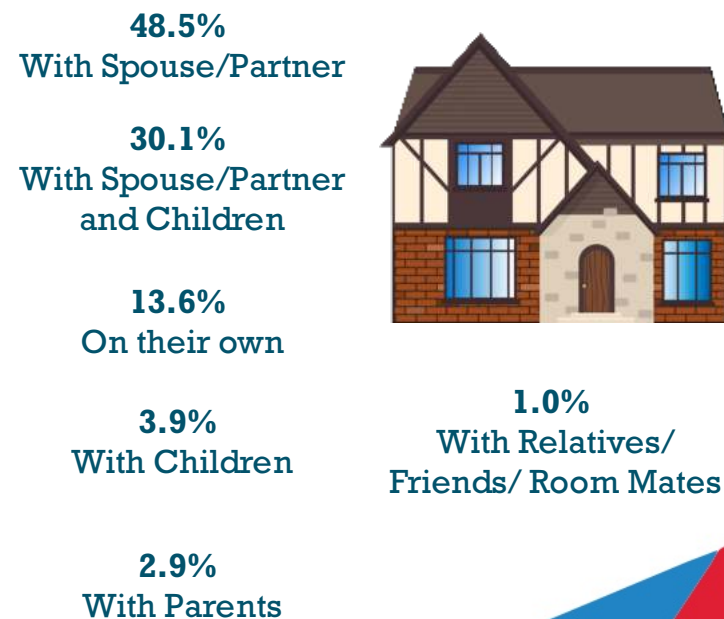
## Level of Education



## Occupation

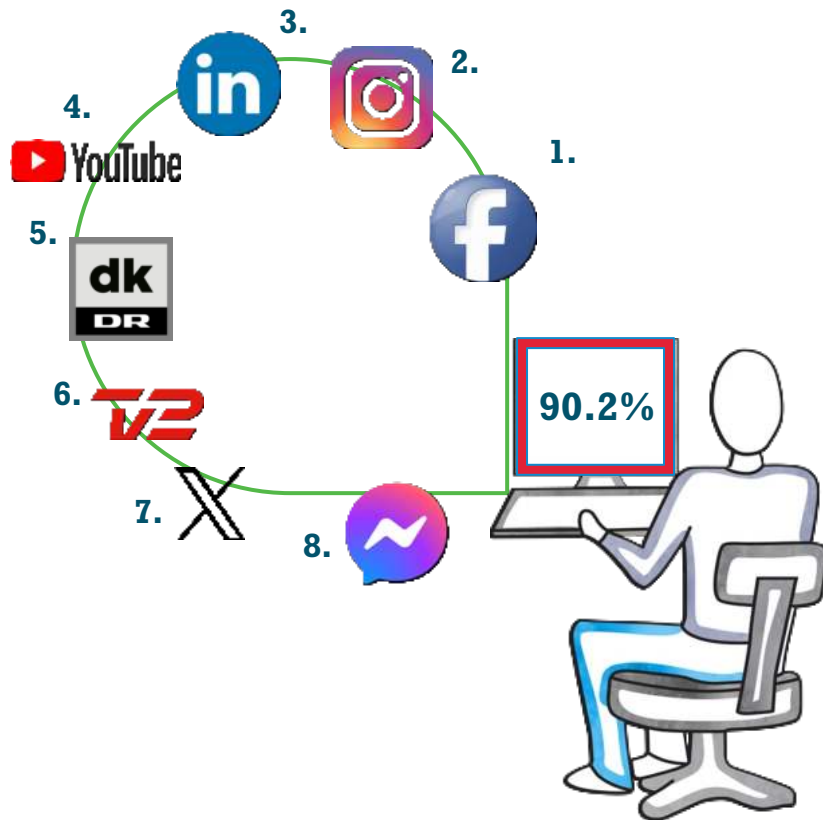


## Living Arrangements

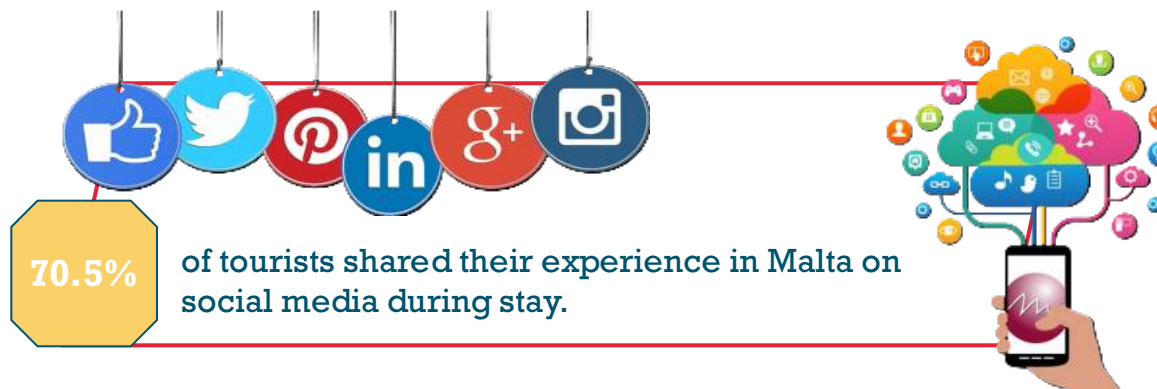
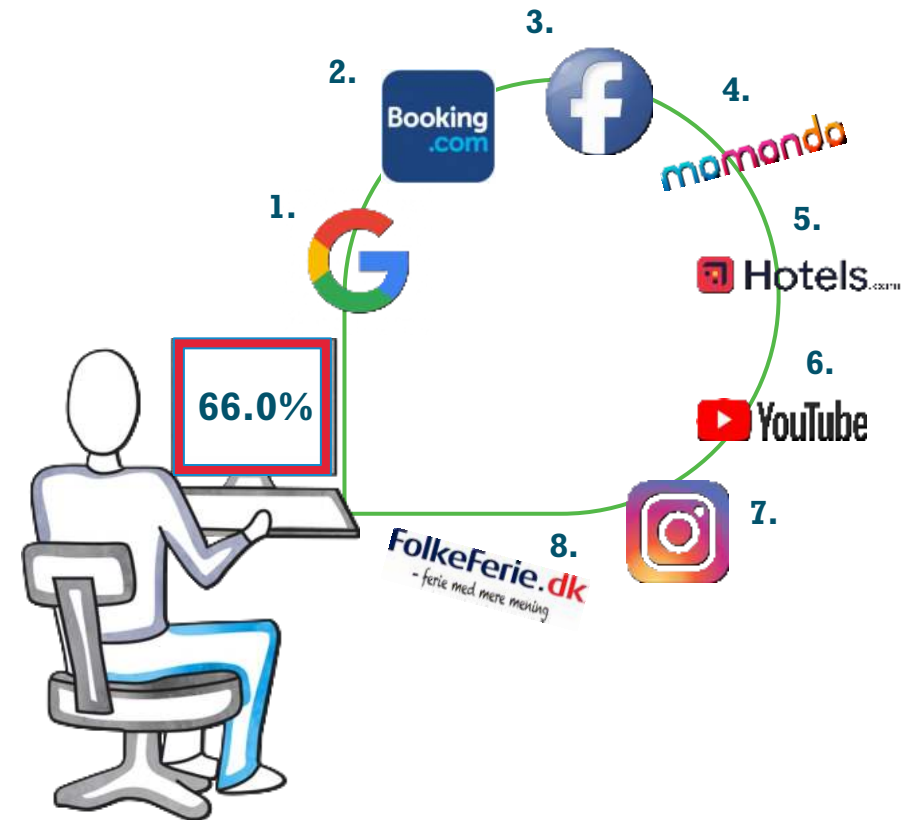


# Digital Media Usage

## Regular



## Travel Purposes



## Travel Motivations

### Sun & Culture



51.1%

### Sun



22.9%

### Wellness



10.6%

### Special Occasion



9.2%

### Scuba Diving



8.1%

### Culture



6.4%

### Other Sports



1.5%

### Visiting Friends & Relatives



2.8%

### Business



2.5%

## Destination Choice Influencers

### Communication Channels



**48.6%**  
Digital Media



**42.7%**  
Recommendation by  
Friends/Relatives



**26.2%**  
Tour Operator  
brochure/website



**7.8%**  
Travel  
Guide book



**2.9%**  
TV



**1.9%**  
Newspaper/  
Magazine Advert/  
Article



**1.0%**  
Recommendation  
by travel agent



**1.0%**  
Books

### Other Factors



**56.3%**  
New Destination



**34.0%**  
Good flight  
connections



**31.1%**  
Previous Visit



**21.4%**  
English Spoken  
Widely



**21.4%**  
Cost/ Value  
for Money

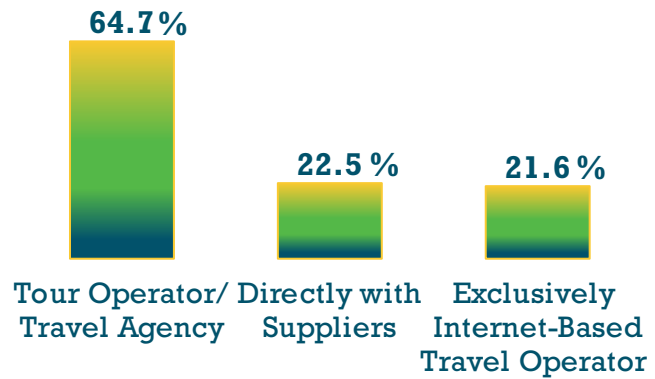


**7.8%**  
Maltese  
Hospitality

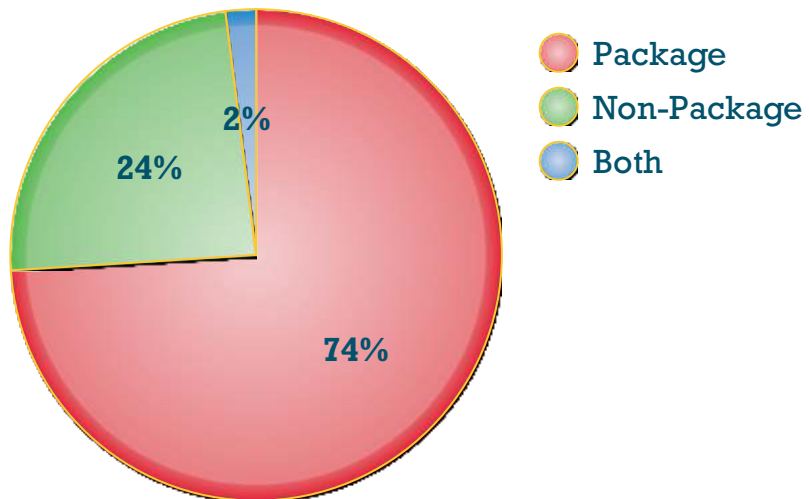
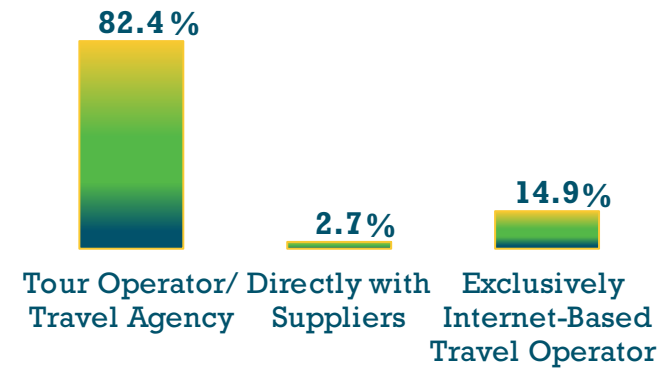


## Type of Booking

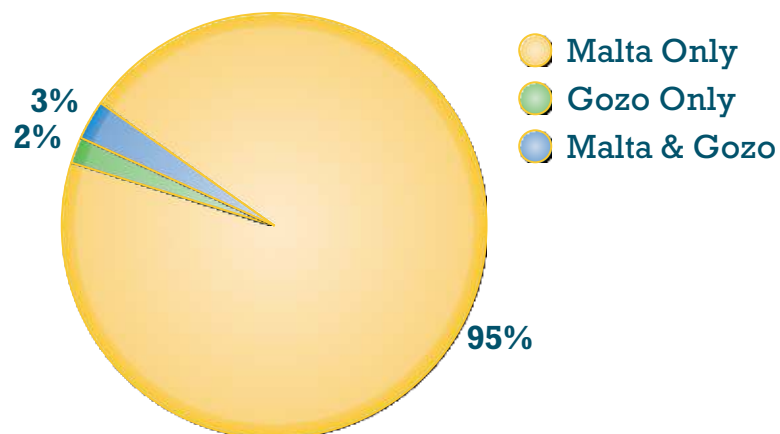
### Trip Bookings Made With



### Package Bookings



## Type of Trip



## 1st Time vs Repeat Tourists



**72.3%**  
First Time



**27.7%**  
Repeat

## Travelling Party



**3.9%**  
Alone



**38.8%**  
Spouse/  
Partner



**43.7%**  
Family



**1.7%**  
Friends



**1.0%**  
Organised Group



**1.0%**  
Business  
Associates



## Type of Accommodation Used

### Malta & Gozo



**20.6%** of Danish tourists spending nights in Malta stayed in 4\* hotels.

**67.6%** stayed in 3\* hotels.



**7.9%** utilised self-catering apartment/ farmhouse/ villa.

**4.9%** utilised guesthouse/ hostel.

## Activities Engaged In

### Cultural



**78.6%**  
Visit Historical  
Buildings



**66.0%**  
Visit Churches



**38.8%**  
Visit Museums



**36.9%**  
Visit temples/  
archeological sites



**9.7%**  
Attend Local  
festival/ event



**9.7%**  
Visit arts/  
craft sites



**9.7%**  
Visit local  
produce sites/  
agro-experiences

### Outdoor



**65.0%**  
Swimming/  
Sunbathing



**29.0%**  
Trekking/  
Hiking



**28.2%**  
Leisure Boat  
trip/ tour



**16.6%**  
Scuba Diving

### Recreational



**80.6%**  
Dine at restaurants



**47.6%**  
Shopping



**27.2%**  
Spa/ Wellness

## Tourists' Expectations of Malta

Exceeded



25.2%

Met



67.0%

Not Met



7.8%

95.0%

Would recommend the Maltese Islands to their friends/ relatives

