



Denmark



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Denmark

Tourism in the economy

The contribution of the tourism sector to Denmark's gross value added is given as 2.6% when both direct and indirect effects are taken into account, and 1.5% taking into account the direct effects only. There is a substantial deficit on the tourism account, with payments by Danes travelling abroad exceeding travel receipts from foreign tourists by some DKK 18 billion in 2012.

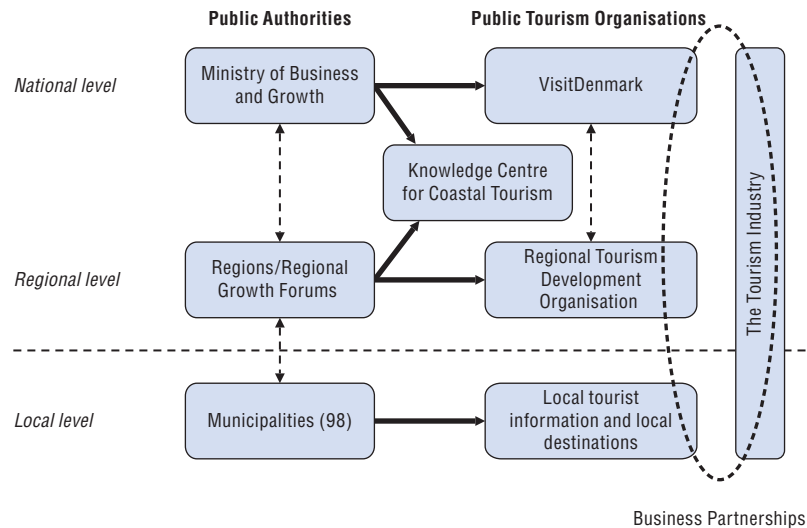
Tourists from abroad staying in commercial accommodation totalled 3.3 million in 2012. The top five origin markets for Denmark in 2012 were Germany, Sweden, Norway, the Netherlands and the United Kingdom which together accounted for 78% of all arrivals, with Germany by far the leading market, supplying 1.4 million visitors, 41% of the total. Over the last two decades, the inbound tourism decrease can be mainly attributed to weaknesses in the important German and Swedish markets. Domestic tourism has increased in the last 20 years except during the years of financial crises, and nights spent in accommodation reached 22.7 million in 2012.

Outbound trips, which have been on a rising trend for some years, totalled 7.8 million in 2012, up 28% since 2006.

Tourism employed 119 400 people in 2011 (Tourism Satellite Account), accounting for 4.3% of total employment. In 2012, Denmark had almost 13 600 tourism enterprises of which 1 524 were hotels and 12 040 restaurants.

Tourism organisation and governance

In 2010, new Danish legislation altered the structure of the public promotion of tourism. Under the new law, all policy and agency-related tourism matters were transferred from VisitDenmark to the Ministry of Business and Growth (Figure 1). The ministry is also responsible for the co-ordination of Danish tourism policy and international policy issues related to the European Union, etc. It co-operates with a number of other Danish authorities, such as the Ministry of the Environment, including the Danish Forest and Nature Agency (Naturstyrelsen). VisitDenmark now only has one main task, which is the international promotion of Denmark as a tourism destination.

Figure 1. **Denmark: Organisational chart of tourism bodies**

Source: OECD, adapted from the Ministry of Business and Growth, 2014.

Tourism budgets

In 2012, state funding for VisitDenmark was DKK 128.9 million and its total budget, including private contributions, was approximately DKK 251 million.

Tourism-related policies and programmes

The Danish government has set up a growth team for tourism and the experience economy comprising nine leaders from the Danish tourism industry. The growth team is charged with making recommendations to the government as to how the tourism industry can contribute to creating growth and jobs in Denmark.

The growth team has consulted many organisations and stakeholders and presented eight recommendations to the Minister for Business and Growth on 27 June 2013. The recommendations were as follows. If tourism is to contribute to creating growth and jobs in Denmark, it needs:

- A strong organisation and a coherent national strategy.
- Revitalisation of Danish coastal tourism.
- A common strategy for marketing and branding.
- Strengthened international access.
- More cultural, knowledge and sporting events in Denmark.
- Both service and productivity in Danish tourism must be first rate.
- Digitisation and new marketing communication.
- Framework conditions need to ensure fair competition.

In autumn 2013, the Danish government will draw up a growth plan on the basis of these recommendations. The growth plan will consist of a number of initiatives that will optimise the potential for growth and employment in Denmark with a focus on the transition to a “green economy”.

Medium to long-term tourism strategy

On 22 December 2008, the board of directors of VisitDenmark adopted a joint strategy for the development of Danish tourism to 2015. The strategy has been developed on behalf of all stakeholders in Danish tourism, including regional and local authorities and development organisations, private organisations and businesses (more than 600 people have been involved in the process). The key aims of the strategy are to:

- Create increased growth and competitiveness.
- Recapture market shares.
- Generate increased turnover and value creation in the tourism industry.
- Stimulate closer co-operation between tourism actors in relation to product development and marketing, and stimulate a more professional approach to the development of Danish tourism.
- Attract more Danish and foreign investments to the tourism industry, thereby improving the tourism offer.

Statistical profile

Table 1. **Denmark: Domestic tourism**

	Unit	2008	2009	2010	2011	2012
Total domestic trips	
Overnight visitors (tourists)	Thousand	25 427	24 382	24 282	24 937	24 949
Same-day visitors (excursionists)	
<i>Trips by main purpose of visit</i>						
Business and professional	
Holiday, leisure and recreation	
Nights in all means of accommodation	
Hotels and similar establishments	
Other collective establishments	
Domestic travel receipts	

Source: Statistics Denmark, VisitDenmark, Tourism Satellite Account.

StatLink  <http://dx.doi.org/10.1787/888932986473>

Table 2. **Denmark: Inbound tourism**

	Unit	2008	2009	2010	2011	2012
Total international arrivals	
Overnight visitors (tourists) ¹	Thousand	4 503	4 241	4 382	3 149	3 297
Same-day visitors (excursionists) ²	Thousand	17 340 e	17 340 e	17 340 e	17 340 e	17 340 e
<i>Top markets</i>						
Germany	Thousand	1 825	1 786	1 778	1 373	1 367
Sweden	Thousand	801	694	747	504	508
Norway	Thousand	658	633	647	418	422
United Kingdom	Thousand	214	206	209	132	135
Netherlands	Thousand	205	190	192	138	126
Nights in all means of accommodation	
Hotels and similar establishments	
Other collective establishments	
Total international receipts	
International travel receipts ³	Million DKK	32 023	30 112	32 078	34 058	35 500 p
International passenger transport receipts	

Note: Break in series in 2011 due to new “average length of stays” numbers from a survey conducted at accommodation facilities.

1. Commercial accommodation.

2. Estimates based on border control report.

3. Includes business.

Source: Statistics Denmark, VisitDenmark.

StatLink  <http://dx.doi.org/10.1787/888932986492>

Table 3. **Denmark: Outbound tourism**

	Unit	2008	2009	2010	2011	2012
Total international departures	
Overnight visitors (tourists)	Thousand	6 347	7 037	7 726	7 846	7 843
Same-day visitors (excursionists)	
Total international expenditure	
International travel expenditure	Million DKK	49 443	48 585	50 705	53 716	55 608
International passenger transport expenditure	

Source: Statistics Denmark, VisitDenmark.


StatLink  <http://dx.doi.org/10.1787/888932986511>

Table 4. Denmark: Enterprises in tourism
Number of establishments

	2008	2009	2010	2011	2012
Total tourism enterprises	12 895	12 946	13 325	13 564	..
Tourism industries
Accommodation services for visitors
Hotels and similar establishments ¹	1 572	1 527	1 549	1 524	..
Food and beverage serving industry ²	11 323	11 419	11 776	12 040	..
Passenger transport
Air passenger transport
Railways passenger transport
Road passenger transport
Water passenger transport
Passenger transport supporting services
Transport equipment rental
Travel agencies and other reservation services industry
Cultural industry
Sports and recreation industry
Retail trade of country-specific tourism characteristic goods
Other country-specific tourism industries
Other industries

1. Hotels.

2. Restaurants.

Source: Statistics Denmark, VisitDenmark.


StatLink  <http://dx.doi.org/10.1787/888932986530>

Table 5. Denmark: Employment in tourism
Number of employees

	2008	2009	2010	2011	2012
Total tourism employment (direct)	49 980	47 304	47 171	49 176	..
Tourism industries
Accommodation services for visitors
Hotels and similar establishments ¹	14 469	13 234	12 795	12 605	..
Food and beverage serving industry ²	35 511	34 070	34 376	36 571	..
Passenger transport
Air passenger transport
Railways passenger transport
Road passenger transport
Water passenger transport
Passenger transport supporting services
Transport equipment rental
Travel agencies and other reservation services industry
Cultural industry
Sports and recreation industry
Retail trade of country-specific tourism characteristic goods
Other country-specific tourism industries
Other industries
<i>Gender breakdown</i>					
Male (% of total tourism employment)	53	53	52	52	..
Female (% of total tourism employment)	47	47	48	48	..

1. Hotels.

2. Restaurants.

Source: Statistics Denmark, VisitDenmark.


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Table 6. **Denmark: Internal tourism consumption**

Million DKK, 2011

	Domestic tourism consumption	Inbound tourism consumption	Internal tourism consumption
Total	48 389	34 058	82 447
Consumption products
Tourism characteristic products
Accommodation services for visitors	12 363	2 785	15 148
Food and beverage serving services	4 446	6 089	10 534
Passenger transport services	10 704	2 230	12 934
Air passenger transport services
Railways passenger transport services
Road passenger transport services
Water passenger transport services
Passenger transport supporting services
Transport equipment rental services
Travel agencies and other reservation services	1 435	631	2 066
Cultural services
Sports and recreation services ¹	736	350	1 086
Country-specific tourism characteristic goods
Country-specific tourism characteristic services
Other consumption products	18 705	21 974	40 679
Tourism connected products
Non-tourism related consumption products
Non-consumption products

1. Includes recreation and other entertainment services.

Source: Statistics Denmark, VisitDenmark, Tourism Satellite Account.

StatLink  <http://dx.doi.org/10.1787/888932986568>Table 7. **Denmark: Key economic indicators**

Percentage

	2008	2009	2010	2011	2012
Tourism GDP (direct) as % of total GDP
Total tourism employment (direct) as % of total employment	2.2	2.2	2.2	2.3	..

Source: Statistics Denmark, VisitDenmark.

StatLink  <http://dx.doi.org/10.1787/888932986587>**For more information**

Ministry of Business and Growth
Denmark National Tourist Office
Statistics Denmark

www.evm.dk
www.visitdenmark.com
www.dst.dk