

DENMARK Market Profile 2024



1.2% Market Share

No. 17
Rank



Inbound Tourists

- 2010: 28,830
- 2019: 42,717
- 2020: 8,191
- 2021: 18,698
- 2022: 38,609
- 2023: 44,607
- 2024: 44,197



17.1%



23.9%



37.7%



21.3%

Air Connectivity

Airlines

- Atlantic Airways
- Ryanair
- Norwegian



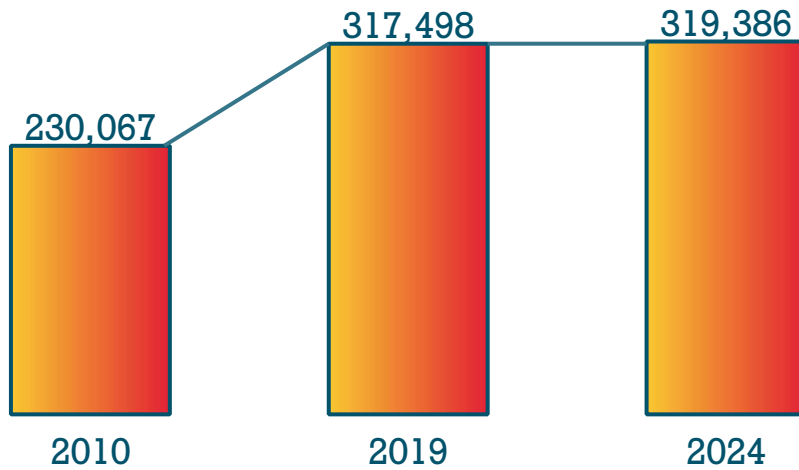
Airports

- Billund
- Copenhagen - Kastrup

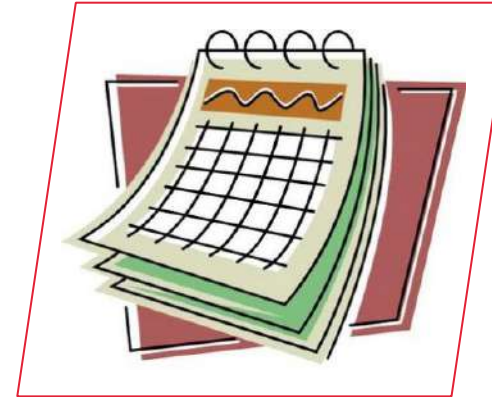


Bed Nights

Total Nights



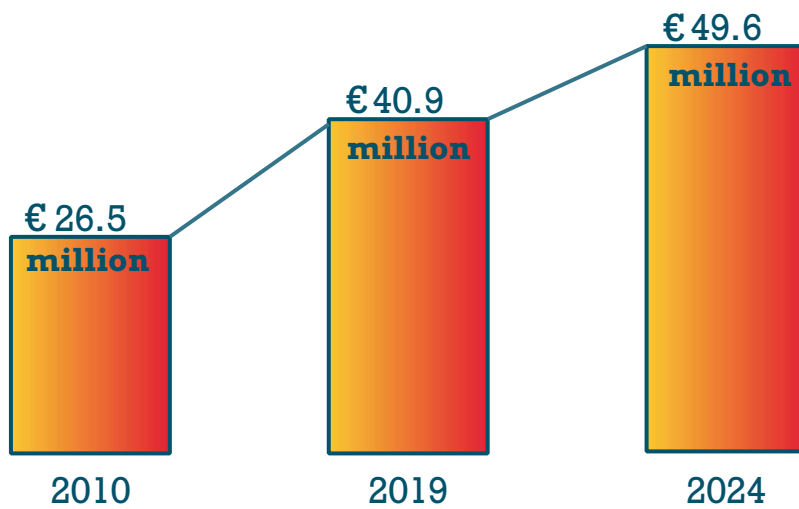
Average Length of Stay



7.2
Nights

Expenditure

Total Expenditure

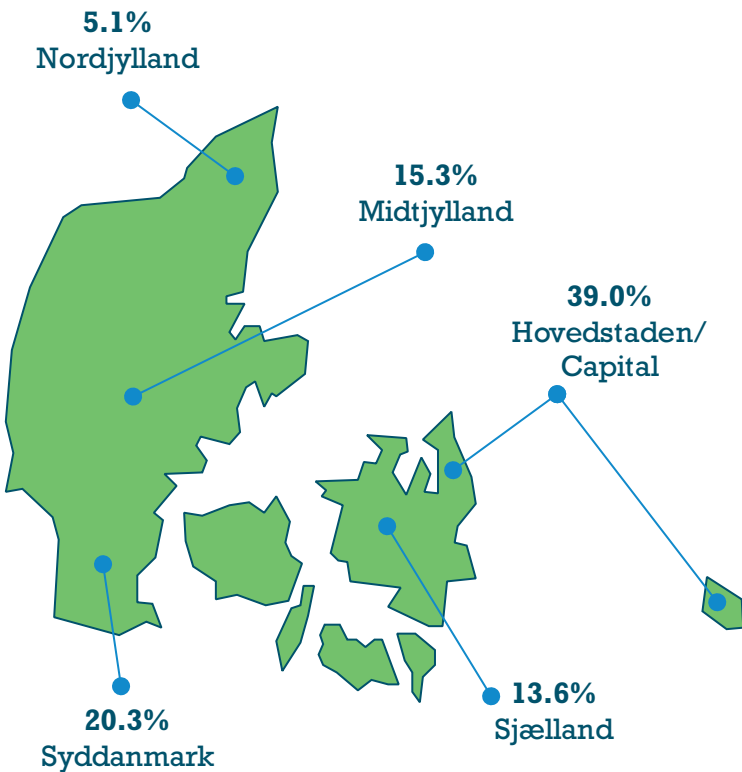


Expenditure per Capita

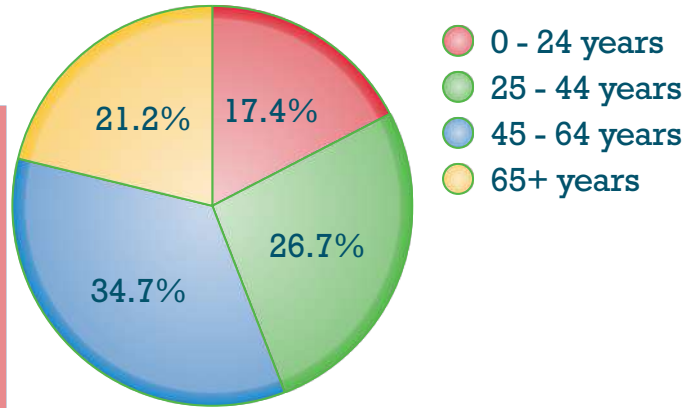


Socio-Demographic Profile

Region of Residence



Age Groups



Average Age: 56 years

Level of Education



46.4%
Tertiary Level

34.8%
Post-secondary Level

11.6%
Primary Level

Occupation



48.7%
Employed
Full-time

34.2%
Retired

5.3%
Employed
Part-time

5.3%
Student

Living Arrangements

52.6%
With Spouse/Partner

23.7%
With Spouse/Partner
and Children

15.8%
On their own

3.9%
With Relatives/
Friends/ Room Mates

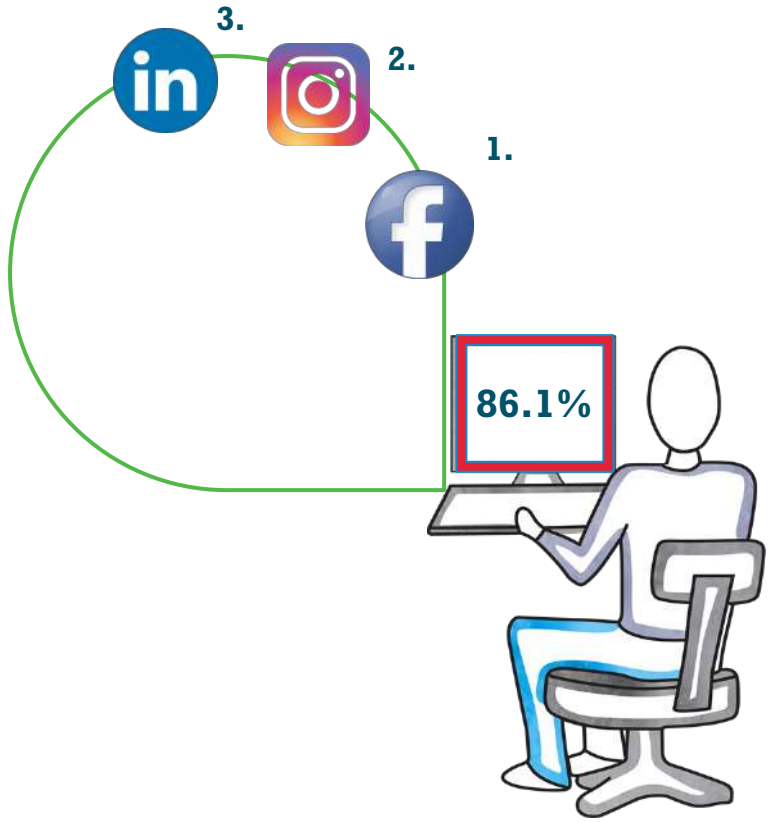
2.6%
With Children



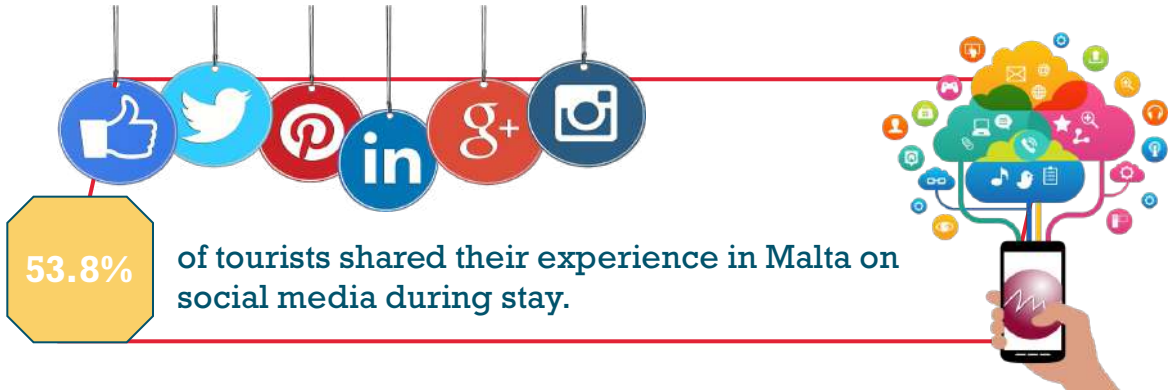
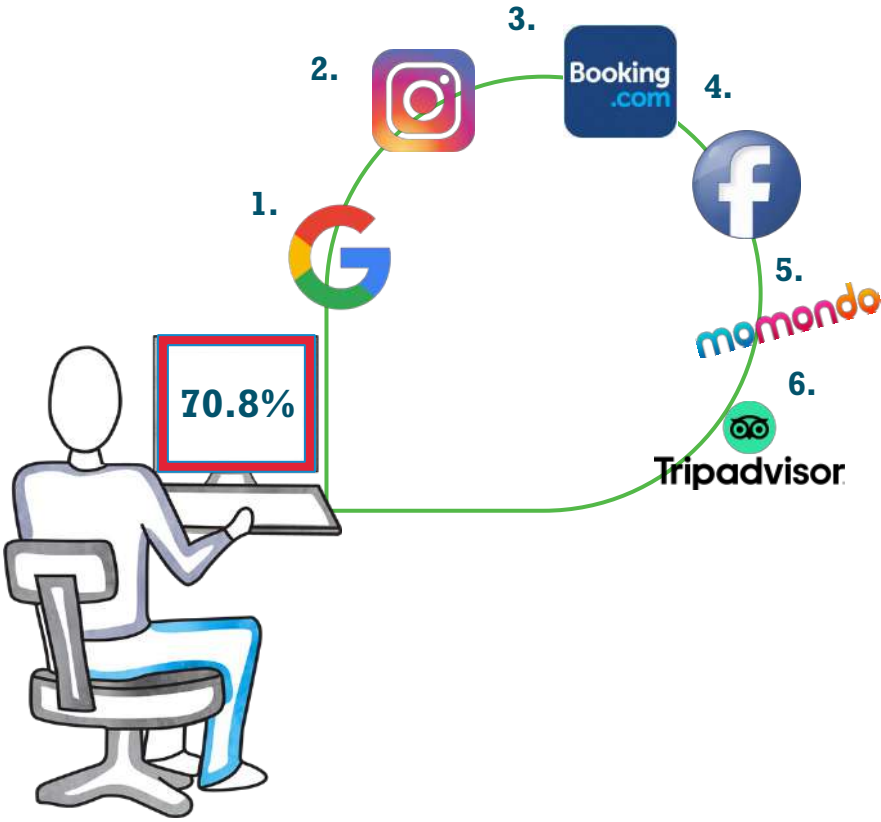
1.3%
With Parents

Digital Media Usage

Regular



Travel Purposes



Travel Motivations

Sun & Culture



56.9%

Sun



21.4%

Wellness



10.0%

Scuba Diving



6.3%

Culture



5.7%

Special Occasion



4.3%

Visiting Friends & Relatives



3.5%

Business



3.3%

Other Sports



2.5%

Destination Choice Influencers

Communication Channels



46.8%
Digital Media



38.0%
Recommendation by
Friends/Relatives



20.3%
Tour Operator
brochure/website



10.1%
Newspaper/
Magazine Advert/
Article



5.1%
Travel
Guide book



5.1%
Recommendation
by travel agent



1.3%
Books

Other Factors



44.3%
New Destination



36.7%
Previous Visit



30.4%
Good flight
connections



27.8%
English Spoken
Widely



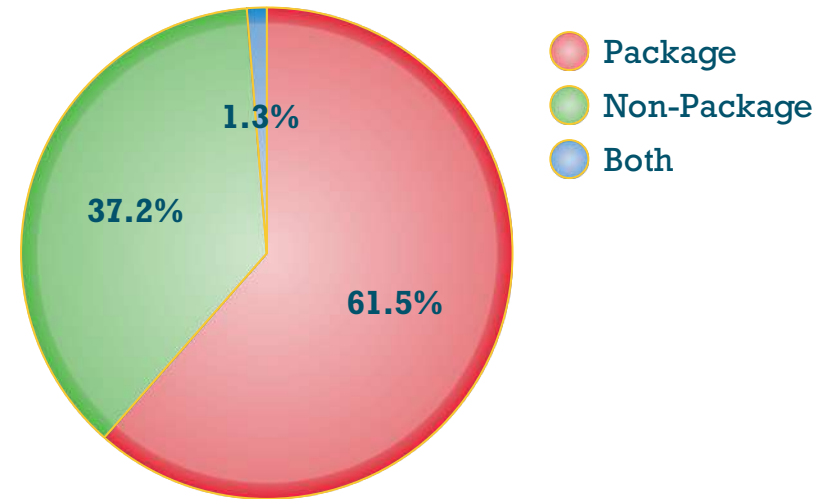
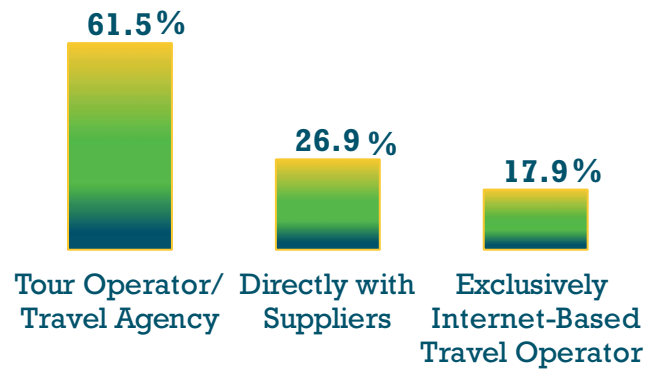
27.8%
Cost/ Value
for Money



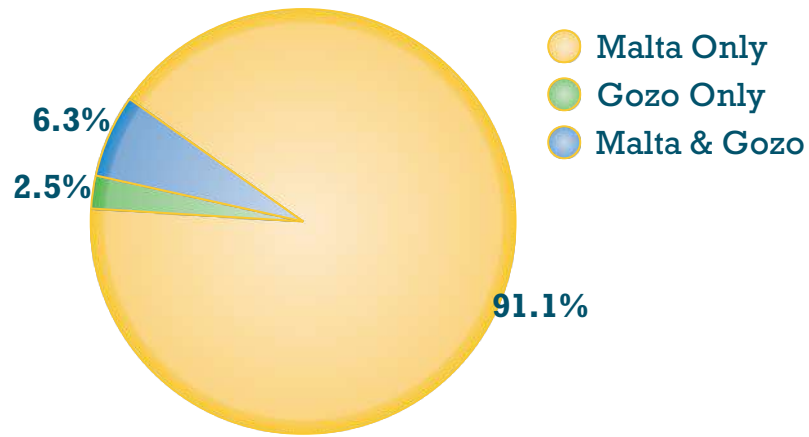
19.0%
Maltese
Hospitality

Type of Booking

Trip Bookings Made With



Type of Trip



1st Time vs Repeat Tourists



68.8%
First Time



31.2%
Repeat

Travelling Party



3.8%
Alone



57.0%
Spouse/
Partner



29.1%
Family



7.6%
Friends



2.5%
Organised Group

Type of Accommodation Used

Malta & Gozo



6.6% of Danish tourists spending nights in Malta stayed in 5* hotels.

25.0% of Danish tourists spending nights in Malta stayed in 4* hotels.

53.9% stayed in 3* hotels.



5.3% utilised self-catering apartment/ farmhouse/ villa.

5.3% utilised guesthouse/ hostel.

Activities Engaged In

Cultural



73.4%
Visit Historical
Buildings



68.4%
Visit Churches



40.5%
Visit Museums



35.4%
Visit temples/
archeological sites



13.9%
Visit local
produce sites/
agro-experiences



10.1%
Attend Local
festival/ event



10.1%
Visit arts/
craft sites

Outdoor



60.8%
Swimming/
Sunbathing



29.1%
Leisure Boat
trip/ tour



23.8%
Trekking/
Hiking



5.2%
Scuba Diving

Recreational



72.2%
Dine at
restaurants



44.3%
Shopping



20.3%
Spa/
Wellness



3.8%
Nightlife/
Clubbing



2.5%
Cinema

Tourists' Expectations of Malta

Exceeded



27.6%

Met



68.4%

Not Met



3.9%

96.1%

Would recommend the Maltese Islands to their friends/ relatives



Sources: MIA, NSO & MTA Traveller Survey
Compiled by MTA Research Unit