

DENMARK

2021 Annual Research: Key Highlights¹

Global Data



Total GDP contribution:

2019

10.4%

USD 9,170 BN

2020

5.5%

USD 4,671 BN



Total Travel & Tourism jobs:

2019

334 MN

= 1 in 10 jobs

2020

272 MN

= 1 in 11 jobs

Total Travel & Tourism GDP change in 2020:

-49.1%

=USD -4,498 BN

Global Economy GDP change:

-3.7%

1 in 4 net new jobs
were created by Travel &
Tourism during 2014-2019



Change in Jobs in 2020²

-61.6 MN
-18.5%

Denmark Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

6.4%

of Total
Economy

Total T&T GDP = DKK151.2BN
(USD23.1BN)

4.7%

of Total
Economy

Total T&T GDP = DKK106.3BN
(USD16.3BN)

-29.7%

Change in Travel
& Tourism GDP
vs -4.2% real
economy GDP
change



Total contribution of Travel & Tourism to Employment:

190.4

Jobs (000s)
(6.8 % of total employment)

181.3

Jobs (000s)
(6.6 % of total employment)

Change in jobs²:

-4.8%

-9.1 (000s)



Visitor Impact
International:

DKK **63.7** BN

Visitor spend
4.6% of total exports (USD9.7BN)

DKK **29.3** BN

Visitor spend
2.4% of total exports (USD4.5BN)

Change in
international visitor
spend:

-54.0%

-USD 5.3 BN

Domestic:

DKK **77.5** BN

Visitor spend
(USD 11.8BN)

DKK **67.1** BN

Visitor spend
(USD 10.3BN)

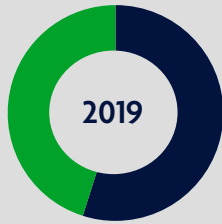
Change in domestic
visitor spend:

-13.5%

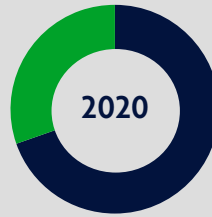
-USD 1.6 BN

Denmark Sector Characteristics

Domestic vs International Spending:

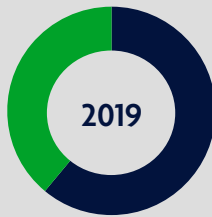


● Domestic Spending:
USD 11.8BN (55%)
● International Spending:
USD 9.7BN (45%)

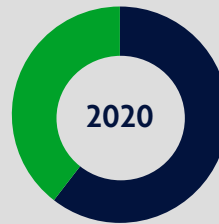


● Domestic Spending:
USD 10.3BN (70%)
● International Spending:
USD 4.5BN (30%)

Leisure vs Business Spending:



● Leisure Spending:
USD 13.2BN (61%)
● Business Spending:
USD 8.4BN (39%)



● Leisure Spending:
USD 8.9BN (60%)
● Business Spending:
USD 5.8BN (40%)

Inbound Arrivals³

2019	2020
1. Germany 28%	1. Germany 31%
2. Norway 14%	2. Norway 15%
3. Sweden 12%	3. Sweden 13%
4. United Kingdom 7%	4. United Kingdom 8%
5. United States 6%	5. Netherlands 4%
Rest of world 32%	Rest of world 29%

Outbound Departures³

2019	2020
1. Sweden 17%	1. Sweden 19%
2. Germany 14%	2. Germany 15%
3. Spain 10%	3. Italy 12%
4. Italy 8%	4. Spain 8%
5. United Kingdom 6%	5. France 7%
Rest of world 46%	Rest of world 39%

1. All values are in constant 2020 prices & exchange rates. As reported in March 2021

2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)

3. Source: Oxford Economics, national sources and UNWTO