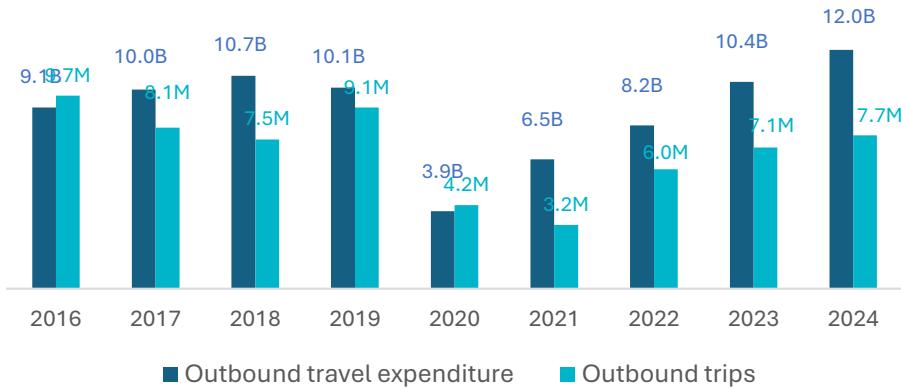




Summary Sheet, Denmark, 2024



Outbound trips and travel expenditure



In 2024, Denmark recorded a **15%** increase in outbound travel expenditure and an **8%** rise in the number of outbound trips compared to 2023.

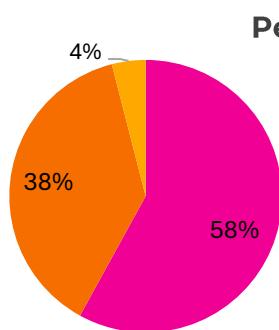
Nearly **81%** of all outbound trips were **leisure** trips and **29%** of trips had a **duration of one to three nights**.

Source: Oxford Economics

Nights and arrivals in paid accommodation

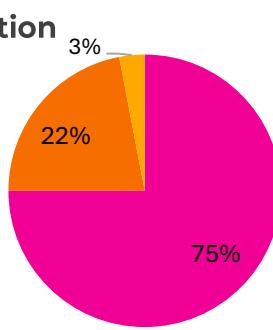
Nights

Total
17.789 nights



Arrivals

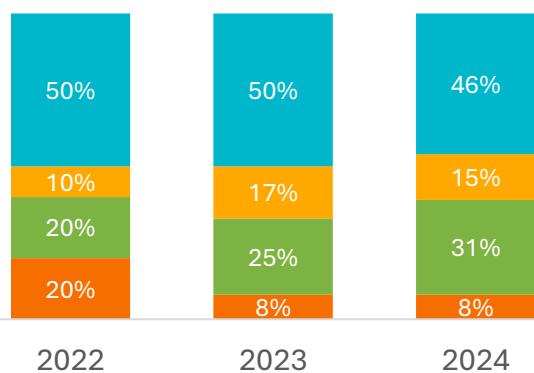
Total
7.617 arrivals



Nights in paid accommodation from Denmark increased by **7%**, while inbound arrivals remained unchanged compared to 2023. The **average length of stay** in 2024 is **2.34** nights (+0.16 vs. 2023).

Purpose of visit

■ Traditional business ■ MICE ■ VFR ■ Holiday



Comparison for 2024

Denmark Europe

	Denmark	Europe
Holiday	46%	61%
VFR	15%	15%
MICE	31%	15%
Traditional business	8%	8%

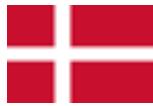
Source: World Travel Monitor/IPK International



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Summary Sheet, Denmark, 2024



Travel expenditures

Average expenditure/pers/day All trips to Luxembourg

Denmark All inbound

178€ 189€

Source: World Travel Monitor/IPK International

Market Potential

21% of Danes have **already visited Luxembourg in the past**, which is slightly above the European average. Conversely, the total travel intent from Danes is slightly below the European average, given 33% of Danes **intent to visit Luxembourg** in the next three years. **The core potential** for visits from Denmark reaches 13%, which translates into a **potential of around 0.4 million visitors** for this market.

Theme interest, perceived suitability of Luxembourg and brand value ratings

Theme interest		Perceived suitability of Luxembourg, Top 5	Luxembourg's Brand Value Ratings, Top 5
Top 1-5	Top 6-10		
Resting/Relaxation	Culture	City	of high quality
Culinary	Events	Resting/Relaxation	open-minded, tolerant
Nature	Luxury	Culinary	safe
Family	History/Unesco	Shopping	authentic, real
City	Shopping	Family	welcoming, hospitable

Source: LFT Brand & Potential Studies 2023-2024



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