

Market Profile 2019

The Netherlands

08/10/2019

Introduction

VisitDenmark's market profiles present key data for the most important markets in Danish tourism.

The objective is to provide tourism stakeholders and third parties with some insight into the importance for Danish tourism in a number of markets.

See all our market profiles here:

www.visitdenmark.dk/corporate/videncenter/markedsp profiler

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Key Data and Target Groups



Key Data: Accommodation, Expenses and Turnover

1.35 m.
overnight stays in 2018

36,300
additional overnight stays compared to 2017

2.8 pct.
increase in overnight stays compared to 2017

1.7 bn DKK.
in Tourism Turnover in 2017

14%
in the Netherlands are acquainted or well acquainted with Denmark as a holiday destination

87%
of the Dutch access the internet via a smartphone



Coastal and Nature Tourism

1.10 m.
overnight stays*

3.4 people
tour group

6.1 nights
length of stay

700 DKK.
daily expenses



City Tourism

250,000
overnight stays*

The Dutch Target Groups

The Dutch travel as couples as well as with children under the age of 12

Couples



30 - 65 year-olds



Coastal and Nature Holiday



Couples
Couple friends



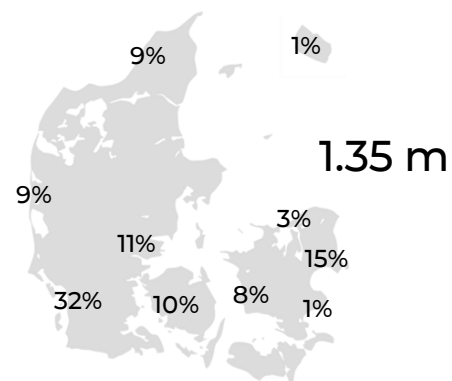
Camping
Holiday home

Residence



Noord-Holland, Zuid Holland

Dutch overnight stays by regions*



Families with kids



30 - 45 year-olds

Kids: 0 - 12 year-olds



Coastal and Nature Holiday



Couples w. kids



Holiday home
Camping

Household income



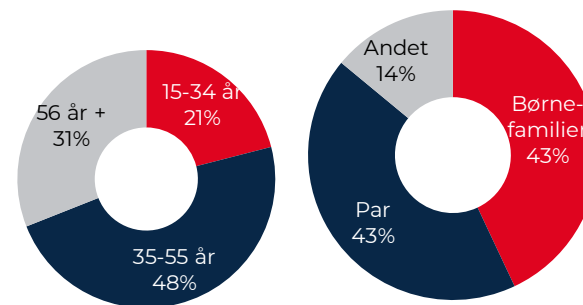
- High
- Low

Education



- High
- Low

Dutch coastal and nature tourists in Denmark



Functional necessities



- Short travel time
- Online booking
- Catalogues and brochures
- Social media a platform for information before and during the holiday

Emotional necessities



- Switching off
- Friendly and accommodating population
- Peace of mind
- Personal experiences and recommendations

What makes Denmark unique



- Nature, sea/water and peace and quiet
- Hospitality
- Danish food
- Nice atmosphere
- Nature

The Digital Journey



- Dreaming: 1/5 are influenced by social media
- Inspiration: 1/3 use visitdenmark.nl
- Planning: 4/10 use destination websites
- Booking: 1/2 book 1 month ahead of departure
- On-site planning. 3/10 use the internet
- Loyalty: 6/10 will return

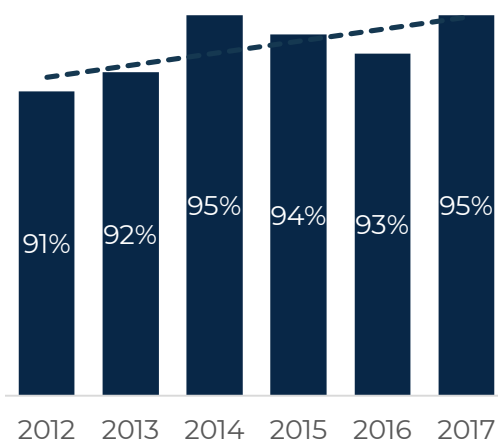
The Digital Tourist



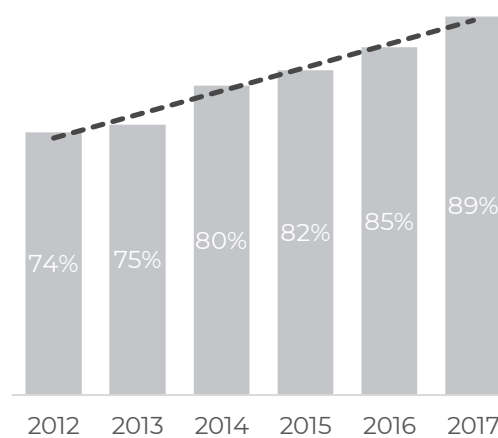
Internet Usage

Smartphones overtake computers when it comes to internet usage

Access to the internet



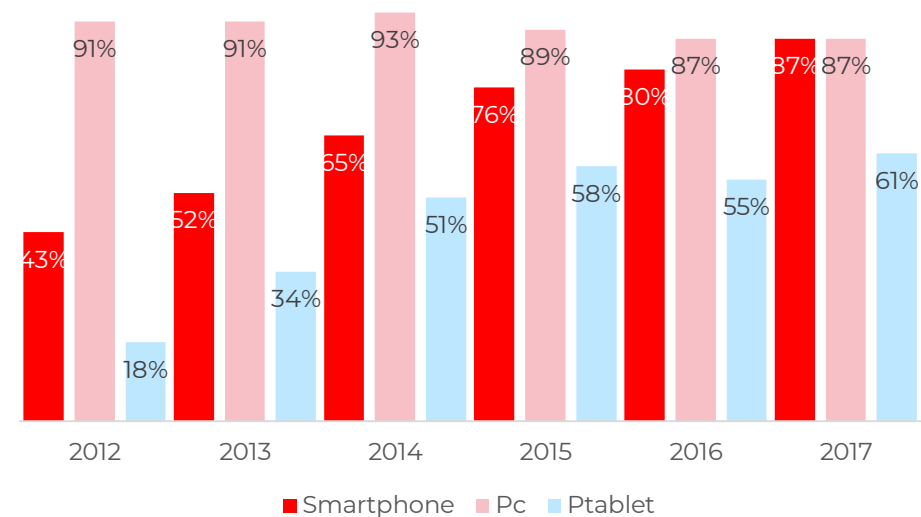
Use the internet on a daily basis



Average number of online devices per person

2012	2013	2014	2015	2016	2017
2.5	3.1	3.6	3.6	3.5	3.8

Internet usage by device



Percentage using their smartphone as often as their pc to surf the internet

2012	2013	2014	2015	2016	2017
28%	37%	48%	59%	68%	70%

Searches for Denmark

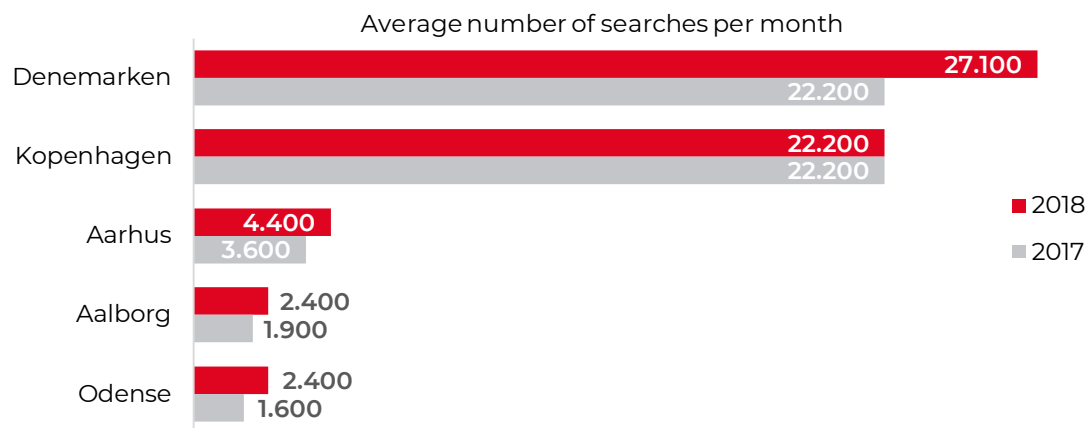
An increase in searches for Denmark, Aarhus, Aalborg and Odense

In the Netherlands, there are far more searches for *Denemarken* and *Kopenhagen* than for *Aarhus*, *Aalborg* and *Odense*.

In 2018, there were more searches for *Denemarken*, *Aarhus*, *Aalborg* and *Odense* than in 2017. *Kopenhagen* was used just as much in 2018 than in 2017.

The data does not reflect whether or not these searches are holiday-related; however, it does indicate a high degree of interest for Denmark and Copenhagen.

Growth in search volume for Denmark and the four largest cities

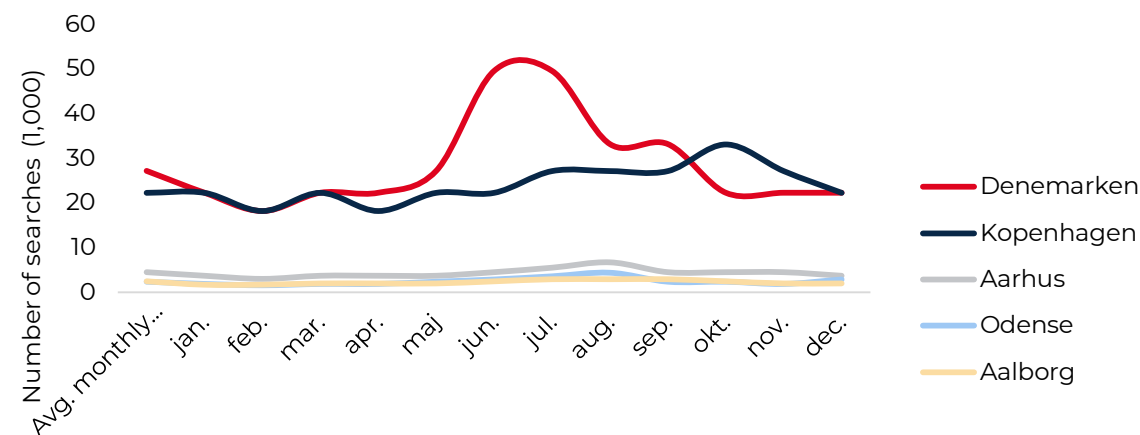


Most searches are carried out during summer

Searches for Denmark and the four largest cities are carried out all year. However, most searches are carried out from June to August

Searches for *Dänemark* rise from May onwards and peak in June and July. Searches for the cities rise in June and peak in August.

Seasonal variations in searches in 2018



Source: ads.google.com, accessed 26th June 2019. Filters: Country: Holland, Language: Dutch, Period: Jan.2017 - Dec.2018

Searches for holiday-related topics

The Dutch particularly search for information on camping in Denmark

Search terms regarding accommodation in Denmark, especially camping and holiday homes *feriehus* (*vakantiehuis*) are used more often than search terms for, for instance, transportation and activities, when the Dutch search for information about holiday*.

Furthermore, the Dutch are specifically interested in information about the weather (*weer*) and maps of Denmark (*kaart*).

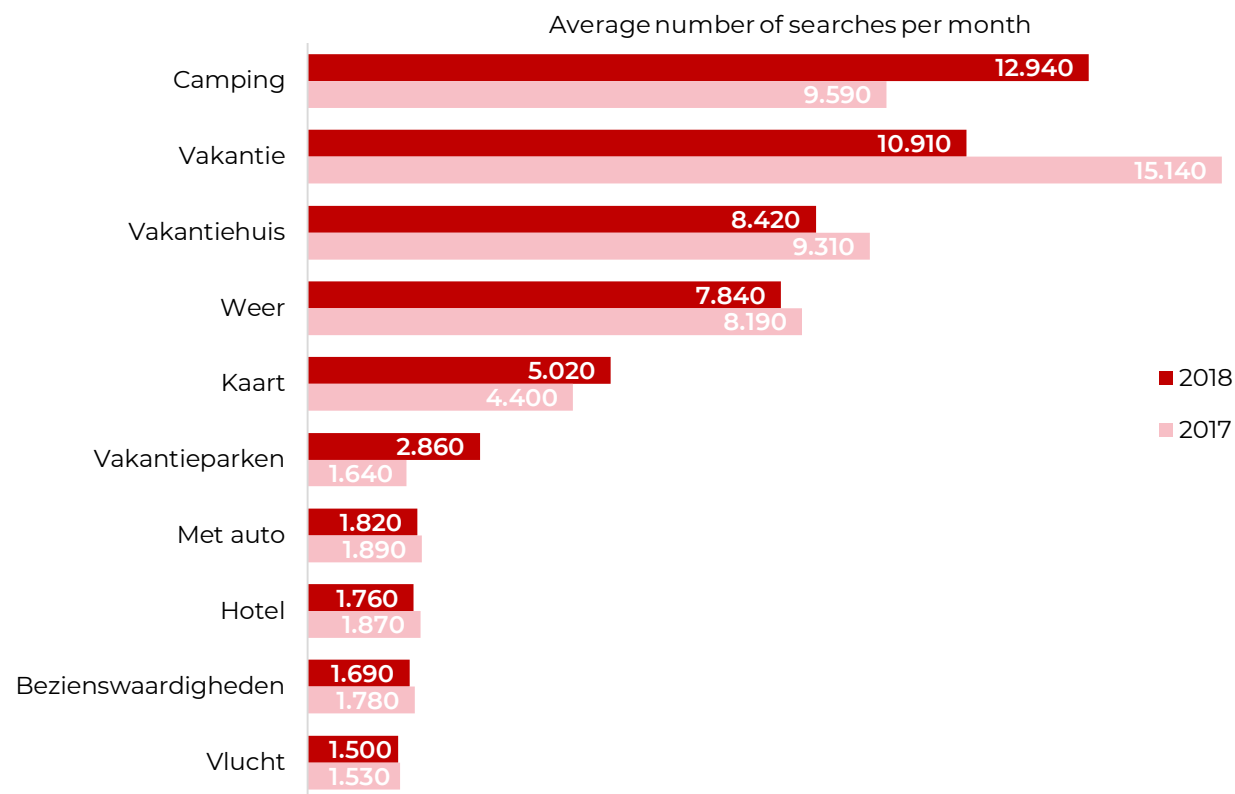
Among the transportation-related search words, search terms car (*met auto*) and flight (*vlucht*) predominate.

Search terms regarding sights (*bezienswaardigheden*) and beaches in Denmark are among the most commonly used activity-related search terms.

The sharp drop in the search volume related to holiday (*vakantie*) is solely due to the drop in the search term *vakantie denemarken*. This indicates a shift from more general to more specific search terms.

*The search terms usually always contain the word Denmark and cover various sentence combinations of searches, such as *vakantie denemarken*, *denemarken vakantie*, *vakantie in denemarken*, *autovakantie denemarken*, *zomervakantie denemarken* etc.

Growth in selected Dutch holiday-related searches for Denmark



Source: ads.google.com, accessed 26th June 2019. Filters: Country: Netherlands, Language: Dutch, Period: Jan.2017 - Dec.2018

Search Term Variations

Camping Denemarken is a popular search term

The Dutch use a number of search terms when looking for information about camping in Denmark.

Among the most commonly used variations of the search term *Camping Denemarken* with over 100 searches on average per month, we have:

- *camping denemarken*
- *denemarken camping*
- *kleine camping denemarken*
- *campings in denemarken*
- *natuurcamping denemarken*
- *camping denemarken aan zee*
- *camping denemarken met zwembad*
- *camping seeland denemarken*
- *camping denemarken jutland*
- *camping denemarken zwembad*

The search term variations indicate an interest in different types of camping, camping areas in Denmark plus the available facilities at the camping site.



Source for picture: www.answerthepublic.com, accessed 12th July, 2019. Search term: "Camping Denemarken".

Source for search volume: ads.google.com, accessed 12th July, 2019. Filters: Country: the Netherlands, Language: Dutch, Period: Jan. - Dec.2018

Publicity and Visibility in the Media



Press Releases and Newsletters in the Dutch Media

Trends in the Media Landscape

Tatjana Kozak, PR & Presse Manager

” *The use of online media in the Netherlands is still among the highest in Europe. That goes for both of our main target groups (adult couples and families with kids). In order to create the best possible synergies between press and marketing, a holistic approach is key for the Dutch market.*

The way in which the Dutch relate to media use is constantly changing, and hence so is our way in working with the media. We see a whole new generation of editors in chief and digital influencers, who insist on a different way of working together, because the demands have shifted compared to the more traditional media.

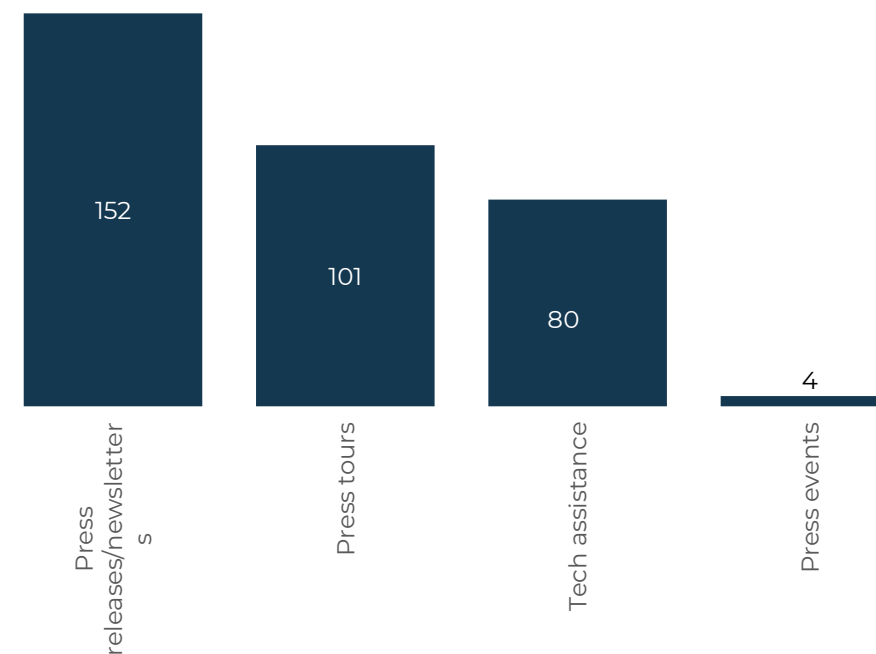
Working with influencers, we have observed a more commercial viewpoint which requires the necessary adaptations and an open mindset. At the same time, we see a trend for 'slow content' and digging deeper – a trend where different types of media try to find a solution to specific demands.

On the Dutch market, we work with all of the above-mentioned factors, even when that calls for being at the forefront and thinking out of the box, for example collaborating with brand ambassadors as well as making specially produced TV footage. ”

152 press releases and newsletters in the Dutch media

In 2018, VisitDenmark's press activities generated 270 posts / tweets on social media and obtained 255,974 comments, shares and likes.

Number of articles by press activities, 2018



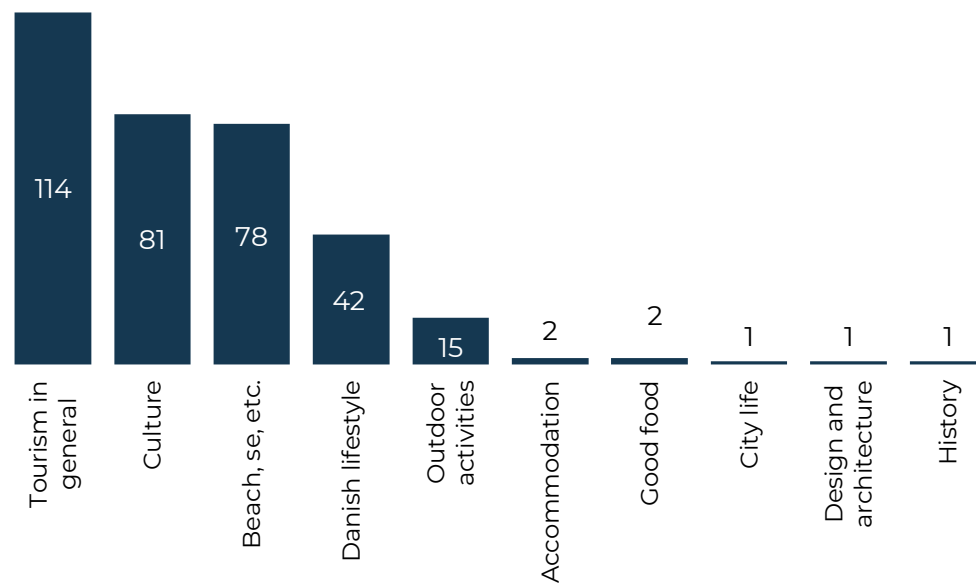
Publicity in the Media Landscape

VisitDenmark generates publicity in the Media Landscape

In 2018, VisitDenmark generated publicity in 337 articles in the Netherlands and reached about 41 m readers.

Instagram generated the highest number of posts on social media.

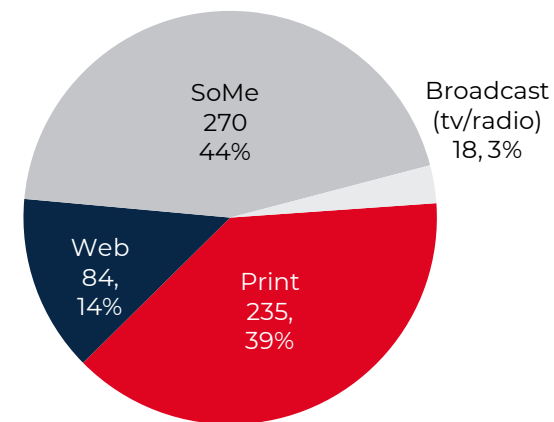
Number of articles by topic, 2018



What are the Dutch media writing about Denmark?



Coverage by media type



N=337



Knowledge, Inspiration and Booking Behaviour

Knowledge of Denmark as a Holiday Destination

Approximately one in seven Dutch people are well acquainted with Denmark

14 pct. of the Dutch are acquainted/very well acquainted with Denmark as a holiday destination.

In Sweden, it is almost two thirds (64 pct.), whereas in Norway, it is six out of 10. In Germany and in the UK, respectively 38 pct. and 28 pct. are acquainted or well acquainted with Denmark as a holiday destination.

Well acquainted/acquainted with Denmark

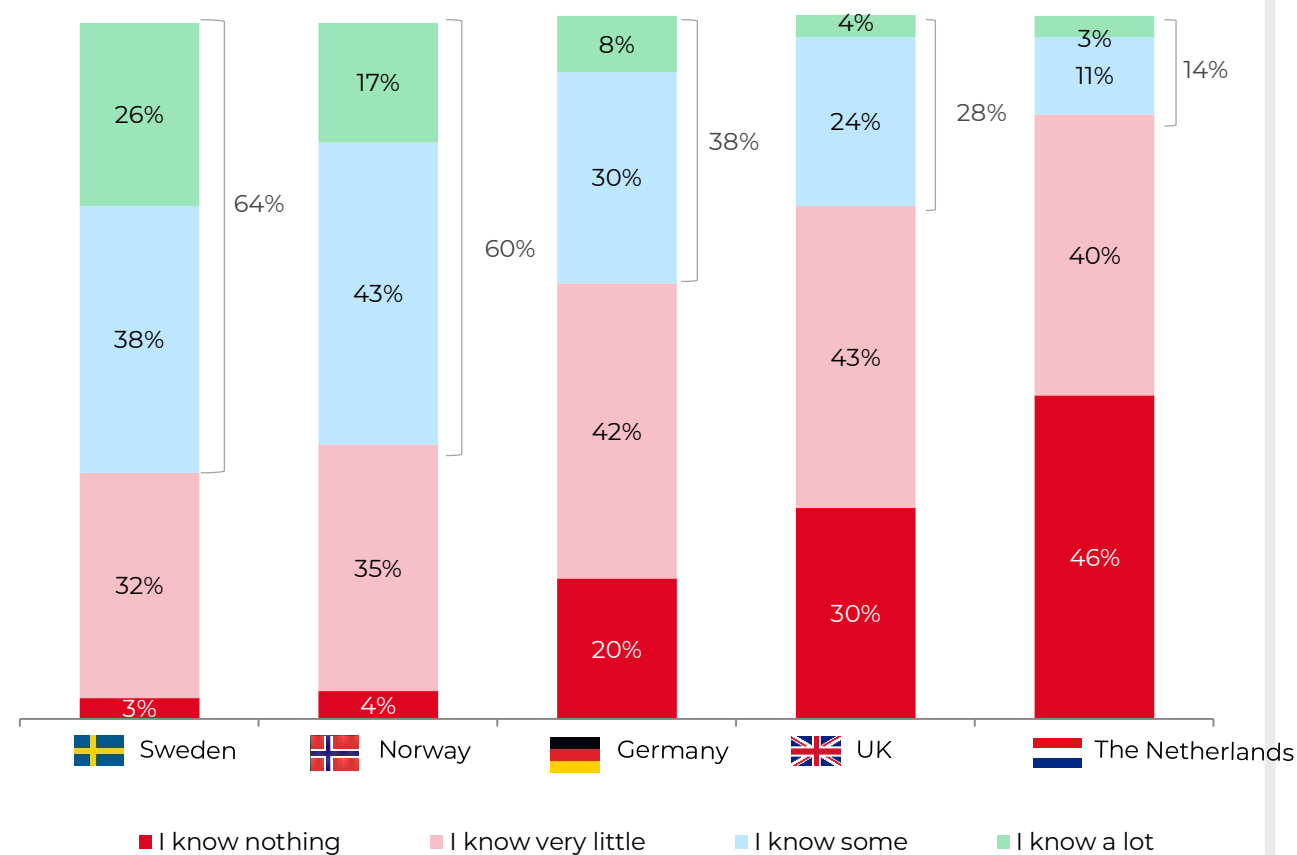
75%
Southern and Western Sweden

65%
Southern Norway

44%
Northwest Germany

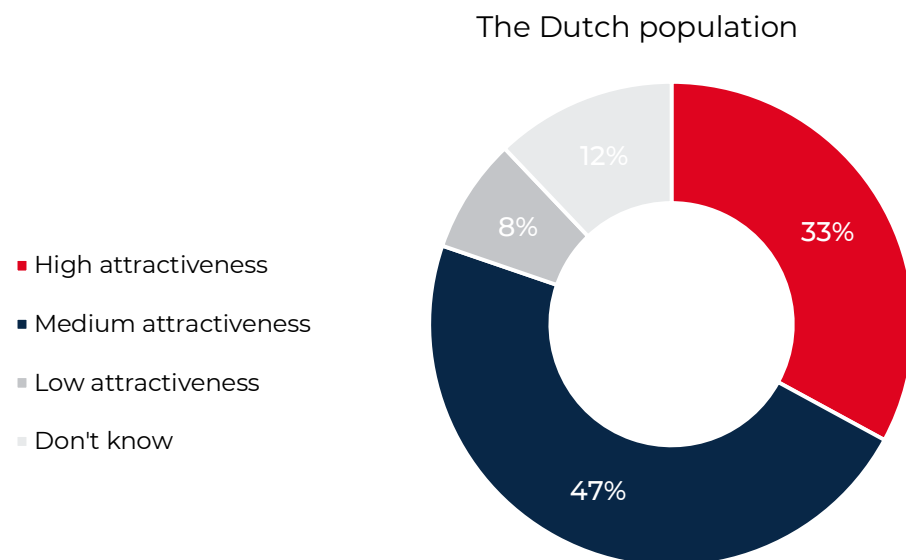
42%
Greater London

How well do you know Denmark as a holiday destination?
(N: Netherlands = 1.503, UK = 1.508, Germany = 2.118, Norway = 805, Sweden = 807)



Denmark as an Attractive Holiday Destination

How would you judge Denmark as a holiday destination?



The Dutch have a good impression of Denmark

A third of the Dutch people find Denmark to be an attractive holiday destination. 33% of the Dutch estimate Denmark's attractiveness to a 6 or a 7 on a scale from 1-7. 1 = not at all attractive and 7 = very attractive.

Happy guests are paramount to recommendations of Denmark, during and after their stay. Personal recommendations are often key, when the Dutch pick their holiday destination.

Numbers from VisitDenmark's Tourist Survey 2017 show that the majority of the Dutch guests are happy and that 56 pct. would actively recommend Denmark at their return.

What do the Dutch associate with Denmark?

The Dutch associate Denmark with beautiful scenery and Legoland

The Dutch largely associate Denmark with nature and Legoland.

The Danish nature is described as beautiful, quiet and peaceful.

The general picture of Denmark is one of lots of room and open spaces.

The Danes are described as friendly. Many also associate Denmark with an easy-going lifestyle.

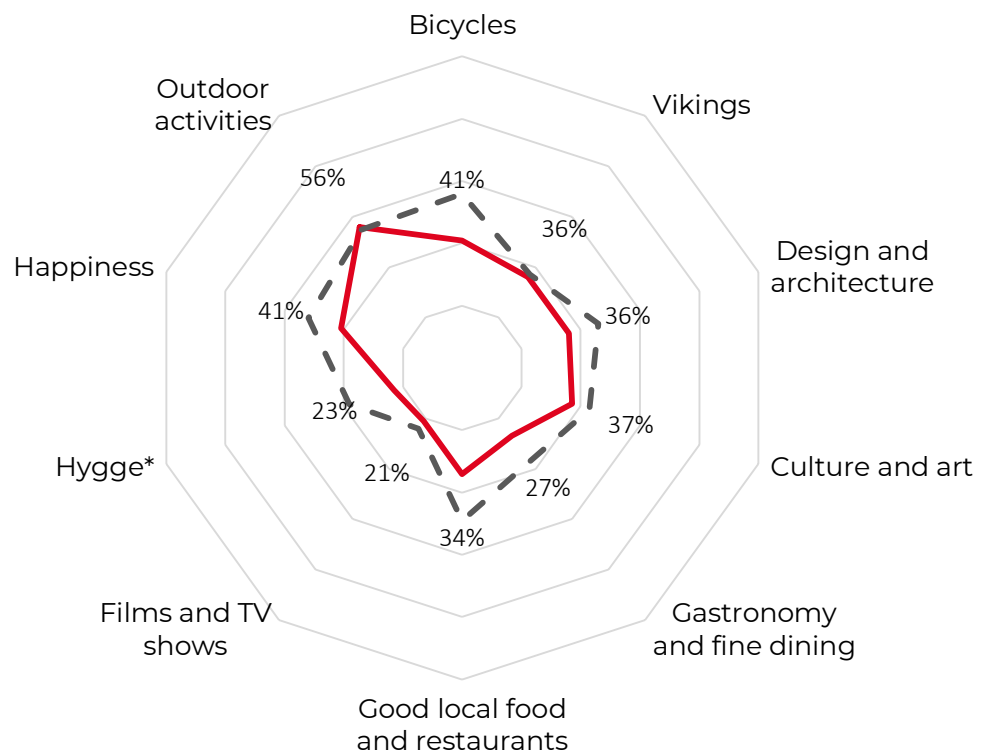
Furthermore, the Dutch mention that Denmark is expensive.





The Dutch View on Denmark

To what degree do you associate Denmark with the following?

The percentages include 'to a high degree' and 'to a very high degree'



* The Danish word 'hygge' has been mentioned in questions'

 Netherlands
 Avg. (DE, NL, NO, SE, GB)

When asked directly, the Dutch especially associate Denmark with outdoor-activities

When the Dutch are asked directly how much they associate Denmark with certain parameters, 'nature perfectly suited for outdoor activities' scores the highest.

On all parameters, the score for the Netherlands is equal or below the average score for the Netherlands, Germany, Sweden, Norway and the UK.

The Dutch view on Denmark related to selected Parameters of Sustainability

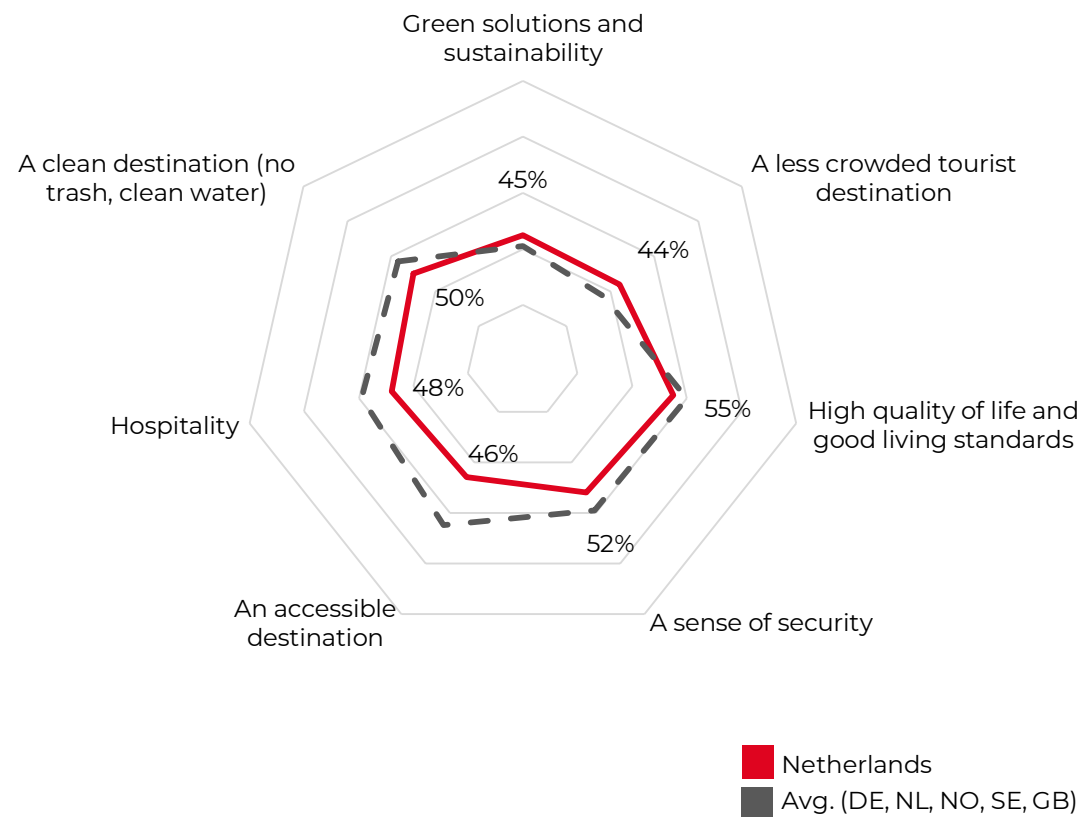
Denmark is mainly associated with the parameter 'high quality of life and good living standards'.

When asked directly, every other Dutchman associates Denmark with the parameters 'high quality of life and good living standards' and 'a sense of security'.

Compared to the average, the score in the Netherlands is slightly higher on 'an accessible destination' and 'hospitality'.

To what degree do you associate Denmark with the following?

The percentages include 'to a high degree' and 'to a very high degree'



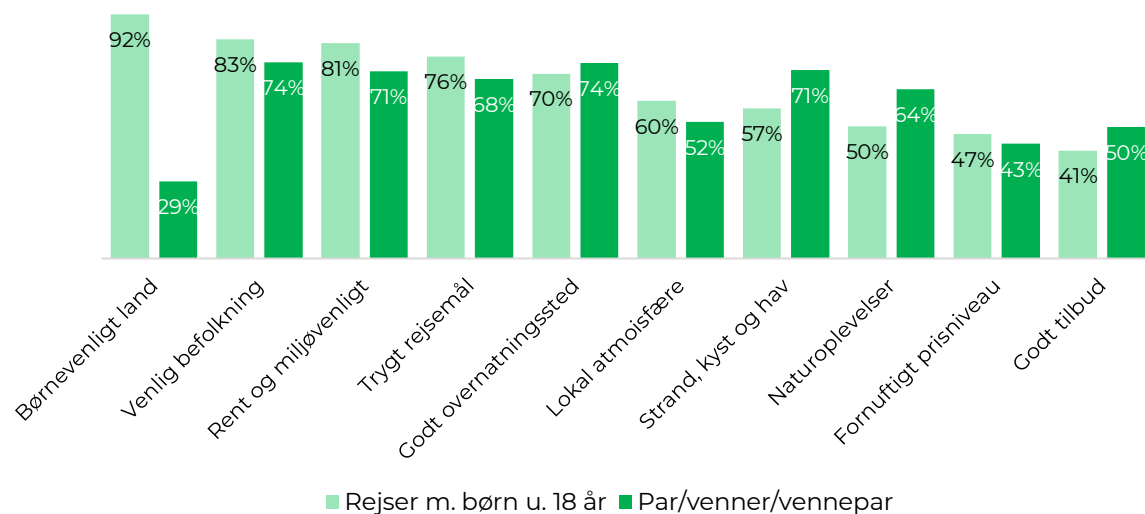
Coastal Holidays: Sources of Inspiration and Travel Motivations

A friendly population is deemed the most important.

Child-friendly countries are ranked highest on the list of families with children; which is why they have chosen to go on holiday in Denmark. Among couples, the most important thing is a friendly population.

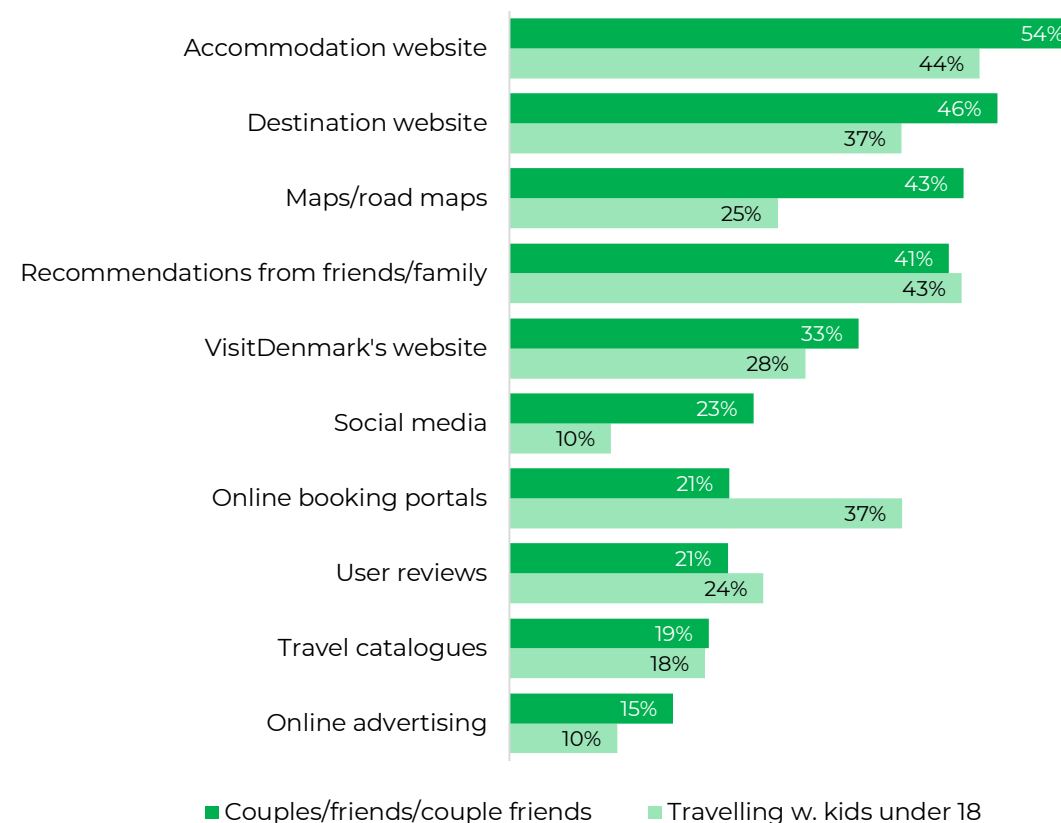
Families with children are especially inspired by accommodation and destination websites, whereas couples also get their inspiration from families and friends.

To what degree are these motivations for your holiday in Denmark? Top 10 (percentage responding 'to a lesser degree' to 'to a crucial degree')



Have the following sources of inspiration influenced your decision to vacation in Denmark? Top 10

Multiple possible answers



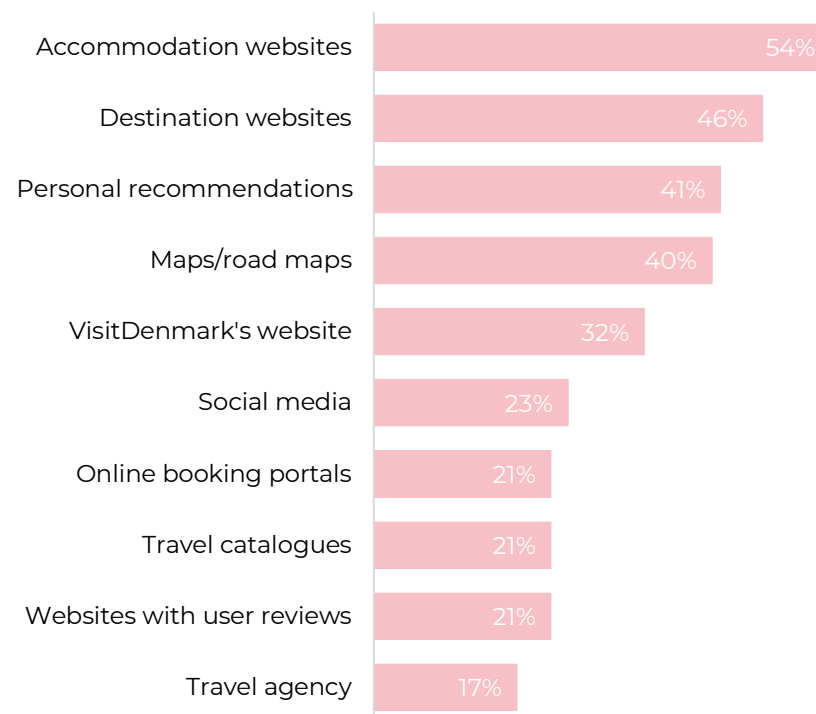
City Breaks: Sources of Inspiration and Travel Motivations

Good accommodation is crucial

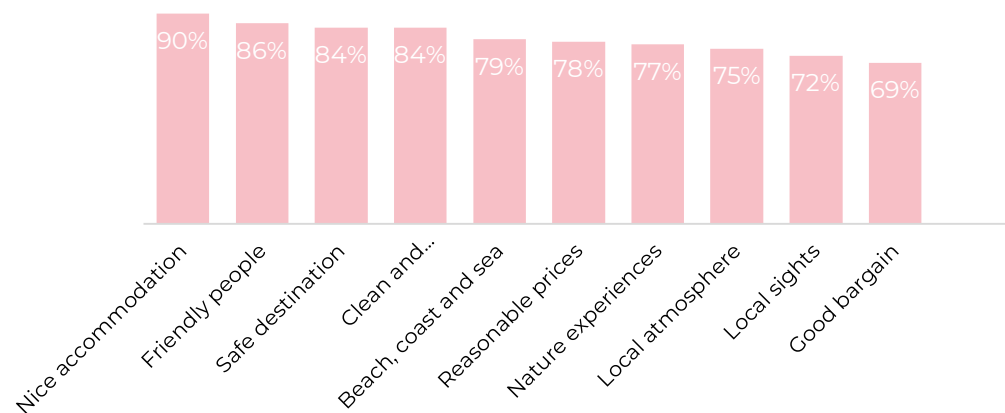
Good accommodation in particular is crucial for the Dutch who travel to Denmark without children.

The Dutch find that accommodation websites especially help them choose Denmark as a holiday destination.

Have the following sources of inspiration influenced your decision to vacation in Denmark? Top 10 (Multiple possible answers)



To what degree are these motivations for your holiday in Denmark? Top 10 (percentage responding 'to a lesser degree' to 'to a crucial degree')

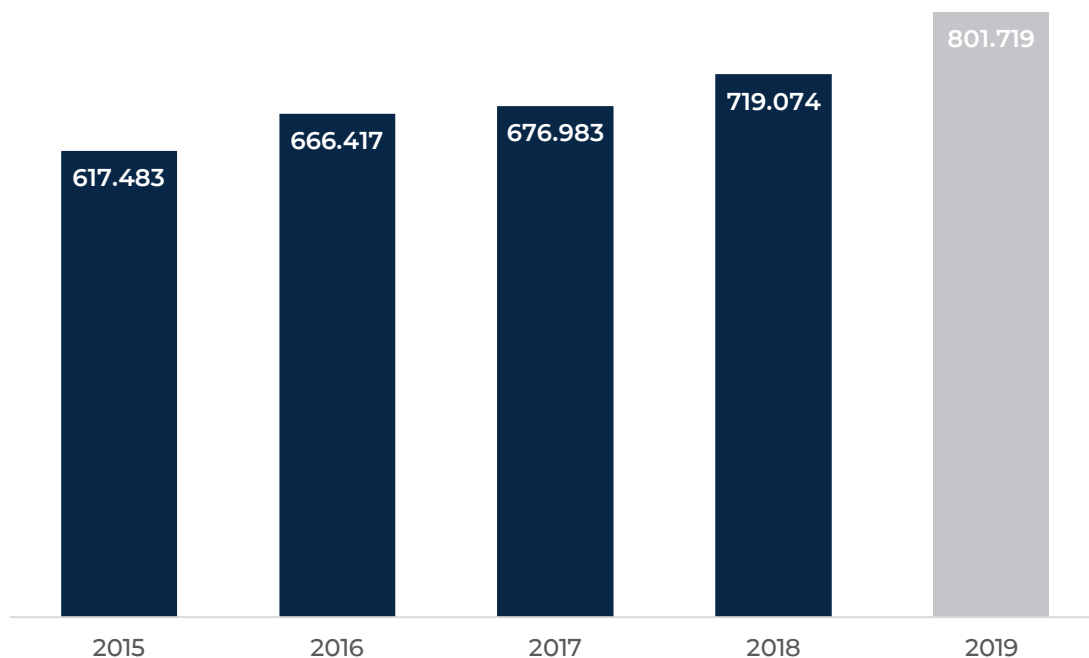




**Passengers and Flight
Traffic from the
Netherlands to
Copenhagen Airport**

Seating Capacity from Dutch Airports

Growth in seating capacity
Number of seats



Seating capacity rises 11 pct.

Historically, growth in the implemented seating capacity has been rising from 2015-2018. In this period, routes from Dutch airports to Copenhagen airport carried an average of 670,000 seats.

In 2019, a further increase of 11 pct. is expected in the number of tendered seats compared to the implemented number of seats from 2018. The level of seating capacity might then reach the highest level of the past five years.

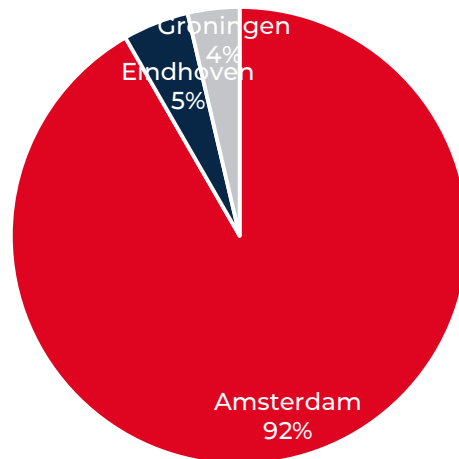
Seating Capacity in 2019 by Airports and Airlines

KLM provides over half of the seating capacity

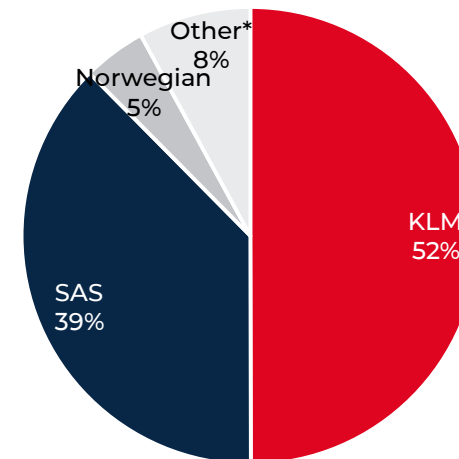
The majority of the seating capacity is to be found on the routes between Amsterdam and CPH.

KLM provides over half and SAS 39 pct. of all seats between the Dutch airports and CPH.

Seating Capacity by Airport



Seating Capacity by Airlines



* Transavia, LOT, PNX.

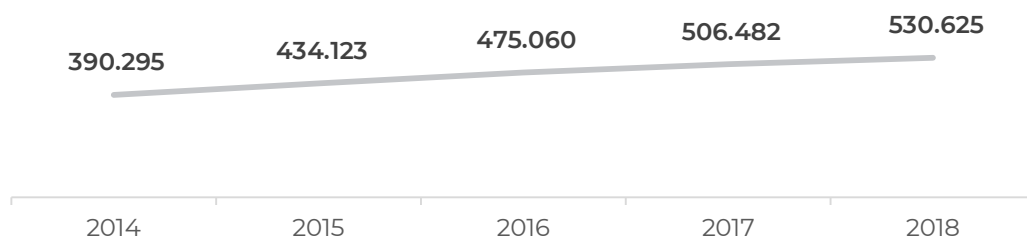
Number of Passengers from Dutch Airports to CPH

The number of passengers from the Netherlands has increased in the past five years

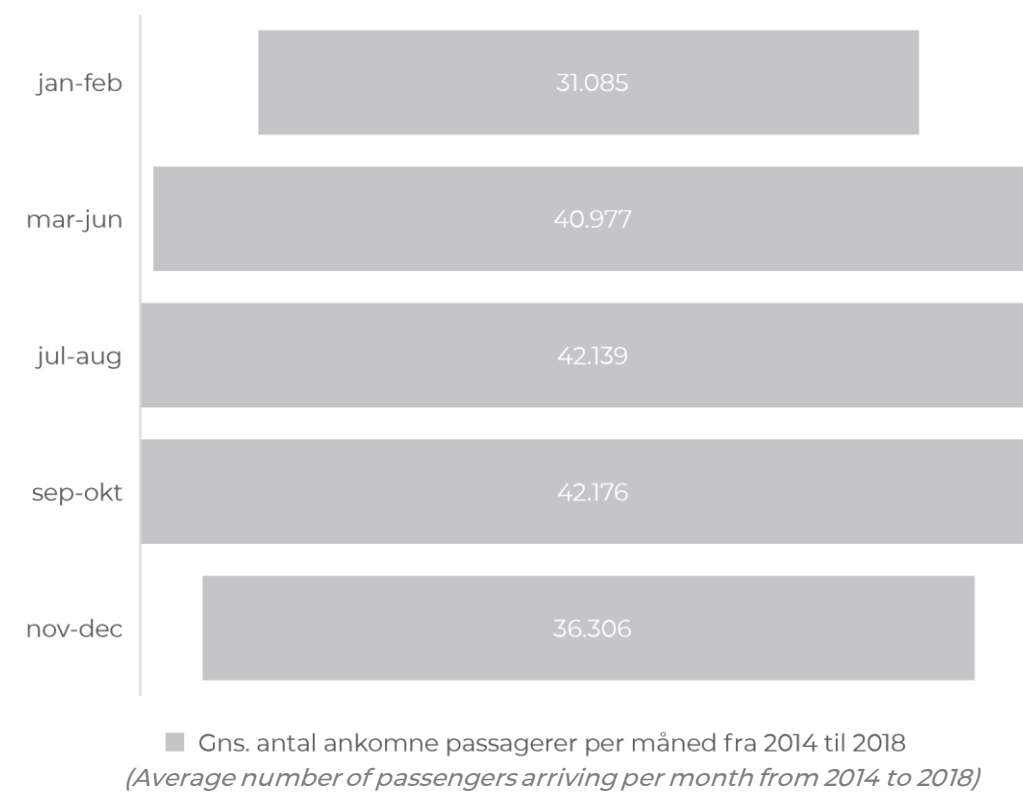
The number of passengers from the Dutch airports to CPH has been on the rise every year, since 2014. In 2018, over 530,000 passengers arrived from Dutch airports to CPH, which is an increase of 36% compared to 2014.

The average number of passengers per month from the Netherlands to CPH remains more or less the same during shoulder and high season.

Number of passengers from Dutch airports to CPH



Number of passengers from Dutch airports to CPH

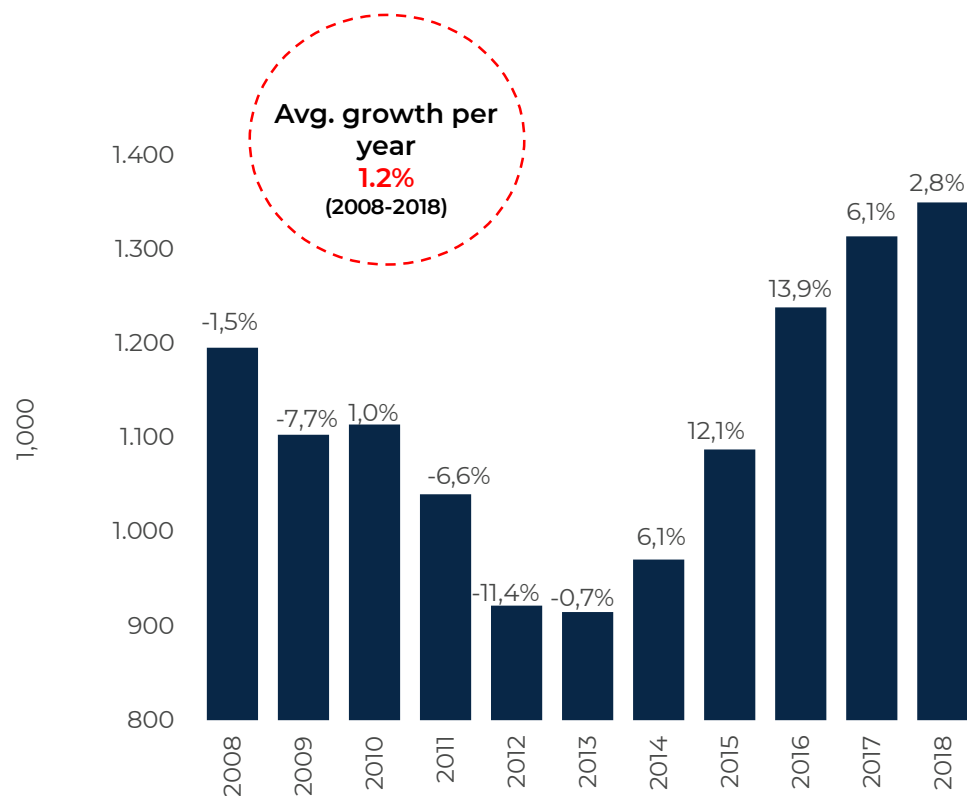


A row of fishing nets is silhouetted against a vibrant sunset sky. The nets are strung across a wooden frame on a beach. The sky transitions from a deep purple at the top to a bright orange near the horizon, where the sun is setting. The ocean is visible in the background, and the foreground shows the dark, pebbly beach.

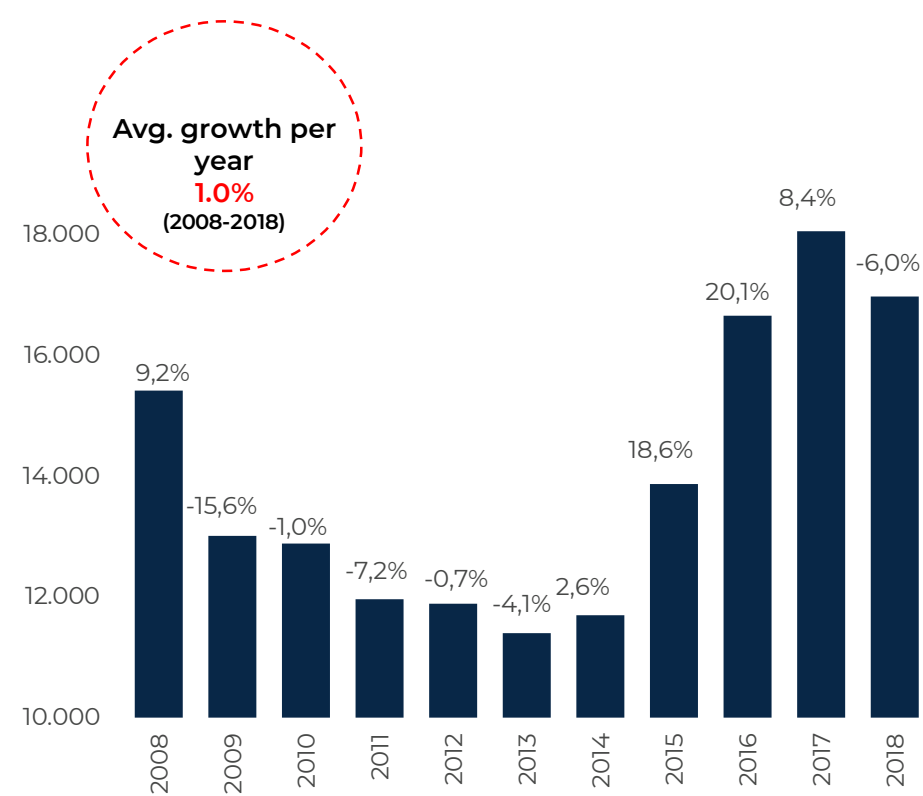
Accommodation, Turnover and Seasonality

Growth in Dutch Overnight Stays and Weeks spent in Holiday Homes

Dutch Overnight Stays in Denmark
Numbers and growth compared to the year before

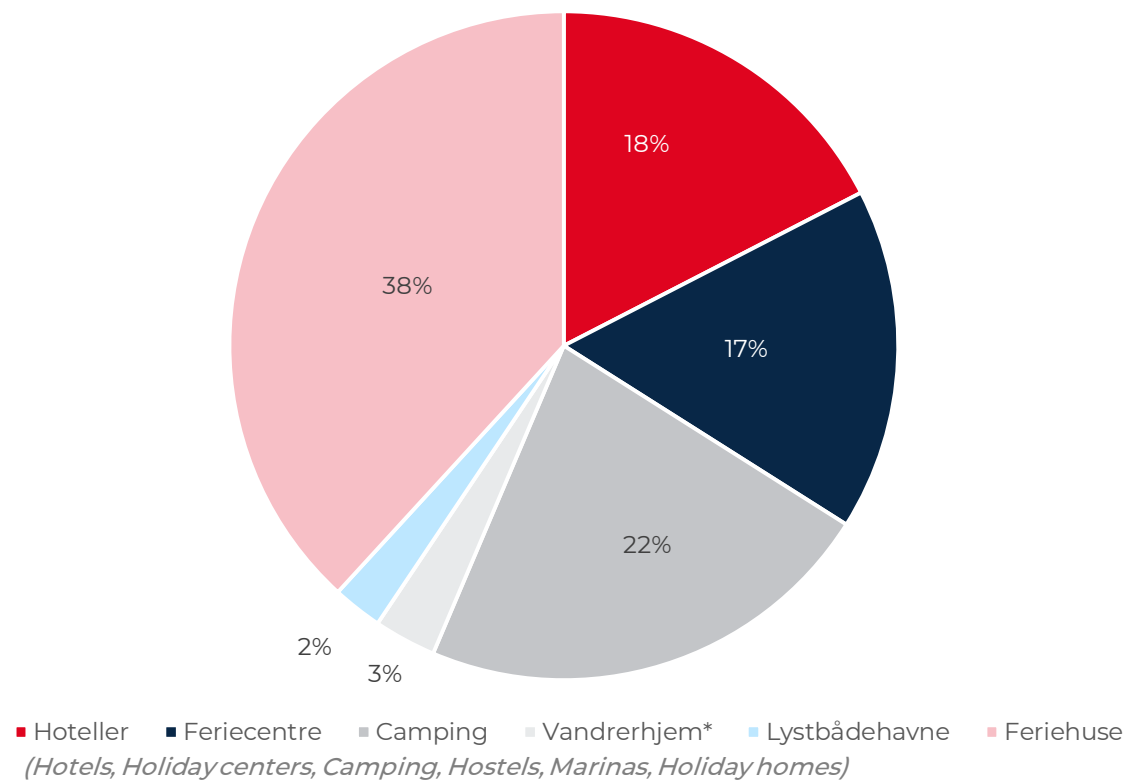


Rented Holiday Homes to German Tourists in Denmark (weeks)
Numbers and growth compared to the year before

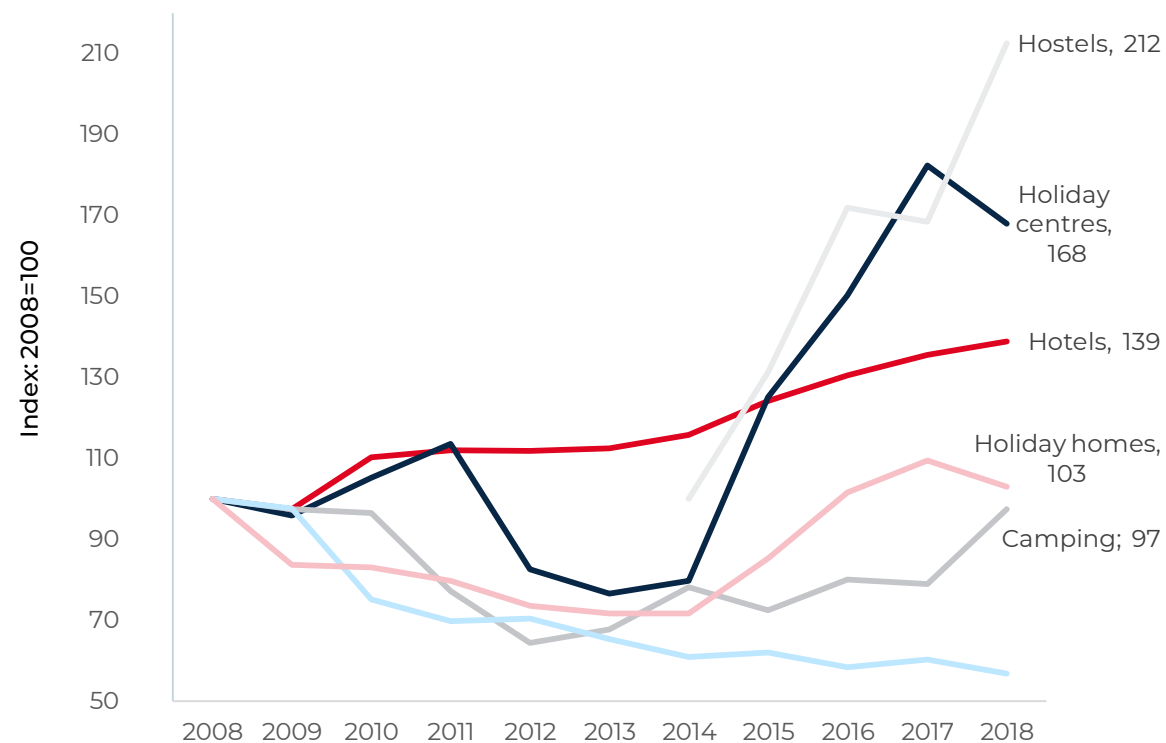


Dutch Overnight Stays by Accommodation Types

Dutch Overnight Stays in Denmark, 2018



Growth in Dutch Overnight Stays in Denmark



s. 28 Source: Danmarks Statistik.* Due to new population from 2014, breaches may occur. Not comparable with numbers prior to 2014. Index: 2014=100.

Dutch Overnight Stays Throughout the Year

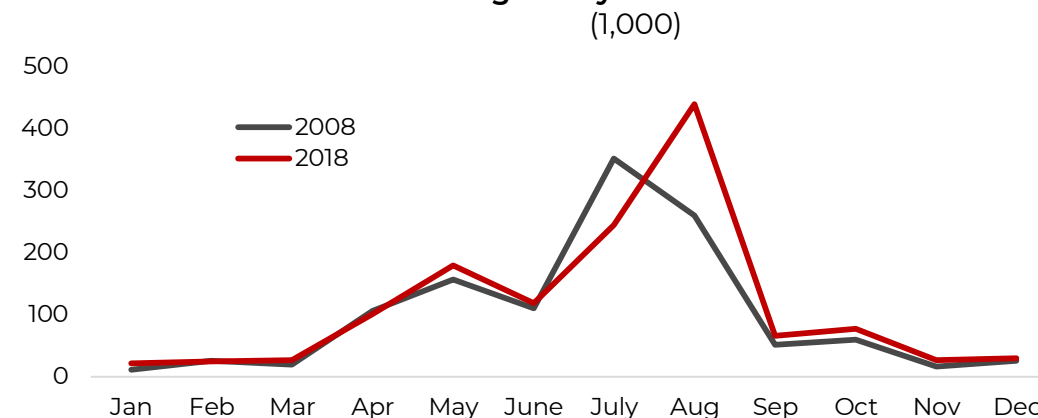
More Dutch overnight stays in peak as well as in off-peak seasons

From 2008 to 2018, the number of Dutch overnight stays in Denmark has increased by 13 pct. The increase is to be found particularly in the winter season.

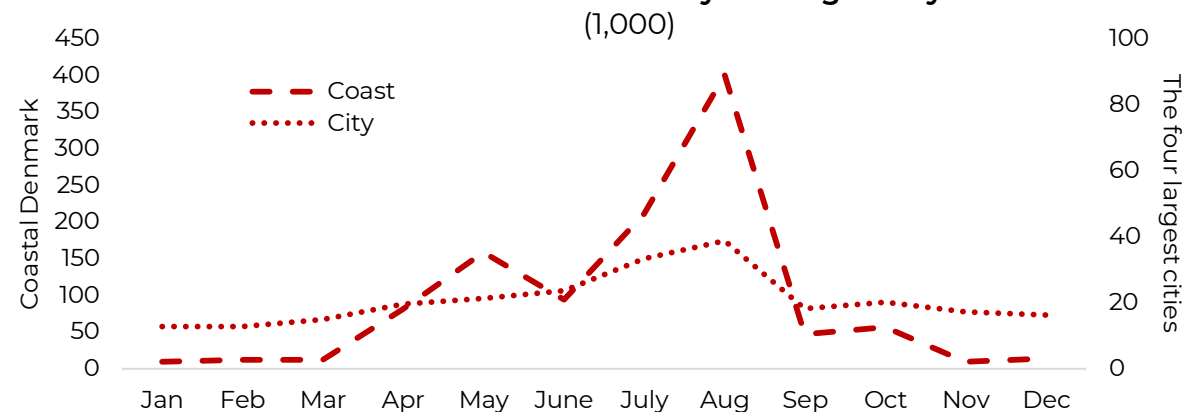
	2008	2018	2008	2018
	Number (1,000)		Index (2008=100)	
High	611	683	100	112
Shoulder	502	566	100	113
Winter	78	102	100	131
Total	1,191	1,351	100	113

The pattern in overnight stays among the Dutch on city breaks in Denmark, is – not surprisingly – different from the one regarding coastal and nature tourists. This means that the curve for city tourists’ overnight stays is slightly more flattened (spread out more evenly throughout the year) than the one for coastal and nature tourists.

Dutch overnight stays in Denmark in months



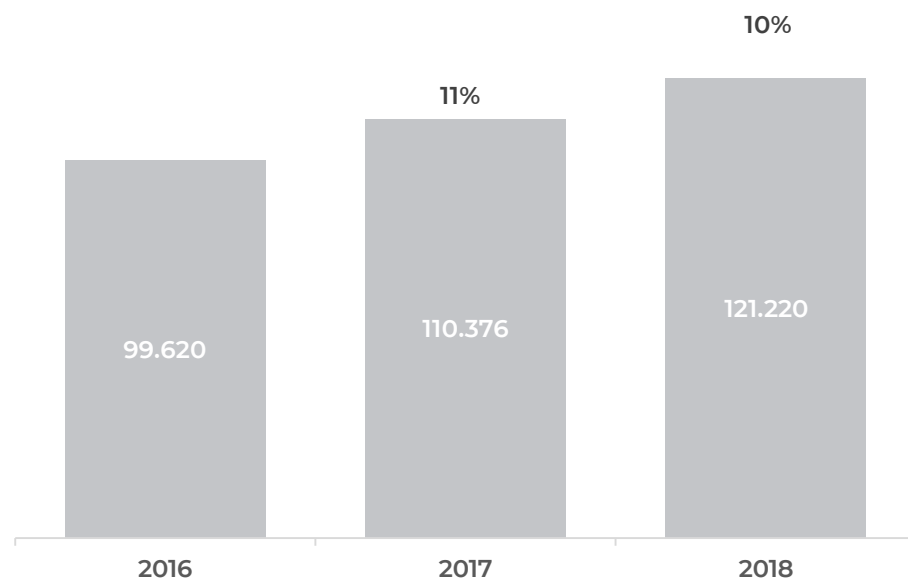
2018: Dutch coastal and city overnight stays



Note: High season: July-August, shoulder season: March-June and September–October, low season: Januar–February and November–December.

Dutch Overnight Stays on Sharing Economy Platforms

Dutch overnight stays and growth compared to the year before with Airbnb



More Dutch overnight stays with Airbnb

Since 2016, the number of Dutch overnight stays in Denmark using Airbnb has been increasing with about 10 pct. a year.

In 2016, the number of overnight stays was almost 100,000 compared to approximately 121,000 in 2018, a growth of 22 pct.

Looking into the distribution of the number of overnight stays between cities and coastal areas, just over half of the Dutch overnight stays take place in one of the four largest Danish cities.

Dutch Airbnb overnight stays in 2018 distributed between coastal areas and cities as well as overnight stays in cities distributed among the four largest Danish cities

	Coast	City	Copenhagen	Aarhus	Aalborg	Odense
2018	56,607	64,613	51,861	7,825	2,034	2,893
Pct.	46 pct.	54 pct.	80 pct.	12 pct.	3 pct.	5 pct.

Accommodation at Home and Abroad

	Dutch overnight stays 2018 (1,000)	Percentage of European overnight stays	Growth from 2017 to 2018
Netherlands	69,820		3%
Europe	110,441		3%
The rest of the world	9,719		10%
Total	189,980		3%
France	34,070	28%	11%
Spain	17,880	15%	-2%
Germany	11,328	9%	1%
Italy	10,984	9%	1%
Austria	10,029	8%	3%
UK	8,648	7%	-8%
Belgium	5,152	4%	4%
Greece	3,471	3%	4%
Croatia	3,041	3%	5%
Portugal	2,700	2%	-11%
Turkey	2,485	2%	26%
Ireland	1,505	1%	2%
Denmark	1,351	1%	3%
Luxemburg	787	1%	7%
Czech Republic	784	1%	5%
Sweden	723	1%	0%
Norway	704	1%	-2%
Switzerland	628	1%	4%
Slovenia	610	1%	43%

Tourism Turnover 2017

Market	Tourism Turnover 2017 (m DKK)	Percentage of foreign tourism turnover 2017
Total	128,037	
Denmark	73,241	
Foreign countries	54,796	
Germany	15,206	28%
Norway	8,106	15%
Sweden	7,407	14%
UK	3,619	7%
USA	3,403	6%
Netherlands	1,662	3%
France	1,457	3%
Italy	1,161	2%
China	855	2%
Spain	759	1%
Switzerland	560	1%
Belgium and Luxembourg	482	1%
Finland	434	1%
Poland	423	1%
Canada	264	1%
Japan	257	1%
India	236	0.4%
Australia	226	0.4%
Austria	202	0.4%
Russia	183	0.3%
Ireland	142	0.3%
Portugal	120	0.2%
Brazil	118	0.2%
South Korea	110	0.2%
Greece	76	0.1%
Other countries	7,329	13%

Netherlands	Turnover 2017 (m DKK)	Percentage
Visits w. paid accommodation		
Hotel – holiday	302	20%
Hotel – business	264	18%
Holiday centre	102	7%
Camping	190	13%
Hostel	30	2%
Rented holiday home	419	28%
Yacht	9	1%
Sharing Economy platforms	170	10%
Other*	2	0%
Total	1,489	90%
Visits with free accommodation		
Total	172	10%

Note: Visits with free accommodation include holidays with overnight stays in summer houses, rented or not, or with family/friends. Daytrips are also included.

- Include festivals, cruises and farm houses
- '0' specifies values <0.05 m DKK '-' specifies the value 0.

Market Expectations

A dramatic coastal scene at sunset or sunrise. In the foreground, a large, dark, gnarled piece of driftwood lies on a pebbly beach. The ocean is visible in the middle ground, with gentle waves. In the background, a tall, light-colored cliff rises from the shore. The sky is filled with dark, dramatic clouds, with a bright orange and yellow glow from the setting or rising sun breaking through the clouds. The overall mood is somber and contemplative.

Prognosis 2019

Same Growth Rate

The overall ratios for the Netherlands are looking good. There is the prospect of moderate economic growth, decent rebound in private consumption and decreasing unemployment rates. The Dutch tourism expenditure is expected to rise in 2019.

In 2018, the Dutch accounted for 5 pct. of all foreign overnight stays in Denmark. Growing a further 2.8 pct., this positive trend continued in 2018 with camping and hostels in particular contributing to growth.

VisitDenmark expects this growth to continue more or less in the same pace in 2019, with an increase in overnight stays of 1.5-3.5 pct. The rebound in Denmark is expected to be somewhat slower than the total number of Dutch overnight stays in Europe.

Bookings for holiday homes in 2019 are encouraging. At the end of February, there was an additional 11.8 pct increase in weeks booked in holiday homes, compared to the same period last year. The capacity of holiday homes could become a limiting factor, since the Dutch overnight stays are concentrated in August, when many Danes and Germans also rent holiday homes. This situation is amplified by early German summer holidays in many important regions, plus the fact that the Dutch tend to book late.

In addition, the extremely high growth rate in camping (+23.6 pct. in 2018) can hardly be expected to repeat itself in 2019.

Mette Rodenhuis-Carlsen, Business Manager:

”

The Dutch show great interest in Denmark, which we can see in the great amount of search for Denmark on VisitDenmark's platforms as well as on those of tour operators. Bookings for holiday homes are looking generally decent, but May 2019 was not as lucrative as expected and caused a small drop of 1.0 pct in the number of overnight stays for April/May 2019, compared to April/May 2018.

The extremely warm summer of 2018 presented an extraordinary development in camping, and we still do not know whether that could happen again in 2019.

Generally speaking, we need to raise the level of knowledge about Denmark as a holiday destination. Attractiveness is high but the level of knowledge too low to convert this attractiveness into bookings, which is why we place strong emphasis on raising the level of knowledge, among other things through branding campaigns and TV. ”

Expectations for 2019

Overnight stays: 1.5% – 3.5%

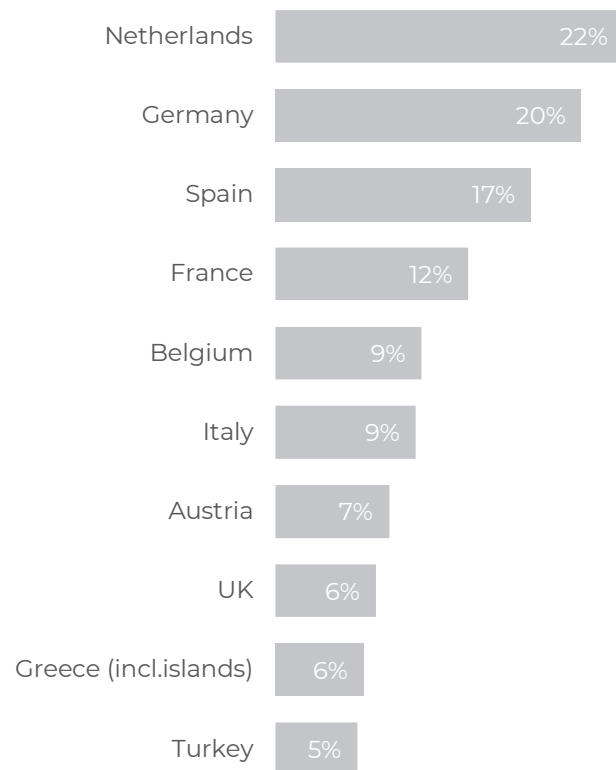
BNP: +1.7%

Private consumption: +1.5%

Unemployment: 4.7%

Expected Destinations of the Dutch in 2019

Which destinations are you expecting to visit on holiday in 2019? Top 10



The Danish Coast appeals to the Dutch

2 pct. of the Dutch population expect to visit Denmark on holiday within the next 12 months. That's approximately 0.4 m Dutch tourists. Denmark ranks 19th in expected holiday destinations.

Overall, more people expect to visit a country on holiday than the percentage who actually do. This may be for several reasons – such as financial capacities and changing holiday plans in general.

Denmark's Potential in Terms of Business



27%

of the Dutch population would like a coastal and nature holiday without children

Percentage:

8%
Denmark

28%
Netherlands



24%

of the Dutch population would like a coastal and nature holiday with children

Percentage:

7%
Denmark

30%
Netherlands



42%

of the Dutch population would like a city break

Percentage:

14%
Copenhagen

3%
Aarhus

Tourists in Denmark

A photograph of a modern, reflective sculpture in a park. The sculpture is a large, multi-tiered structure made of polished, reflective metal, possibly stainless steel, which reflects the surrounding environment, including the trees and the sky. It is situated in a grassy area with several large, mature trees in the foreground and background. The trees have sparse, yellowing leaves, suggesting an autumn setting. In the background, a body of water is visible under a clear blue sky. The overall scene is bright and clear, with strong shadows cast on the ground.

Residence

Dutch tourists in Denmark

Noord-Holland	29%
Zuid-Holland	13%
Utrecht	9%
Friesland	8%
Gelderland	8%
Noord-Brabant	7%
Overijssel	7%
Groningen	6%
Drenthe	4%
Zeeland	3%
Limburg	3%
Flevoland	3%

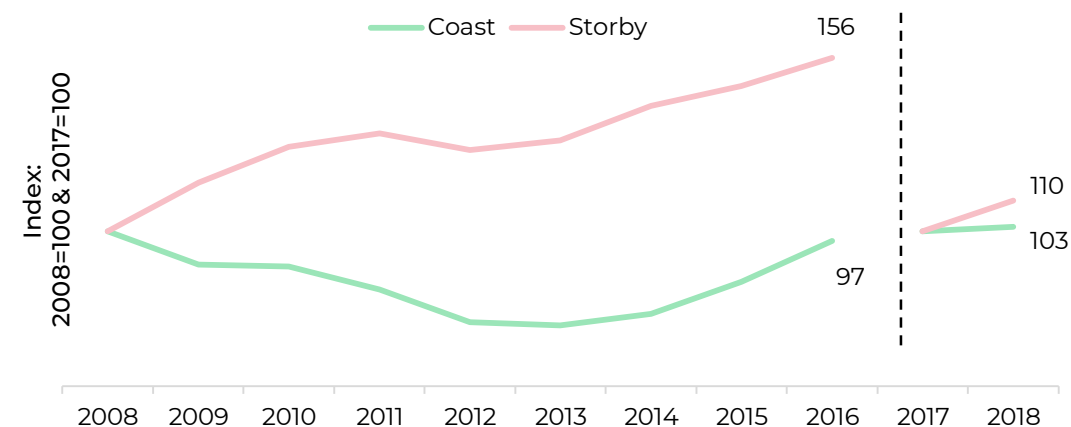


Dutch Overnight Stays by the Coasts and in the City

Dutch overnight stays in Coastal/Rural Denmark as well as in the four largest cities

	2017 (1,000)	2018 (1,000)	Gwth.
Coastal/rural Denmark*	1,088	1,102	+1.3%
The four largest cities*	226	248	+9.8%
Total*	1,314	1,351	+2.8%

Growth in Dutch overnight stays* by the coasts and in the city



Source: Danmarks Statistik.

Note.: Before 2017, accommodation in holiday homes were included in the coastal area. From 2017, this type of accommodation is determined locally. In this way, it is possible to have a more faithful representation of the distribution between coastal areas and cities. The growth prior to 2017, is hence not comparable to 2017 and onwards.

Dutch Accommodation in the Four Largest Danish Cities

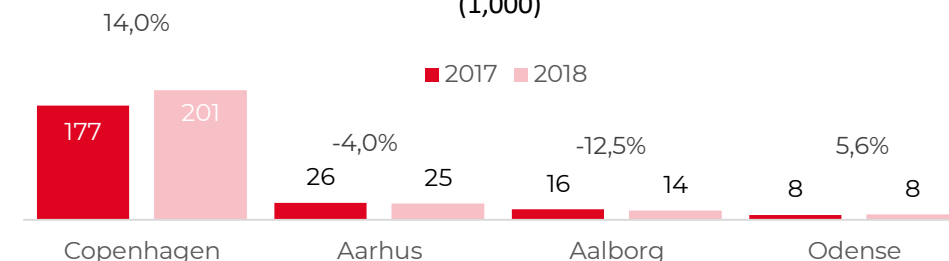
Total number of overnight stays in the four largest cities*

	Overnight stays (1,000)	Percentage of Total	Percentage of foreign overnight stays
Denmark	5,412	43%	
Foreign countries	7,155	57%	
Germany	854	7%	12%
Sweden	744	6%	10%
UK	719	6%	10%
USA	712	6%	10%
Norway	692	6%	10%
Italy	325	3%	5%
Netherlands	248	2%	3%
France	248	2%	3%
China	182	1%	3%
India	92	1%	1%
Other countries	2,335	19%	33%
Total	12,564	100%	100%

Overnight stays (1,000)

	Copenhagen	Aarhus	Aalborg	Odense
Denmark	3,621	820	594	378
Foreign countries	6,276	350	388	137
USA	686	12	8	6
Sweden	670	33	25	16
UK	667	28	12	12
Germany	646	72	124	13
Norway	485	65	132	10
Italy	307	9	3	5
France	235	8	3	3
Netherlands	201	25	14	8
China	167	6	2	8
India	85	4	1.2	0.6
Other countries	2,128	88	64	55
Total	9,897	1,170	982	515

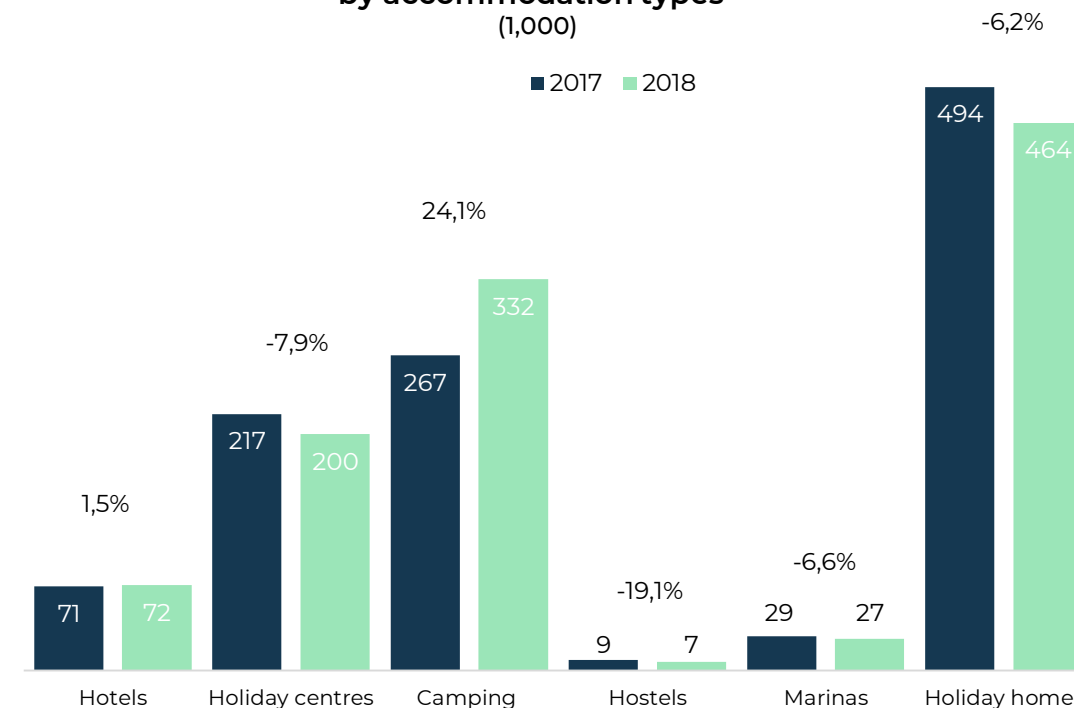
Growth in Dutch overnight stays in cities
(1,000)



Dutch Accommodation in Coastal Denmark

	Overnight stays (1,000)	Percentage of total	Percentage of foreign overnight stays
Denmark	20,879	51%	
Foreign countries	20,420	49%	
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Germany	14,829	36%	73%
Norway	1,643	4%	8%
Netherlands	1,102	3%	5%
Sweden	1,084	3%	5%
UK	162	0%	1%
USA	75	0%	0%
France	60	0%	0%
China	53	0%	0%
Italy	52	0%	0%
India	12	0%	0%
Other countries	1,348	3%	7%
Total	41,299	100%	100%

Growth in Dutch overnight stays in Coastal Denmark
by accommodation types*





Knowledge Centre on Tourism in Denmark

www.visitdenmark.dk/corporate/videncenter

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