

City Travel Briefing - Copenhagen

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Abstracts

Copenhagen accounts for 22% of all inbound arrivals to Denmark. Active marketing of the city, increasing airline connectivity as well as the cruise market enjoying a period of great prosperity have resulted in a growing number of visitors and benefited the Danish capital. In 2017, in order to strengthen its attractiveness as a tourist destination, Copenhagen presented a new marketing focus and declared “the end of tourism as we know it” strategy by 2020 with a focus on “localhood” and a new take...

Euromonitor International's City Travel Briefing - Copenhagen global briefing offers an insight into to the size and shape of the Travel market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

Product coverage: Activities, Booking, Flows, Lodging, Travel Modes, Traveller Profiles.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Travel market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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