

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...

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

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leading brands;

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Contents

Introduction

Macro View

Destination dynamics

Destination Dynamics

Future Outlook

Future outlook

Report Definitions

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