

# Flows in Denmark

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## Abstracts

The number of inbound arrivals into Denmark increased by 2% in 2017. This increase was mainly driven by enduring interest in the country as a destination among German tourists and growth in arrivals from China and India. Economic improvements and rising awareness of Denmark's attractions in other European countries also bolstered growth in inbound arrivals.

Euromonitor International's Flows in Denmark report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2021 illustrate how the market is set to change.

**Product coverage:** Domestic Trips, Inbound Arrivals, Outbound Departures.

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

### Why buy this report?

Get a detailed picture of the Flows 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

Danish Travel Market Benefits From Favourable Economic Conditions

Internet Transactions Continue To Grow Strongly in Current Value Terms

Low Cost Airlines and Online Travel Fare Aggregators Fuel Competition

Wonderful Copenhagen Launches New 'localhood' Strategy

Danes Embrace M-commerce for Travel Purchases

SWOT

Summary 1 Destination Denmark: SWOT

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