

Denmark: Visitor Market Profile

Market Overview

New York City welcomed an estimated 122,000 Danish visitors in 2015, on par with 2014 visitation. 2016 visitation increased by 13.8%, to 139,000 visitors.

The US is one of the most popular non-European outbound destinations for Danes. NYC remains the number-one destination in the US for Danish travelers, with nearly four out of 10 visitors to the US making a visit to NYC. Also, NYC is the primary port of entry for Danish visitors to the US (90%).

The Danish Economy				
	2013	2014	2015	2016
Real GDP (%YOY)	-0.2	1.3	1.0	1.3
Unemployment (%)	5.8	5.0	4.6	4.2
Inflation (%)	0.8	0.6	0.5	0.5
Consumer Spending (nominal %YOY)	-0.1	0.5	2.3	1.9

The Danish economy grew by 1.0% in 2015. 2016 is estimated to continue modest growth, at 1.3%. Complementary to Denmark's economic stability, unemployment figures are down for both years (4.6% and 4.2%, respectively). Uncertainty resulting from Brexit may slow down economic growth and investment in Denmark, according to Oxford Economics. However, strong wage indicators and low unemployment are expected to keep the economy resilient.

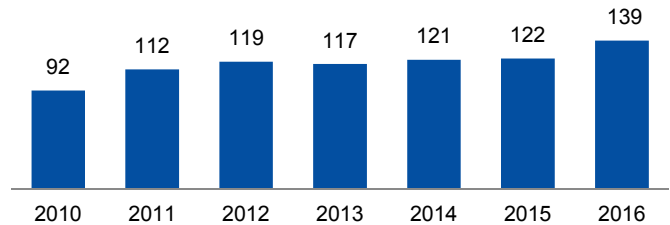
Source: Oxford Economics (8/22/16)

Activities

- ✓ **Shopping: 93%**
- ✓ **Sightseeing: 89%**
- ✓ National Parks/Monuments: 60%
- ✓ Art Galleries/Museums: 55%
- ✓ Historical Locations: 53%
- ✓ Guided Tours: 31%
- ✓ Fine Dining: 30%
- ✓ Concerts/Plays/Musicals: 26%
- ✓ Cultural/Ethnic Heritage Sites: 24%
- ✓ Sporting Events: 19%
- ✓ Nightclubbing/Dancing: 18%

Source: US Department of Commerce/NTTO

Danish Visitors to NYC (thousands)



All estimates are subject to review as new data become available
Sources: NYC & Company/Tourism Economics

NYC Visitor Profile

- ✓ **91%** traveled for **Leisure** (including 22% VFR)
- ✓ Average party size: **1.8 people**
- ✓ **48%** traveled alone
- ✓ **13%** traveled with children
- ✓ **22%** traveled with their spouse/partner
- ✓ **77%** stayed at a hotel
- ✓ Average stay: **7.0 days**
- ✓ **18-34 years**: largest demographic (**31% < 30**)
- ✓ Average age: **40 year old**
- ✓ Average household income: **\$122,700** (with 14% earning \$200,000 and over)
- ✓ **90%** used NYC as **port of entry** to the US
- ✓ **OTAs** and **Airlines** were the main information sources (47% and 46%)
- ✓ **44%** booked air through **Internet Booking Services** (37% booked directly with the **Airlines**)
- ✓ Average decision to travel: **135 days** prior to departure
- ✓ Average NYC spend: **\$1,582 pp/trip**
- ✓ Total in market spending: **\$193 million**

Source: US Department of Commerce/NTTO

Danish Travelers to NYC

Predominantly a leisure market with one of the highest average household incomes, Danish visitors to New York City are drawn by our mix of cultural assets; from the arts, museums, live performances, history, and heritage to nightlife, culinary options, and sports. Shopping in all five boroughs is the most popular activity in the City.