



Insight Department:
Denmark Factsheet | 2022

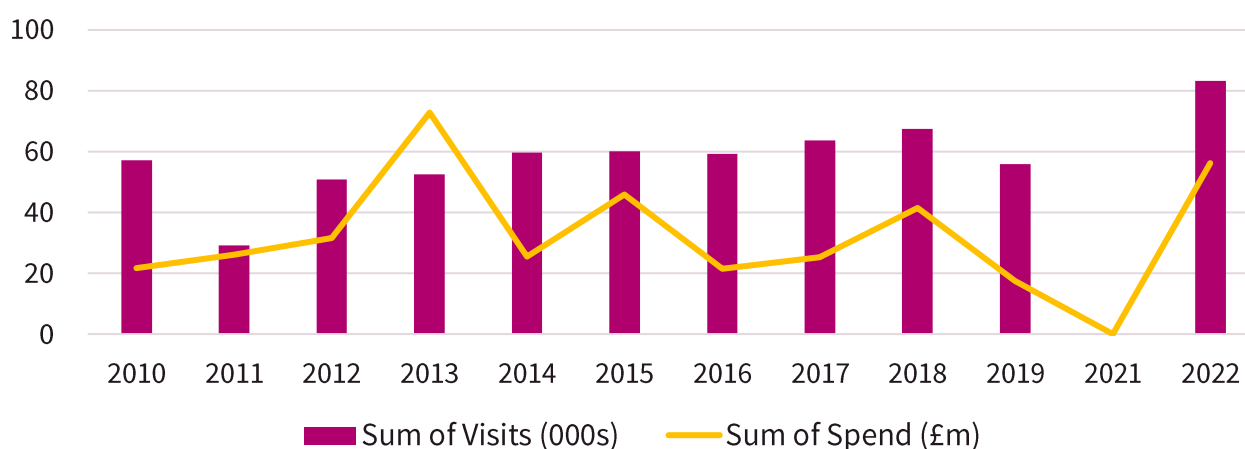
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INSIGHT DEPARTMENT: DENMARK FACTSHEET 2022

In 2022, Denmark was Scotland's thirteenth largest international source market by number of visits, twelfth by expenditure and thirteenth by number of nights. 2022 saw a record number of visits from Danish residents to Scotland, showing strong recovery from the coronavirus (COVID-19) pandemic and associated travel restrictions. Visitors from Denmark accounted for 3% of all overseas visits and 2% of all overseas spend in Scotland.

Please note that the following analysis is based on a sample size of **65**. Any results based on sample sizes lower than 100 should be considered as indicative and be interpreted with caution.

Visits and spend over time



The total number of visits increased by 49% from pre-pandemic levels, reaching a record high for the past decade. The number of nights nearly doubled from 256,000 to 507,000, while total spend increased by 221%.

Year	Visits	Nights	Spend (£m)
2019	56,000	256,000	17
2022	83,000	507,000	56
Change	49%	98%	221%

Visitors from Denmark spent on average £363 more during their trip compared to 2019. The average daily expenditure was 62% greater than pre-pandemic, at £111. The increase in daily and overall expenditure is likely due to an increase in the proportion of holiday visits in 2022 versus pre-pandemic, as holidaymakers tend to spend more than those who visit friends or relatives. Danish visitors also took longer stays in Scotland, with the average length of trip being greater than pre-pandemic levels by one third, at 6.4 nights.

Year	Spend/visit	Nights/visit	Spend/night
2019	£312	4.6	£68
2022	£675	6.1	£111
Change	116%	33%	62%

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About this data

All data is sourced from the International Passenger Survey by the Office for National Statistics. Refer to the [ONS website](#) for more on IPS methodology.

Important Notice On Continued Impact of COVID in relation to IPS Data Collection

The International Passenger Survey (IPS) was suspended on 16 March 2020 due to the coronavirus (COVID-19) pandemic. Interviewing initially began at UK airports at the start of 2021, though the IPS remained suspended at some seaports and train stations during the year. To produce statistics for the periods impacted the Office for National Statistics (ONS) have applied the following processes to the data since March 2020:

- **March 2020** - With the data collected for most of March when the IPS was running the ONS had part of the data needed for the month. To produce estimates for the full month of March the ONS worked on the assumption that passenger characteristics in the second, unsampled, half of the month were represented by those sampled in the first half.
- **April – December 2020 (Q2, Q3, Q4 2020)** - The travel and tourism figures for this period are based entirely on administrative sources and modelling as no data was collected during this period.
- **2021** – The ONS were unable to restart interviewing at Eurotunnel (but continued at Eurostar) in Q4 2021 due to COVID-19 restrictions. The ONS has used passenger numbers to model the Eurotunnel data for this quarter. Data for those travelling via Dover was only collected from Q3 2021. In addition, no estimates are included for any travel across the Irish border. Please see [visitbritain.org](https://www.visitbritain.org) for more information.
- **January to June 2022** – The ONS were unable to restart interviewing at Eurotunnel (but continued at Eurostar) during this period due to COVID-19 restrictions. The ONS has used passenger numbers to model the Eurotunnel data for Q1-Q2 2022. The ONS restarted IPS interviews at all ports from July 2022. Please see [visitbritain.org](https://www.visitbritain.org) for more information.

Please refer to the [ONS website](#) for the official release and more information on IPS methodology and UK outbound travel and for Full Year 2022 details are on this [ONS page](#).

Appendix

International Passenger Survey 2022

USING AND INTERPRETING STATISTICAL DATA

Sources: Data is sourced from the Office for National Statistics' International Passenger Survey (IPS). Information about the survey can be found on the VisitBritain website www.visitbritain.org (Insights & Statistics section) or the Office for National Statistics website www.statistics.gov.uk/hub/index.html.

Sample Sizes: Some analysis within this report may be based on small sample sizes. Before using the data, it is important to recognise the limitations of using a small sample size. Further information, including methodology and sample sizes, can be found on the VisitBritain website www.visitbritain.org (Insights & Statistics section).

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Back Cover: The Old Man of Storr, Isle of Skye

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