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# THE DANISH HOLIDAY TRAVEL SURVEY 2019

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Yearly analysis that provides you with updated insights to the development in Danes' travel behavior domestically and abroad

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# NEWEST INSIGHTS ABOUT THE DANES' TRAVEL BEHAVIOR

The Danish Holiday Travel Survey 2019 provides you with current insights about the development in the Danes' travel behavior

**It is relevant to keep oneself updated on the development in behavior and preferences, when it comes to the choice in Danes' holiday travels. The report is specifically imperative for stakeholders in the travel- and tourism industry as well as other related businesses e.g. travel insurance and telecom. Thus, Epinion carries out the extensive mapping: The Danish Holiday Travel Survey.**

Since 2016, Epinion has in the report 'The Danish Holiday Travel Survey' presented updated insights about the development in the Danes' travel behavior. The extensive and recurrent analysis maps the Danes' travel patterns in relation to relevant segments and types of travel. This year's edition of 'The Danish Holiday Travel Survey' contains both historic development on central parameters as well as new subjects. The report contains 140 pages of dense material divided across various themes.

The analysis targets many different types of stakeholders that in one way or another have an interest in being informed about the newest knowledge concerning the Danes' travel behavior. The report has a broad appeal, which is also reflected in the previous clientele. Here, all from travel agencies, destination management organizations domestically and abroad to the Ministry of Foreign Affairs of Denmark, large telecom businesses and travel insurance agencies are represented.

## ***The Danish Holiday Travel Survey is now ready!***

Based on approx. 3,000 representatively selected Danes and a mapping of more than 5,000 holidays held in 2018, Epinion has analyzed the Danes' travel behavior in the latest 12 months and can therefore present a current picture of how the Danes travel right now.

The report is a *must read* for all who needs or wants to be updated on the Danes' travel behavior.



# DID YOU KNOW THAT...

1

*"Danish travelers have carried out 8.1 million holiday travels in 2018. Three in four Danes have been on holiday"*

2

*"In 2018, the total consumption on holidays abroad was approx. 40 billion DKK. Divided into travel types, city breaks entails 7 billion, thus being the largest holiday type measured solely on consumption"*

3

*"Two in three Danes expect to hold a minimum of one holiday within the next 12 months. 56% have not yet booked their holiday"*

4

*"Every second Dane in the age of 55 or more is in contact with an agent when planning or booking his or her travel holiday in 2018. E-mail is used by 68% to create contact, thus making it the primary source of communication for this specific target group"*

5

*"Around 40% of Danes received inspiration from family and friends in relation to their travel holiday in 2018. Thus, this is the most popular source of inspiration. Every fifth Dane uses the destination's or attraction's webpage both in relation to holidays in Denmark and abroad"*

# WE HAVE ANALYSED THE MARKET SO YOU CAN RECEIVE AN OVERVIEW

The report targets those who would like a quick overview of the development in the Danes' travel behavior, and how the market has changed. Simultaneously, it provides you with the option to go in-depth through detailed analyses across certain types of travel, demographic segments etc.

The report is thematic in its content and contains approx. 140 pages of the newest insights.

The report is visually attractive and communicatively accessible and inviting. Graphs and figures are easy to read and supplemented by brief and precise explanations. The report is written in English.



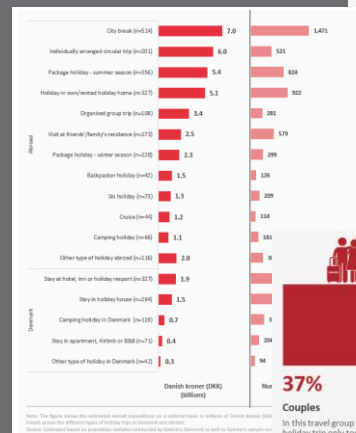
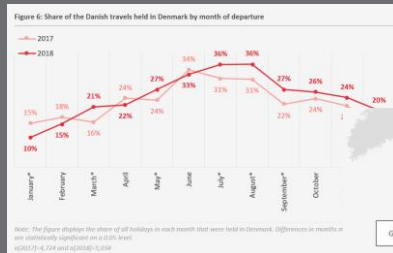
## DATA

**2,954**  
Completes

**5,416**  
Holiday trips taken

Data is collected through Epinion's external panels. All completes are weighed on gender, age and region to obtain a representative division of the sample in relation to the Danish population.

# MANY INSIGHTS IN A EASY AND STRUCTURED LAYOUT





# INSIGHTS COVERING MANY THEMES...

Some of the themes covered in the report are presented below



## THE OVERALL TRAVEL MARKET

The analysis assesses the overall travel market and estimates the total number of holiday and business trips in 2018. Also, it outlines the distribution of holidays across types of holiday trips in Denmark and abroad.



## ACTIVITIES DURING THE HOLIDAY TRIPS

Activities are often big drivers for the Danes' choice of holiday trip. Thus, the analysis investigates which activities the Danes prefer, and which type of activities that are especially linked to which type of holiday trips.



## TRAVEL INSURANCE

Another dimension in the analysis evolves around travel insurance. Are the Danes covered when travelling abroad, which organization do they use, and what are their experiences with the different suppliers.



## INFORMATION SEARCH AND BOOKING BEHAVIOR

The analysis sheds light on how Danes search for information and inspiration for their holiday trips as well as their booking behavior before and during a trip.



## FUTURE TRAVEL INTENTIONS

Analysis provides insight into Danes' future travel intentions. On this basis, the expected number of holiday trips for the coming 12 months is estimated.



## AWARENESS OF PROVIDERS ON THE MARKET

Moreover, the analysis presents the Danes' awareness of a large number of different travel agencies, search engines, booking portals and car rentals. This is put in relation to which providers they know/have heard of, and which they have previously used – both in general and within the last 12 months.



## TRAVEL PATTERNS AND BEHAVIOR

The study provides exhaustive information about the Danes' travel patterns and behavior – concerning everything from their travel destination to time of travel, duration, accommodation, choice of transport, and the travel group.



## THE EXPENDITURE ON THE HOLIDAY TRIPS

The analysis estimates the Danes' consumption on trips domestically and abroad across different types of trips. The results are compared to the size of the travel groups and the average number of overnight stays of the trips.



## BACKGROUND

The analysis entails different background information on the Danes. This makes it possible to break the Danes into demographic target groups. The information includes gender, age, zip code, income, education and number of children under the age of 18 years in the household.



# ABOUT EPINION

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Research & Insights Management Solutions

Epinion is a leading research and insights management solutions company with Nordic roots. Founded in 1999, we are a dedicated team of insights consultants, data scientists, software specialists, and researchers. **This includes a team specialized in tourism, culture and experiences.**

The team have a unique knowledge about the tourism industry and years of experience from studies initialized by destination management organizations, accommodation, cultural institutions, attractions, municipalities and travel agencies.

We command the latest technology and methodologies when it comes to sophisticated qualitative and quantitative or even mixed methods research, integrating big and small data sets, both internal and external to the organization.

## OUR CLIENTS



## PREVIOUS PURCHASES BY CLIENTS OF THE DANISH HOLIDAY TRAVEL STUDY



UDENRIGSMINISTERIET  
Ministry of Foreign Affairs  
of Denmark



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## PURCHASE THE REPORT AND RECEIVE VALUABLE INSIGHTS FOR 9,500 DKK (EX. VAT)

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Once you have bought the report, there is no start-up cost on custom deep dive analysis – you only pay for the time it takes to produce them. If your requirements cannot be fulfilled by custom analysis of the data, we can also carry out additional data collection to answer your questions.

**We look forward to hearing from you!**

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## INTERESTED IN HEARING MORE

The tourism research team at Epinion is familiar with all aspects of the tourism and travel industry, and has for years specialized in analysis and consultancy within this business segment. The analysis has been carried out since 2016, and has continuously been improved based on the market development and feedback from previous clients.

Please contact us if you have any questions, are interested in purchasing the report, or discuss the possibilities of conducting an individual analysis where your organization is at the center.



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