Euromonitor International

Travel in Denmark

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Solo travel and purpose-driven demand reshape travel experiences
Travel providers expand beyond traditional roles as boundaries continue to blur
US/Israel-Iran War redirects demand towards domestic and European travel
Chart 1 Travel Sales by Category: Value 2026

WHAT'S NEXT?

AI is expected to strengthen across travel planning and customer service
Geopolitical disruption and health concerns are set to reinforce demand for flexibility
Business travel is expected to remain below its historical peak
Chart 1 Forecast Travel Sales by Category: Value 2026-2031

COMPETITIVE LANDSCAPE

Established travel providers maintain their positions as international connectivity expands
Norwegian and Air France-KLM pursue strategic expansion through acquisitions

PRODUCTS

Personalisation and flexibility become central to travel innovation
Spies, SAS and DanCenter broaden travel solutions through product innovation
More specialised and integrated travel products strengthen competitive positioning

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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