

Wesgro

cape town & western cape research

an inspiring place to know

Contents

- 1. Overview of Denmark
- 2. Overview of the Danish Travel Market
- 3. The Danish Traveller to South Africa
 - 3.1 Visitor Arrivals to South Africa
 - 3.2 Purpose of visit to South Africa
 - 3.3 Activities in South Africa
- 4. The Danish Traveller to the Western Cape
 - 4.1 Visitor Arrivals to the Western Cape
 - 4.2 Danish Passenger Traffic through Cape Town International Airport
 - 4.3 Spend patterns
 - 4.4 Bed nights & Average Length of Stay in the Western Cape
- 5. Danish Traveller Trends
 - 5.1 Outbound travel trends
 - 5.2 Media consumption habits
- 6. Key Findings
- 7. List of sources

1. Overview of Denmark

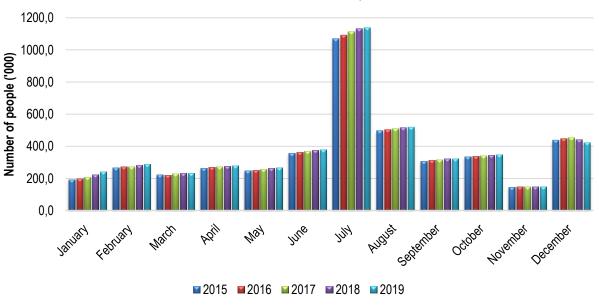
About Denmark		
Where is Denmark?	Denmark is located in Northern Europe, bordering the Baltic Sea and the North Sea, on a peninsula north of Germany (Jutland); also includes several major islands (Sjaelland, Fyn, and Bornholm)	
Population (millions)	5,8 (2019)	
Time Difference	South Africa is an hour ahead of Denmark	
Language	Danish, Faroese, Greenlandic (an Inuit dialect), German (small minority)	
General Overview	Denmark's economy is expected to fall into a recession in 2020. Real GDP is expected to contract by 6.3% but should bounce back to rise by 4,9% in 2021, then fall to an average of 1,5% per year from 2025 to 2027. Denmark's current population is around 5,8 million and it is expected to grow to 6,1 million in 2030. The fertility rate is 1.8 births per female, and the median age is rising slowly going from 38,2 years in 2000 to 41,9 years in 2019. In 2019, Denmark's savings ratio amounted to 4,7% of disposable income and consumer expenditure per capita amounted to USD 27 325. Consumer spending is expected to grow at an average annual rate of 2,1% over the 2020 – 2030 period. Education and leisure and recreation are expected to be the fastest growing	

2. Overview of the Danish Travel Market

Denmark Travel Market		
Capital City	Copenhagen	
Disposable income Per capita, US\$ 2019	28,364	
Savings As % of disposable income	4,7%	
Median Age	41.9 years	
Paid Holidays (2019) Public Holidays (2019) Annual Leave (2019)	25.0 11.0 36.0	
Outbound Departures ('000 trips)	1. 2017: 12,000.0 2. 2018: 12,644.3 3. 2019: 13,013.9	
Top 3 Outbound Destinations ('000 trips, 2019)	 Sweden: 2,528.3 Germany: 1,721.9 Spain: 1,454.2 	
Type of Outbound Trips	Leisure: 75.9% Business: 24.1%	

Seasonality Patterns

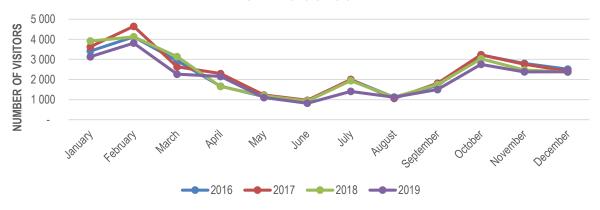




3. The Danish Traveller to South Africa

Denmark Travel Market		
Number of Arrivals	2016: 27 554 2017: 28 679 2018: 27 649 2019: 24 837	
Purpose of visit to South Africa (2019)	Holiday (66,4%) Business (6,5%)	
Average length of stay in South Africa (Number of nights)	2017: 14,0 2018: 16,5 2019: 15,0	
Age profile (2019)	18 – 24 yrs (15,5%) 25 – 34 yrs (32,9%) 35 – 44 yrs (14,9%) 45 – 54 yrs (16,4%)	
Repeater Rate of Danish Travellers (2019)	 First Time: 67,1% 2 -3 times: 15,4% 	
Accommodation Usage (2019)	 Hotels (76 950) Friends & Family (67 642) Game Lodge (54 169) 	
Total Foreign Direct Spend in South Africa (R in millions)	2017: R 538 2018: R 459 2019: R 494	
Average Spend in South Africa	2017: R 22 000 2018: R 18 300 2019: R21 300	
Most positive experiences for Danish visitors in South Africa (2017)	 The scenery The wildlife The hospitality and friendly people 	

SEASONALITY PATTERNS: DANISH TRAVELLERS TO SOUTH AFRICA BY MONTH, JAN - DEC 2016 - 2019



3. The Danish Traveller to South Africa

3.1. Visitor Arrivals to South Africa





3.2. Purpose of visit to South Africa

Danish visitors travelling to South Africa are predominantly visiting for the purpose of holiday, visiting friends and relatives, business, and MICE. They are most impressed with South Africa's scenery, wildlife, and the friendliness of people. They typically visit the Western Cape, Gauteng, and Mpumalanga province and their length of stay in the country is on average 15,0 nights.

They are typically between the ages of 18 and 54 years, with 15,5% in the 18-24 years category, 32,9% in the 25-34 years category, 14,9% are in the 35-44 years category and 16,4% are in the 45-54 years age category. In 2019, 67,1% of Danish travellers to South Africa were first time visitors to the country and 32,9% were repeat visitors.

Top reasons for travel to SA		
Holiday (66,4%)		
VFR (16,0%)		
Business (6,5%)		



3.3. Activities in South Africa

Top activities undertaken
1. Wildlife
2. Shopping
3. Visiting natural attractions
4. Culture and heritage
5. Beach

The wildlife, shopping, visiting natural attractions, cultural activities, and visiting the beach were amongst the top activities undertaken by Danish tourists while in South Africa. In 2019 their average spend was R21 300 per tourist.

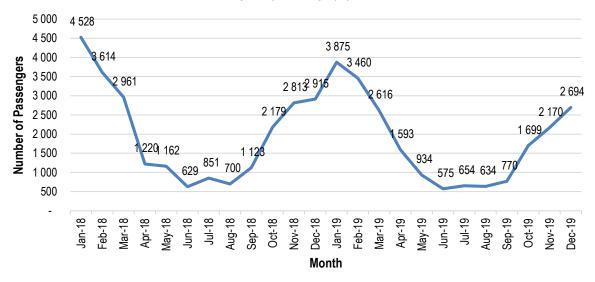
They are more likely to stay in hotels, game lodges or with family and friends. Many Danish visitors also make use of Airbnb and guesthouse accommodation.

In 2019, 67,1% of Danish travellers to South Africa were first time visitors to the country and 32,9% were repeat visitors.

4. The Danish Traveller to the Western Cape

Denmark Travel Market	
Number of Arrivals	2015: 14 033 2016: 14 100 2017: 14 598 2018: 12 683
Total Foreign Direct Spend in the Western Cape (R in millions)	2015: 153 2016: 189 2017: 209
Average Spend in the Western Cape	2015: R 11 700 2016: R 15 500 2017: R 16 500
Average length of stay in the Western Cape (Number of nights)	2015: 14,0 2016: 12,9 2017: 13,4
Total bed nights spent in the Western Cape	2015: 182 000 2016: 165 000 2017: 179 000
Total number of *formal bed nights spent in the Western Cape	2015: 141 000 2016: 120 000 2017: 134 000

DANISH PASSENGER MOVEMENT THROUGH CAPE TOWN INTERNATIONAL AIRPORT, JAN 2017 – DEC 2018



Sources: SA Tourism, OAG Traffic Analyser, 2020

^{*}Formal bed nights = Hotels, B&B's, Guesthouses, Self-catering units, Game Lodges and Backpackers

4. The Danish Traveller to the Western Cape

4.1. Visitor Arrivals to the Western Cape

Danish visitor arrivals to the Western Cape increased slightly from 2016 to 2017 after a sharp decline in 2015.

Visitor numbers to the Western Cape declined by -13,1% in 2018, much more than the -3,6% decrease nationally. This indicates that the drought in the Western Cape may have impacted Danish visitors' decision to travel to the province.

The majority of Danish air travellers started their journey to Cape Town at Copenhagen Kastrup and Billund Airports.

Period	Tourist Arrivals	Y-O-Y % Change	
2014	15 658	-	
2015	14 033	-10,4%	
2016	14 100	0,5%	
2017	14 598	3,5%	
2018	12 683	-13,1%	

4.2. Passenger Traffic through Cape Town International Airport

Inbound Passenger Performance: Denmark – Cape Town				
Country	Passengers 2019	% Change 2018-19	Passengers Jan - Mar 2020	% Change Jan – Mar 2019-20
Denmark	20 651	-13%	7 966	-16%

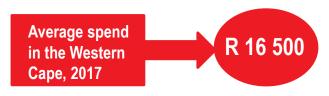
	Top Cities: Denmark – Cape Town				
Rank	Airport	Passengers 2019	% Change 2018-19	Passengers Jan – Mar 2020	% Change Jan – Mar 2019-20
1	Copenhagen Kastrup	17 839	-15%	6 975	-17%
2	Billund	2 367	2%	771	-24%
3	Aalborg	410	-4%	170	10%
4	Aarhus Tirstrup	21	-25%	50	-

Sources: SA Tourism, OAG Traffic Analyser, 2020

4.3. Spend Patterns

In 2017, the Danish market contributed R209 million to the Western Cape's economy making it the 13th most lucrative European source markets for the province.

On average, Danish tourists spent R16 500 per trip in the Western Cape in 2017. Total Foreign Direct Spend has increased steadily, since 2015 growing by a significant 10,6% from 2016 to 2017.



TOTAL FOREIGN DIRECT SPEND IN THE WESTERN CAPE, 2015 - 2017

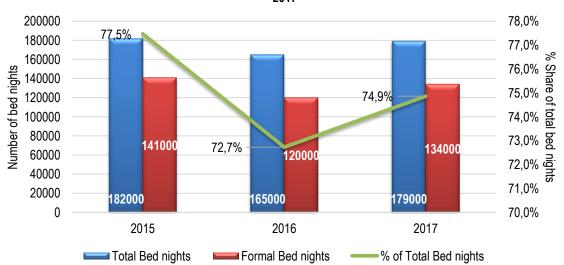


4.4. Bed nights and Average Length of Stay in the Western Cape

In 2017, Danish travellers spent 179 000 bed nights in the Western Cape, of which 134 000 were spent in the *formal accommodation sector. The number in total bed nights increased by 8,5% and formal bed nights increased by 11,7% when compared to the 2016 figures.



NUMBER OF BED NIGHTS SPENT BY DANISH TOURISTS IN THE WESTERN CAPE, 2015 - 2017



^{*}Formal Bednights refers to Hotels, B&Bs, Guesthouses, Self-catering units, Game Lodges and Backpackers.

5. Danish Traveller Trends

5.1. Outbound travel trends

In 2019, a total of 13 013 900 Danish international outbound trips were made with an expenditure value of DKK 103 million, which is expected to increase to DKK 114 million by 2024. Sweden, Germany, Spain, Italy, and United Kingdom were the top five outbound destinations for Danish travellers in 2019 which accounted for 55,4% of all outbound trips.

Danish outbound trips to South Africa accounted for 0,2% of all outbound trips in 2019. Other African destinations visited by Danish travellers in 2019 included Egypt (0,9%), Morocco (0,3%), and Kenya (0,2%).

Danish travellers have, on average, 36 days annual leave per year. Seasonality patterns indicate that they are most likely to travel during July and August. Of all outbound trips in 2019, 75,9% were for the purpose of leisure.

Outbound travel trips grew by 2,9% in 2019. Family and couples are the main types of leisure outbound tourists. Danish travellers are seeking flexibility, adventure and luxury options.

5.2. Media consumption habits

Top Travel Resources for planning a trip		
Search Engines		
Online Ads		
Mobile searches		
Online travel videos		

The 'Nordic Travel Study 2016' reveals that 78% of Danish travellers use online tools at some point in their customer journey, 71% of travellers would use a search engine to explore a new destination and 35% of travellers have researched a destination, flight, hotel or vacation as a result of seeing an online ad.

Danish travellers are inclined to use their mobile devices to answer immediate needs, however due to poor mobile experiences many are forced to switch to another device during the planning stage.

Online travel videos are a popular tool amongst Danish travellers during the dreaming phase, with 40% of travel video watchers indicating that videos have inspired them to think about a new destination and 36% saying that videos have inspired them to think about planning a vacation. Of the Danish travellers surveyed, 13% have watched a travel related video and 30% of travel video watchers said videos have influenced where they decided to travel.

Sources: Euromonitor International, Think with Google, 2020

6. Key Findings

- Danish visitors travelling to South Africa are predominantly visiting for the purpose of holiday, visiting friends and relatives, and business. They are most impressed with South Africa's scenery, wildlife, and the friendliness of people.
- In 2019, a total of 13 013 900 Danish international outbound trips were made with an expenditure value of DKK 103 million, which is expected to increase to DKK 114 million by 2024.
- Danish travellers typically travel to other European destinations. The USA was the most popular non-European destination for Danish travellers in 2019. Egypt, Morocco, South Africa, and Kenya were the most popular African destination for Danish travellers and collectively accounted for 1,6% of outbound trips in 2019.
- Danish travellers have, on average, 36 days annual leave per year. Seasonality patterns indicate that
 they are most likely to travel during July and August. Of all outbound trips in 2019, 75,9% were for the
 purpose of leisure, and 24,1% travelled for business.
- A significant portion of Danish visitors to South Africa are business travellers (21,9%) and the repeat travel rate of 42,1% suggests that there is an opportunity to expand the Bleisure offering.
- Danish travellers are seeking flexibility, adventure and luxury options. Family and couples are the main types of leisure outbound tourists.
- In 2017, the Danish market contributed R209 million to the Western Cape's economy making it the 13th most lucrative European source markets for the province.
- Danish visitor arrivals to South Africa decreased by -3,6% in 2018, however a decrease of -13,1% was
 recorded in the Western Cape which suggests that the 2017/18 drought may have impacted Danish
 visitors' decision to travel to the province. After a sharp decline of -25,4% in Q1 of 2019, Danish visitor
 arrivals rebounded, increasing by a significant 49,1% in Q4 2019 when compared to the same period in
 2018.

7. List of sources

- 1. South African Tourism
- 2. Euromonitor International
- 3. OAG Airline Passenger Traffic Analyser
- 4. Think with Google

Wesgro has taken every effort to ensure that the information in this publication is accurate. We provide said information without representation or guarantee whatsoever, whether expressed or implied. It is the responsibility of users of this publication to satisfy themselves of the accuracy of information contained herein. Wesgro cannot be held responsible for the contents of the publication in any way.

© Wesgro, 2020.

