

# The Amazing Stats-At-A-Glance Country **OUTBOUND** Profile System

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
1	<b>Denmark</b>																		2010 Visitor Volume Rank: <b>23</b>		
2	<b>Travelers</b>					<b>Spending</b>				<b>Country Economics</b>											
3	1) Total Outbound TRAVELERS (m)	2) Total Outbound % Change	3) To USA (m)	4) USA Share of Outbound (%)	5) Visitor Volume To USA % Change	6) Total Outbound SPENDING (\$b)	7) To USA (\$b) (travel receipts + pass fare.)	8) USA Share of Outbound receipts only	9) To USA % Change	10) Real GDP % Change	11a) GDP/Capita (000s of constant \$US)	11b) GDP/Capita % change	12) GDP PPP/Capita (000s of current \$Intl.)	13) Inflation % Change	14) Unemployment Rate (%)	15) Population (millions)	16) Government Debt to GDP Ratio	17) Currency Exchange Rate relative to US\$	18) Stock Market Performance (000s)		
5	Country?	Denmark	formula	Denmark	formula	Denmark	Denmark	formula	formula	Denmark	Denmark	formula	Denmark	Denmark	Denmark	Denmark	Denmark	Denmark	Denmark	Denmark	
6	1980	---	---	0.051	---	na	---	---	---	-0.4	\$28.5	---	\$10.0	10.7	7.1	5.12	0	\$0.1774	19)		
11	1985	---	---	0.056	---	na	---	---	---	4.0	\$19.4	3	\$14.8	4.7	9.2	5.11	0	\$0.0944			
16	1990	---	---	0.097	---	na	---	---	---	1.6	\$36.6	19	\$18.6	3.2	8.6	5.14	0	\$0.1616			
21	1995	---	---	0.108	---	7	\$4.3	\$0.00	0.0	3.1	\$42.8	16	\$23.2	1.9	9.2	5.22	0	\$0.1785			
22	1996	5.04	---	0.137	2.7	27	\$4.1	\$0.00	0.0	2.8	\$42.3	-1	\$24.1	2.0	7.9	5.25	0	\$0.1725			
23	1997	4.69	-7	0.145	3.1	5	\$4.2	\$0.00	0.0	3.2	\$38.2	-10	\$25.2	2.2	7.0	5.28	0	\$0.1514			
24	1998	4.79	2	0.139	2.9	-4	\$4.6	\$0.00	0.0	2.2	\$38.4	0	\$26.0	1.4	5.8	5.30	72	\$0.1492			
25	1999	4.74	-1	0.146	3.1	6	\$4.9	\$0.00	0.0	2.6	\$37.7	-2	\$26.9	2.2	5.0	5.31	67	\$0.1433			
26	2000	5.01	6	0.149	3.0	2	\$4.7	\$0.00	0.0	3.5	\$33.9	-10	\$28.4	3.1	4.8	5.33	60	\$0.1237			
27	2001	4.95	-1	0.126	2.6	-15	\$4.9	\$0.00	0.0	0.7	\$33.1	-2	\$29.1	2.3	4.7	5.35	58	\$0.1202			
28	2002	4.94	0	0.119	2.4	-6	\$5.8	\$0.00	0.0	0.5	\$35.2	6	\$29.6	2.4	4.8	5.37	58	\$0.1267			
29	2003	5.56	13	0.125	2.3	6	\$6.7	\$0.00	0.0	0.4	\$42.0	19	\$30.3	2.1	5.7	5.38	57	\$0.1518			
30	2004	4.63	-17	0.151	3.3	20	\$7.3	\$0.00	0.0	2.3	\$46.9	12	\$31.8	1.2	5.8	5.40	54	\$0.1669			
31	2005	5.47	18	0.175	3.2	16	\$6.9	\$0.00	0.0	2.4	\$47.6	2	\$33.5	1.8	5.1	5.41	45	\$0.1668			
32	2006	6.13	12	0.185	3.0	6	\$7.4	\$0.00	0.0	3.4	\$49.0	3	\$35.7	1.9	3.9	5.43	41	\$0.1682			
33	2007	6.56	7	0.218	3.3	17	\$8.8	\$0.00	0.0	1.6	\$53.8	10	\$37.2	1.7	2.8	5.45	34	\$0.1837			
34	2008	6.35	-3	0.257	4.0	18	\$9.7	\$0.00	0.0	-1.1	\$57.4	7	\$37.4	3.4	1.9	5.48	42	\$0.1962			
35	2009	---	---	0.246	---	-4	\$8.9	\$0.00	0.0	-5.2	\$51.1	-11	\$35.5	1.3	3.6	5.51	42	\$0.1865			
36	2010	---	---	0.259	---	5	\$8.6	\$0.00	0.0	2.1	\$50.7	-1	\$36.4	2.3	4.2	5.54	44	\$0.1778	---		
37	2011f	---	---	0.267	---	3	---	\$0.00	---	2.0	\$54.5	7	\$37.6	2.0	4.5	5.54	46	\$0.1835	---		
38	2012f	---	---	0.275	---	3	---	\$0.00	---	2.0	\$55.6	2	\$38.8	2.0	4.4	5.56	47	\$0.1832	---		
39	2013f	---	---	0.280	---	2	---	\$0.00	---	2.0	\$56.5	2	\$40.0	2.0	4.0	5.57	46	\$0.1821	---		
40	2014f	---	---	0.286	---	2	---	\$0.00	---	1.9	\$57.2	1	\$41.3	2.0	3.5	5.59	45	\$0.1807	---		
41	2015f	---	---	0.291	---	2	---	\$0.00	---	1.9	\$57.7	1	\$42.7	2.0	3.0	5.60	43	\$0.1793	---		
42	2016f	---	---	0.297	---	2	---	\$0.00	---	1.9	\$58.8	2	\$44.2	2.0	3.0	5.62	40	\$0.1801	---		
43	2011f	<b>20) The Economist The World 2011 Forecasts&gt;&gt;</b>										1.6	\$52.3	\$37.5	\$52.3	1.8	6				
44	Period	08/00		10/00	08/00		09/00	10/00	09/00		09/00	09/00		09/00	09/00	09/00	09/00	09/00	09/00	09/00	
45	Change	1.34		0.11	106.5%		4.23	0.00	0%		17.25	7.13		-1.25	0.18	-18.85	0.06	#VALUE!	#VALUE!		
46	% ch.	27%		73%			91%	#DIV/0!			51%	25%		-26%	3%	-31%	51%	#VALUE!	#VALUE!		
47	CAGR	3.0%		5.7%			7.4%	#DIV/0!			4.7%	2.5%		-3.3%	0.4%	-4.1%	4.7%	#VALUE!	#VALUE!		
48	21) Denmark	09 / 08	10 / 09	11 / 10	An. %	22) US States Visited			25) Countries Visited (060708 avg.)			Key Share / Ranking Metrics									
49	Jan	-0.5%	-0.7%	-6.4%	5.7%	Rank	Denmark	060708	Sum top 10:	79%	Denmark	Denmark	0.7%	26) 2008 Global OUTBOUND Travelers: SHARE of 71							
50	Feb	-4.0%	3.5%	0.1%	6.9%	1	na	na	1) 14.7% Germany	6) 6.3% Italy	Denmark	18	27) 2008 Global OUTBOUND Travelers: RANK of 71								
51	Mar	-16.8%	36.2%	-29.2%	8.6%	2	na	na	2) 12.7% Spain	7) 5.4% Sweden	Denmark	0.9%	28) 2010 Global OUTBOUND \$\$\$ SHARE OF 182								
52	Apr	16.3%	-33.6%		8.0%	3	na	na	3) 11.1% France	8) 4.7% Greece	Denmark	27	29) 2010 Global OUTBOUND \$\$\$ RANK OF 182								
53	May	-4.5%	1.7%		7.6%	4	na	na	4) 8.2% Norway	9) 4.1% Austria	Denmark	0.4%	30) 2010 USA /visitor: SHARE of 217								
54	Jun	-1.8%	5.0%		9.8%	5	na	na	5) 7.8% United Ki	10) 3.6% Turkey	Denmark	23	31) 2010 USA Visitor: RANK of 217								
55	Jul	-13.3%	20.5%		13.7%	6	na	na	Base: % of origin not available.			Denmark	na	32) 2010 USA Spending: SHARE							
56	Aug	-7.3%	13.1%		6.2%	7	na	na	TREND: Destination-reported volume increased from 2.7M in 1995 to 7.7M in 2007.			Denmark	na	33) 2010 USA Spending: RANK of 20 (13 countries later in 2011)							
57	Sep	-11.5%	11.6%		8.5%	8	na	na	Origin-reported volume is not available.			Denmark	na	34) % Vacation / Leisure Travelers (main purpose) 080910							
58	Oct	4.1%	-0.8%		12.8%	9	na	na	Outbound volume up to all top-20 destinations except #16 Poland (-3%). Consistent growth to #11 USA over the period totaling 69%. USA performance compares to +29% growth for #29 Canada on small 21K base. Highest growth to #15 Bulgaria (+84%), #18 Croatia (+660%), #17 China (+301%), #19 Egypt (+228%), and #13 Thailand (+167%).			Denmark	\$ 50.7	35) 2010 GDP/Capita (000s constant \$US; US = \$42.7							
59	Nov	-3.5%	8.8%		6.3%	10	na	na				Denmark	33%	36) Export % of GDP (year varies) RANK							
60	Dec	-1.2%	-1.5%		6.0%	23) Geo-Equity (08)			24) VWP?			Denmark	\$ -	37) 2010 \$\$\$ / visitor: SIAT: TOTAL TRIP of 17							
61	YTD	-8.4%	14.7%	-14.7%	Mar	Denmark	na	1991				Denmark	\$ -	38) 2010 \$\$\$ / visitor: SIAT: IN THE USA of 19							
62	44) I-94	Denmark	1	na	na	6	na	na				Denmark	\$ -	39) 2010 \$\$\$ / visitor: SIAT: AIRFARE of 18							
63	Address	2009	2	na	na	7	na	na				Denmark	\$ -	40) 2010 \$\$\$ / visitor / night SIAT: IN THE USA of 19							
64	Total	Not	3	na	na	8	na	na				Denmark	na	41) 2010 \$\$\$ / visitor: BEA TOTAL RECEIPTS na of 20							
65	OS	Rprtd.	4	na	na	9	na	na				Denmark	na	42) 2010 \$\$\$ / visitor: BEA IN USA RECEIPTS na of 20							
66	0	-	5	na	na	10	na	na				Denmark	na	43) 2010 \$\$\$ / visitor: BEA Pass. Fare RECEIPTS of 20							
67	Denmark	45) Currency Details: Danish Krone										\$0.0000	\$0.0000	\$0.0000							
68	46) Country Commentary: Denmark										Denmark	47) Target Country? DOC?: No. CTP?: ??? ???									
69	ECONOMIST-THE WORLD 2011: Election no later than November 2011. Economy will continue to recover, expanding by 1.6%.																				
70	ECONOMIST INTELLIGENCE UNIT: none.																				
71	BUSINESS MONITOR ONLINE: none.																				
72	DOC CS OFFICES: 2011. Outbound travel is increasing, as reflected by Copenhagen airports opening of 7 new routes in 2010 bringing the total to 22 international routes. USA continues to be an attractive																				
73	travel destination, ahead of Thailand. Hot destinations are Bulgaria (low price point), Croatia (regaining popularity coinciding with massive marketing activities), and China (new and exotic). Capacity to the																				
74	USA increasing, including Delta's new route in 2010 between CPH and JFK. USA marketing is minimal at best; many European markets have large marketing budgets to attract Danish travelers.																				
75	OTHER: MVB:																				
76	TRAVEL FORECAST POSITIVES: 2010 actual visitor volume (+5%) exceeded Spring 2010 forecast (+3%). The 12-month moving average stable at +5% since August 2010. GDP/capita one of the highest																				
77	and increasing...a bit lower when adjusted for PPP. Currency exchange rate trend relatively high and stable. USA share of outbound increasing.																				
78	TRAVEL FORECAST NEGATIVES: Small and stable population; growth must come from more outbound trips, higher USA share, or larger party sizes.																				
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