

VisitDenmark in short



Ambassadors

- 655.000+ Facebook followers
- 240.000+ Instagram followers
- 74.000+ Twitter followers
- 4 million+ yearly engagements on social channels
- 231.000+ newsletter subscribers



Digital

- 13 million+ website visits a year (visitdenmark.xx)
- 24.5 million+ website page views a year (visitdenmark.xx)
- 6.5 million+ visits from organic searches
- 35.000+ online Danish tourism product listings



Outreach

- 435 individual media visits completed in 2018
- 6000+ mentions in international media a year
- 2.5 billion readers
- 13.000+ International MICE and Travel Trade contacts



Content

- 1 Denmark brand with themes, visuals and guidelines
- 3400+ images on Denmark Media Centre
- 29 million+ video views across channels a year
- 11.3 years Amount of time people spend watching our videos each year



Insights

- Key tourism data of Denmark
- The tourist's digital journey
- Key market analysis
- Awareness and image tracking and effect measurement
- 20.000+ free data downloads from our online knowledge hub a year



Business

- 8 Market offices
- 10 prioritised markets
- 300+ companies and organisations invested with VisitDenmark in branding of Denmark in 2018
- 28 million tourists got desire to travel to Denmark after being exposed to VisitDenmark's branding (2018)