



**Euromonitor
International**

Lodging (Destination) in Denmark

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Continued strong performance in 2025 with inbound tourism fuelling demand
Airbnb dominates short-term rentals while hotel market remains fragmented amid growing platform competition

PROSPECTS AND OPPORTUNITIES

Lodging market poised for sustained growth as tourism becomes more evenly distributed throughout the year
Innovative boutique brands and unified loyalty programmes will drive growth

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Travel in Denmark - Industry Overview

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