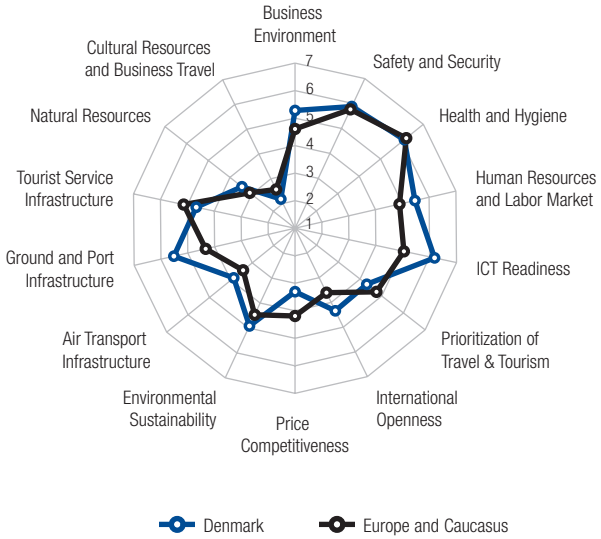
Denmark

The Travel & Tourism Competitiveness Index

	Rank (out of 141)	Score (1–7)
Travel & Tourism Competitiveness Index	**27**	**4.38**
Enabling Environment	**10**	**5.79**
Business Environment	20	5.28
Safety and Security	34	5.88
Health and Hygiene	32	6.11
Human Resources and Labour Market	4	5.47
ICT Readiness	3	6.18
T&T Policy and Enabling Conditions	**61**	**4.22**
Prioritization of Travel & Tourism	91	4.31
International Openness	7	4.34
Price Competitiveness	135	3.31
Environmental Sustainability	12	4.92
Infrastructure	**29**	**4.68**
Air Transport Infrastructure	36	3.87
Ground and Port Infrastructure	12	5.52
Tourist Service Infrastructure	52	4.67
Natural and Cultural Resources	**44**	**2.81**
Natural Resources	47	3.45
Cultural Resources and Business Travel	46	2.18

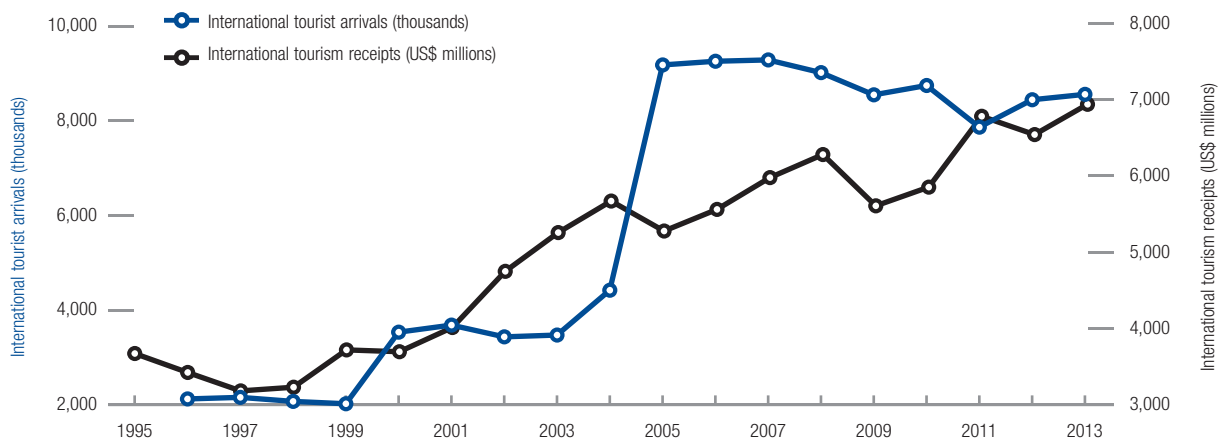


Travel & Tourism Key Indicators and Economic Impact

Int'l tourist arrivals (thousands), 2013	8,557
Int'l tourism receipts (inbound US$ millions), 2013	6,939.1
Growth (%) in int'l outbound travel spending*	2.37
Average spending per int'l tourist (US$), 2013	810.9
Population (millions), 2013	5.6
Surface area (1,000 square kilometres), 2013	43.1
Gross domestic product per capita (PPP$), 2013	43,080
Real GDP growth (%), 2013	0.4

T&T industry economic impact, 2014 estimates	Absolute value	Percent of total	Growth forecast
T&T industry GDP (US$ millions)	6,517.7	2.0	3.4
T&T industry employment (1,000 jobs)	77.3	2.9	1.5

Evolution of the T&T Industry Over Time



Note: For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" on page 67.
* CAGR 2008-2013.

Denmark

The Travel & Tourism Competitiveness Index in detail

	INDICATOR	VALUE	RANK/141
	Business Environment	**5.3**	**20**
1.01	Property rights†	5.7	17
1.02	Impact of rules on FDI†	4.7	42
1.03	Efficiency of legal framework settling disputes†	5.0	20
1.04	Efficiency of legal framework challenging regs.†	3.7	44
1.05	No. of days to deal with construction permits*	64	8
1.06	Construction permits cost (%)*	2.3	81
1.07	Extent of market dominance†	5.1	12
1.08	No. of days to start a business*	6	23
1.09	Cost to start a business (% GNI/capita)*	0.2	2
1.10	Effect of taxation on incentives to work†	2.7	130
1.11	Effect of taxation on incentives to invest†	3.2	113
1.12	Total tax rate (% profit)*	26.0	26
1.12a	Labour and contributions tax rate (% profit)*	3.0	15
1.12b	Profit tax rate (% profit)*	20.3	93
1.12c	Other taxes rate (% profit)*	2.8	85
	Safety and Security	**5.9**	**34**
2.01	Business costs of crime and violence†	4.7	60
2.02	Reliability of police services†	6.0	15
2.03	Business costs of terrorism†	4.8	94
2.04	Index of terrorism incidence*	7.0	51
2.05	Homicide rate*	1	13
	Health and Hygiene	**6.1**	**32**
3.01	Physician density per 1,000 pop.*	3.4	19
3.02	Access to improved sanitation (% pop.)*	100.0	1
3.03	Access to improved drinking water (% pop.)*	100.0	1
3.04	Hospital beds per 10,000 pop.	35.0	46
3.05	HIV prevalence (% pop.)*	0.2	1
3.06	Malaria incidence per 100,000 pop.*	S.L.	n/a
	Human Resources and Labour Market	**5.5**	**4**
	Qualification of the labour force	*6.0*	11
4.01	Primary education enrolment rate (%)*	97.9	32
4.02	Secondary education enrolment rate (%)*	124.7	4
4.03	Extent of staff training†	4.9	15
4.04	Treatment of customers†	5.5	10
	Labour market	*4.9*	3
4.05	Hiring and firing practices†	5.3	6
4.06	Ease of finding skilled employees†	4.7	23
4.07	Ease of hiring foreign labour†	4.4	37
4.08	Pay and productivity†	4.0	61
4.09	Female labour force participation (% to men)*	0.9	22
	ICT Readiness	**6.2**	**3**
5.01	ICT use for B2B transactions†	5.6	27
5.02	Internet use for B2C transactions†	5.5	23
5.03	Individuals using internet (%)*	94.6	4
5.04	Broadband internet subs. per 100 pop.*	40.2	2
5.05	Mobile telephone subs. per 100 pop.*	127.1	46
5.06	Mobile broadband subs. per 100 pop.*	103.8	8
5.07	Mobile network coverage (% pop.)*	n/a	n/a
5.08	Quality of electricity supply	6.7	5
	Prioritization of Travel & Tourism	**4.3**	**91**
6.01	Government prioritization of T&T industry†	4.5	109
6.02	T&T gov't expenditure (% gov't budget)*	2.4	97
6.03	Effectiveness of marketing to attract tourists†	4.2	89
6.04	Comprehensiveness of T&T data (0–120 best)*	74.0	50
6.05	Timeliness of T&T data (0–21 best)*	18.0	48
6.06	Country Brand Strategy rating (1–10 best)*	68.7	65

	INDICATOR	VALUE	RANK/141
	International Openness	**4.3**	**7**
7.01	Visa requirements (0–100 best)*	23.0	72
7.02	Openness of bilateral ASA (0–38)*	15.7	24
7.03	No. of regional trade agreements in force*	46.0	1
	Price Competitiveness	**3.3**	**135**
8.01	Ticket taxes, airport charges (0–100 best)*	81.4	57
8.02	Hotel price index (US$)*	150.2	66
8.03	Purchasing power parity*	1.4	136
8.04	Fuel price levels (US$ cents/litre)*	202.0	128
	Environmental Sustainability	**4.9**	**12**
9.01	Stringency of environmental regulations†	6.3	1
9.02	Enforcement of environmental regulations†	6.2	2
9.03	Sustainability of T&T development†	4.4	71
9.04	Particulate matter (2.5) concentration (μg/m^3)*	9.9	84
9.05	No. of envtl. treaty ratifications (0–27 best)*	25	1
9.06	Baseline water stress (0–5 worst)*	1.0	47
9.07	Threatened species (% total species)*	1.4	3
9.08	Forest cover change (% average per year)*	–3.4	76
9.09	Wastewater treatment (%) *	93.5	7
9.10	Coastal shelf fishing pressure (tonnes per km^2)*	2.6	101
	Air Transport Infrastructure	**3.9**	**36**
10.01	Quality of air transport infrastructure†	5.6	24
10.02	Airline dom. seat kms per week (millions)*	17.1	43
10.03	Airline int'l. seat kms per week (millions)*	494.8	38
10.04	Departures per 1,000 pop.*	n/a	n/a
10.05	Airport density per million urban pop.*	1.8	39
10.06	No. of operating airlines*	82.0	22
	Ground and Port Infrastructure	**5.5**	**12**
11.01	Quality of roads	5.4	21
11.02	Quality of railroad infrastructure	4.5	20
11.03	Quality of port infrastructure†	5.8	10
11.04	Quality of ground transport network†	5.7	16
11.05	Railroad density (km/surface area)*	4.9	16
11.06	Road density (km/surface area)*	®	18
11.07	Paved road density (km/surface area)*	®	15
	Tourist Service Infrastructure	**4.7**	**52**
12.01	Hotel rooms per 100 pop.*	0.8	42
12.02	Extension of business trips recommended†	4.0	133
12.03	Presence of major car rental companies†	6	35
12.04	ATMs accepting Visa cards per million pop.*	724.8	40
	Natural Resources	**3.4**	**47**
13.01	No. of World Heritage natural sites*	3	18
13.02	Total known species*	355	114
13.03	Total protected areas (% total territorial area)*	23.6	28
13.04	Natural tourism digital demand (0–100 best)*	10	80
13.05	Quality of the natural environment†	5.4	30
	Cultural Resources and Business Travel	**2.2**	**46**
14.01	No. of World Heritage cultural sites*	3	58
14.02	No. of oral and intangible cultural expressions*	0	89
14.03	No. of large sports stadiums*	4.0	77
14.04	No. of international association meetings*	175.7	24
14.05	Cult./entert. tourism digital demand (0–100 best)*	11	60

Notes: Ranks of notable competitive advantages are highlighted in blue. A legend for the symbols ®, † and * is provided in the section "How to Read the Country/Economy Profiles" on page 67.