

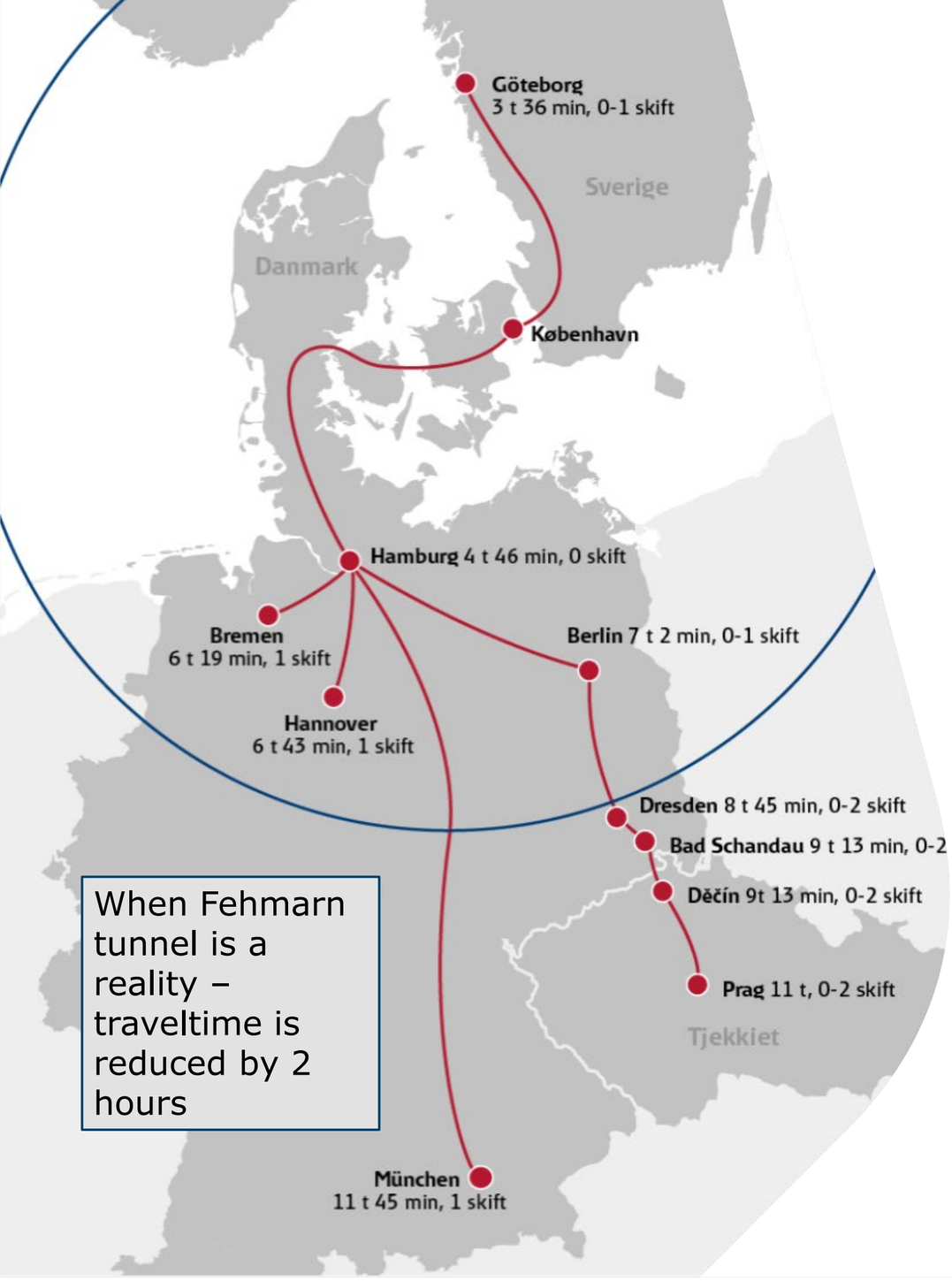
Insights and opportunities serving customer demands

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Customer Insights

- Scandinavians in general and Danes in particular, now tend to go on **1 long travel + 2-3 mini vacations** during a two years period
- They seek "**a break from daily life**" with time to experience
- Value **City experiences**
- **New microtrend** where respondents found it attractive to combine the city vacation with a full-day **hike- or bike-trip** outside the city…and the return to have a drink **and a nice dinner**



Customer Demands

- **Mini Vacations** not to exceed 6-7 hours travel time, preferably with no or 1 shift
- In **Main Holidays** longer travels are appreciated as a part of the experience
  - Approx 30% prefer the adventure Interrail offer
  - Approx 70% prefer P2P travels, 1-2-3 shifts
- **The typical traveler** are traveling together with a partner or with 1-3 friends

Baltics are for Danes ”Interrail-arena”

- Great because of longer stays
- The affinity of travelers are high
- Like slow travel
- The Baltics offers “3 capitals in a row” and easy access to wildlife experiences in between – serving the microtrend
- DSB cooperate with other operators to make smoother connections




DSB
Thx for listening
🙏


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