

wonderful
copenhagen

COPENHAGEN, ALL INCLUSIVE.

TOURISM IN THE CAPITAL
OF DENMARK 2024-2030

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FOREWORD

**COPENHAGEN,
ALL INCLUSIVE.**

We want to set a new agenda and standard for measuring tourism's value. Today's accounting of tourism is far from *all inclusive*. Tourism contributes to climate challenges, but it also offers much more positive social value than what can be observed through occupancy and revenue figures.

Therefore, we want to shed light on the actual contributions of tourism to society and the world. We will include both the positives and negatives and the direct and indirect effects of tourism. Not just a partial contribution but the overall impact at all levels. That's why our strategy is named *Copenhagen, All inclusive*. We want to change from a passive *all inclusive* approach, where everything is made easy and convenient, to an active *all inclusive* strategy, where guests and destinations see the complete picture – and strive to make good even better and minimise bad.

We wish to develop tourism so it can contribute positively to local, national, and global development when all is considered. And we aim to inspire others to do the same. It is important for us that tourism development in Denmark's capital benefits the entire country.

The world is changing like never before. War, chaos, and climate change have become so

tangible and visible that they are making a noticeable and daily impact on us. We stand literally on the burning platform.

The capital of Denmark will experience historically high-capacity expansion in the coming years, and towards 2030, even more travellers are expected. In 2019, more than 1.4 billion international arrivals were recorded globally; by 2030, the UN expects 1.8 billion international arrivals (UNWTO). In Copenhagen, we also expect significant growth in tourism. This growth will challenge the support for tourism and tourism sustainability, emphasising the need to accelerate a transition to sustainable tourism.

The UN, EU, Denmark, and Copenhagen have set ambitious climate goals, and our city's tourism should promote the realisation of these goals. We are not leading the green transition when it comes to tourism, but we aspire to. We will increase international competition to create sustainable tourism as quickly as possible. And we believe Copenhagen can inspire action far beyond its borders. We have the world's attention, and with that comes responsibility.

To us, tourism is a highly undervalued instrument. Tourism is the world's fourth-largest job creator. Tourism has superpowers

that, today, create much more than experiences, accommodations, and revenue. Tourism leaves lasting impacts. It contributes to tolerance and understanding among people and cultures. It creates jobs and development that help both individuals and local communities. It helps develop and establish new green products and practices. These powers should be further harnessed.

It requires responsibility, leadership, and openness to challenges. It requires putting the community's long-term interests ahead of our short-term gains. Wonderful Copenhagen will, therefore, take the lead with all our partners and use our collaborative power. We will inspire those around us and show each other how tourism can be used as a tool to create a better world.

The future of all inclusive tourism is not just a ticket to relaxation but a shared responsibility among the industry, stakeholders, and guests.



Jens Kramer Mikkelsen
Chairman



Mikkel Aarø-Hansen
CEO



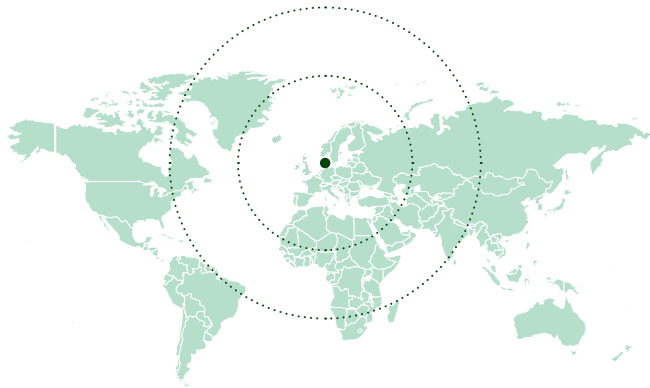
Winter at Kronborg Castle - Eislinne. Photo: Lukas Bokkuyen

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OUR VISION

TOURISM SHOULD MAKE THE WORLD A BETTER DESTINATION



Tourism isn't perfect. It's an industry that affects people and the planet in both good and bad ways. We know that today, we're part of the climate problem, but we believe and work towards being an essential part of the solution in the future.

Tourism is a resource that should not be underestimated.

We believe in tourism's potential to change the world for the better. As an industry, livelihood, and activity for millions of people, it has inherent power and strength to create a better world.

The solution is powerful and grounded in a new ideal. Here, tourism is a lever for society and the future we want to create – a better life, human understanding, and sustainable development. Tourism is an engine with superpowers that must be used for a purpose greater than tourism itself. It can bring different people and cultures together, accelerate sustainable development, and create much broader value for our society – locally, nationally, and globally.



OUR MISSION

WE'RE HERE TO ENSURE THAT YOUR JOURNEY TO COPENHAGEN CREATES A BETTER WORLD THAN IF YOU STAYED HOME

In Copenhagen, you should feel that tourism has changed. That your visit counts for much more than just accommodation and admission. You should feel how we perceive you as an active member of a new movement with the goal of creating a better world through tourism. Therefore, we are on a mission to ensure that your trip to Copenhagen creates a better world than if you stayed home. All inclusive.

We're not there yet but we aim to create positive, lasting changes through tourism for you, others, and our shared society. We will give you more to take back home than what you brought. You will be inspired to cycle more, consume greener, and share your learning with others.

Our aim is to make you, our guest, feel enriched by our daily life and values. We want you to experience that we inspire and leave a positive impact on you. We aim to give you the best version of ourselves so that you return home motivated, healthier, and with the desire to do more.

We want those of us who travel everywhere on this planet to take responsibility for it – and, through travel, contribute to creating sustainable tourism. Our mission is for Copenhagen to develop a model that shows how it's done in practice – a model to inspire others.



We define all inclusive tourism as an active and inclusive form of tourism, where even the journey's adverse effects are accounted for – in the choice of travel, the travel's form, and ultimately in the price – and where the journey, overall, contributes to generating positive changes for both the local community and the world in the short and long term.

In other words, all inclusive tourism involves incorporating the positives and negatives of travel and actively creating positive changes for the future. It's system thinking and human thinking – the individual and the entire tourism system. The idea is that the individual journey and traveller generate positive changes, and the overall tourism system creates positive changes for the surrounding community and our shared planet.

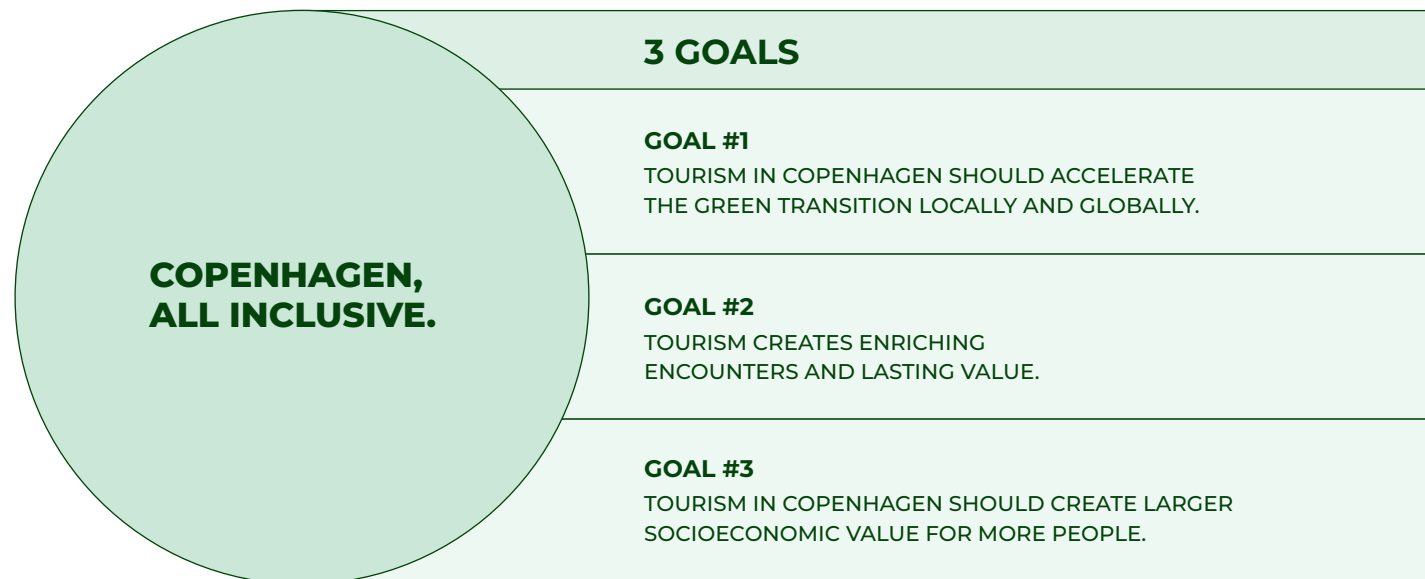
Bike riding in the Nørrebro neighbourhood. Photo: Daniel Rasmussen

GOALS AND ACTIONS

Our strategy is designed to inspire and unite stakeholders to work together. We will take the lead and bring people together, but we can't do it alone.

The strategy spans six years, a long time in an era where the only constant is change. Therefore, the strategy is a guide rather than a strict set of answers. We set ambitious goals, sub-goals, and benchmarks. We don't have all the solutions and answers today. Many things will also change, and we will work continuously to learn from our experiences. This is also a point.

The next two years are about getting off to a strong start, so we outline actions under each goal until 2026. We will pause, evaluate, and shape new actions at that point.



A rooftop garden with a glass-enclosed dining area and a wooden building in the background. The garden is filled with various plants and flowers, including yellow and purple blooms. A group of people is sitting at a table in the dining area, enjoying the view. The building has a corrugated metal roof and several windows. The scene is set in a lush, green environment with trees and foliage in the background.

GOAL #1

**TOURISM IN
COPENHAGEN SHOULD
ACCELERATE THE
GREEN TRANSITION
LOCALLY AND
GLOBALLY**

Tourism in the capital accounts for a significant portion of the revenue in Danish tourism (approximately 1/3), and consequently, a significant portion of the absolute CO₂e emissions from Danish tourism.¹

Our goal is for tourism in our destination to contribute to solving the global climate crisis rather than exacerbating it. Therefore, our climate roadmap is an integral part of our strategy until the destination's tourism becomes 'climate neutral'² (net zero).

Today, more people are travelling than ever before, and more people will travel. Therefore, there is an urgent need for change.

Copenhagen is a city and a destination with a strong focus on sustainability and the green transition. It is an important part of our Danish DNA – and with this comes an even greater responsibility to the world. Copenhagen's tourism must, therefore, directly contribute to

advancing the realisation of ambitious international, national, and local goals for climate, environment, and nature. This is what we commit to. We must also take concrete and ambitious steps to reduce the climate footprint of tourism while developing and promoting it. We must also use tourism to inspire more people to take even more action. We must support and exploit tourists' demand for green solutions because it can help create a lasting green transition locally. Tourism has the potential to influence and inspire millions of people from home and abroad to change their behaviour. We must exploit this much more than we do today.

Because Copenhagen's international guests mainly arrive by plane, creating climate-friendly flights to and from the city is particularly important. This is important both for the climate and for Copenhagen's tourism in the long run, including our position as an attractive, green destination competing with other metropolises.

GOAL #1

TOURISM IN COPENHAGEN SHOULD ACCELERATE THE GREEN TRANSITION LOCALLY AND GLOBALLY.

WE SET THREE SUB-GOALS FOR 2030:

SUB-GOAL #1

We work according to our climate roadmap, aiming for our destination's tourism to become climate-neutral (net zero) by 2050 at the latest, with all inclusive measures.

SUB-GOAL #2

We want to be the world's leading sustainable destination, contributing to the international competition to achieve this status.

SUB-GOAL #3

We inspire our guests to make more noticeable and lasting sustainable choices.

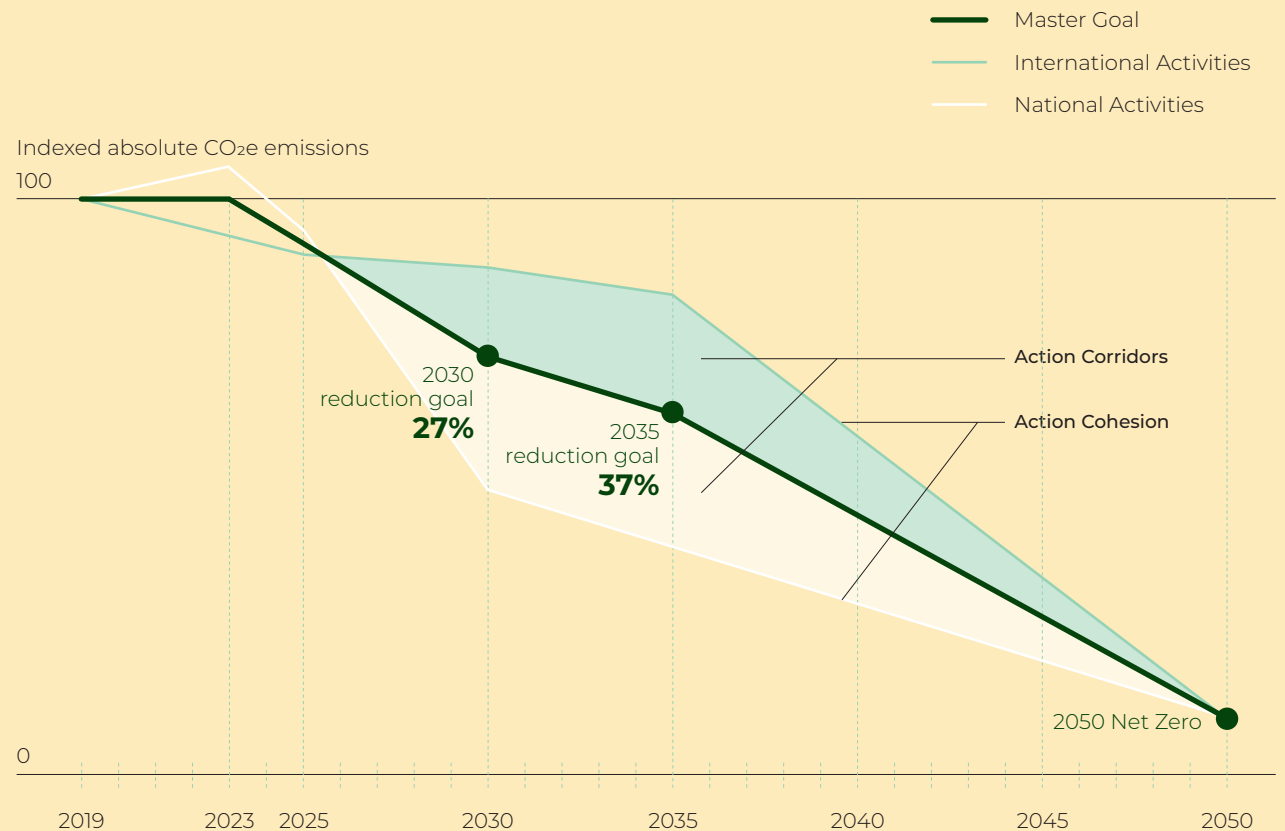
BENCHMARKS INDICATING OUR PROGRESS TOWARD THE GOAL

- We work to reduce absolute CO₂ emissions from our destination by 27% and 37% by 2030 and 2035, respectively, and in accordance with scientific recommendations to meet the Paris Agreement's 2-degree goal.
- By 2030, Copenhagen should be the world's most sustainable destination, measured by an internationally recognised and validated benchmark.
- By 2030, all Wonderful Copenhagen partners, including venues, hotels, attractions, and suppliers, should be sustainability certified.
- By 2030, Copenhagen should rank No. 1 compared to its major competitors in terms of international tourists' perceptions of us as an environmentally friendly travel destination.
- By 2030, 3 out of 4 of our international visitors should experience that their visit has inspired them to change their lifestyle, work, or other activities in a more sustainable direction.



- The emissions from tourists' activities while they are in Denmark (National activities, white) come from accommodations, food & other consumption, and domestic transport [47%]. The emissions from international activities (light green) come from transport to and from the destination, including planes, cars, ships, etc. [53%].
- The emissions from international transportation are the most significant and challenging to reduce. The graphic demonstrates that, to meet absolute targets, more action is required in the activities tourists have while they are in Denmark if emissions from international activities do not decrease rapidly enough (action cohesion). This creates action corridors that offer flexibility and accountability in meeting the targets.
- This roadmap is inspired by the UN's Target Corridor Framework and national expertise. It aligns with the Paris Agreement's 2-degree reduction goals for 2030 and 2035 and supports the Science Based Targets Net Zero Standard for the long-term goal in 2050.
- By 2050, our destination's tourism must be "climate-neutral" (net zero), meaning at least a 90% reduction in absolute emissions compared to 2019, with up to 10% achievable through climate compensation.

NET ZERO CLIMATE ROADMAP FOR COPENHAGEN'S TOURISM



WONDERFUL COPENHAGEN'S ACTIONS FOR 2024-2026

A STRONGER FOUNDATION

- We continue to develop the knowledge base that shows the tourism industry's actual climate footprint, which will guide the destination's future actions.
- We continue to develop and detail our climate roadmap for business tourism, leisure travellers, and cruise operations – all inclusive.
- We encourage all business partners to set sub-goals and make action plans toward climate neutrality (net zero) as soon as possible and no later than 2050.
- We establish specific goals to increase the number of visitors coming to Copenhagen by transport modes with lower CO₂ emissions than aeroplanes, such as trains.
- We strengthen cooperation with academic institutions to leverage knowledge and research that can promote sustainable transformation in tourism while creating new business opportunities.
- We monitor progress and openly share our findings to inspire everyone, including where challenges and barriers are high.



Sunset at street food market, Broens Gadekøkken. Photo: Wonderful Copenhagen

PARTNERSHIPS FOR ACTION

- We develop and disseminate a plan for reducing emissions by 2030 (27%) with reductions covering all activity categories, both national and international.
- We inspire and require local partners and networks to accelerate their green transition by reducing CO₂ emissions and other harmful outputs.
- We unite the tourism industry with shared ambitions and goals under the Planet Copenhagen manifesto, where sustainability is the focus for future business models.
- We work to make the Baltic Sea the world's most sustainable cruise destination and ensure that we can document progress. We encourage private actors and decision-makers to set a course of action as soon as possible through ambitious sub-goals (with dates, for example at 3-5-year intervals) towards making the cruise journey climate-neutral (net zero) well before 2050.

- We support binding national and international partnerships that promote technologies, infrastructure, and actions to reduce aviation's climate impact. We encourage private actors and decision-makers to set a course of action as soon as possible through ambitious sub-goals (with dates, for example at 3-5-year intervals) towards making air travel climate-neutral (net zero) well before 2050.
- We build an alliance of similar destination companies that share the ambition for sustainable tourism and are willing to share best practices for international scaling.
- We develop one or more financing mechanisms to help reduce the CO₂ footprint of Copenhagen's tourism. We address the significant "gap" between funding and climate action needs, both globally and locally. The tourism sector in Copenhagen contributes a considerable portion of Denmark's overall tourism-related CO₂ footprint.
- We contribute to accelerating the green transition of tourism during Denmark's EU presidency in 2025.

TARGETED MARKETING

- We use all available marketing resources to promote sustainable and balanced tourism development.
- We focus our marketing on encouraging guests to make green choices before, during, and after their visit, covering all consumption levels, including transportation, accommodation, experiences, food, etc.
- We avoid marketing partnerships that support flight routes where there are more climate-friendly alternatives, such as trains or other environmentally friendly means of transportation. We take concrete steps to promote direct flights to and from Copenhagen, which reduces indirect flights with higher CO₂ emissions.



ACTIONHYGGE

GOAL #2

**TOURISM CREATES
ENRICHING
ENCOUNTERS AND
LASTING VALUE**

Communal dining in Copenhagen during the 2023 music festival, Distortion. Photo: Lukasz Bukowen

Tourism has a unique ability to bring together people from different backgrounds. Our goal is for tourism in Copenhagen to foster even more enriching encounters between people, creating lasting value through education, inclusion, tolerance, and new knowledge.

Tourism should increasingly contribute to greater understanding and acceptance among people and cultures, something we need more than ever. In a time when cultural and value-based conflicts are drawing battle lines, knowledge and tolerance are key elements if we are to build a more peaceful future. Unlocking tourism's potential requires more and better encounters among all kinds of people, with a broader range of inclusion than today.

Copenhagen may not have the world's biggest attractions, but we have one of the best societies to be part of. Our capital region is a safe and secure destination that provides opportunities but also carries a responsibility to strengthen the meeting between people and reduce negative encounters. Through positive

encounters with visitors from all over the world, we, the locals, gain a broader perspective on the world. It's through these interactions that visitors learn about Danish values and what makes Denmark's capital unique.

That's why we say, "Don't just come here. Become here." We want guests to become part of our community and participate as temporary citizens. But more than that, we hope that the inspiration or connection they experience continues. We hope they take a piece of our values back home with them and stay longer than 2-3 days on average, as this would increase opportunities for learning and cultural exchange.

We aim to use tourism to break down the stereotypical and distancing "us" and "them", shifting from "host and guest" to a shared, equal, and meaningful encounter where everyone can learn and gain insights. In this setting, what we bring to the table isn't just the money in our pockets but the contributions we make to the interaction.

GOAL #2

TOURISM CREATES ENRICHING ENCOUNTERS AND LASTING VALUE.

WE SET THREE SUB-GOALS FOR 2030:

SUB-GOAL #1

We create more and better encounters between locals and visitors.

SUB-GOAL #2

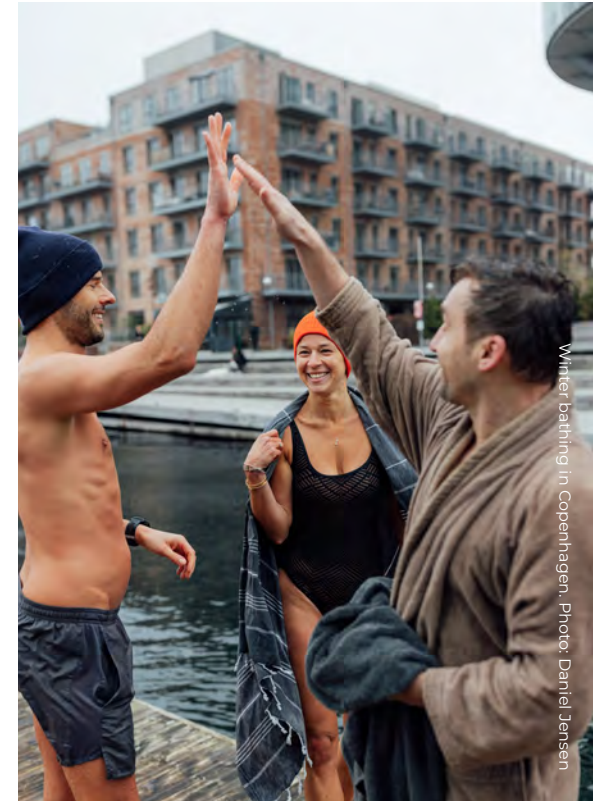
When the world gathers in Copenhagen, it should serve as a catalyst for lasting local and global value.

SUB-GOAL #3

We aim to encourage guests to stay longer to strengthen learning, education, and cultural exchange.

BENCHMARKS TO MEASURE PROGRESS TOWARD OUR GOALS

- By 2030, citizens will support tourism even more than today.
- By 2030, twice as many congresses compared to 2024 will have generated measurable local and/or global value beyond the direct economic impact.
- By 2030, at least $\frac{3}{4}$ of citizens and visitors will believe that tourism fosters positive cultural exchange.
- By 2030, we aim to increase the average guest stay by 30% compared to 2023.



WONDERFUL COPENHAGEN ACTIONS 2024-2026

A STRONGER FOUNDATION

- We will continuously measure citizens' attitudes and support for tourism to assess what can strengthen positive interactions.
- We are developing a qualitative method to measure tourists' learning during their visit, gaining insight into what they take home in terms of new knowledge and behaviour, as well as collecting information on what locals learn from international visitors.
- We will apply a newly developed model for citizen engagement in the development of Copenhagen's tourism, ensuring broader and more representative involvement in developing, testing, and co-developing solutions that can use tourism as a catalyst for new local development.
- We will use and further develop the Copenhagen Legacy Lab as a model for creating broad and lasting impact from international events in the capital. And we will measure the generated value.

PARTNERSHIPS FOR ACTION

- We will initiate new partnerships to strengthen the significance of business tourism (international meetings, events, and scientific congresses) for Copenhagen, Denmark, and the world.
- We will create connections between business tourism and Danish universities, innovation networks, businesses, public authorities, foundations, and clusters, supporting national strategic agendas, Danish business strengths, and increased exports.
- We will support the development of dual-purpose venues and services for both residents and visitors, such as at hotels in the city, which will lead to new interactions between people.
- We will actively engage in partnerships to find concrete solutions where tourism creates friction points or "bad encounters" between residents and visitors.
- We will work to create a destination for all and actively promote partnerships that lead to better solutions for guests and locals with disabilities by promoting the principles of universal design.

TARGETED MARKETING

- We will use marketing as a tool to extend guests' stays, for example, by inspiring visits to a broader geographical area.
- Through our brand and targeted marketing, we will support positive interactions between residents and visitors. We will involve locals in Copenhagen's marketing to promote positive encounters. We will also focus on including smaller stakeholders in both marketing and destination development.
- Together with cruise lines and local stakeholders, we will target our marketing and communication to minimise inconveniences for locals, such as congestion, often associated with many cruise passengers arriving simultaneously.



GOAL #3

**TOURISM IN
COPENHAGEN SHOULD
CREATE LARGER
SOCIOECONOMIC
VALUE FOR MORE
PEOPLE**

Tourism in our destination creates economic value for people, businesses, local communities, and all of Denmark. Its economic contributions help strengthen Denmark as a cohesive welfare society. Going forward, the capital's tourism industry should contribute even more to national goals. By 2030, we expect the tourism sector in our city to generate a combined national and local welfare contribution of approximately 27 billion DKK in taxes.

In the future, the number of visitors shouldn't be the only metric of success. Instead, the total contribution made by visitors should be the focus. We believe each visitor and each visit can create ripple effects, spreading socioeconomic benefits both locally and nationally.

Tourism is a potent resource that already uplifts people and geographic areas. We want to improve this in the future. We aim to create tourism that thrives year-round, thereby supporting year-round jobs, enhancing city life, and adding broader societal value. We want our tourism industry to support the local economy, uplift local businesses and initiatives, and create value for our culture and city areas. We aim to enhance tourism's social responsibility and its role as an employment engine for people on the fringes of the labour market.

Tourism should be a catalyst and value-generating engine, enabling more people to benefit from the sector's socioeconomic potential.

GOAL #3

TOURISM IN COPENHAGEN SHOULD CREATE LARGER SOCIOECONOMIC VALUE FOR MORE PEOPLE.

WE SET THREE SUB-GOALS FOR 2030:

SUB-GOAL #1

Through tourism, we aim to make the Capital Region more attractive year-round for both residents and visitors, thus creating greater socioeconomic value.

SUB-GOAL #2

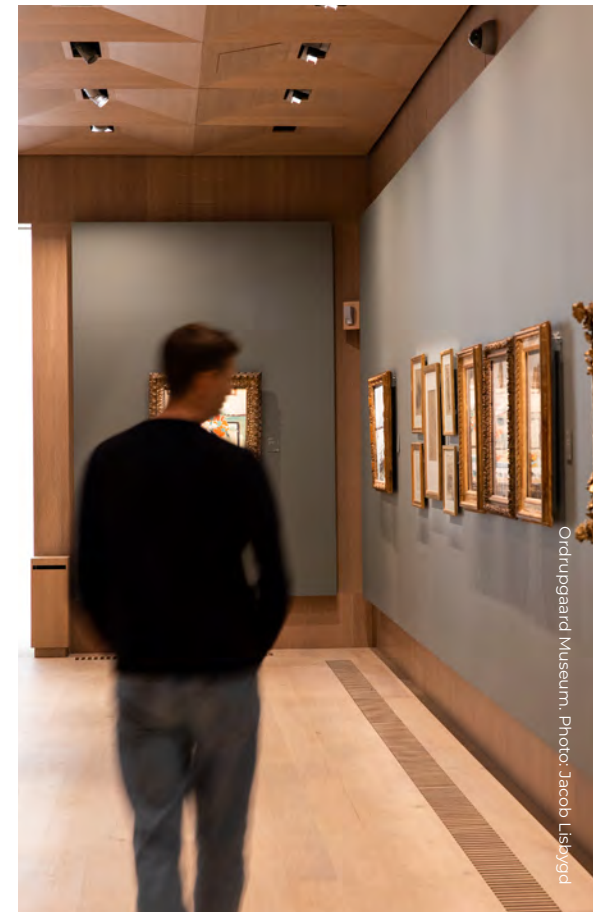
We aim to increase our destination's tourism contribution to local economies.

SUB-GOAL #3

We aim to strengthen tourism as an employment engine and support its social responsibility.

BENCHMARKS TO MEASURE OUR PROGRESS TOWARD THE GOALS

- Off-season tourism revenue will grow three times faster than peak-season revenue, from 40 billion DKK in 2023 to 52 billion DKK by 2030, representing an 12 billion DKK increase from 2023 to 2030.
- By 2030, citizens and local stakeholders in the capital region will increasingly view tourism as positively impacting the local economy, city life, and urban area development.
- By 2030, local cultural spending by guests will increase by 30% compared to 2023.
- By 2030, tourism in our destination will create at least 15,000 new jobs (from an estimated 53,000 in 2023 to 68,000 in 2030) and will offer even more employment opportunities for young people and those on the fringes of the labour market. Currently, these groups are about twice as represented in the tourism workforce compared to the general labour market.



Ordrupgaard Museum. Photo: Jacob Lisbygd

WONDERFUL COPENHAGEN ACTIONS 2024-2026

A STRONGER FOUNDATION

- We aim to work based on knowledge to ensure that a larger share of tourism revenue benefits the local economy and place-based development, such as cultural offerings, food experiences, and local events.
- We aim to understand, measure, and communicate how tourism creates broad value – locally, nationally, and internationally – using *The Copenhagen Compass* (see below). This model represents the key components of broader value creation in Copenhagen’s tourism sector.

PARTNERSHIPS FOR ACTION

- We will establish local partnerships and international B2B collaborations to increase and highlight local attractiveness outside the peak season.
- We will use tourism as a local economic catalyst to drive development in areas where it can support settlement and create an attractive everyday life. This will be achieved through new networks, collaborations with local stakeholders, and by influencing a better flow and geographical distribution of visitors.
- We will establish a partnership between public and private actors to strengthen tourism's social employment value, aiming to increase the proportion of people on the fringes of the labour market who find jobs in tourism, thereby enhancing their skills.
- To support the achievement of the strategy's goals, we will strengthen the innovation capacity of our tourism industry. We will bring knowledge and technology from other industries into tourism, aiming to be leaders in digital solutions for business and meeting tourism, such as using AI.

TARGETED MARKETING

- We will not create separate marketing campaigns to attract travellers during the peak season. Instead, we will focus our marketing and sales efforts on increasing the proportion of visitors outside the peak season.
- We aim to raise awareness of Copenhagen’s international brand compared to other major international cities, benefiting sustainable social development, strengthening Danish business positions, and supporting local communities. We will create coherence between our branding and the broader value we aim to create, as outlined in *The Copenhagen Compass*.

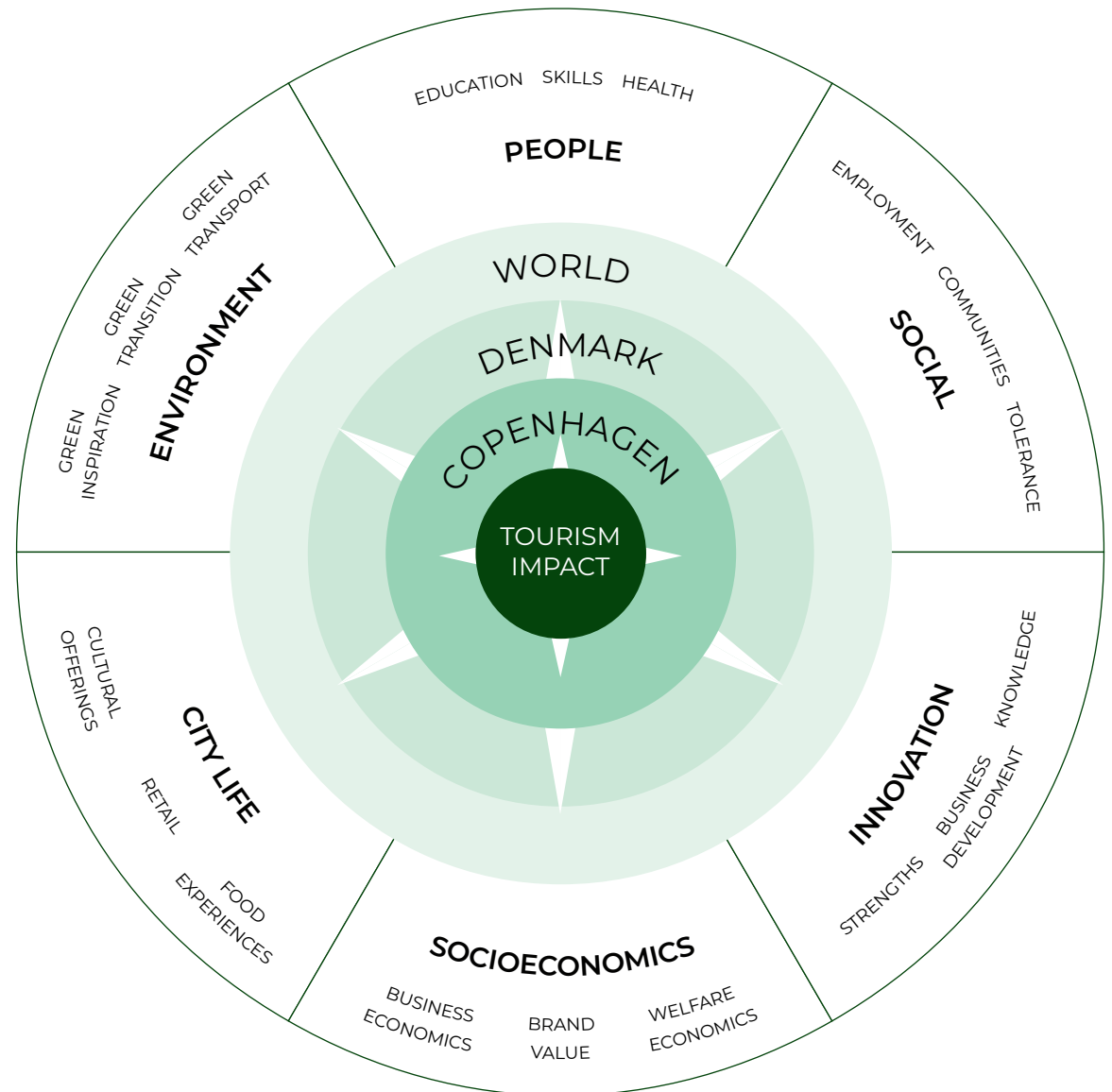
COPENHAGEN COMPASS

**WHEN
TOURISM CREATES
BROAD VALUE**

To understand – and thereby to be able to develop – the broader societal value of tourism, we have created a new tourism compass. We call it *The Copenhagen Compass*. A compass with six coordinates, which represent the key components of the broader value that tourism in our destination has a unique potential to create, and which we will therefore navigate by in our analyses and actions in the future.

We know that the impact of tourism can be positive as well as negative to varying degrees within the six coordinates. The compass is to guide us to understand, measure, and act to reduce what we want less of and promote what we want more of.

We hope the compass will inspire others to also work toward promoting the broader societal value of tourism. Below, we briefly describe the compass's coordinates and the societal value that Copenhagen's tourism can and should create to an even greater extent.





Café Jakobs Hjørne, Frederiksberg. Photo: Daniel Jensen

PEOPLE

EDUCATION

When tourism fosters learning and education, it leaves lasting impressions on both visitors and locals. Tourism facilitates encounters between people with diverse backgrounds, knowledge, and opinions who they might otherwise never meet.

SKILLS

When tourism can offer individuals new skills, such as learning a new language, acquiring knowledge from local traditions, or enhancing abilities related to personal interests.

HEALTH

When tourism can promote physical and mental well-being because it provides opportunities for reflection, relaxation, and detachment from everyday stress, potentially inspiring positive changes in one's life. Tourism can also bring joy and pride to visitors who experience a new place or locals who share their culture and community.

SOCIAL

EMPLOYMENT

When tourism generates employment opportunities for a wide range of people, offering a low barrier to entry for those on the fringes of society. It can provide a pathway to work, helping individuals integrate into the community and improve their lives.

COMMUNITIES

When tourism helps build meaningful communities, connecting visitors who travel together and fostering connections between guests and locals around shared interests, like food, culture, or running events.

TOLERANCE

When tourism can enhance tolerance in society by creating environments for intercultural encounters, promoting understanding and acceptance. For example, when Danish values of embracing diversity are showcased in both events and everyday life.



INNOVATION

STRENGTHS

When tourism can play a role in developing Danish business strengths in areas like life science and green transition. For example, through congresses that serve as platforms for branding, exports, new business connections, talent attraction, or retaining valuable employees.

BUSINESS DEVELOPMENT

When tourism generates new solutions, technologies, and products, it can lead to entrepreneurship, new businesses, or business development within existing companies. For example, when local demand from tourism sparks the creation of solutions that can be marketed globally.

KNOWLEDGE

When tourism creates opportunities for meetings between businesses, academia, and students, it can lead to the creation and sharing of new knowledge. This can lead to innovations that promote health and climate action globally.



SOCIOECONOMICS

BUSINESS ECONOMICS

When tourism generates revenue for businesses in the industry, it creates measurable direct and indirect effects, both within and outside Copenhagen.

BRAND VALUE

When tourism helps strengthen the international narrative about "Copenhagen," it benefits society well beyond the tourism industry.

WELFARE ECONOMICS

When tourism generates tax revenue for both municipalities and the state, it helps fund our shared welfare. Additionally, tourism can spur development that revitalises urban areas, making them more attractive for settlement.





CITY LIFE

CULTURAL OFFERINGS

When tourism drives the capital's ability to offer a large and diverse cultural scene, it supports a mix of both large and small cultural institutions, festivals, and temporary events.

RETAIL

When tourism creates the basis for a lively retail scene with a mix of international and local businesses, including speciality shops, it extends beyond what the local population alone could support.

FOOD EXPERIENCES

When tourism provides the foundation for top dining experiences, including high-end restaurants and a wide array of quality eateries across the capital.

ENVIRONMENT

GREEN INSPIRATION

When Copenhagen, through tourism, becomes a showcase for Denmark's green solutions, it inspires visitors to act and consume more sustainably. When tourism demonstrates eco-friendly practices and guests adopt similar practices when they return home.

GREEN TRANSITION

When tourism drives local green transformation by accelerating the development and availability of more sustainable products and services in response to tourist demand, it contributes to a broader shift towards sustainability. And when competition among destinations stimulates further green transformation.

GREEN TRANSPORTATION

When tourism can help accelerate the development of more climate-friendly transportation solutions to and from a destination through tourist demand, the efforts of destinations, and international agreements and partnerships. Given that transportation is a major contributor to tourism's climate impact, addressing this area is crucial.



ABOUT WONDERFUL COPENHAGEN

PURPOSE AND HISTORY

Wonderful Copenhagen was established in 1992 as part of Copenhagen's revival and as a unique "vertical" partnership among the state, region, municipalities, and local tourism stakeholders. The partnership's goal was to create a strong tourism organisation in Denmark's capital. Wonderful Copenhagen is a business-driven foundation with a clear purpose – to promote and develop business and leisure tourism in Denmark's Capital Region on a non-profit basis, benefitting the public interest.

The organisation's specific responsibilities include initiating, coordinating, and/or implementing activities in areas like marketing, product and event development, network formation, and knowledge and competence development. Within its scope, Wonderful Copenhagen supports the realisation of the national strategy for Danish tourism.

COLLABORATIVE ORGANISATION

Wonderful Copenhagen is an organisation that achieves results through collaboration. The foundation's purpose emphasises creating partnerships with businesses, tourist organisations, cultural institutions, public authorities, and others with direct or indirect interests or influence on tourism in the Capital Region of Denmark. It also emphasises that we can now carry out activities and enter into collaborations outside the geographical area of the Capital Region.

The aim is to create a greater public good than what individual actors could achieve on their own. This is accomplished by setting an ambitious and motivating direction for tourism development, generating new knowledge, and fostering innovative solutions. It also involves connecting the highly differentiated tourism value chain through various structures, from established networks and funding mechanisms to temporary projects. And by creating collaborations beyond the capital geography and making specialised competencies developed in the Capital Region available to others.

This happens through the nationwide development companies 'MeetDenmark' (business tourism), 'Dansk Storbyturisme' (urban tourism), the nationwide cruise network 'Cruise Denmark – Copenhagen and beyond', and the association of Danish destinations 'Danske Destinationer' – all of which are anchored in Wonderful Copenhagen in various ways. Finally, it happens by actively participating in European and global alliances and networks, where knowledge and experiences about metropolis destinations are both developed and shared.

FROM DMO TO DWO

Wonderful Copenhagen, like its international competitors, is referred to as a DMO – a Destination Marketing Organisation.

"We unite stakeholders around a shared narrative, a common direction, and joint actions. We are close to the ground, listen, take action, and try new things. We are ambitious and don't always choose the easiest solutions but the right ones. And we do it to develop Copenhagen, Danish tourism, and contribute to a sustainable world."

The employees at Wonderful Copenhagen

Traditionally, the role has been to market the destination and make it attractive to travellers – both leisure and business – so they would visit Copenhagen instead of elsewhere. With this strategy, we turn the "M" in marketing "upside down." We transition from marketing focused solely on attracting visitors to marketing that supports all the strategy's goals. Ultimately, marketing should contribute to making the world a better destination.

We shift from DMO to becoming a DWO – a Destination World Organisation. An organisation that, through its purpose and core mission to promote tourism and destination development, also works to create a better world. We move from viewing marketing, sales, attraction, and development as part of a local circuit to becoming a component in a larger and open global circuit. Here, it's not just about numbers and revenue for the individual but about collectively creating a better destination and a better world together. A world where we inspire each other through positive interactions, help each other improve and carry the best from one place to another.





Coffee at Copenhagen's inner city lakes. Photo: Daniel Jensen

COPENHAGEN, ALL INCLUSIVE.

OUR VISION
**TOURISM SHOULD MAKE THE WORLD
 A BETTER DESTINATION**

OUR MISSION
**WE’RE HERE TO ENSURE THAT YOUR JOURNEY
 TO COPENHAGEN CREATES A BETTER
 WORLD THAN IF YOU STAYED HOME**

GOAL #1
 TOURISM IN COPENHAGEN SHOULD ACCELERATE THE GREEN TRANSITION LOCALLY AND GLOBALLY.

SUB-GOAL #1 | We work according to our climate roadmap, aiming for our destination’s tourism to become climate-neutral (net zero) by 2050 at the latest, with all inclusive measures.

SUB-GOAL #2 | We want to be the world’s leading sustainable destination, contributing to the international competition to achieve this status.

SUB-GOAL #3 | We inspire our guests to make more noticeable and lasting sustainable choices.

Benchmarks | Actions

GOAL #2
 TOURISM CREATES ENRICHING ENCOUNTERS AND LASTING VALUE.

SUB-GOAL #1 | We create more and better encounters between locals and visitors.

SUB-GOAL #2 | When the world gathers in Copenhagen, it should serve as a catalyst for lasting local and global value.

SUB-GOAL #3 | We aim to encourage guests to stay longer to strengthen learning, education, and cultural exchange.

Benchmarks | Actions

GOAL #3
 TOURISM IN COPENHAGEN SHOULD CREATE LARGER SOCIOECONOMIC VALUE FOR MORE PEOPLE.

SUB-GOAL #1 | Through tourism, we aim to make the Capital Region more attractive year-round for both residents and visitors, thus creating greater socioeconomic value.

SUB-GOAL #2 | We aim to increase our destination’s tourism contribution to local economies.

SUB-GOAL #3 | We aim to strengthen tourism as an employment engine and support its social responsibility.

Benchmarks | Actions

PEOPLE

SOCIAL

INNOVATION



SOCIOECONOMICS

CITY LIFE

ENVIRONMENT

DEFINITIONS AND SOURCES

DEFINITIONS

- 1 CO₂e Emissions: We use CO₂ emissions as the overall term for all climate-harmful emissions converted to CO₂ equivalents.
- 2 'Climate Neutral': We define climate neutral as net zero emissions, meaning at least 90% of the target must be achieved through actual absolute emission reductions, with up to 10% potentially achieved through compensation. The goal covers all consumption categories.

SOURCES

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