

# A well balanced and structured collaboration between NTO and DMOs

30.09.2025

VisitDenmark 





# Agenda

- 1.0** Short introduction to Denmark
- 2.0** Structure in Danish tourism
- 3.0** Collaboration
- 4.0** One-brand
- 5.0** Daily operations



# Denmark





# This is Denmark

- Population: 5,9 mio.
- Size: 43.100 Km<sup>2</sup>

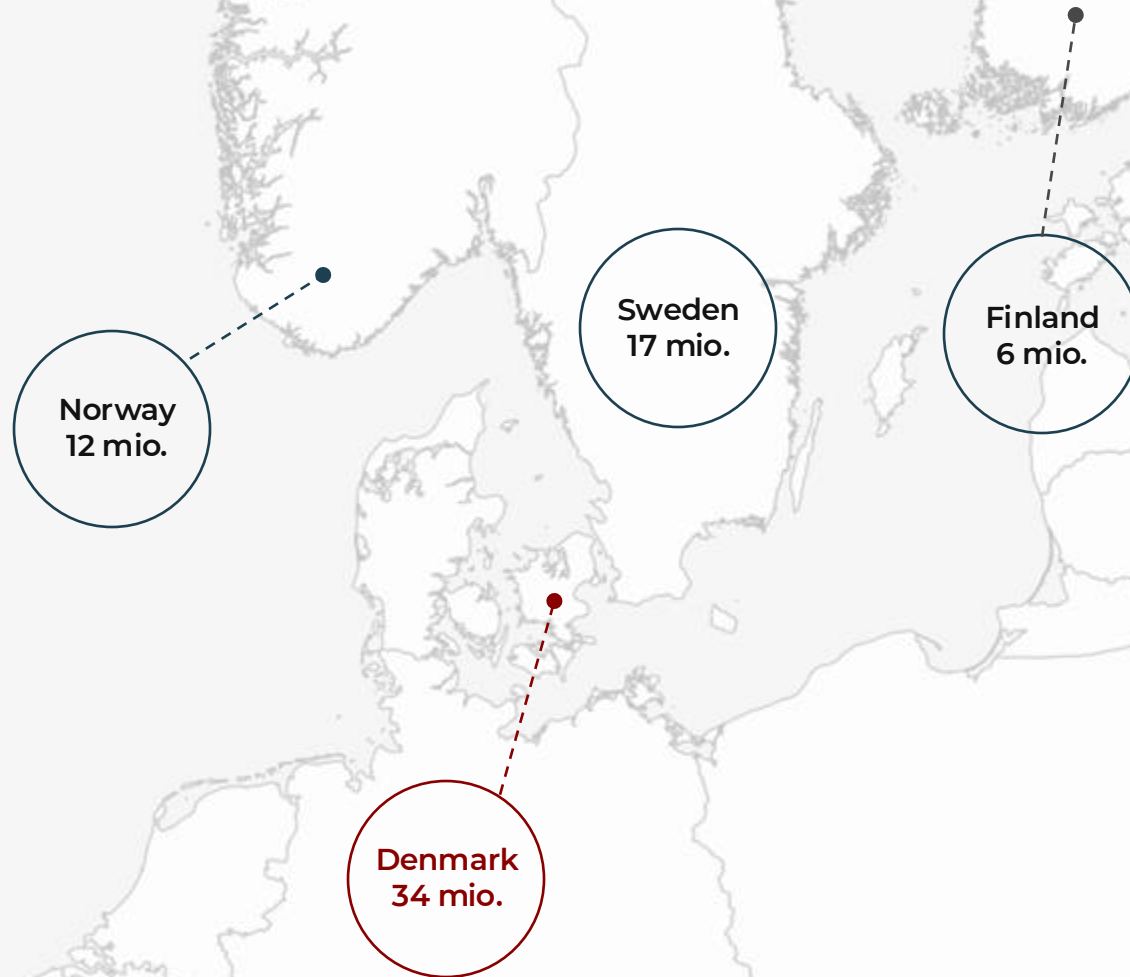
## 2024

- Bed nights: 65,2 mio. (+2,3% PY)
- Revenue: 23 bil. Euro
- Workplaces by tourism: 149.000 ex
- Tourism: Export – 4th largest

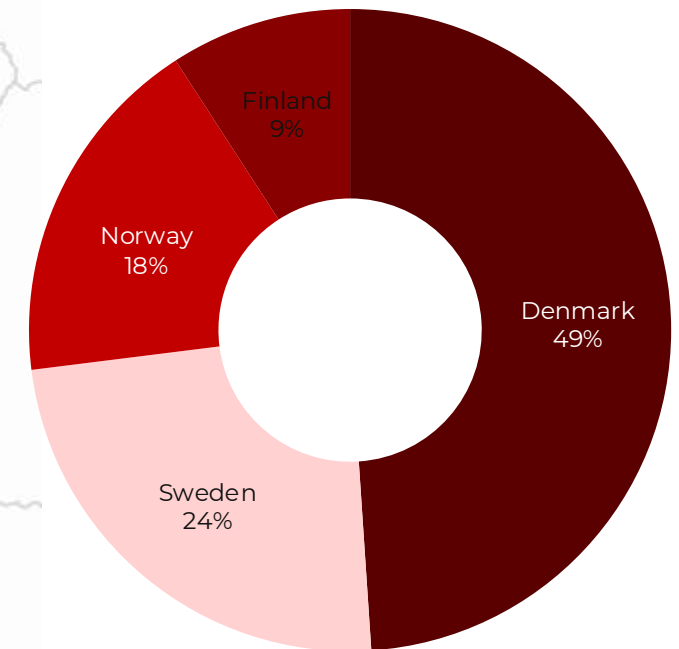




# Denmark – a tiny country, big in tourism



Denmark has the biggest marketshare of international bed nights in the Nordics with **49 pct.**



# Structure in Danish tourism





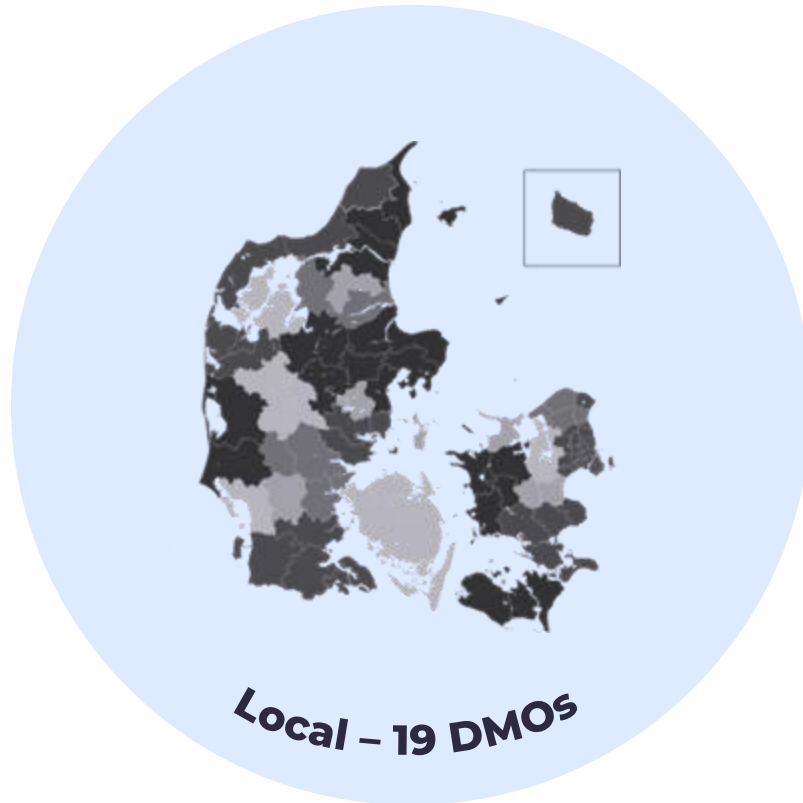
# Structure in Danish tourism

## 23 stakeholders in the public tourism system

We share the joint responsibility  
for delivering on the government's  
national tourism strategy.

## Roles and responsibilities anchored at local, national, and international levels

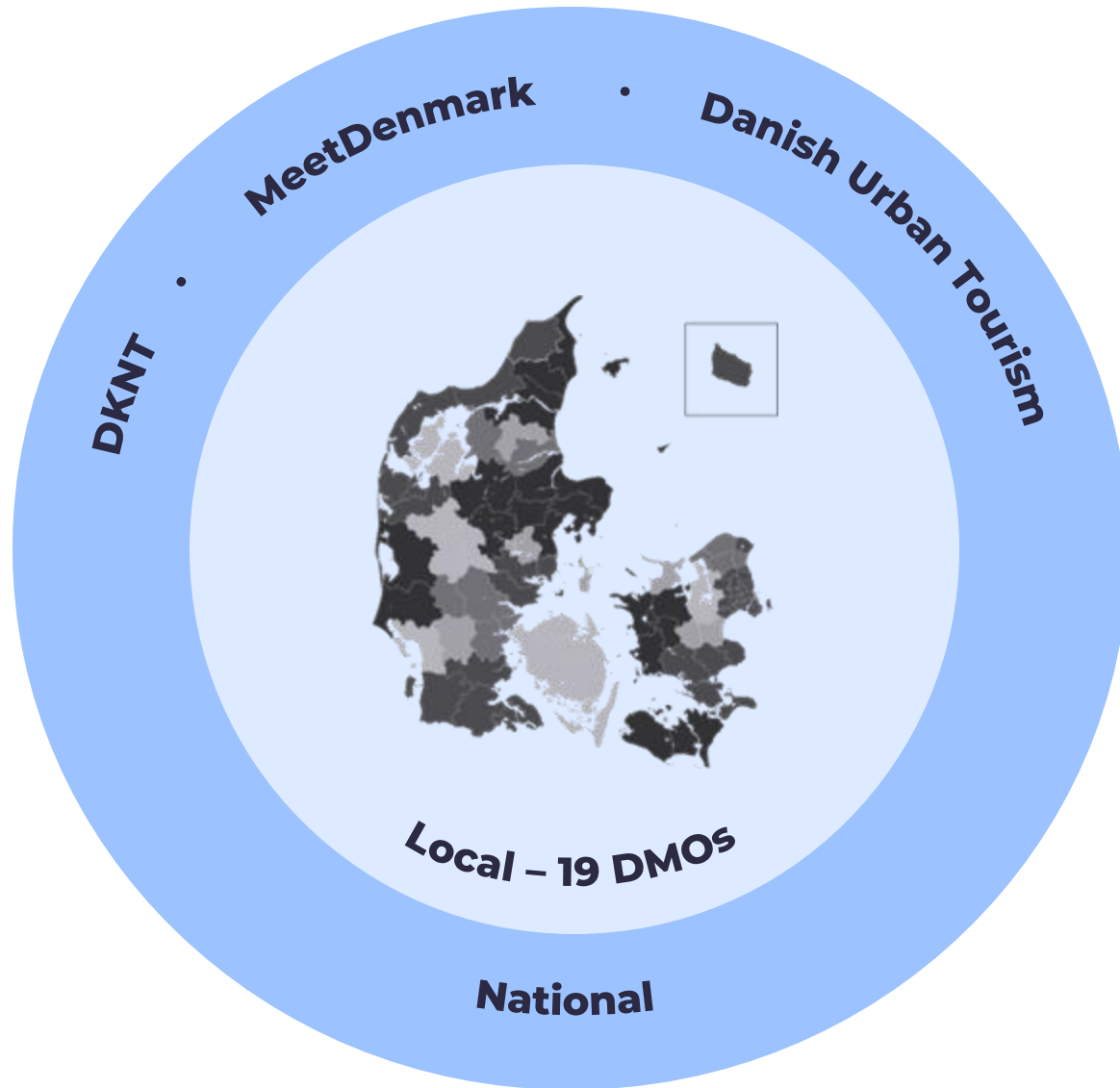
When everyone works together with a  
shared focus on the tourist  
the strategy can truly succeed.



## **Destination Management Organisations**

The 19 destination management organisations (DMOs) are each responsible for local destination development. They act as the main operators for tourism promotion efforts within their participating municipalities.



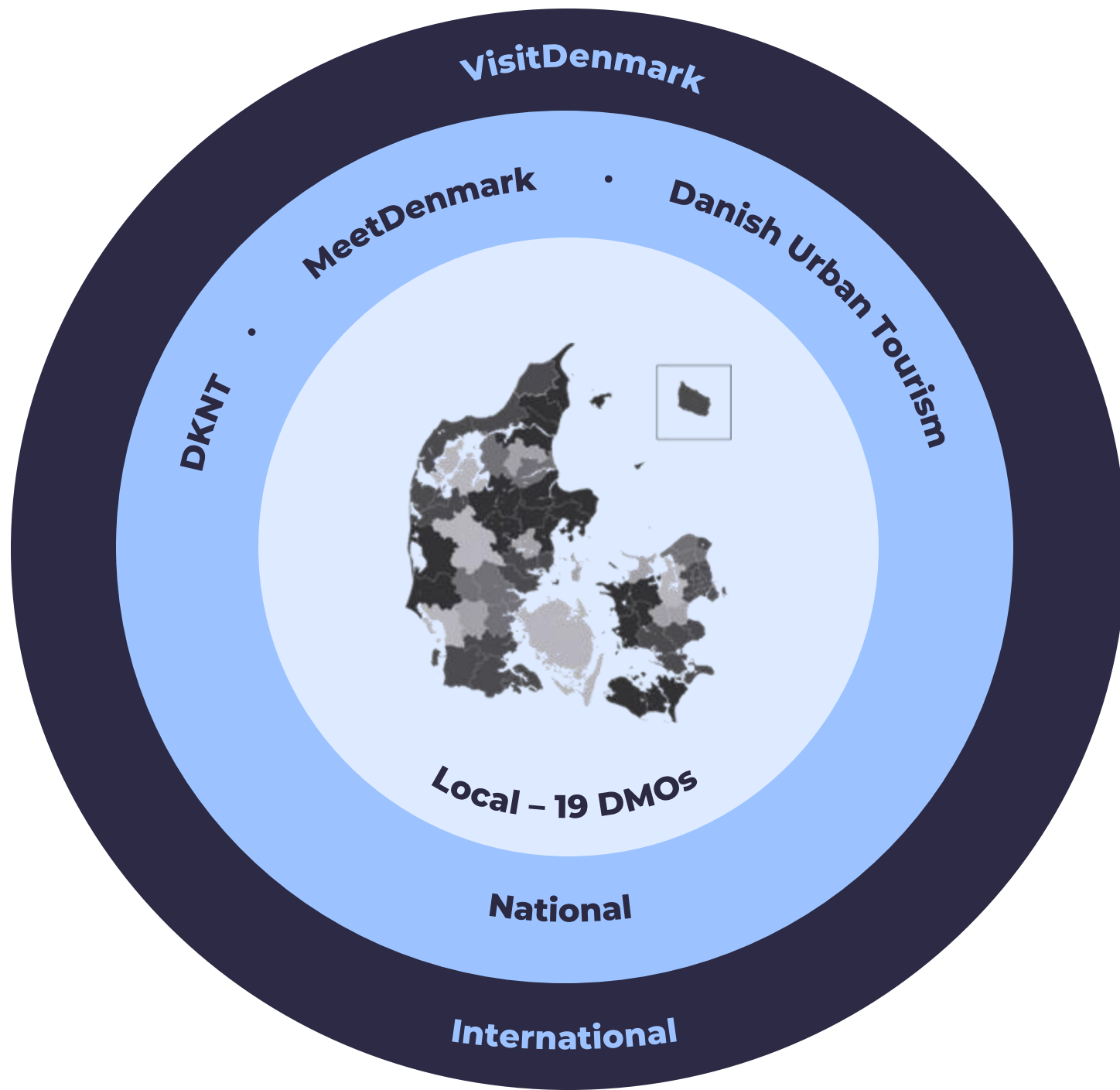


## National Development Organisations

**Danish Coastal and Nature Tourism** is responsible for the cross-regional development of coastal and nature tourism in Denmark, focusing on areas outside the four largest cities.

**MeetDenmark** is responsible for the national development of business and meetings tourism across Denmark.

**Danish Urban Tourism** oversees the development of city tourism across Denmark's four largest cities: Copenhagen, Aarhus, Odense, and Aalborg.




## VisitDenmark

As Denmark's national tourism organisation, VisitDenmark works to elevate Denmark as a leading travel destination and to ensure long-term, sustainable growth for the tourism industry.

**VisitDenmark fulfills a unique role that no other player is positioned to take on.**



A close-up photograph of a person's hand holding a dark brown wicker basket. The basket is filled with several bunches of small, white, star-shaped flowers with green leaves. The person's hand, wearing a gold ring, is visible on the right side of the basket. The background is a blurred green field.

# **Strategy & Direction for collaboration**

# **VisitDenmarks strategic direction is guided by the national tourism strategy**

## Pathway to sustainable tourism growth

Vision

National Guiding Principals

National Indicators



# VisitDenmarks strategic direction is guided by the national tourism strategy

## Pathway to sustainable tourism growth

Vision

Tourism must strengthen the Danish economy and society through environmentally, economically, and socially sustainable growth that creates value for citizens, tourists, and local communities.

National Guiding Principals

National Indicators

**VisitDenmarks  
strategic  
direction is  
guided by the  
national tourism  
strategy**



# VisitDenmarks strategic direction is guided by the national tourism strategy

## Pathway to sustainable tourism growth

### Vision

Tourism must strengthen the Danish economy and society through environmentally, economically, and socially sustainable growth that creates value for citizens, tourists, and local communities.

### National Guiding Principles

Green and sustainable solutions with a smaller environmental and climate footprint

More tourists with higher tourism spending in Denmark

Satisfied tourists, citizens, and employees

### National indicators

- Tourism in Denmark must reach 74 million overnight stays.
- All public tourism organisations must be sustainability-certified
- Tourism revenue in Denmark must reach DKK 200 billion.
- 80% of Danes must perceive tourism as having a positive impact on Danish society.
- 70% of all accommodation providers and amusement parks in Denmark must be sustainability-certified.
- Denmark should rank number 1 among Northern European countries in tourists' assessment of the country as an eco-friendly destination.
- Overnight stays outside the peak season (July and August) must make up 70% of total overnight stays by 2030.
- At least 80% of employees in the tourism industry must be satisfied with their job overall.
- Denmark must be among the top 3 Northern European countries in terms of foreign tourists' overall satisfaction with their holiday experience.



# VisitDenmark, internationally anchored

## Data & Insights

Collecting knowledge and producing analyses on Denmark as a destination and sharing those insights with tourism stakeholders.

Data & Insights



Marketing



## Marketing

Managing the international branding and marketing of Denmark as a travel destination.

Collaboration



## Collaboration

Coordinating activities funded by public money that aim to promote Danish tourism products and experiences internationally and strengthen Denmark's brand abroad.





## Vision

We open the world's eyes to Denmark and create tourism we can thrive on and live well with.



# VisitDenmark priorities

**One Brand**

**Entire Denmark**

**All year**

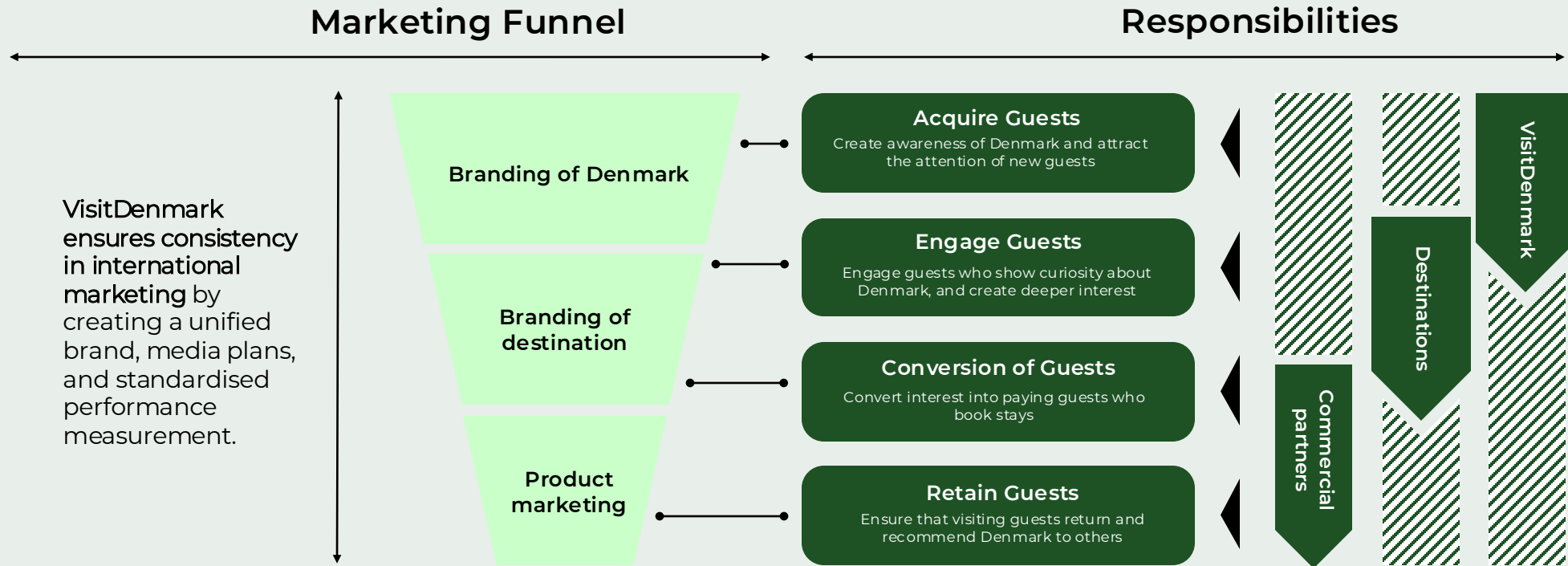
**Sustainability**

**Digitalisation**

**Tourist**



# Roles and responsibilities in branding of Denmark



# Funding International marketing





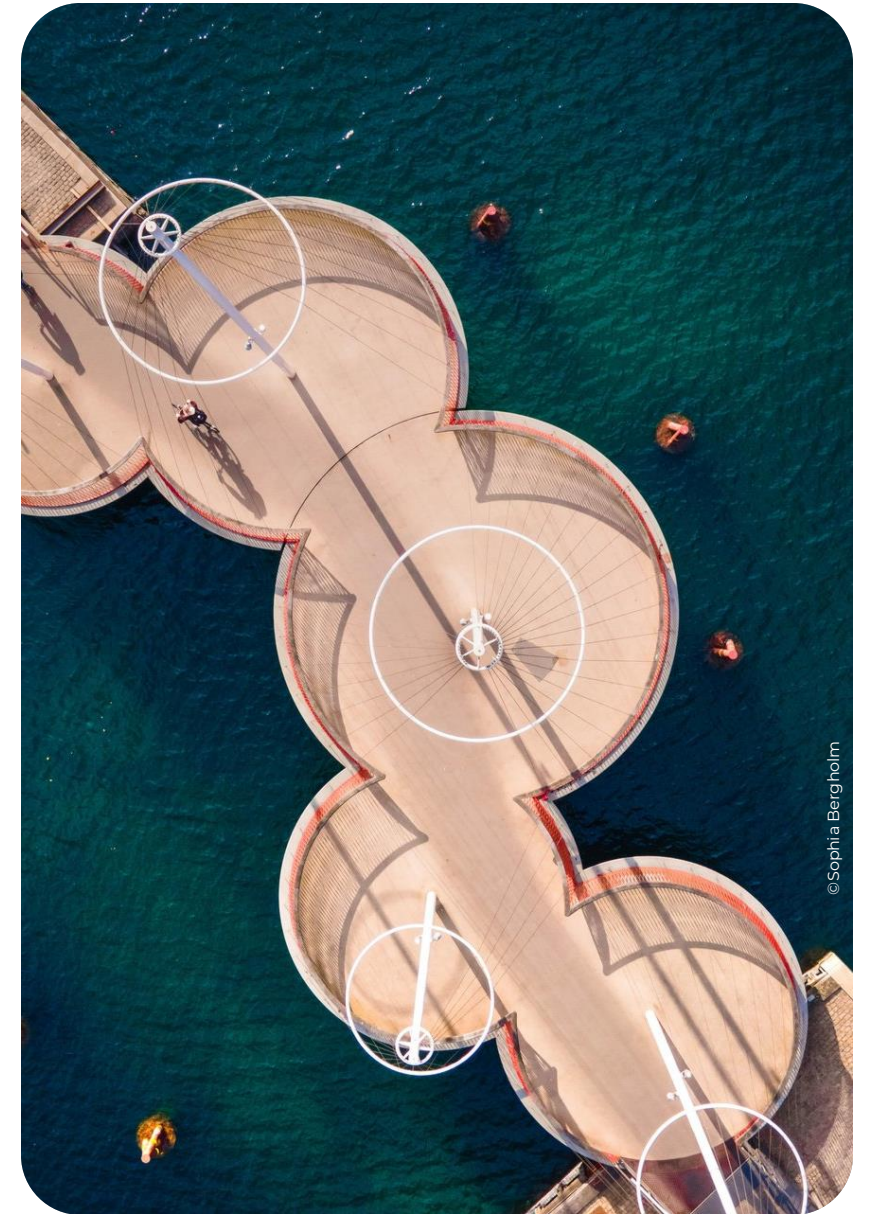
An aerial photograph of a coastal landscape. In the foreground, there is a body of water with a greenish-blue hue and visible ripples. To the right, a steep, dark-colored cliff face drops down to a rocky shoreline. Above the cliff, a large, flat field of golden-brown crops stretches towards the horizon. In the background, there are more fields, some trees, and a small body of water under a clear, light blue sky. A dark blue rounded rectangle is overlaid on the left side of the image, containing white text.

# **The power of One Brand**



# Unlocking synergies for stronger tourism outcomes

- ❖ One brand
- ❖ Shared storytelling
- ❖ Data & Knowledge Sharing
- ❖ Innovation & Product Dev.
- ❖ Marketing Synergies
- ❖ Capacity Building



# A shared brand and common voice of Danish tourism

Denmark is branded under the framework **The Land of Everyday Wonder**, known as the brand position.

All international marketing must take place within the framework of the Denmark brand.

All international marketing must be coordinated with VisitDenmark(DMO related).

Only prioritised markets can run international branding campaigns - due public funding.





Our brand aspiration is to welcome our guests to a country, where you easily find and feel the good life.

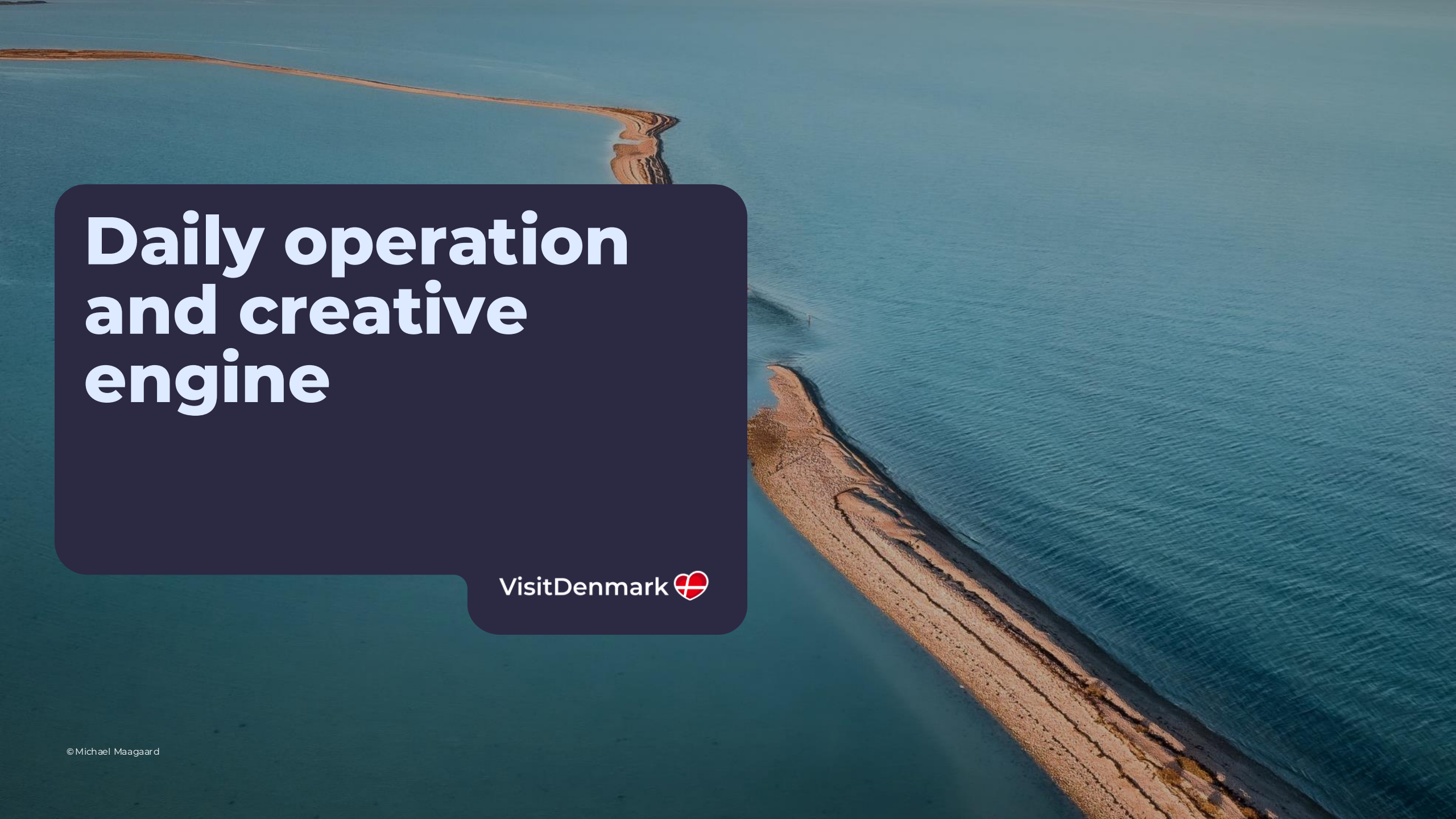
The good life, as we Danes defines it,  
we call

**The Land of Everyday Wonder.**









# Daily operation and creative engine

VisitDenmark 



# 2025, Year of gymnastics

- A bold backlog....
- A need of stronger collaboration and coordination
- Redefined Brand – CVI + Campaign
- New Front End, Web
- Two workstreams
  - Brand
  - Web
  - Each group: 5 DMO representatives + VisitDenmark





# Welcome to Denmark

VisitDenmark 

# Shared storytelling

Brand-position	The Land of Everyday Wonder		
Strengths	Outdoor	Food	Culture
Proof points	Our cycling journeys	Our everyday food	Our lifestyle & traditions
	Our outdoor escapes	Our (New) Nordic Cuisine	Our history & roots
	Our coastline & islands	Our festive food	Our design & architecture
	Our natural highlights	Our earth to table experiences	Our cultural highlights
	Our urban outdoor experiences		Our creations
	Our active outdoor adventures		Our pop culture

# National narratives, Local authenticity

VisitDenmark defines values & positioning

DMOs contribute local stories & cases

Joint “Storytelling Lab” for campaign creation

## FOOD

**Our food – A feast for every tastebud, from street eats to Michelin treats**

“Eat like a local”

Here, every

Whether it's

with a taste

or sip on our

Cuisine, which

earth to table

Are you hungry?

open-air dining

Our food festival

In Denmark

memories. Come

## CULTURE

**Our culture – More than a Viking fairy tale**

In Denmark, we celebrate the everyday wonders, where 'hygge' is more than a feeling — it's a warm welcome we love to share, and it's a huge part of who we are.

Ours is a culture

'pyt' reminds us

together. We're

the simple things

Our culture runs

Kierkegaard's

Take our design

of our homes,

seamlessly into

We're a creative

sustainable way

*sorry, a few so*

one more episode

Denmark invites

firsthand.

## OUTDOOR

**Our outdoors – Just as cosy as our indoors**

In our wide-open landscapes, enjoying Danish nature is easy, *all year round*.

Hop on a bicycle and cruise along our sweeping coastlines, where the Baltic meets the North Sea, and the Kattegat offers front-row seats to some seriously scenic views. No matter where you are, you'll never be more than 50 km away from the sea. Or 52, to be exact.

Pitch a tent or go 'glamping' under some of the darkest skies certified for stargazing – yes, that's something you can get a certification for. And if you're lucky, you might even catch the northern lights putting on a show. But the magic doesn't stop when the sun comes up. Denmark is an archipelago of adventure, with over 400 islands — each a natural playground where families get close to Danish wildlife and unearth Viking tales. There's always something wild and wonderful to discover, no matter your age.

In our green cities, do as the locals do and jump into the harbour for a swim — yes, it's that clean! For a different perspective, try bridge walking or treetop climbing to see our landscape from new heights. Hit the trails for some "hygge hiking" that everyone can enjoy, cast a line for sustainable fishing, or take a mad winter dip in the sea to feel alive. After braving the cold waters, warm up in an outdoor sauna or kick back at a seaside hotel.

From coast to canopy, each season gives nature a fresh makeover with something new to look forward to.



# Local wonders defined: Gastro, Culture, Outdoor

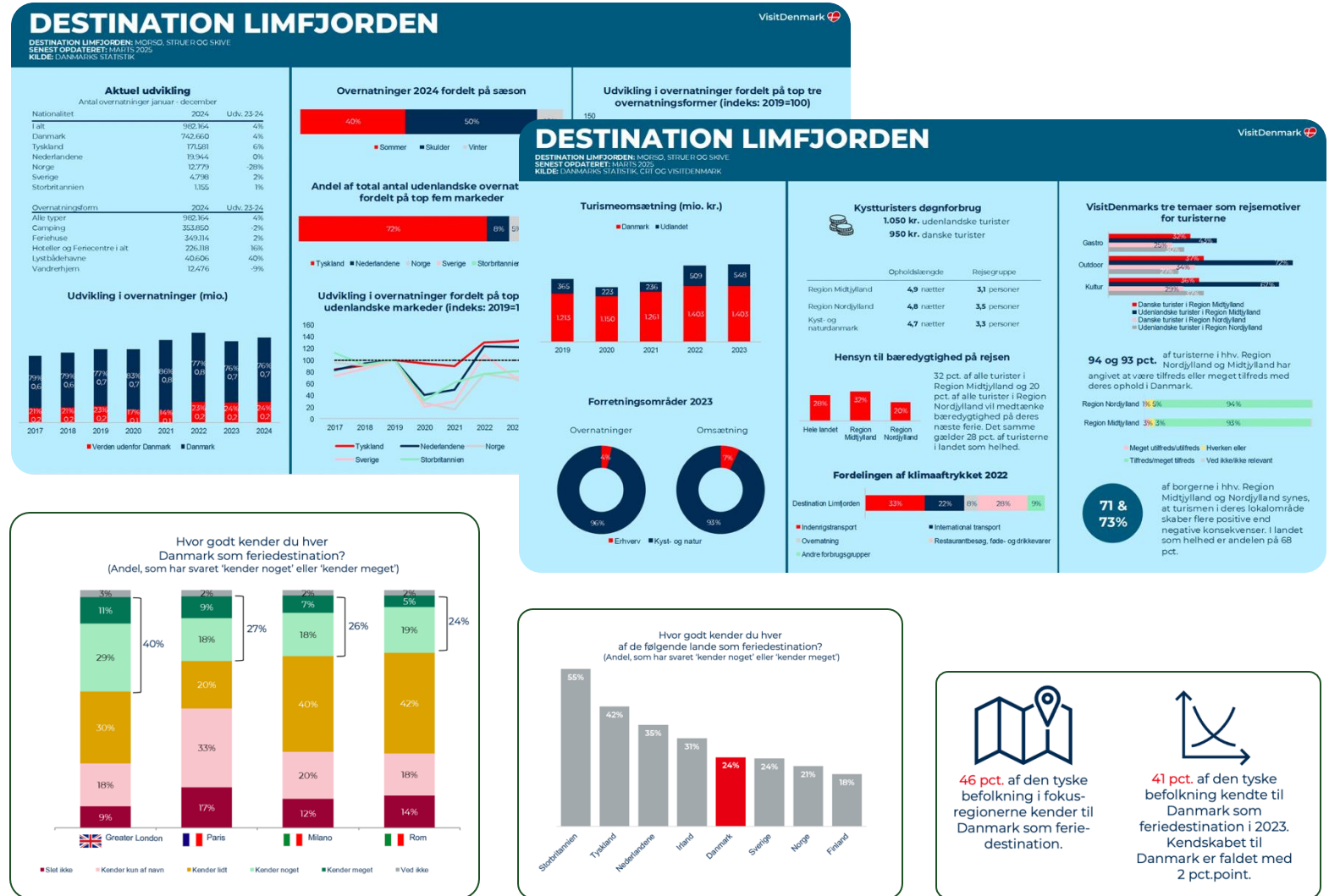




# Data & Knowledge Sharing

## From Insights to Intelligence

- NTO: national trends & research
- DMOs: local data & visitor insights
- Joint Tourism Intelligence Hub

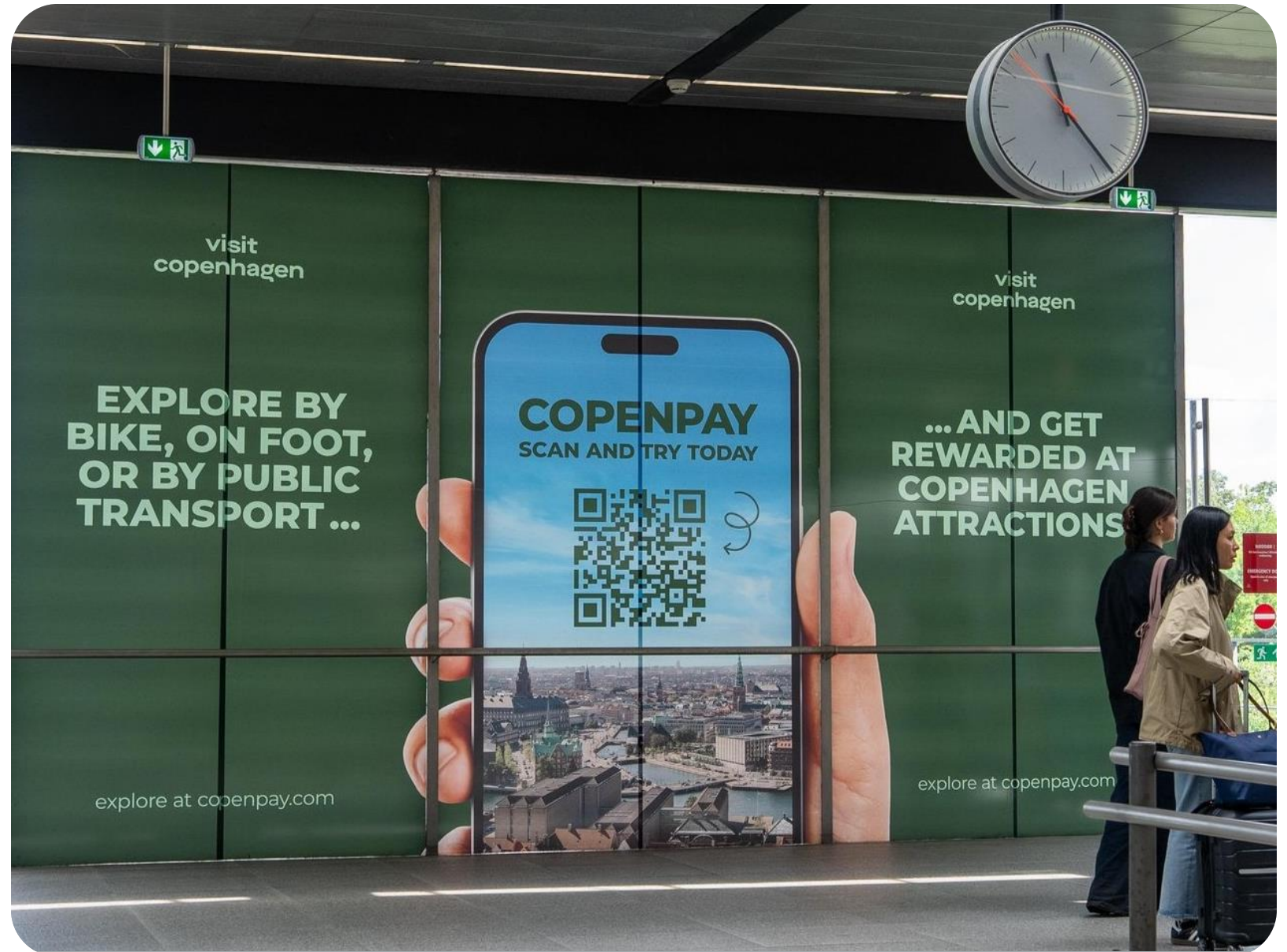




# Innovation & Product

## Future of Tourism

- Innovation programs on key priorities
- VisitDenmark push for international exposure, visibility & alignment
- DMOs lead pilots and local projects
- Sustainability Incubator



# Marketing synergies

## Bigger Impact Together

- Co-op Marketing Pools:  
NTO + DMO funding
- Stronger presence in international markets
- Unified campaigns with local flavors

## Examples

- *Branding of Denmark*
- *Branding of Destination*
- *Branding of Product*

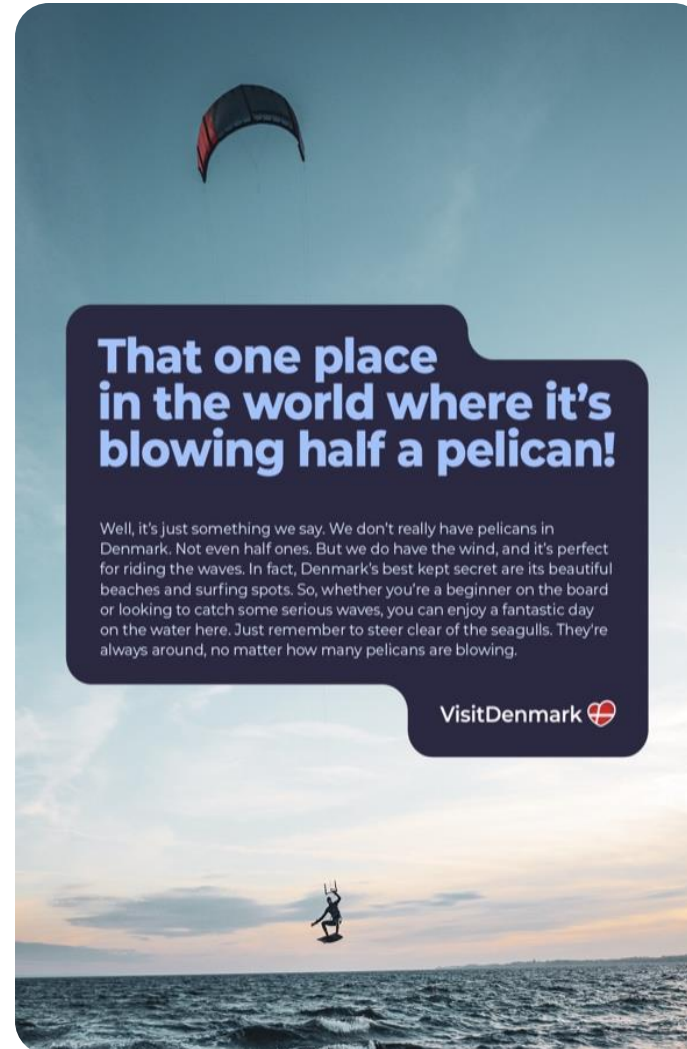
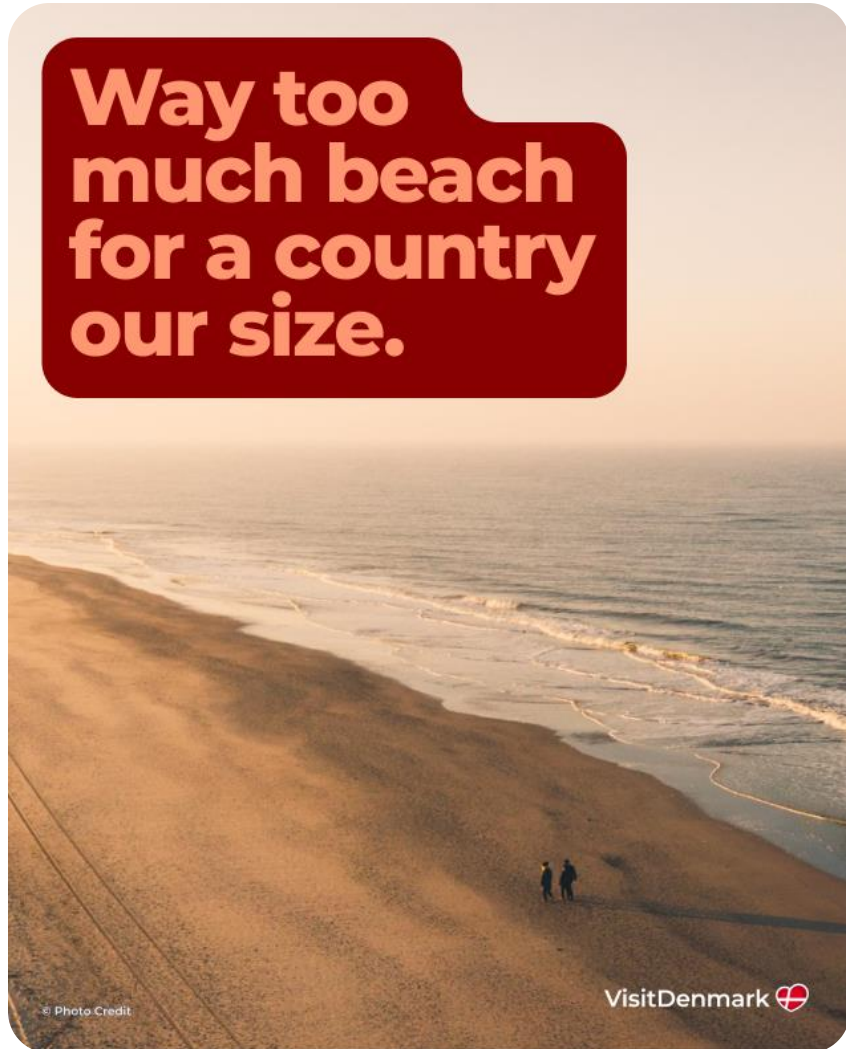


**Share a  
Danish with  
a Danish.**

VisitDenmark 



# Aesthetics meets playfulness





# International branding

## Hektische Vorweihnachtszeit in Dänemark

Alle reden von Weihnachtsstress – Geschenke kaufen, Plätzchen backen, die Familie organisieren. Aber hier in Dänemark sagen wir „Pyt“ und entspannen lieber als uns stressen zu lassen. Und nichts entschleunigt mehr als eine Tasse heißer Kakao im Nordseewind. Während andere durch volle Einkaufsstraßen hetzen, sitzen wir in dicken Mützen am Strand, bis die Nase rot ist. In der kalten Jahreszeit wird Dänemark erst so richtig warm.

[www.visitdenmark.de/weihnachten](http://www.visitdenmark.de/weihnachten)

VisitDenmark 

© Mette Johnsen

## Paddling home for Christmas

Bei uns bleibt das Auto stehen und wir nehmen das Surfbrett nach Hause. Denn Weihnachten ist die Zeit der Besinnung – und was könnte besinnlicher sein als allein auf einem SUP-Board durch kalte Winterwellen zu paddeln? Wer sagt, Kälte sei ungemütlich, war noch nie dänisch durch den Winter unterwegs: Pulli an, Decke raus, Heißgetränk in der Hand – fertig ist die Hygge-Formel.

[www.visitdenmark.de/weihnachten](http://www.visitdenmark.de/weihnachten)


VisitDenmark 

© Mette Johnsen

## Advent, Advent ein Lichtlein brennt

Vergiss Adventskranz und Stabkerze, bei uns in Dänemark gibt es die XXL-Version: ein Leuchtturm, der selbst den Weihnachtsstern in den Schatten stellt. Er zeigt uns den Weg zum Weihnachtswunder auf die dänische Art: Julehygge, Hygge und Æbleskiver. Hier strahlt der Advent nicht nur im Wohnzimmer, sondern über die ganze Küste. Glaubst du nicht? Überzeug dich selbst in deinem nächsten Dänemark-Urlaub.

[www.visitdenmark.de/weihnachten](http://www.visitdenmark.de/weihnachten)

VisitDenmark 

© Nicolas Jægergaard



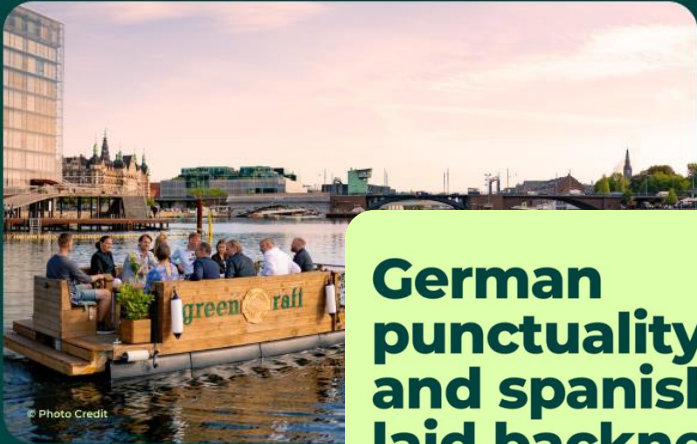
# Weekend på danskt vis

VisitDenmark 



# Product branding

**This is a floatable box designed for your team to think outside the box.**



**The customer is always right next to the water.**



**German punctuality and spanish laid backness. It's a Danish thing.**

You can have it both ways in Denmark. Travel seamless between events and enjoy a professional atmosphere alongside the relaxed lifestyle of the locals, closely connected to nature and our famous work life balance.



VisitDenmark

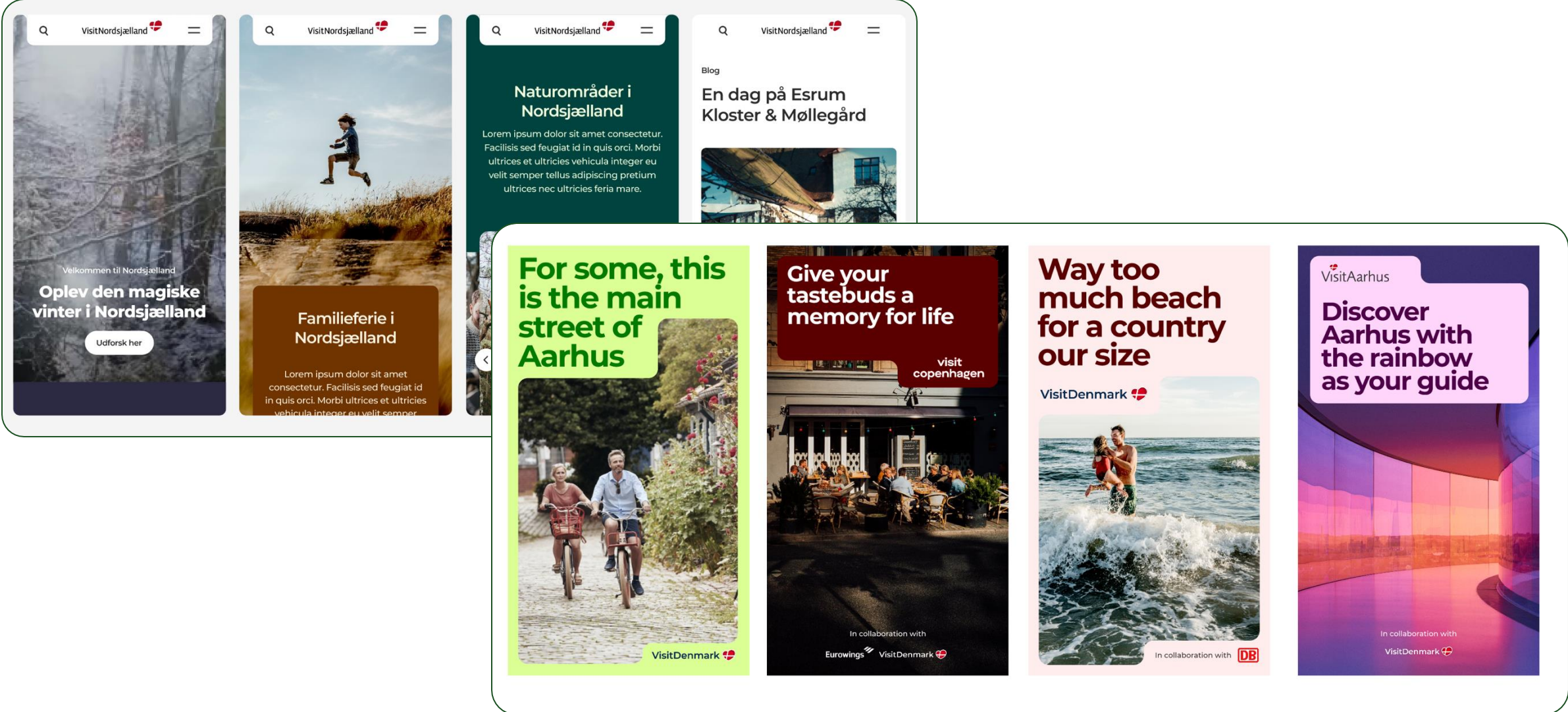
**If the meeting was a rollercoaster, you're welcome to just enjoy the flowers.**

In Tivoli Gardens, a business event comes with flowers, great food, and space to step off the agenda. It's not your typical setting – but that's the point. Often, team spirit appears somewhere between lunch and the rush of the Demon.

VisitDenmark



# Smooth adoption – Strong impact





# How it works

- VisitDenmark , local relevant per market
- Overall Branding, theme- and projects
- Contact: DMO + Local markets / HQ
- VisitDenmark,  
Manager for Destination Partnership

## Marketing in markets

- International branding
- DMO campaigns
- DMO + Product campaigns
- Press & events
- Travel Trade + Business Events





# Capacity Building

## Upskilling for the Future

- NTO facilitates national infrastructure and awareness (digital, AI, sustainability)
- DMOs adapt and implement locally
- Local initiatives becomes national
- Shared learning = stronger industry overall





An aerial photograph of a large, light-colored wooden structure shaped like a 'V' or a wide arrow pointing downwards, extending from the top of the frame into a body of water. The water is a deep teal color with dark, textured patches of seaweed or coral visible beneath the surface. A small, rectangular wooden platform floats in the water to the left of the main structure's point. The overall scene is serene and minimalist.

**Together, Create more!**



The background image shows the interior of a wooden sauna. The walls and ceiling are made of light-colored wooden planks. In the center, there is a black wood-burning stove with a fire burning inside. Above the stove, there is a circular window. The floor is also made of wooden planks. A dark brown rounded rectangle is overlaid on the image, containing white text.

## Kiitos tästä päivästä & Tak for idag

In Denmark we talk about **hygge**.

In Finland they just throw you into a sauna  
— same result, different temperature