



Visit Finland

nepa

Visit Finland

Competitor analysis – Sweden, Denmark and Norway

Showcasing Nordic cuisine: insights from local tourism websites & social media

Background and method



BACKGROUND & OBJECTIVE

- ✓ **What is the current state of food tourism marketing in the Nordic countries, and how can Finland stand out?**
- ✓ Which themes identified in the analysis should be included in the brand perception study? (Already covered in survey design, not part of this report)

MAIN QUESTIONS

- ✓ **Identify differentiators:** Which themes connect the Nordic countries, and which are unique to Finland? Utilize findings to support the planning of Visit Finland's marketing campaign.
- ✓ **Identify target groups:** To whom are the messages aimed? What kind of terms are used (e.g., foodie, family-friendly, suitable for everyone)?
- ✓ **Evaluate marketing strategies:** Is food communication a separate theme or part of travel communication? Is it continuous and channel-specific?



SOURCES

Tourism websites and social media channels (FB, IG, +YT for Norway) of Sweden, Denmark, Norway, and their capital cities.

Social media review period:
January 2024 – May 2025.

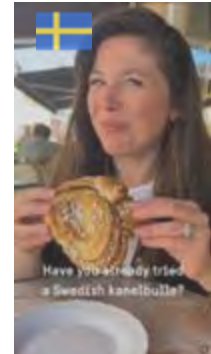
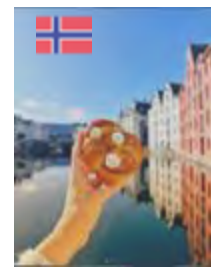
For comparison, the tourism websites and social media channels of Finland and Helsinki will also be reviewed as part of the analysis.

Content to be analyzed:

- Food-related images and texts
- Website structure
- Campaign strategy in social media



Image credits: Jussi Hellsten / Business Finland website



COMMON TOPICS



- ✓ **LOCAL PROVENANCE:** All three emphasize local, seasonal, and sustainable ingredients (farm-to-table, sea-to-table, forest-to-table). There's a clear preference for authenticity over glamour, highlighting small producers and "quiet luxury."
- ✓ **NATURE:** Food is deeply tied to each country's natural landscape, with visuals and messaging linking cuisine to forests, seas, and pure environments.
- ✓ **SEASONALITY & RITUALS:** All feature local festivities (Christmas, Easter, Midsummer) and the rhythm of the seasons as essential parts of food culture.
- ✓ **COFFEE & PASTRY CULTURE:** Sweden (fika) and Denmark (hygge, cakes, buns) especially; Norway to a lesser extent (waffles).
- ✓ **SUSTAINABILITY:** Eco-friendly and sustainable practices are consistently highlighted.
- ✓ **TRADITIONS AND LOCAL CULTURE:** Food is a way to get to know the local way of life and history of both the countries and their regions.
- ✓ **TARGET AUDIENCE:** All countries talk mostly to culture travelers and eco-conscious visitors and put less emphasis on family travel. However, some differences exist in target audiences

DIFFERENTIATION

Aspect	 Sweden	 Denmark	 Norway
Positioning	Sweden presents food as a window into local life, focusing on both traditional and modern aspects. It is framed as innovative, sustainable food destination, closely connected to nature.	Denmark is marketed as a dynamic culinary destination, famous for its gourmet scene and innovative New Nordic cuisine, while equally celebrating comfort food and tradition.	Norway's food marketing is secondary to its nature. Food content is anchored in dramatic landscapes and food from pristine environments. Strong focus on both tradition (seafood, preservation methods) and innovation.
Signature experiences	Focus on fika (coffee and pastries as a social ritual), foraged foods, and both everyday and fine dining.	Michelin-star restaurants, beer culture (on website), street food, smørrebrød, pastries, and oyster safaris.	Seafood, foraged and seasonal foods, fruit, bread, fine dining. Food safaris and regional specialties are also prominent.
Visual & tone	Calm, understated, and idyllic visuals. Tone is inclusive, poetic, but not humorous. Imagery often shows food in nature or people sharing meals outdoors.	Images are more realistic, everyday, and approachable, more urban environments. Tone is light, and humorous.	Heavy use of landscape imagery, often more prominent than text. The tone is welcoming and down-to-earth.
Marketing approach	Food is not a separate theme but interwoven with broader lifestyle and nature narratives. Social media is used for inspiration, with poetic and image-rich content.	A blend of fine dining and budget-friendly experiences, especially on the website. Emphasis on participation and experimentation. Campaigns encourage active exploration of food experiences.	Food is tied to adventure, sustainability, and local identity. Recommendations feature seafood safaris, and immersive experiences.
Target audiences	Wellness and lifestyle travelers, in addition to nature lovers.	More emphasis on foodies, but budget travelers' needs are also addressed.	Adventure-seekers, nature lovers, and foodies.

Differences in tone, topics and visuals

Aspect	Sweden	Denmark	Norway
Summary	Sweden leans on calm, lifestyle-oriented storytelling with a strong fika and inclusivity angle.	Denmark mixes culinary prestige with humor and approachability, spotlighting both high-end and everyday experiences.	Norway is all about raw nature, adventure, and tradition, with food experiences directly tied to its landscapes.
Key themes	Nature, tradition, innovation, fika	Gourmet, street food, beer	Seafood, tradition, landscapes
Tone	Calm, poetic, inclusive	Humorous, friendly, everyday	Informal, adventurous, visual-heavy
Visuals	Idyllic, nature, people dining in nature	Realistic, urban nature	Dramatic landscapes, food in nature
Experience	Lifestyle and wellness	Experimentation, participation	Adventure, immersion, tradition

"Sweden, along with the other Nordic countries, offers a refuge of clean, unspoiled nature, as well as the taste of contemporary exoticism."

"Sweden's right to roam policy invites anyone to enjoy Mother Nature's edible gifts, throughout the year."

"We've been slurping oysters in Denmark for thousands of years"

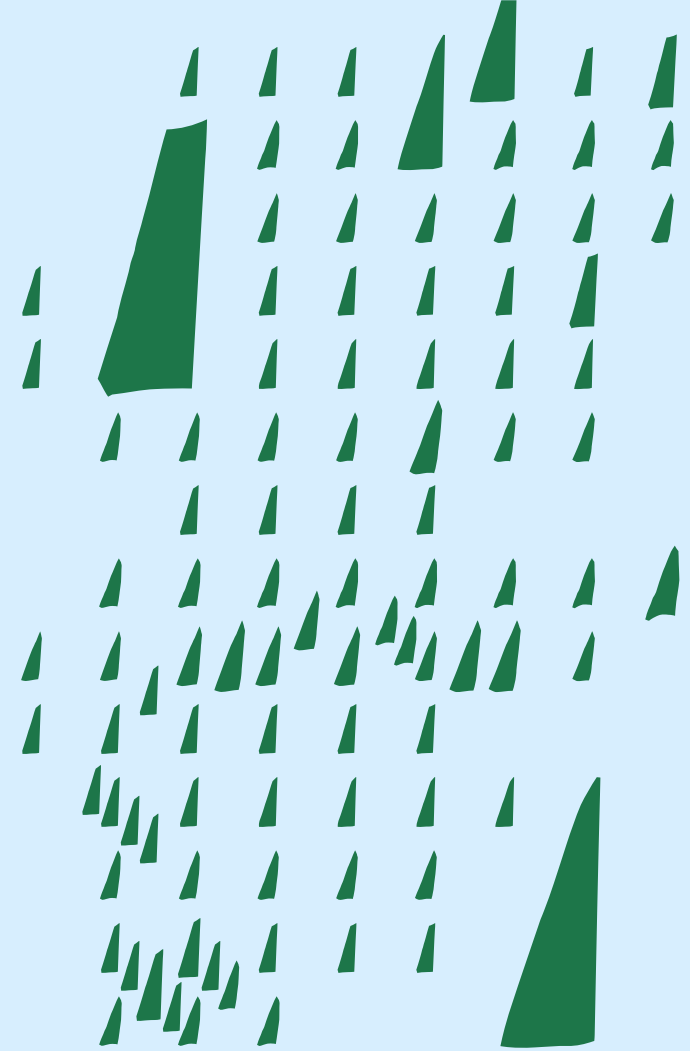
"It's not all fine dining in Denmark! Danes do the classic hot dog with the same pride and gusto as molecular gastronomy. See how we put our own twist on street food."

"Just ask for the catch of the day, and you're in for a treat! Or even better – catch your own meal!"

"Snow, northern lights, and king crab are all quintessential experiences when visiting Northern Norway. You can sample the king of Norwegian seafood fresh, right after it's been hauled up from the sea. Delicious!"

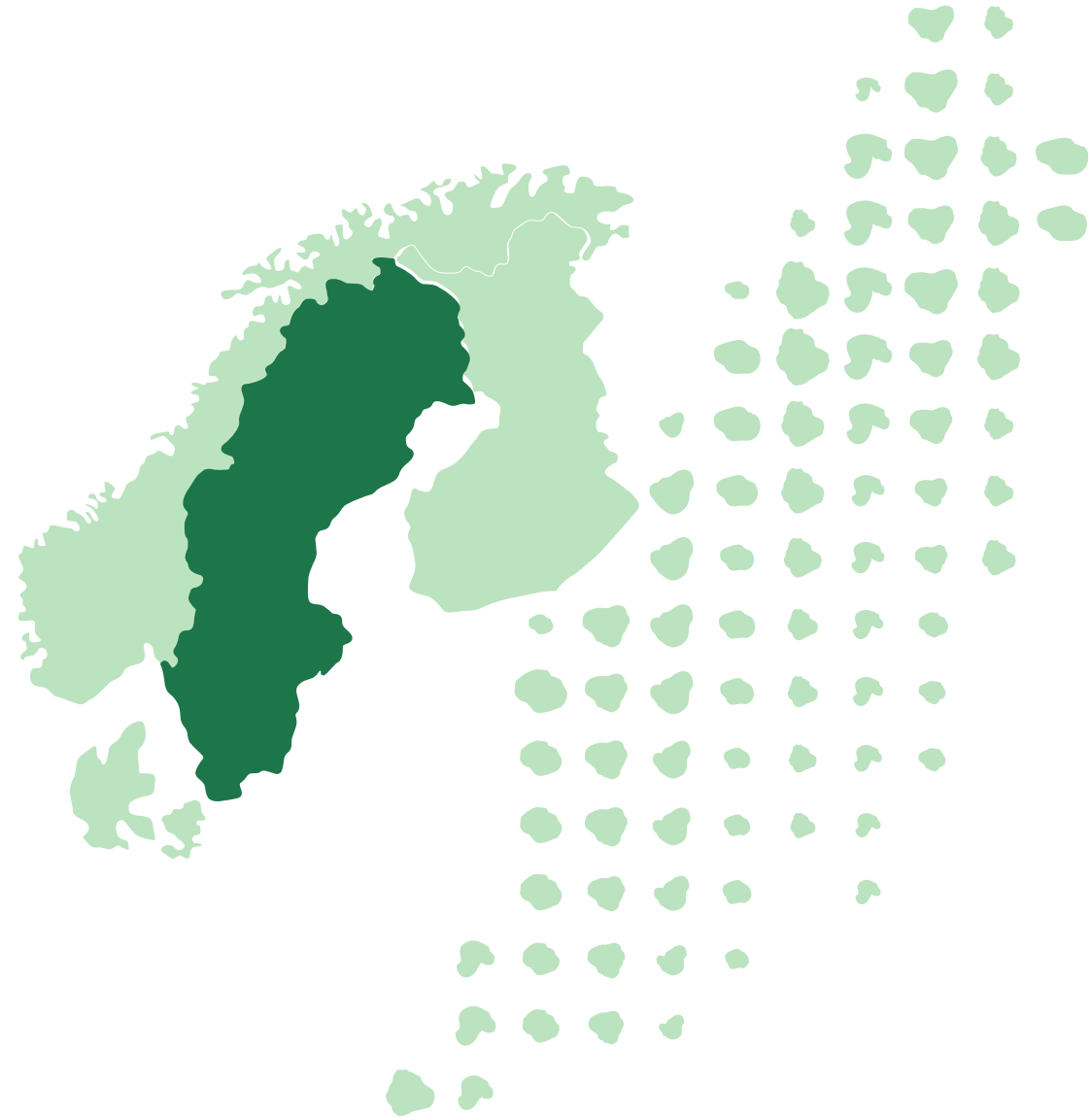
SWEDEN

Country report



Featured topics

- ❖ Summary
- ❖ Positioning & visual image
- ❖ Most frequent topics
- ❖ Featured products & experiences
- ❖ Campaign strategy in social media
- ❖ Visit Sweden / Visit Stockholm comparison



SWEDEN



SUMMARY



Food content is **not isolated** - it is part of Sweden's larger image of a **modern, natural, inclusive destination**. The position is one of **innovativeness** based on **nature's clean ingredients**, and **respectful of local traditions, seasons and celebrations**.

The tone of voice and visual approach is **calm, understated, aesthetical and idyllic**, speaking to a broad audience. Social media posts are designed for inspiration, featuring image-rich and poetic photos

Sweden's food is a **window to local life**. The main topics include food **from nature**, and food enjoyed **in nature**, dishes for different seasons and celebrations and **fika** as a culturally central concept. Urban content is also featured, mostly on social media.

Both **everyday foods** (meatballs, salmon, pickled herring) and **fine dining** experiences are covered. The **local, fresh ingredients** are considered **healthy and natural**.



Food appears **consistently** as part of the **lifestyle and nature story** in Visit Sweden's social media channels. Some spikes can be seen in seasonal buildup like Midsummer or Christmas.



Photo credits
Top: Kristin Lagerqvist / Visit Sweden website
Middle: Anna Hållams/imagebank.sweden.se
Bottom: Lena Granefelt/imagebank.sweden.se

Branding & marketing strategy of food tourism



POSITIONING

Sweden positions itself as a **progressive and sustainable** culinary destination, rooted in **local traditions, identity and nature**.

There is a strong emphasis on **authentic, everyday experiences** and "**New Nordic**" cuisine values — often featuring **nature-sourced ingredients** or **cultural rituals** like **fika**.

The positioning is **approachable** and **inclusive**, speaking to a broad audience and highlighting social and inclusive values.



TONE

The visual tone on the website is **rustic and idyllic**, featuring ingredients from nature and people eating together. The tone is subdued and thoughtful. Humor is not featured.

The social media content has a **calm, aesthetic tone**, often appealing to a **lifestyle** and **wellness-oriented** audience. There's visible appeal to international tourists looking for **clean, minimalistic, and authentic experiences**, often with a **Scandi-cool** aesthetic.



TARGET AUDIENCE

Sweden targets the **eco-conscious** traveler, attracted by sustainable, organic food. **Culturally curious visitors, lifestyle seekers** and **nature lovers** are attracted by showcasing local customs and heritage, foraging and eating in natural landscapes.

Foodies are addressed via fine dining content and regional specialties.

Urban travellers are in focus especially on the Visit Stockholm website.

Limited direct appeal to **nightlife-seekers, budget backpackers** or **large families**.



Photo credit: Beatrice Lundborg/Krakas Krog / Visit Sweden website

Image and position

HEALTHY

Food is frequently connected with **nature, eco-friendliness** and **well-being**, for example through appreciation of farm-to-table or forest-to-table ethos, where eating **natural, local produce** enables looking after both one's health and the planet.

NATURE-ROOTED

SUSTAINABLE

INVITING

Community values are discussed through the **social and inclusive** aspect of **fika culture** and the equality ingrained in the **Right to Roam** policy, allowing for foraging or enjoying a picnic in nature.

The messaging is also **inviting, inclusive and approachable**, encouraging to try different food experiences across Sweden.

COMMUNITY VALUES

RESPECTFUL OF TRADITIONS

Sweden's **culinary heritage** is portrayed through traditional preparation methods, different seasonal rituals and holidays, culturally significant festive foods, well-known comfort dishes or iconic pastries/dishes. Food is presented as an integral part of Swedish lifestyle and local identity.

LOCAL CUISINE

INNOVATIVE

Creativity and innovation are depicted as an integral part of **contemporary Swedish food scene**, for example through interpreting global influences in local dishes or highlighting Michelin-star chefs for their creative approach.

Visual image on the Visit Sweden website

HEALTHY

NATURE-
ROOTED

INVITING

COMMUNITY
VALUES



The imagery supports the communication of main strengths: **togetherness and nature-rooted food** made from **pure ingredients**.

Very literal “**food from nature**” images with hands picking berries, people picking mushrooms and holding crawfish and fish. **Natural settings and materials** are used: natural lighting, forest green, wood.

The context for eating is often **outdoors**, in **summer**. The feeling is **idyllic** and **nostalgic** (from a Nordic perspective – likely exotic for other audiences), and on some occasion to the extent that the images look staged, especially those showing dining in the forest.

Several images of eating **together**, enjoyment, fun and celebrations – enjoying food in a **social or culturally relevant setting**.

Featured dishes showcase both the gourmet and everyday

INNOVATIVE

LOCAL CUISINE

RESPECTFUL OF
TRADITIONS

INVITING

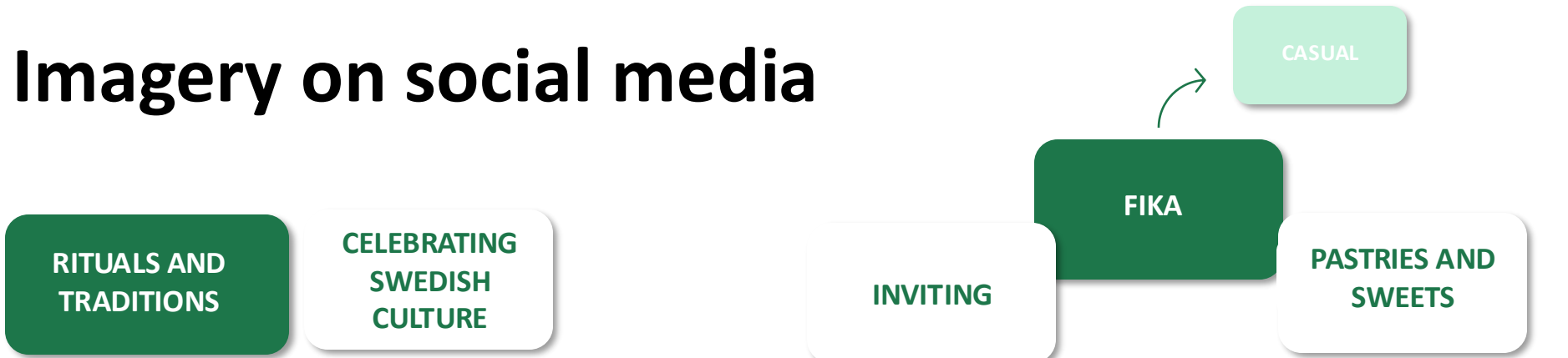


Images related to fine dining are **artistic, sleek**, frequently displaying “plate & dish” in dark tones. These images showcase **creativity, inspiration and luxury**.

Everyday, casual meals look **homely**, often with wooden background and/or cutlery, inviting to eat. Pictures of buns and cookies are sometimes from the cooking phase, achieving the feeling of home-made, **approachable** local sweets.

Traditions are highlighted in the iconic Swedish dishes, like meatballs, herring, gingerbread, cinnamon buns.

Imagery on social media



Images are often **high-quality, sleek** with **warm atmosphere**, featuring **people, casual eating** and **food images**, particularly **pastries like semlas**. Celebrations and traditions are highlighted.

Images are often set **outside in urban or at least half-urban** settings, with less focus on clean nature than the website imagery.

What are the most frequent topics?

Nature, culture and health are prominently featured with the food topics

Main food-related topics and context

CULTURAL PERSPECTIVE	FOOD FROM NATURE	NATURE AS CONTEXT	HEALTH & WELLBEING	SEASONS & CELEBRATIONS
Food can help you experience and learn about Sweden, its lifestyle, history, different areas and people. The cultural aspect is tied into the food theme in several ways, e.g. iconic dishes (meatballs, surströmming) as essential elements of local cuisine, different dishes consumed in celebrations (crayfish party, new potatoes in Midsummer) invite into the Swedish culture, foraging and preserving food, regional specialties etc.	Nature is a major theme discussed in relation to food. The ingredients are sourced locally from “nature’s pantry” and therefore associated with freshness and purity. Food from the clean, unspoiled nature is naturally healthy and delicious. The aspiration towards natural food is also linked to organic produce and sustainable practices, e.g. animal welfare.	Nature is also a major context for the food theme – in addition to being a source of food, it is also a place to enjoy food. This aspect is present in the imagery used (dining tables outdoors, eating in the forest, etc.) In relation to foraging, the Right of Public Access is often discussed, supporting the country image of equality and inclusion.	Healthy and natural food is often mentioned, in relation to “forest-to-table” local sourcing, plant-based cuisine (both healthy and sustainable), as well as the mental wellbeing benefits of foraging or outdoor dining and in the social practice of fika, which aims for a social connection.	Food is interwoven with the seasonal rhythms and cultural celebrations. Seasons dictate the ingredients available, therefore impacting Sweden’s food culture. Each season has its own festivities, marked by traditional dishes that reflect Sweden's deep-rooted culinary heritage. These range from Midsummer, crayfish parties, and Christmas to Cinnamon Bun Day, Waffle Day.

Fika

Fika is used to describe both the **Swedish culture** and also to **market coffee and patisserie experiences** to visiting tourists.

The cultural context for fika is a well-known, deeply embedded cultural **ritual** that encourages taking breaks and socializing with others. Inclusivity and equality are associated with fika in the workplace context, with fika being a contractual right for everyone.

Fika is also about **local delicacies** – different cakes and pastries (princess cake, kladdkaka, etc.), inviting tourists to **visit different patisseries and cafes** and also Alingsås, “the capital of fika”.



Fika like a Swede – not just a coffee break

Fika, the delightful custom of enjoying a coffee and a treat with friends, is as Swedish as ABBA. Surely it's just a coffee break? Not quite.



Swedish fika

No trip to Sweden is complete without a 'fika' or two. This delightful custom of enjoying a cup of coffee and a sweet treat with friends is an essential part of the Swedish lifestyle. The most popular fika treat, the cinnamon bun, even has its own day on 4 October. While cinnamon buns are best enjoyed freshly baked, the 'seven types of cookies' concept is far easier to bring home. These tiny cookies can be found in all bakeries, cafes and grocery stores. Or why not go for the classic 'dammsugare' (literally translated as 'vacuum cleaner'), a cylindrical roll flavoured with punsch liqueur and covered in green marzipan and chocolate?

Fika like a Swede

Fika, the delightful custom of enjoying a coffee and a treat with friends, is as Swedish as ABBA. Surely it's just a coffee break? Not quite. It's much more than that.

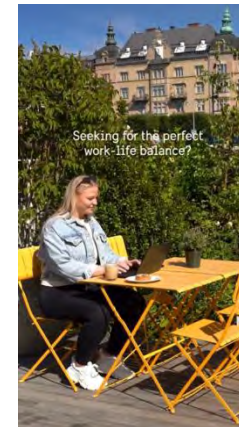
Last updated: 24 February 2023

On social media fika is presented as a quintessentially Swedish ritual of taking time, slowing down, and connecting with family, friends and colleagues. It is the most common food related content on Visit Sweden's social media.

Fika is often presented in connection with seasonal pastries like semlas and different types of buns. Fika is also showcased year round and in connection with seasonal celebrations and other events.

In imagery, fika is often shown as something that is being enjoyed in an outdoorsy settings, whether it's in an urban environment, sitting on café terraces for example, or surrounded by nature in idyllic settings.

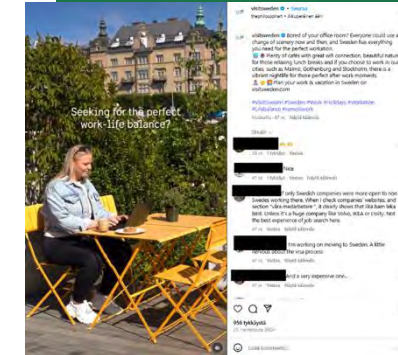
Fika is also showcased even when it's not the main theme of the post – it may be a part of a video montage for example.



A frequent juxtaposition is modern vs traditional

The interplay between traditional and modern elements within Swedish cuisine is a prevalent topic on the website. **Honoring culinary heritage, traditions and classic dishes while embracing innovation and contemporary dining experiences.**

- Traditional preservation methods and dishes (surströmming, cured salmon) vs. modern trends of creativity, New Nordic cuisine and plant-based, healthy and sustainable eating.
- Traditional fika treats such as cinnamon buns and new coffee brewing techniques.
- Traditional celebrations (Easter, Christmas) incorporating modern elements, e.g. vegan alternatives. Fika and traditional celebrations are also often the subjects of social media posts. They frequently incorporate the more modern aspect, portraying everyday urban life, like taking a fika break with a colleague in the city or while working on laptop.
- Culinary innovations in Michelin restaurants build on tradition of using wild ingredients, local food and foraging.



Though innovativeness and modernity are frequently highlighted in the text, the images are more focused on showcasing traditions, such as:

- baking of crisp bread in the traditional way;
- potatoes – a popular feature of Swedish cuisine from the 17th century
- making cinnamon buns

Other topics include fine dining, cafés, sweet treats, and regions, among others.

Main food-related topics and context

FINE DINING	FESTIVALS	CAFES	DRINKS (EXCL. COFFEE)
Introduced as forward-thinking, creative food scene, where Michelin-star restaurants often focus on locally sourced, sustainable ingredients and innovative flavours.	Different festivals are promoting the bustling food scene of Sweden and inviting visitors to explore Sweden and its culture. The focus is on sustainability, local produce, regional attractions and events, and diverse food culture.	Introduced as embedded in Swedish culture and social life through the fika tradition, offering high quality cakes and buns. Café scenery is portrayed as rooted in heritage while forward-thinking and suitable for all tastes. In social media cafés are a core content pillar.	Local craft beers, ciders, snaps and non-alcoholic options like lingonberry juices/sodas are mentioned, though the drink culture is not very prominent on the website or social media overall.
CHEFS	REGIONS	SWEETS	SÁMI CULTURE
Involved in some articles and campaigns on the site, such as the Edible and Drinkable country, where Michelin chefs promote ingredients found in nature. In social media chefs have been featured in relation to e.g culinary competition Bocuse d'Or.	Introduced through their unique food culture and local specialties, e.g. Malmö offering a high variety of flavours of the world, Gotland being a destination for foodies with its exquisite truffle and saffron etc. In social media restaurant and café recommendations are often introduced in context of region-focused posts.	A variety of classic Swedish cakes, pastries and cookies are highlighted, some culturally iconic (princess cake, cinnamon bun), or connected to seasons (strawberry cake). In social media sweets and pastries are often highlighted over savory dishes.	Sámi food culture is positioned as rooted in Arctic nature, northern landscapes and sustainability, with traditional ingredients like reindeer, fish, berries, and herbs. The topic is visible mostly on the website, not that much in social media.

Campaigns, products and experiences



Photocredit: Niklas Nyman / visit Sweden website

CAMPAIGNS

- **Edible Country:** Promotes open-air restaurants, where ingredients are foraged and then cooked outdoors
- **Drinkable country:** Same concept for beverages
- **Plant-based by Sweden:** Showcases Sweden as a hub for plant-based innovation
- **Fika map:** Interactive map pinpointing cafés – visible also on the Visit Stockholm social media

PRODUCTS & EXPERIENCES

- **Restaurants,** e.g. recommendation lists, also chef-led tasting menus (often outside of Stockholm)
- **Cafés, patisseries, Alingsås,** “the capital of fika”
- **Farm-to-table and local produce,** farm & brewery visits, such as cider farm, osprey farm, etc., opportunity to engage in farm-to-table dining experiences, also eco-lodges with local culinary introduction
- **Seafood** (crayfish parties, oyster safaris, archipelago dinner cruises)
- **Events and festivals** (food markets, street-food festivals)
- **Foraging and food safaris:** guided tours / foraging courses for berries, mushrooms, etc., outdoor cooking and immersive experiences in nature

There are some differences in the focus of the topics on social media vs. website: restaurants and cafés are heavily featured on both. Courses and guided tours are promoted more on the website, but foraging is pictured in social media posts at least occasionally. Events and festivals are less present in all channels. However, traditional celebrations like Christmas and midsummer are always featured in social media during the season.

#

Most frequently used hashtags are not food-specific. Instead:
 #Sweden #visitsweden
 #Scandinavia #Stockholm
 Of food-related hashtags different **fika-related** hashtags are used more frequently.

SWEDEN



CONTENT STRATEGY & VISIBILITY OF FOOD TOURISM ON SOCIAL MEDIA

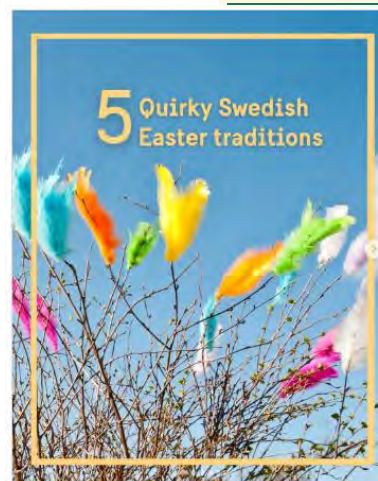


Instead of standalone campaigns, food appears **consistently as part of the lifestyle and nature story**. Content in social media is cohesive.

Some **spikes** can be seen in **seasonal buildup** like midsummer or Christmas. Posts are often image-rich, poetic, and designed for inspiration.

Emphasizes **quality over flashiness**, blending tradition and contemporary design in food culture.

Key messages include: local, seasonal, sustainable ingredients; fika as a social ritual everyone can join; nature on the plate (foraged ingredients, seafood)

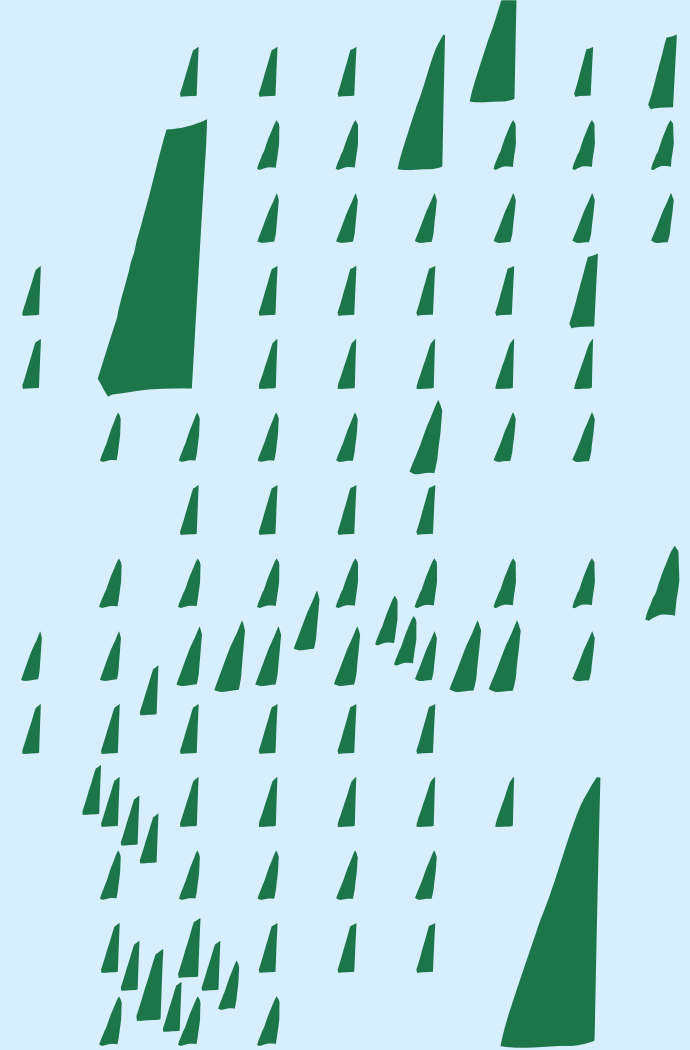


Content in **Instagram** is more inspirational and concise, while **Facebook** leans more informative, acts more like a guide for travel planning and has a little more substance to the posts. Tone of communication is still very similar.

Often Instagram posts are also featured on Facebook.

DENMARK

Country report



Featured topics

- ❖ Summary
- ❖ Positioning & visual image
- ❖ Most frequent topics
- ❖ Featured products & experiences
- ❖ Campaign strategy in social media
- ❖ Visit Denmark / Visit Copenhagen comparison



DENMARK



SUMMARY

The most frequent content discusses **Michelin-star** restaurants, innovative **New Nordic** cuisine based on local **and seasonal ingredients**, **sustainability**, and **affordable** dining options like street food. Denmark's **rich beer culture** is discussed predominantly on websites. **Cafés** and Danish **pastries**, **sandwiches**, **regional food specialties**, and immersive **food experiences**, such as oyster safaris and visits to breweries, are highlighted to encourage visitors to explore Denmark's culinary traditions.



Denmark's position is one of an **exciting food and drink destination**, with its **modern New Nordic cuisine** and respect for **tradition** and **sustainability**. The food culture is portrayed as open to everyone, offering both fine dining and budget-friendly or comforting dishes.

The overall tone is friendly, inviting, light-hearted and humorous. Visual style is **authentic** and **relatable**, in both social media as well as website.



Food has a **regular place** in Denmark's social media marketing strategy with content about for example fine dining, cafés and pastries. This is also supported by **seasonal posting** in relation to festivities.

Branding & marketing strategy of food tourism



POSITIONING

Denmark positions itself as a **dynamic culinary destination**, celebrated for its **gourmet scene** and **innovative New Nordic cuisine**, while also embracing **tradition and sustainability**. The country highlights eco-friendly practices and a fusion of modern creativity with deep-rooted cultural heritage. Urban food experiences are highlighted more on social media.

By showcasing diverse options from acclaimed **fine dining to accessible comfort foods and local favorites**, Denmark ensures its food culture is inclusive and approachable.



TONE

The tone is **welcoming** and **encourages participation**. The writing style on the Visit Denmark website is **humorous** and does not take itself too seriously. The texts might even include “dad jokes” once in a while.

Visually, images used are clearly more **realistic** and **everyday** than for example those used by Sweden.



TARGET AUDIENCE

Denmark targets **foodie travelers and culinary tourists** interested in gastronomy and food-related experiences. Communication to **cultural explorers** ties food to Danish heritage and lifestyle.

Eco-conscious visitors are appealed to by focusing on organic, sustainable, and locally sourced ingredients.

Budget travelers are not forgotten, with cheaper, accessible options highlighted.

Limited attention towards **families with children**.



Photo credit: Jeanette Philipsen, VisitSamsø

Image and position

CULINARY EXCELLENCE

Denmark is portrayed as a leader in Scandinavian **gourmet cuisine** and a premier destination for fine dining. The country's rich **brewing tradition** is used to further enhance this reputation, combining a celebrated beverage heritage with the creativity of innovative modern microbreweries.

WORLD-CLASS FOOD & DRINK

INNOVATIVE

Eco-friendly practices are consistently highlighted, positioning Denmark as an environmentally conscious food destination. The country's **innovative** image is communicated via its focus on **culinary creativity**, particularly New Nordic cuisine, and a strong commitment to sustainable values.

SUSTAINABLE

Food-related content is frequently presented in the context of Denmark's rich **cultural heritage** and longstanding **traditions**. This approach highlights the integral role that cuisine plays in offering deeper insights into Danish history, values, and way of life.

ROOTED IN TRADITIONS

APPROACHABLE

Casual, budget-friendly food experiences are emphasized as an inclusive alternative to Denmark's fine dining scene, ensuring the content remains **approachable** to all. Everyday life is linked to food through beloved cultural icons such as hot dogs, open sandwiches, pastries, and beer, which offer comfort and reflect the Danish way of life.

EVERYDAY

CASUAL

EXPERIMENTAL

The content emphasizes **experimentation and encourages** visitors to actively engage with food and related experiences. It features curated lists of top restaurants, areas, and activities, all presented in an enthusiastic and inviting tone that inspires exploration and participation.

ENCOURAGING

Visual image on the Visit Denmark website

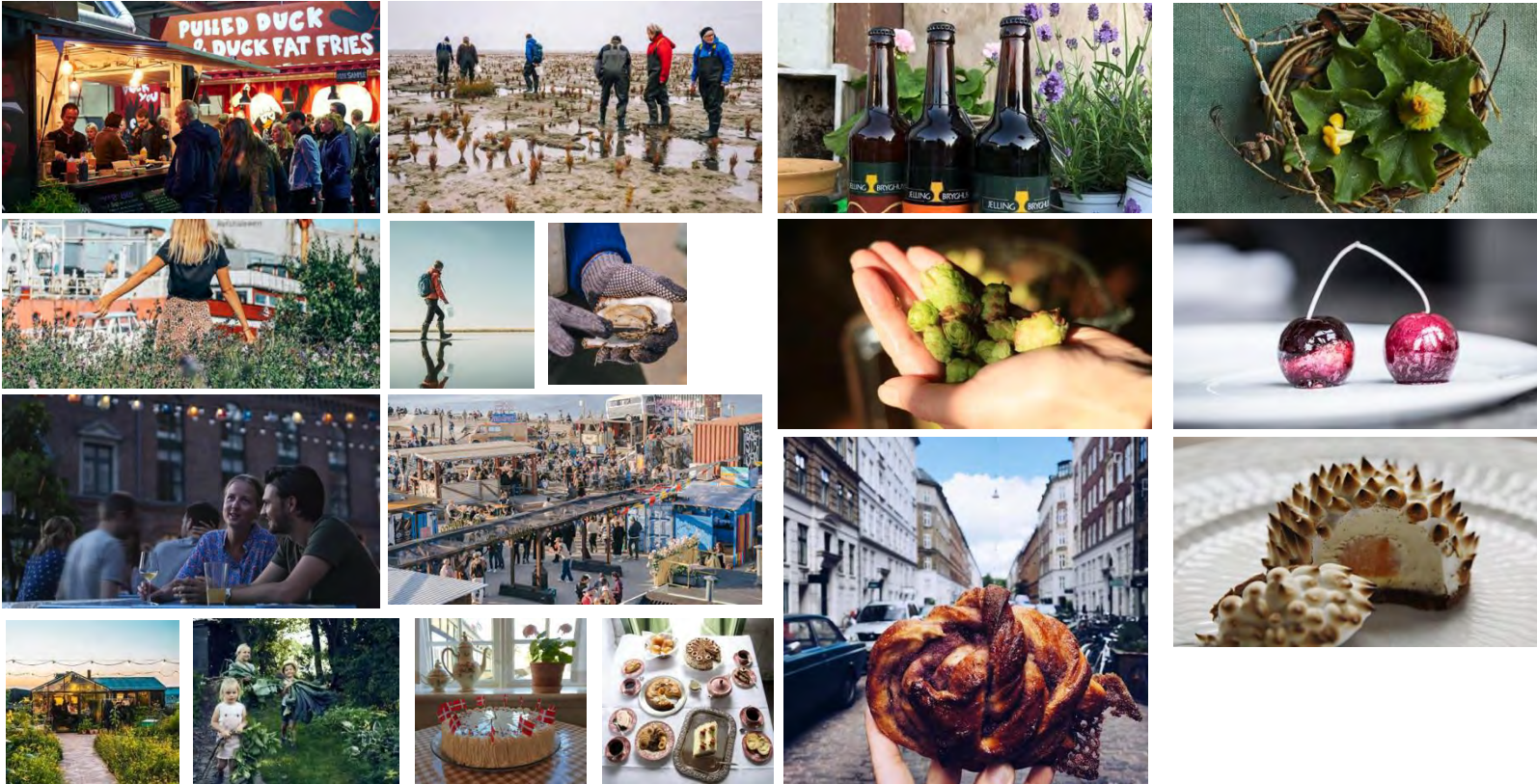
APPROACHABLE

CASUAL

EXPERIMENTAL

ROOTED IN TRADITIONS

CULINARY EXCELLENCE



Actual dishes are featured clearly less (for example compared to Sweden), except for the examples of Michelin rated restaurants, whose dishes are artistic and exclusive.

Main focus in the imagery is in creating an **everyday, casual and realistic approach**, depicting people in actual scenery, e.g. in restaurants, marketplaces or experiencing a seafood safari.

Both the **bustling city life and exploring nature** are covered in the images. Nature showcased in the photos is often slightly wild, not as neat (e.g. longer hay, wildflowers), giving the impression of an untamed, natural setting.

**CULINARY
EXCELLENCE**

APPROACHABLE

HUMOR

ENCOURAGING

**SPECIFIC
RESTAURANTS
& CAFES**

CASUAL

When every day is pastry day in Denmark

govisitdenmark 21 cakes anyone? 🍰
Turns out one of the most Danish things you can do, is eat 21 cakes in one sitting.
Born out of a little rebellion (and a lot of sugar), the Sønderjysk Kaffebord is a sweet slice of history you can still taste today.
Do you think you can handle it?

sonderjysk kaffebord

Me: not a morning person.
Also me: queuing for telavnsboller @ 7:30am

govisitdenmark How far would you run for pastries from Copenhagen's 10 best bakeries? 🍰
If you ask a Dane, the answer might surprise you! Thousands applied for the world's first Fastest Bun Run—a half-marathon celebrating Denmark's seasonal pastry obsession. 100 runners secured a spot and tackled a 21.1 km route by @bakeren, stopping at 10 top bakeries for their creative take on the iconic Fastelænsbolle.
Fastelænsbolle are seasonal, cream-filled buns that take over Denmark this time of year. If you're here, you will see them (and probably eat more than one).
Want to do your own Bun Run? Walk, run, cycle — whatever it takes. Your pace, your rules.
Here are the stops along the route so you don't miss a beat (or a bun):
• @fienstegte
• @bruno_cph
• @bakers_cph
• @buns_the_bakery
• @danishmermaid
• @smilendangelens_dangetere
• @danishbakery
• @thefig
• @koebebakery_bogen
• @danishbakery_cph
#visitdenmark
1.0k Views

Imagery often features people, either making or eating the food. Outside settings are used often.

What are the most frequent topics?

Fine dining is a frequent topic, balanced with approachable food options.

Main food-related topics and context

GOURMET DINING	APPROACHABLE OPTIONS	BEVERAGES	CAKES & PASTRIES
Denmark's prominent position in the culinary scene is frequently highlighted by discussing its array of Michelin-star and Bib Gourmand restaurants. On social media gourmet dining is often featured – both in terms of specific restaurants but also in food imagery pictured. The country's food culture draws inspiration from New Nordic cuisine, which features locally sourced and seasonal ingredients.	The fine dining theme is thoughtfully balanced with more accessible food experiences and topics. For example, Bib Gourmand restaurants are highlighted as affordable luxury, while budget-friendly options like street food markets, hot dogs, picnics, and casual restaurants are actively promoted. On the website, budget options are textually mentioned, while on social media channels approachability is achieved via featuring street food and casual dining in posts, including recommendations for specific restaurants.	Especially on the Visit Denmark website, the country is positioned as a world-renowned beer destination with a brewing heritage, that spans from well-known brands like Carlsberg and Tuborg to a vibrant craft beer scene. Traditional spirits, such as aquavit, are often enjoyed alongside festive meals, further connecting drinks to Danish social life. The role of beverages in Danish tradition, lifestyle, and socializing is highlighted throughout. Visitors are also encouraged to explore local breweries, whisky distilleries, and wineries as part of their experience.	Danish pastries (wienerbrød) and cakes are presented as cultural icons, such as the beloved kanelnegl (cinnamon roll), embedded in the Danish “hygge” lifestyle and often enjoyed with coffee. Along with bakeries and cafés, they form the core of Visit Denmark's social media imagery. Also, breads are often featured in addition to sweet treats. The variety and abundance of cakes and pastries are highlighted to encourage visitors to discover Denmark's bakeries and cafés for themselves, as well as to explore the unique baked specialties found across different regions of the country.



Sustainability, oysters and regional differences are often highlighted as well.

Main food-related topics and context

SUSTAINABILITY	OYSTERS	REGIONS
Sustainability is addressed as a broad theme, covering a variety of topics on the Visit Denmark website, but notably not on social media. Sustainability is discussed not only in terms of organic, locally produced, and seasonal foods, as well as urban agriculture, but also in connection with responsible food packaging, waste reduction initiatives, and other environmentally conscious practices.	Oysters are showcased as a natural delicacy with roots in Danish tradition dating back to the Stone Age. Visitors are enthusiastically encouraged to sample oysters in local restaurants or embark on oyster safaris, harvesting and tasting these unique delicacies firsthand.	The diverse regions of Denmark are highlighted for their unique food identities and local specialties, such as Læsø's renowned salt and Fur's distinctive beer. Again, this content is mainly present on the Visit Denmark website and not on social media, where content is usually more generally about Denmark. The site encourages culinary travel, inviting visitors to explore regional flavors and cultural experiences – with food as an integral part of the cultural experience when visiting Denmark's islands.

Gourmet dining vs. accessible options

Fine dining in Denmark is showcased through famous restaurants like Noma, Geranium, and Alchemist, highlighting Denmark's global leadership in gourmet innovation. These restaurants are portrayed as creative, sustainable, and using local produce.



Cheaper choices such as street food markets, hot dog stands, local bakeries and urban food halls are described as central to everyday Danish life.

These are important and enjoyable parts of Danish food culture, often emphasizing freshness, seasonality, craftsmanship or recreating traditional foods with a new twist.



Drink culture featured on the Visit Denmark website: traditional and contemporary

BEER

Denmark is portrayed as a nation of beer lovers with a rich brewing heritage (Carlsberg, Tuborg) and a wide range of microbreweries.

Beer is positioned as a social experience, and accompaniment to classic Danish dishes.

SNAPS (AQUAVIT)

Snaps (or aquavit) is presented as a traditional Danish spirit tied to rituals on holidays and celebrations. It is often consumed with toasts and songs during seasonal celebrations like Christmas or Easter.

WINE, WHISKY ETC

Danish wine, cider and whisky are mentioned less often but are clearly present in the Danish drink scene. Local experiences, such as vineyard / distillery visits or tasting tours are promoted.



Danish drink culture is rarely featured on social media, only some posts on craft beer / microbreweries on Visit Copenhagen SoMe.



Campaigns, products and experiences



Photo credit: Ørnberg Vin - VisitOdsherred

CAMPAIGNS

- **CopenPay:** Encourages attraction visitors to make conscious travel decisions, rewards include a free organic meal.

PRODUCTS & EXPERIENCES

- **Restaurants,** e.g. recommendation lists
- **Cafés, bakeries, cake shops**
- **Seafood:** Oyster safaris
- **Events and festivals** (food festivals, street-food markets)
- **Beverage experiences:** Brewery tours, distillery tours, winery visits
- **Cooking courses,** e.g. Smørrebrød cooking course
- **Accommodation,** for example hotels situated close to great food experiences
- Restaurants, cafes and bakeries are featured heavily on both the websites and social media, as are events and festivals. Beverage experiences, cooking courses, smørrebrød, oysters and seafood are featured more on the Visit Denmark website.

CAMPAIGN STRATEGY



CONTENT STRATEGY & VISIBILITY OF FOOD TOURISM ON SOCIAL MEDIA

#

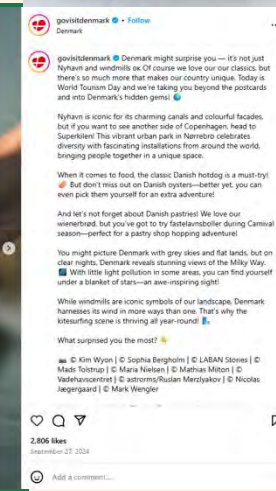
Besides the most frequently used hashtags like
#visitdenmark
#visitcopenhagen, also
#hygge is used alongside specifically food related like
#streetfood #smørrebrød
#danishpastry



Food has a **regular place** in Denmark's social media strategy. Inspirational content about **Danish gastronomy and Michelin star restaurants** share the space with **pastries, cafés and bakeries**. Also, there are clear **seasonal posts** about traditional celebrations. Posts include **storytelling** and interviews showcasing the **people behind the food**. Content includes **humorous posts and memes**. Imagery is **urban and down-to-earth**. Imagery and posts are cohesive and similar in tone and visuals to content on website.

Emphasis is balanced between posts about culinary excellence and approachable and casual options like street food.

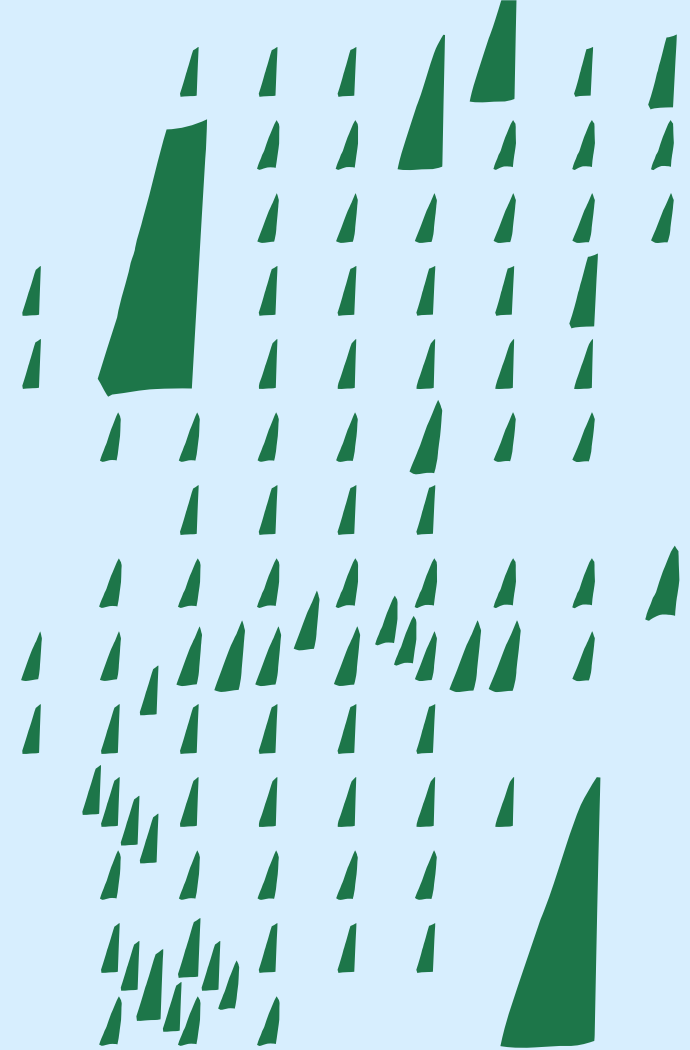
Key messages include: both fine dining and street food, pastries, bakeries and cafes, seasonal celebrations and food festivals.



The content is **often identical** on Instagram and Facebook, no clear evidence on channel specific strategy.

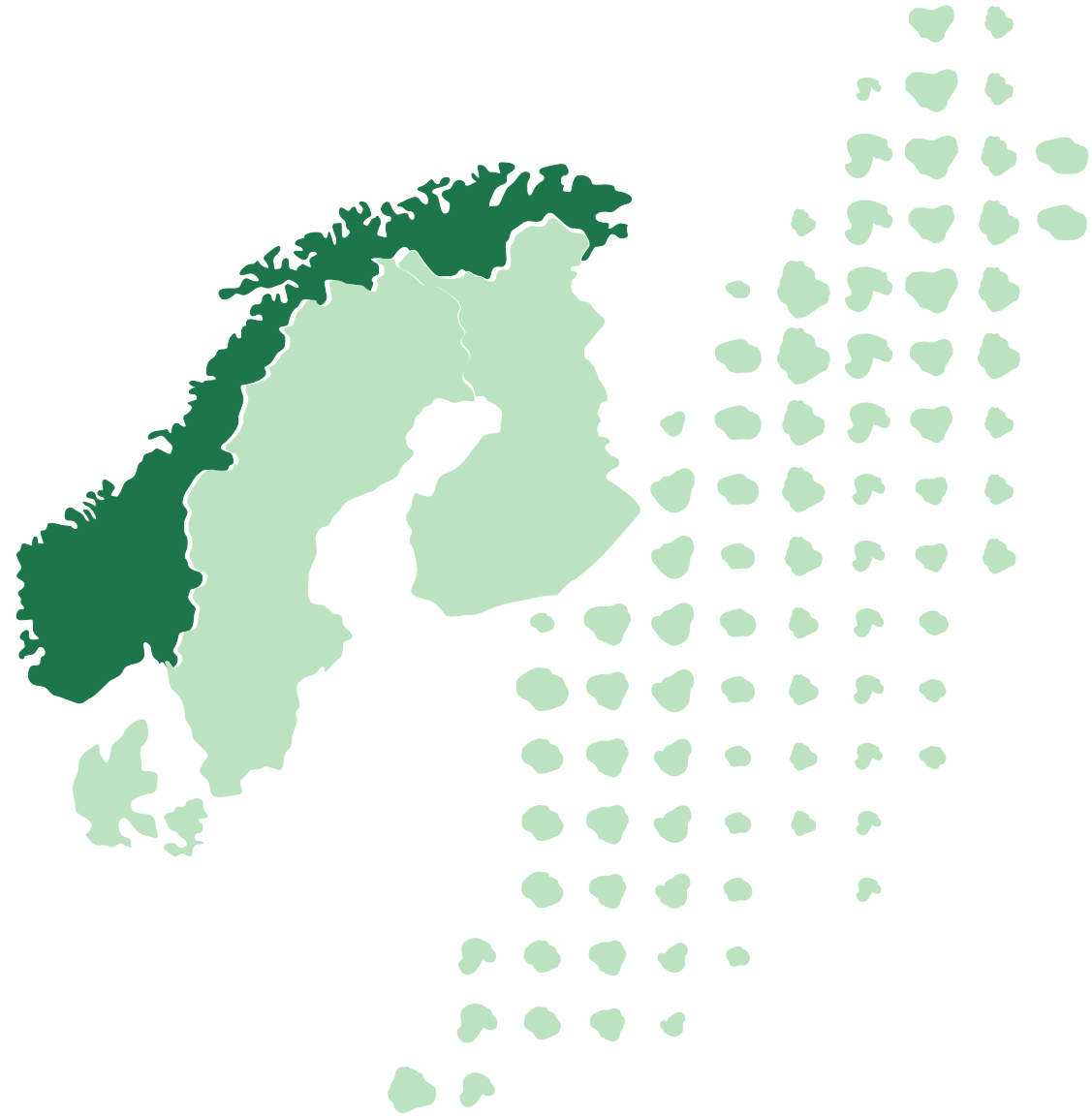
NORWAY

Country report



Featured topics

- ❖ Summary
- ❖ Positioning & visual image
- ❖ Most frequent topics
- ❖ Featured products & experiences
- ❖ Campaign strategy in social media
- ❖ Visit Norway / Visit Oslo comparison



NORWAY



SUMMARY



Food in Norway is closely tied to its **grand landscapes**, the focal point of its marketing communication. The **pristine environment** providing **high-quality ingredients** is central to Norwegian cuisine. Norwegian food is portrayed as both **traditional** and **innovative**, emphasizing **sustainability** and a deep **connection to the land**.

Visuals have prominence over text, using images of dramatic scenery and animals. Overall tone of voice is **informal** and **welcoming**, both on website as well as social media.

Food is **deeply tied to culture, tradition and local lifestyle**, highlighted through classic dishes, preservation methods, seasonal customs and **traditional celebrations**.

Norway's **culinary excellence** is highlighted via its Bocuse d'Or awards and tips for fine dining restaurants.

From specific dishes and ingredients, **brown cheese, seafood and meat** are prominently featured (seafood and meat less on SoMe).



The food content on Norway's marketing channels is **not a focus area**, other topics are more prominent.

The content in social media and website often feature different themes, sometimes even seemingly without a clear focus area or coherent strategy.

Branding & marketing strategy of food tourism



POSITIONING

Food is presented in close connection with the main attraction of Norway's tourism—its **wild and unique nature**.

The **pristine environment** is a source of **high-quality ingredients**, which form the cornerstone of Norwegian cuisine.

Strong connection to **traditions**, living with the land and caring for the land in **sustainable** ways are among the key imagery.

Norway's kitchen is also described as **innovative and evolving**.

In contrast to the adventurous settings of Norway, food is often depicted as **comforting**.



TONE

Visually the Norwegian food marketing uses a lot of **landscape images**: mountains, fjords, along with animals and humans in the context of nature.

On the website, the imagery and video content often gets a larger stage than text: articles are “scrollable” images with a few text highlights. On social media, nature is often featured as the backdrop to food posts.

The tone of voice is **down-to-earth, informal and welcoming**, while also being **informative** and **inspiring**, showcasing local ingredients, culture, and stories.



TARGET AUDIENCE

Norway appeals to **adventure-seekers, nature-lovers, culturally conscious and active travelers** seeking connection with nature, heritage and history.

Foodies are drawn by destination dining and Norwegian specialties. Sustainability is emphasized for **eco-conscious travelers**.

Less emphasis on targeting families with children, budget-conscious traveler and vegetarians/vegans.



Image and position

WORLD-CLASS INGREDIENTS

Norway presents its ingredients as premium and natural, shaped by the pristine and magnificent environment. Food is connected to Norway's rugged wilderness - caught, foraged, or harvested directly from mountains, fjords and forests. The purity of Norway's air, water, and landscapes translates directly into the quality of its food.

PURE & FRESH

ADVENTUROUS

Food is presented in the context of unique wilderness, or as part of an adventure: going on a seafood safari or experimenting with unique Norwegian tastes like fermented fish.

WILD

ECO-CONSCIOUS

Sustainability is central to Norway's food image, conveyed through local sourcing, organic and ethical farming, well-managed fisheries, and a national ethos of care for nature and future generations.

LIVING WITH THE SEASONS

Tradition is a vital thread tying Norway's food to place, people, and cultural memory through examples like seafood preservation methods, living with the seasonal rhythm of nature, Sámi reindeer herding, or distinctly Norwegian tastes.

ROOTED IN TRADITIONS

COMFORTING

Norway's food offers a comfort or coziness ("kos") through heartwarming dishes like waffles, soups, and traditional baked goods, evoking home and simple pleasures enjoyed together.

FINE DINING

Norwegian food culture embraces modernity through renowned chefs, creative regional culinary hubs and modern reinventions of local ingredients.

INNOVATIVE

Visual image on the Visit Norway website

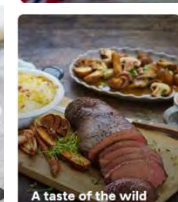
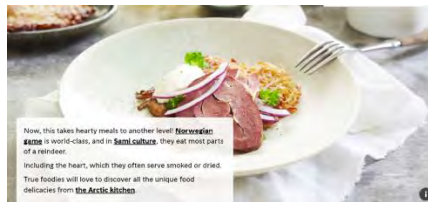
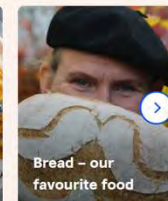
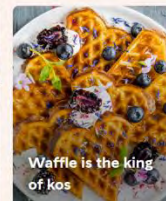
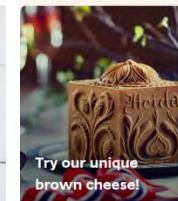
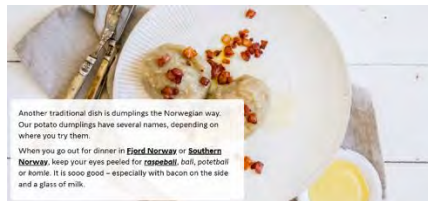
WILD

AESTHETICALLY
APPEALING

ADVENTUROUS

FRESH

ROOTED IN TRADITIONS



The imagery on the Visit Norway website supports the messaging about food from the wild, untouched nature – mountains and animals are frequently present within food articles.

In addition to nature and landscapes, pictures often feature exclusive dishes in a well-lit setting and appealing layout.

The visual aesthetic is prominent and different. Food article feature large, visually attractive images and text is used to illustrate these images. The user experience is similar to social media scrolling.

Imagery on social media

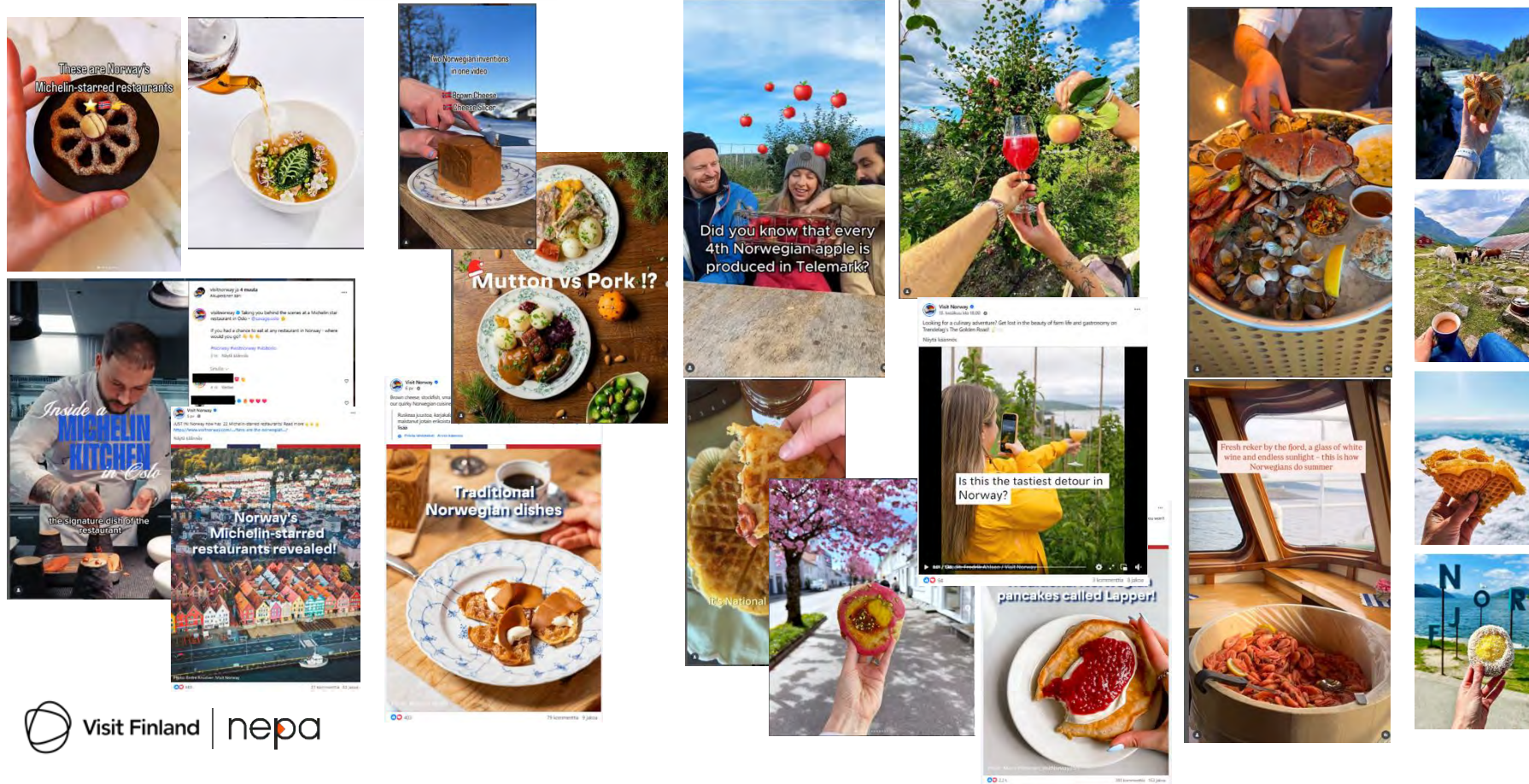
FINE DINING

ROOTED IN TRADITIONS

CASUAL, INFORMAL

LIVING WITH THE SEASONS

WORLD-CLASS INGREDIENTS



The visual line of Norwegian social media posts is **varied** and has **lower uniformity**. In general, food is more present in posts on Visit Norway's social media accounts, not as much on the Visit Oslo accounts.

The visual imagery is mostly **down-to-earth** and **adventurous**, often showing food consumed in nature amidst scenic views. The **informal image** is also achieved by featuring posts about **traditional foods embedded in local traditions**, with a casual, not sleek imagery. On the other hand, posts also feature **visually stylish images related to fine dining**.

What are the most frequent topics?

The content revolves around pure nature, Norwegian traditions, a few key dishes and also fine dining.

Main food-related topics and context

UNTOUCHED NATURE	SEASONS AND TRADITIONS	FRUIT	CHEESE	FINE DINING
Nature is highlighted both as a scenic backdrop to food communication and also as the source of food (the latter mainly on the website). Seafood, game, meat, vegetables, fruit and berries are used to reference Norway's magnificent landscapes and untouched nature. Local produce is depicted as exceptionally fresh and natural, sourced directly from Norway's pure environment, grown in clean air and nourished by clear waters. From sea-to-table food is one of the main features on Norwegian tourism website.	The subject of food and cooking is deeply intertwined with Norway's cultural heritage and traditions. This connection is reflected in classic dishes and traditional preservation methods such as brown cheese, dried cod, and cured lamb, as well as in Norwegian fishing and hunting practices. Seasonal customs, including dishes prepared for specific times of year or festive celebrations, further underscore the role of tradition in Norwegian cuisine.	Fruit (particularly apples) are highlighted as thriving in Norway's clean air and long daylight hours. The apples and apple juice feature heavily in social media during harvest time. Hardanger is promoted as the country's main fruit-growing region, and visitors are encouraged to taste both apple cider and apple juice.	Norway's brown cheese is prominently featured as a cultural icon and brown cheese images feature in several posts on the Norwegian social media channels. The website also highlights other artisan cheeses, describing them as delicious, award-winning, and the result of skilled craftsmanship.	Michelin-star restaurants and fine dining recommendations are featured. In social media, there is also a series of posts published about Michelin-star restaurants and chefs. Norway's culinary excellence is also highlighted by its Bocuse d'Or awards.

The rich content also touches upon multiple other topics from gourmet dining to Sámi traditions.

Main food-related topics and context

ENVIRONMENT-FRIENDLY	INNOVATION	BREAD	EXPLORATION
Sustainability is emphasized through promoting local food, small-scale production, and animal welfare. Local, seasonal, and short-traveled ingredients form the foundation of sustainable cuisine.	Innovation is showcased through modern gastronomy, creative chefs, and a developing food scene, but also food innovation posts on social media. Contemporary techniques are embraced, resulting in new interpretations of traditional dishes.	Although bread receives less attention than fruit or cheese, it is still portrayed as a national favorite with high consumption. A variety of freshly baked breads are available, and sandwiches with a range of different toppings are especially popular.	The communication style is encouraging and adventurous, inviting readers to explore new experiences such as farm visits, discovering different regions, and participating in seafood safaris.
SEAFOOD	GAME & MEAT	REGIONS	SÁMI TRADITIONS
Seafood is a website highlight, featuring specialties such as salmon, cod, king crab etc. Sourced from clear waters, it showcases freshness and rich fishing traditions, offering visitors both an exotic culinary experience and an introduction to Norwegian culture.	On the website, Norwegian game and meat are praised for their quality. Meat is portrayed as fresh from farms, highlighting a strong commitment to animal welfare. Game hunting is closely connected to the rhythms of Norwegian life and Sámi cuisine.	Each region or city is highlighted alongside its signature produce, specialties or experiences. For example, coastal destinations for seafood, Hardanger for apples, Trøndelag for food enthusiasts, and Røros for farm-to-table traditions.	Sámi culinary heritage is depicted as deeply connected to nature, with pure, fresh, and local seasonal ingredients such as fish, game, reindeer, berries, and herbs. The site creates an image of Arctic cuisine, rich in flavors and exquisite delicacies.

Focus on landscapes

Norwegian food is portrayed as an extension of the natural landscape, with ingredients sourced directly from nature, meals enjoyed outdoors, and culinary traditions shaped by the climate, geography, and seasons. Nature is a central character in the story.

The taste of ingredients from the wild (foraging, game, seafood) is uniquely shaped by the Norwegian climate and geography.

Food experiences set in nature are also promoted, including fishing, cider tours, or eating at farm cafes with great views.

Visually, landscapes are very much present in food-related content, reinforcing the strong connection between Norwegian cuisine and the natural environment.



Campaigns, products and experiences



Photocredit: Fredrik Ahlsen/Visitnorway.com

CAMPAIGNS

- **The Norwegian Cookbook** (website): presents iconic national recipes and dishes from Norwegian top chefs. Showcases Norway's culinary heritage from tasty local ingredients.
- **Foodie road trip** (website): bloggers across the world were invited to try Norwegian delicacies and introduce their recipes.
- **Michelin-star restaurants and chefs**: A series of posts on social media showcasing talented chefs and Norwegian fine dining scene.

PRODUCTS & EXPERIENCES

- **Restaurants**, e.g. recommendation lists
- **Seafood safaris**: king crab safari, skrei adventure, clipfish experience, including a fishing expedition + tastings.
- **Foodie cruises & experiences**, such as the Hurtigruten coastal express, cider cruise, Røros Local Food Safari, Trondheim & Trøndelag Gastronomy safari
- **Farm visits**: fruit & cider farm visits along the Hardanger Cider Trail, but also farms converted to accommodation are mentioned

CAMPAIGN STRATEGY



CONTENT STRATEGY & VISIBILITY OF FOOD TOURISM ON SOCIAL MEDIA

#

Of food-specific hashtags
#seafood #coffee #skrei
#localfood #waffleday
#norwegianfood #fjordfood
and #craftbeer have been
used most often, although
#visitnorway and #visitoslo
are most often used



Food-related content is not a cohesive part of Norwegian social media content, but rather an **irregularly appearing topic**. There are some peaks in food content around certain festivities.

Norwegian scenery is included as often as possible in posts and sometimes overshadows the food or beverage included. Adventure and food are linked together with imagery like eating while hiking in Norwegian scenery.

The tone is **informal** and not clearly branded, more everyday.

Norway showcases both **nature-bound food content** and **Michelin fine dining**. Instead of speaking the same language seamlessly, these two content types contrast with each other, making the social media presence quite varied.

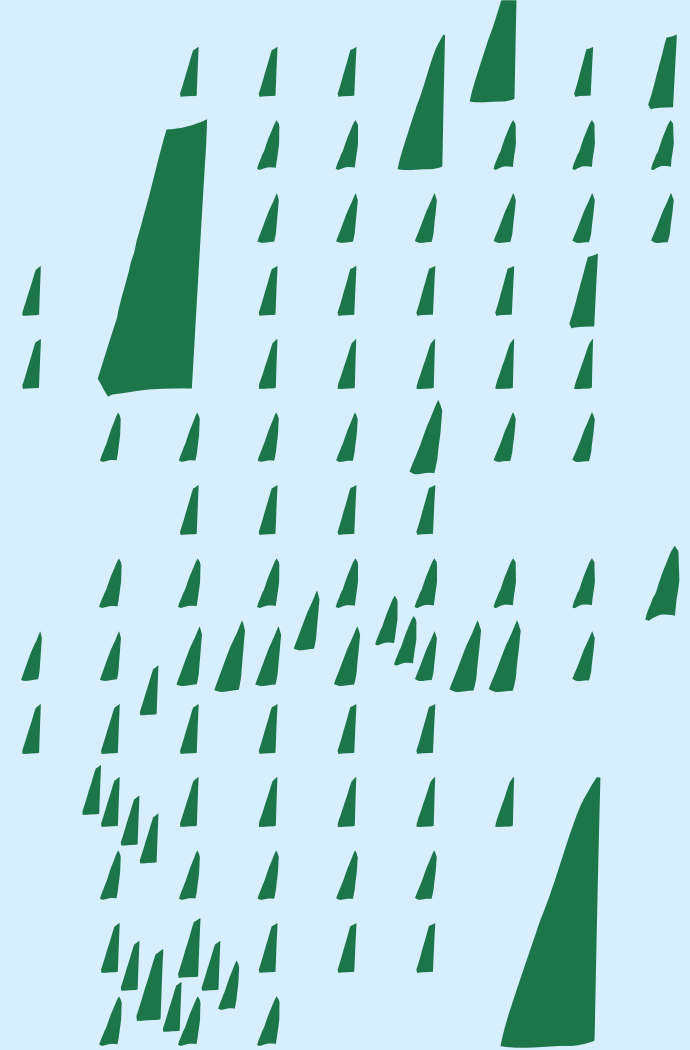
Key messages: nature & landscapes, local ingredients, traditions, everyday food and lifestyle, fine dining, waffles, pastries, brown cheese.



Both **Instagram** and **Facebook** share a lot of the same content. However, Facebook posts often include links to Visit Denmark website, a feature that is not utilized on Instagram. The greater availability of informative content on Facebook makes the channel more suited for travel planning.

YouTube focuses on longer videos. Foods presented tend to be very underlined. The platform's content tends to emphasize the personalities of the creators and is geared more toward entertainment.

RECOMMENDATIONS



How does Finland's food content compare to other Nordic markets?

- Overall, there is **less food-related content** on the Visit Finland website. My Helsinki is on par with other markets' capital cities' websites in terms of the amount of food content. On social media, Finn Dining content made with Jade is bringing more food focus to communication of late.
- The **core of the content** is similar to other Nordic countries: **food from nature, clean and pure ingredients**.
- In Finnish tourism marketing, food is not clearly linked in text nor in visuals to **other Finnish strengths or its unique aspects**, such as culture (history, festivities), happiness, Arctic nature, regional differences, or unique experiences.
- The tone of voice in food-related articles on the Visit Finland website can be described as **practical, functional & factual**, humble and minimalistic.
- The **My Helsinki website is more vibrant** and highlights experiences more than Visit Finland. Themes are various and inviting to experiment, for example, coffee, craft beer, cocktails, wine, market halls etc.
- Finland's social media content is **unique in collaborating with influencers**, bringing approachable and personal, authentic content to potential travelers.

"Originating from the Karelia region, it's made with a thin rye crust and filled with rice porridge, traditionally served with a spread of egg butter. "

"Leipäjuusto, known also as "squeaky cheese," is a mild, incredibly tasty cheese that's typically made of cow's milk."



Image credits: Julia Kivelä

Recommendations



Image credits: Kenkävero

Integrate food into the Finnish lifestyle & national identity

- Showcase food as part of Finnish culture: highlight how food ties into daily life, traditions and nature and other Finnish USPs. Consider also linking food to Finnish values (satisfaction with small things, closeness to nature) for even deeper cultural context.

Illustrate food content with experience-driven features

- Tie food content to travel experiences: frame food as an essential part of the Finnish travel journey and promote food-related activities like berry picking, sauna snacks, regional food tours, and local markets. Food content can also be used for showcasing Finland's regional diversity by highlighting unique dishes, drinks, and traditions from different regions.

Enhance visual storytelling

- Support the factual content with visual elements. Use images that illustrate context and go beyond food close-ups. Show the environment, people, and moments where food is enjoyed (e.g., lakeside picnics, forest cookouts, family gatherings). Human presence in imagery can be useful, e.g. authentic, relatable people experiencing Finnish food in diverse settings.
- Show different sides of Finland, e.g. contrast urban and rural food scenes (like Helsinki's restaurants) with rustic countryside experiences.

Move towards storytelling and evoking emotions

- Move beyond minimalistic text to bolder storytelling, bringing pride, emotion and context to unique Finnish culinary elements (e.g., rye bread, foraged foods, wild berries, traditional drinks like sima). Consider adding warmth or humor or playful content to highlight quirky Finnish specialties.
- Tailor content for different audiences such as foodies, sustainability enthusiasts, and experience seekers and avoid "one size fits all."

Leverage influencers

- Continue and expand influencer collaborations: Use approachable, diverse influencers to create personal, fun, and engaging food stories.
- Consider other ways to bring food-related content to social media in addition to Finn dining – regular posts for seasonal recommendations, casual food imagery, fine-dining restaurant spotlights, or "Finnish Food Fridays" featuring a new dish or drink weekly