

Denmark's approach to databased, sustainable and regenerative tourism

1st October 2025

VisitDenmark 



Agenda

- Definitions
- National tourism strategy of the Danish Government
- VisitDenmark: Strategy, goals and activities concerning sustainability
- Partnership for sustainable tourism development
- The Carbon Footprint Report of Danish Tourism 2019-2022
- Future steps

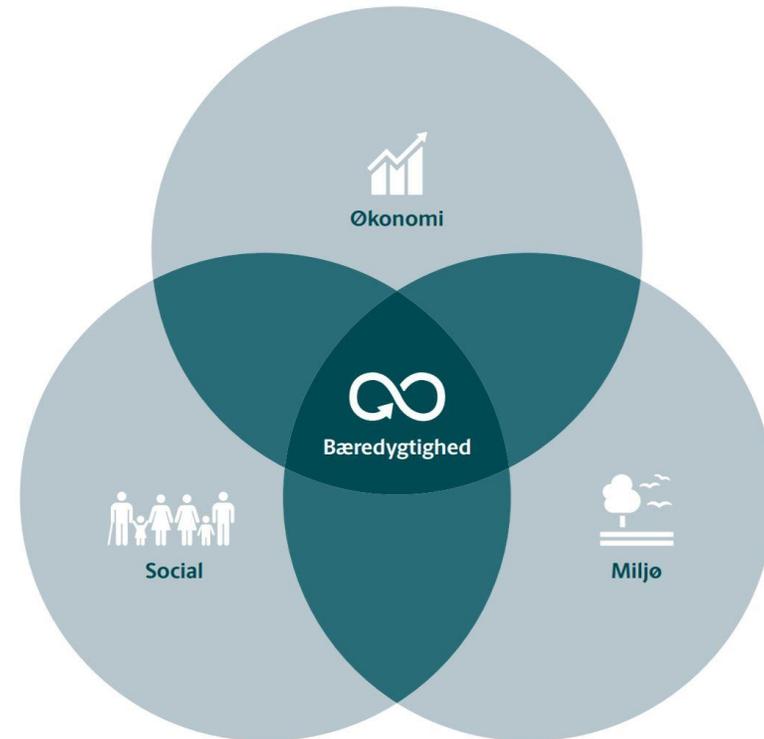


Definitions

In Denmark, we take the UN definition for “sustainable tourism” as our starting point.



Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industries, the environment and host communities.



National tourism strategies towards sustainable growth towards 2030



The national tourism strategy in short

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

All public tourism organisations must be sustainability-certified.

Tourism revenue in Denmark must reach DKK 200 billion.

Denmark must be among the top 3 Northern European countries in terms of foreign tourists' overall satisfaction with their holiday experience.

70% of all accommodation providers and amusement parks in Denmark must be sustainability-certified.

Tourism in Denmark must reach 74 million overnight stays.

80% of Danes must perceive tourism as having a positive impact on Danish society.

Denmark should rank number 1 among Northern European countries in tourists' assessment of the country as an eco-friendly destination.

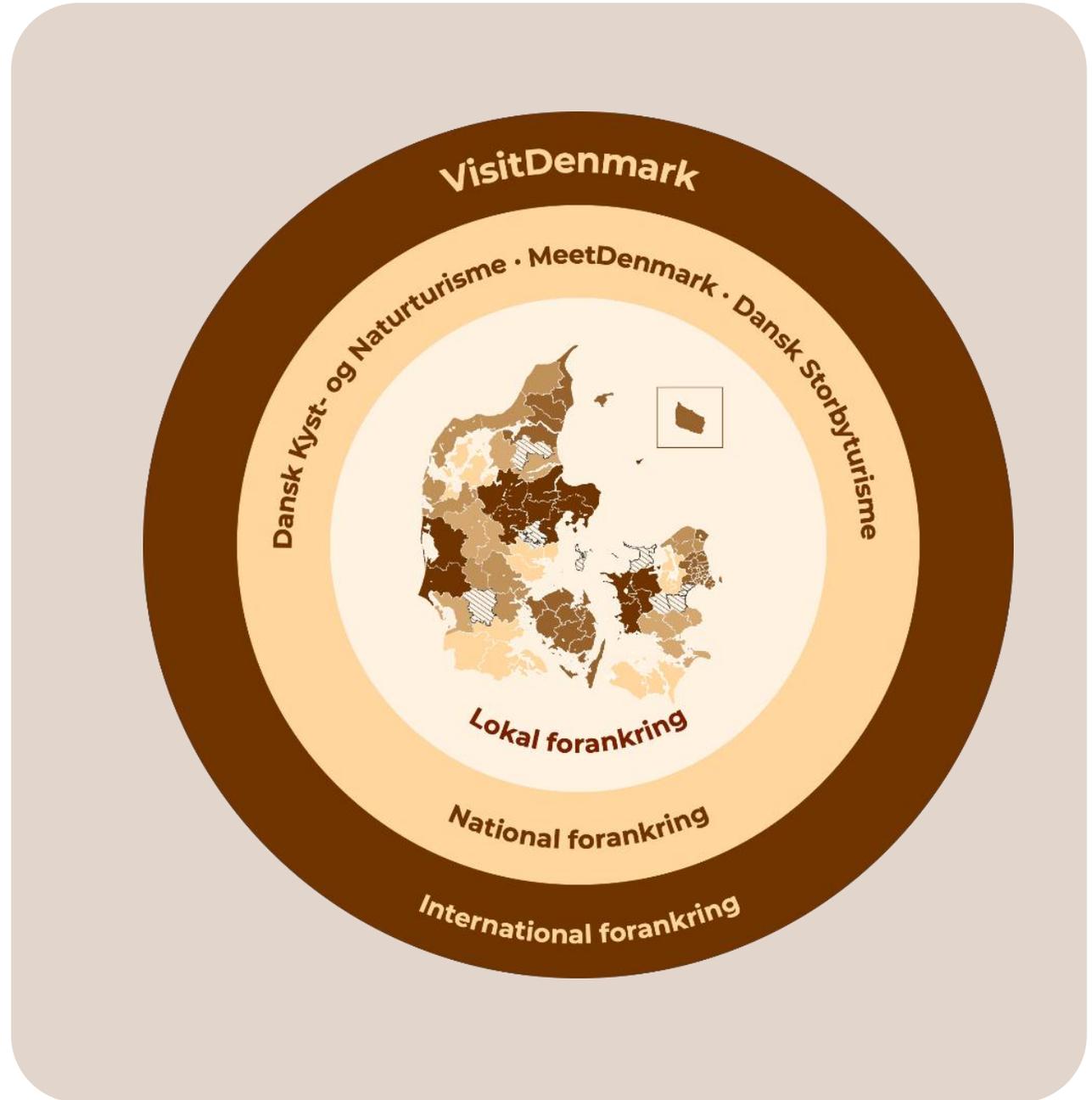
Overnight stays outside the peak season (July and August) must make up 70% of total overnight stays by 2030.

At least 80% of employees in the tourism industry must be satisfied with their job overall.

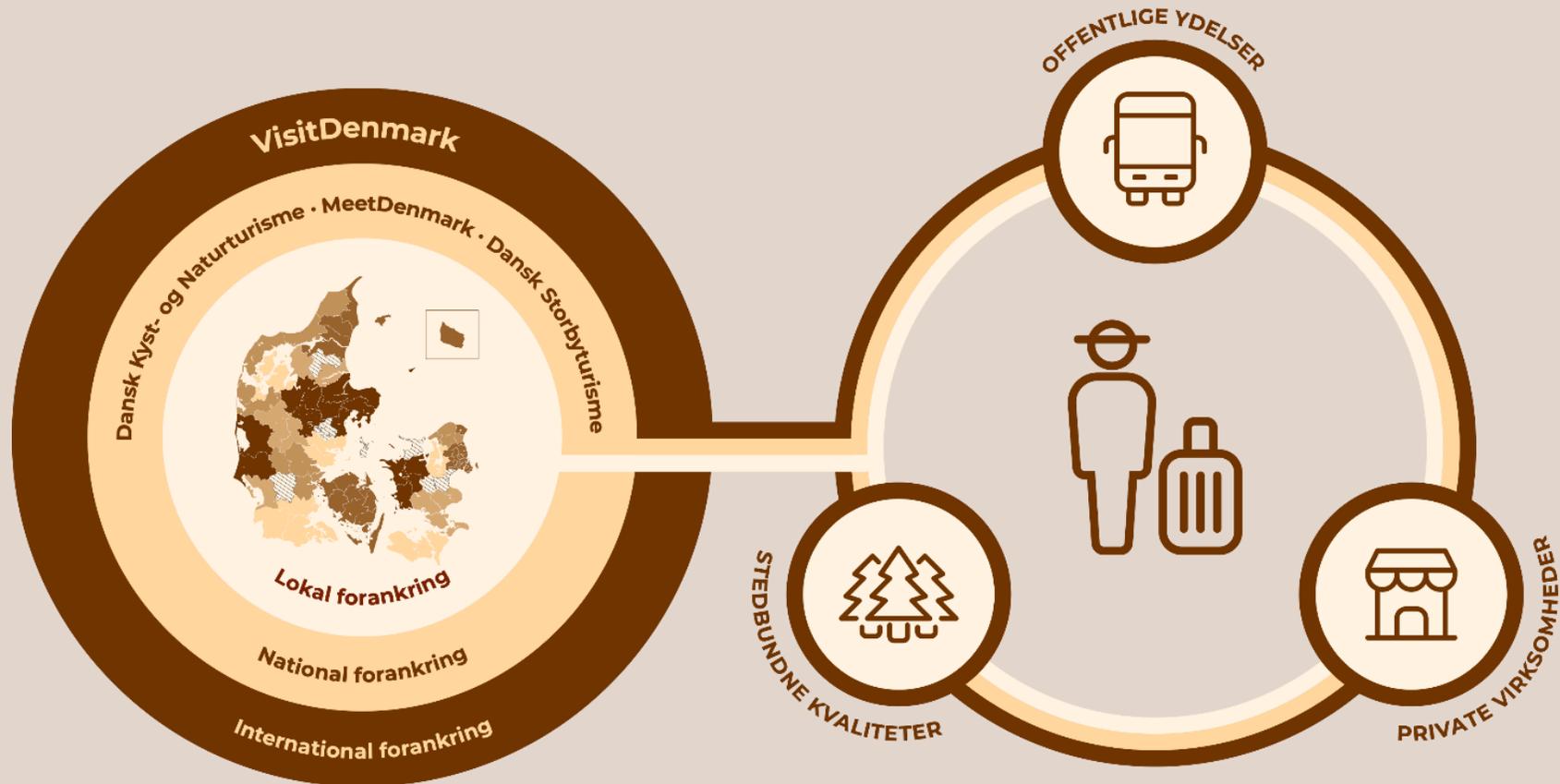
Structure of Danish Tourism Organisation

23 players in the public tourism promotion system share the joint responsibility for delivering on the government's national tourism strategy.

Roles and responsibilities are anchored at the local, national, and international levels and it's when everyone works together with a shared focus on the tourist that the strategy can truly succeed.



An integrated approach creating value for the tourist



Strategy of VisitDenmark 2025-2027



Vision

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

Mission

Through close collaboration, valuable insights, and effective international marketing, we inspire more people to choose Denmark. We lay the groundwork for tourists and tourism operators to make sustainable choices.

VisitDenmark's priorities

One shared brand

VisitDenmark works with The Land of Everyday Wonder as the shared brand position for Danish tourism, and as the foundation for Denmark's international marketing as a travel destination.

Across Denmark

VisitDenmark works for all of Denmark — all destinations and across the three key sectors of Danish tourism.

All year

VisitDenmark works to strengthen tourism in Denmark outside the peak season, aiming to make Denmark a year-round destination.

Sustainability

VisitDenmark is working to build a strong and sustainable tourism industry that balances economic, social, and environmental considerations.

Digitalisation

VisitDenmark works to strengthen the competitiveness of Danish tourism through the use of data, new technology (including AI), and digital opportunities.

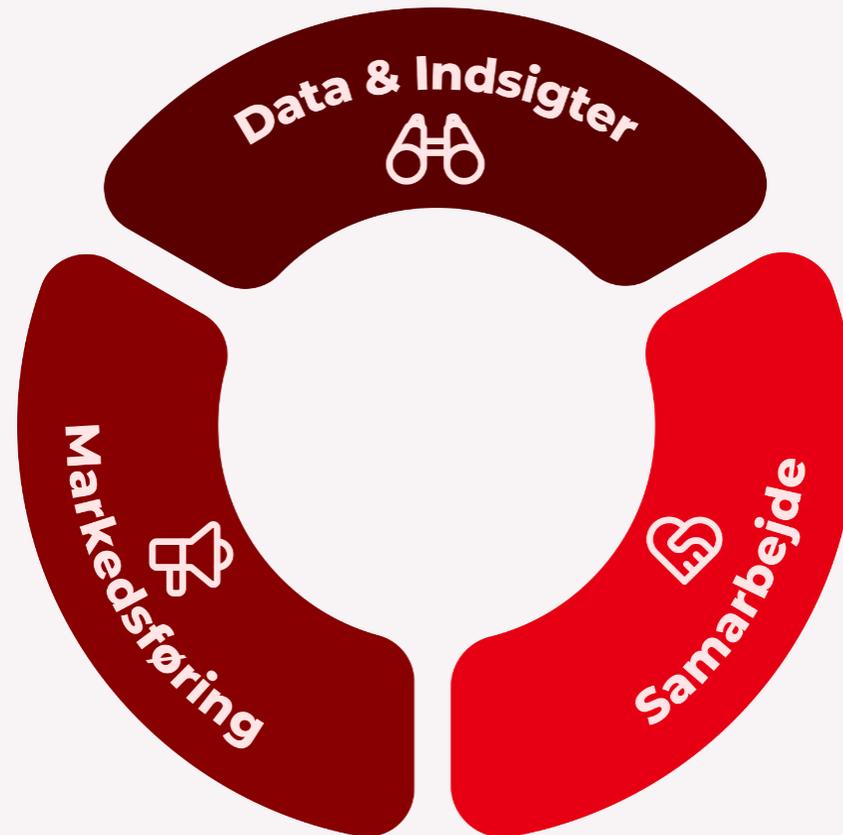
Tourist

VisitDenmark puts the tourist — and their travel motivations — at the heart of everything it does.

VisitDenmark's three core tasks and goals

Goal 1: Marketing

VisitDenmark aims to attract more international tourists to choose Denmark as their travel destination.



Goal 2: Data & Insights

VisitDenmark aims to provide the tourism industry with relevant, value-creating insights.

Goal 3: Collaboration

VisitDenmark aims to maximise the impact of public funding through collaboration that benefits the tourism industry.

Ex of VisitDenmark's tasks within sustainability

Marketing

- The shared narrative about Denmark is developed and managed by VisitDenmark in collaboration with the DMO's. VisitDenmark develops campaigns and content to be widely used in order to create tourism that we can thrive on and live well with.
- Focus on marketing all areas of Denmark.
- Focus on marketing Denmark all year round.
- Constant strive to make VisitDenmarks internal marketingprocess more sustainable.
- In 2026 we will update our strategy about how we communicate about sustainability.

Data & Insights

- Annual status of the economic, environmental and social indicators from the national strategy.
- Carbon Footprint Report of Tourists in Denmark 2019-2022.
- Annual survey about what the local citizens think of tourism and its effects.
- Annual survey about how tourists in our prioritized markets think of sustainability, and fx how environmentally friendly they rate Denmark and our competitors.
- Tri-annual survey about how the tourists visiting Denmark think of sustainability.

Collaboration

- Close knowledgesharing with international network about sustainability.
- Close knowledgesharing with national and local partners about sustainability, fx Partnership for sustainable tourism development.
- VisitDenmark expects to create a shared ambition towards a more sustainable Danish tourism in collaboration with relevant partners – this in order to coordinate initiatives towards the national goal of reducing the carbon emissions by 70%.

Partnership for sustainable tourism development 2022-2025

VisitDenmark

Carbon Footprint Report of tourists in Denmark etc.

Danish Coastal and Nature Tourism

Development certification scheme for holiday cottages etc.

Danish City Tourism

Spreading of certifications to the industry in the 4 biggest cities in Denmark etc.

MeetDenmark

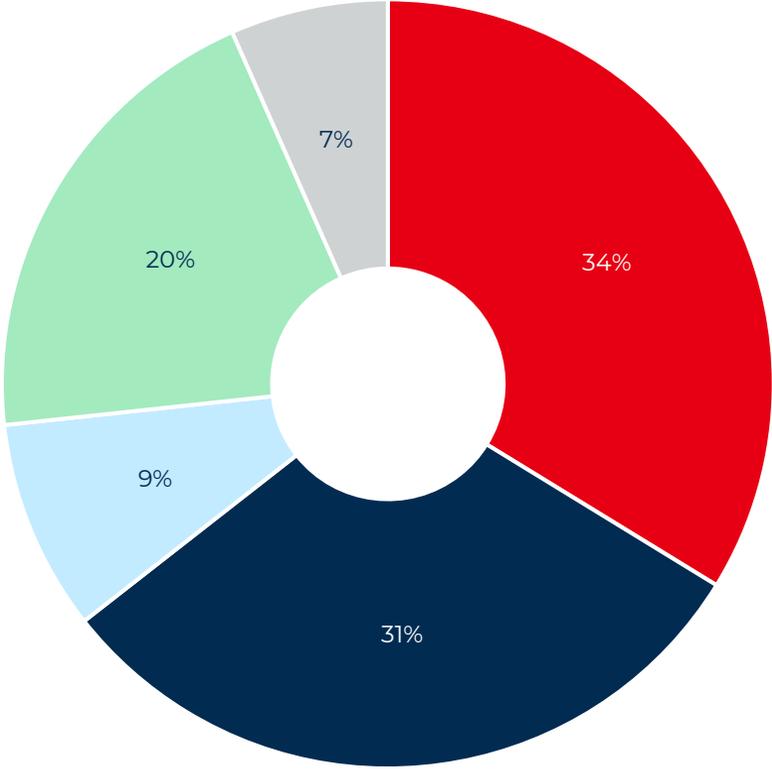
Spreading of certifications to the industry in meeting industry in Denmark etc

Coordination, knowledgesharing, fx via www.groenturisme.dk

THE CARBON FOOTPRINT OF TOURISTS IN DENMARK 2022

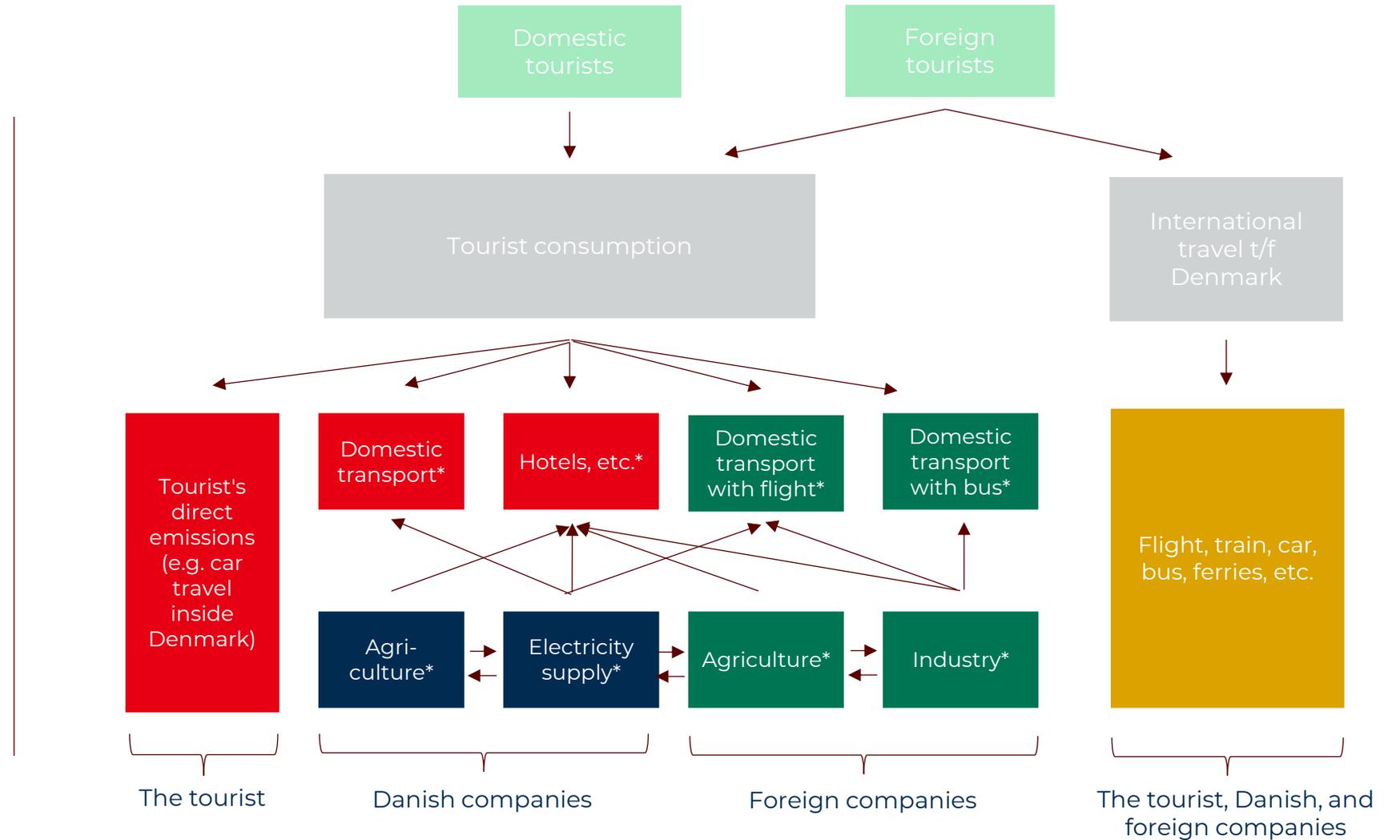
PARTNERSKAB
FOR BÆREDYGTIG
TURISMEUDVIKLING

The distribution of GHG in groups of consumption 2022



■ International transport ■ Domestic transport ■ Accommodation ■ Restaurant visits, food and beverages ■ Other consumption groups

Method



*This is an example sector

Future steps

- Hopefully, the Partnership will continue in order to ensure coordination and achievement of results.
- Hopefully, the reporting of the carbon footprint will continue on a regular basis, too.
- VisitDenmark will support the DMO's and the industry in a more sustainable direction, fx by taking part in the project "Sustainable Destinations in Practice 2.0. 2024-2027"
- Actions within **regenerative tourism** has only just recently started in Denmark, but more projects focused on this theme are now being planned, and the Partnership might also take a role in coordinating these initiatives.



Questions now or later?

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