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CopenPay

Copenhagen attractions reward your good actions.



Tourism accounts for 8% of the world's CO2 emissions



Destinations suffer from visitor pressure

Our vision

Tourism should make the world a better destination



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

4 out of 5

Say they want to act sustainable…



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But only 1 in 5 changed behavior

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CopenPay has been running since 2024

2024
Pilot



Four weeks pilot — and 26 strong partners on board

2025
Scaling up



We scaled the initiative to nine weeks and 100 partners

2026
All year round



CopenPay is now a year-round model


What is
CopenPay?
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Do something good
Get something back

We turned good actions into a currency - CopenPay

Sustainable travel



Urban gardening



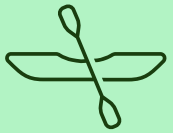
Recycling



Litter picking



Free kayak tours



Free lunches, drinks & breakfast



Extra skitime & bikerental



Free guided tours




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COBOAT
9



In Copenhagen



Partners

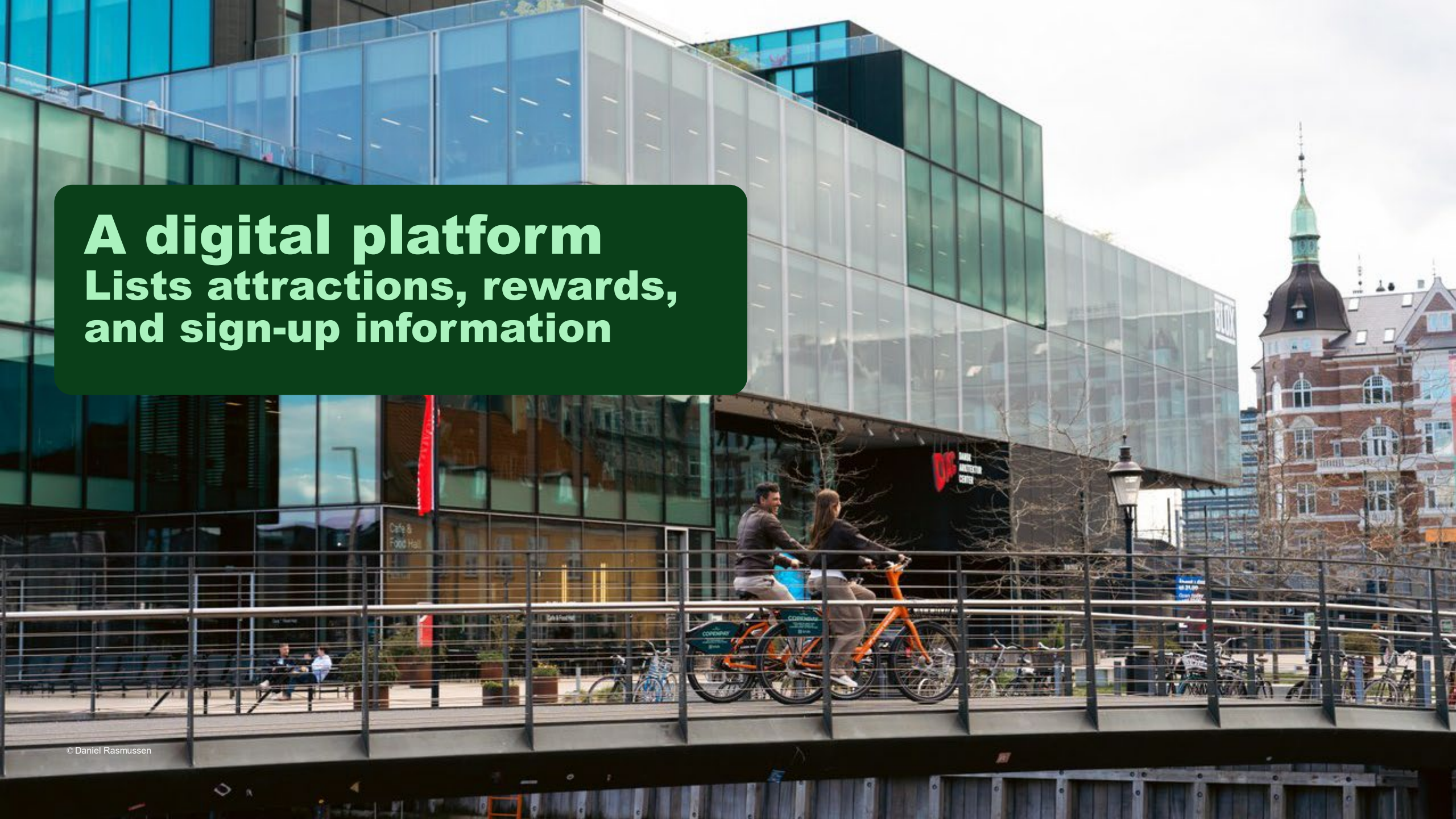
Our partners are the cornerstones of CopenPay

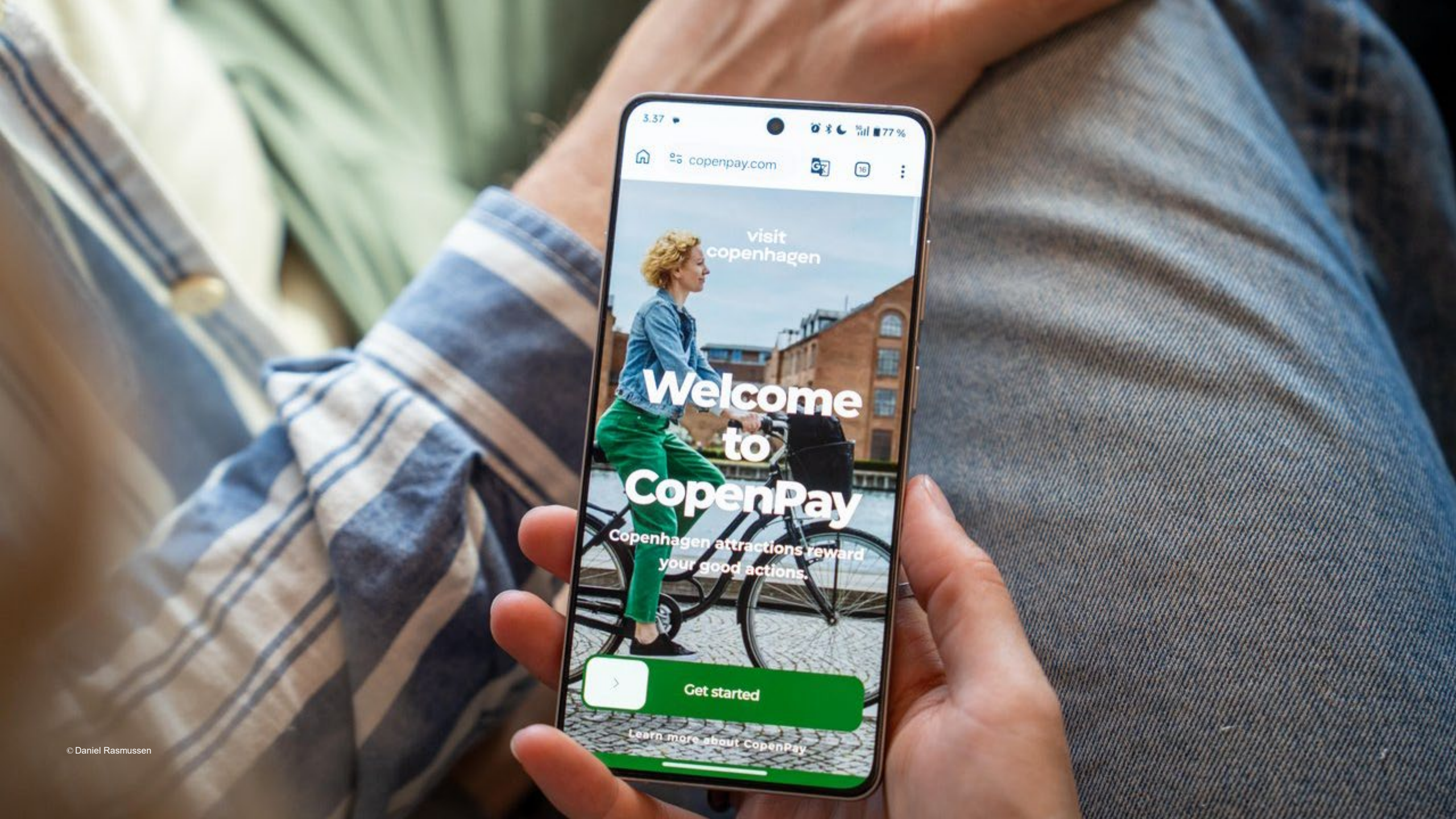


Copenpay is for all

Both visitors and residents

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A digital platform
Lists attractions, rewards,
and sign-up information
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Trustbased initiative

A simple concept that is easy to use



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Events and congresses












How do we communicate CopenPay?
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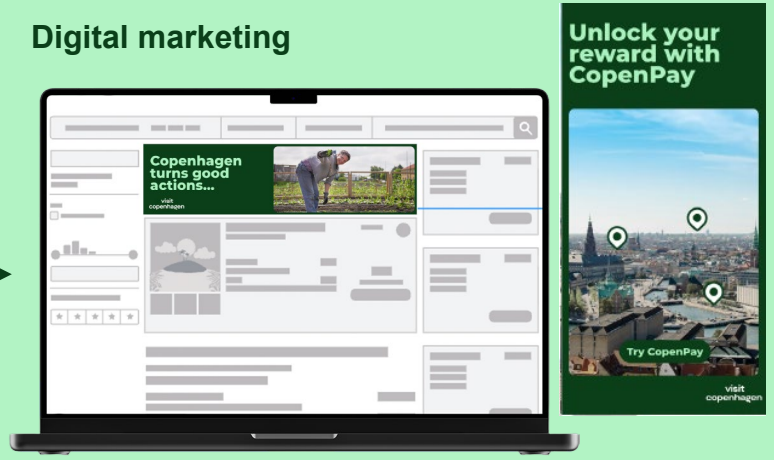
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Awareness & Nudging

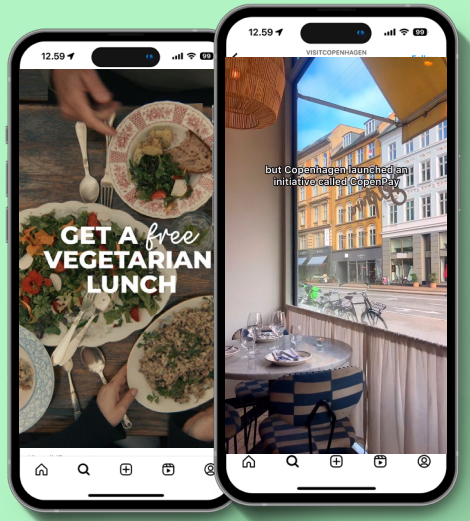
Press release

TIME FORTUNE The Washington Post CBC Radio-Canada
AFAR Daily Mail euronews.
LE FIGARO The Telegraph NBC
The New York Times SVT RTL
INDEPENDENT REUTERS DER SPIEGEL
la Repubblica WORLD ECONOMIC FORUM sky news TRAVEL+ LEISURE
yahoo!news CNN BBC msn Condé Nast Traveler
theguardian AP Associated Press
HUFFPOST
THE ECONOMIC TIMES CORRIERE DELLA SERA FOX BUSINESS INSIDER Forbes nd

Digital marketing



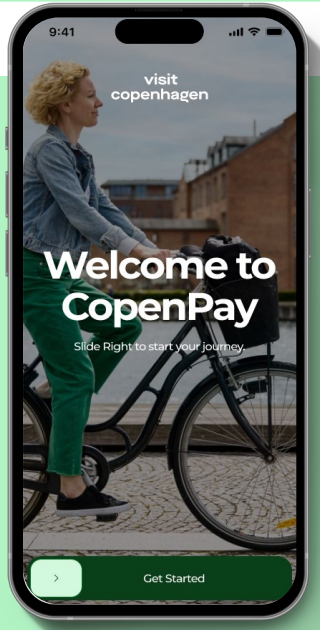
SoMe-ads og influencer-content



City marketing: Physical Materials, Outdoor media, partners, etc.



Digital platform



Actions



Rewards



Communication in the city












What have we achieved?
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Results from the Last Three Summers



65.000
participants



59 percent
bike rental increase



98 percent
would recommend



7 out of 10
changed habits


12,000
News Articles

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CopenPay creates...

NATIONAL AND INTERNATIONAL VISIBILITY

12,000

articles published

SUPPORTS A POSITIVE BRAND LIFT

3%

uplift in brand perception

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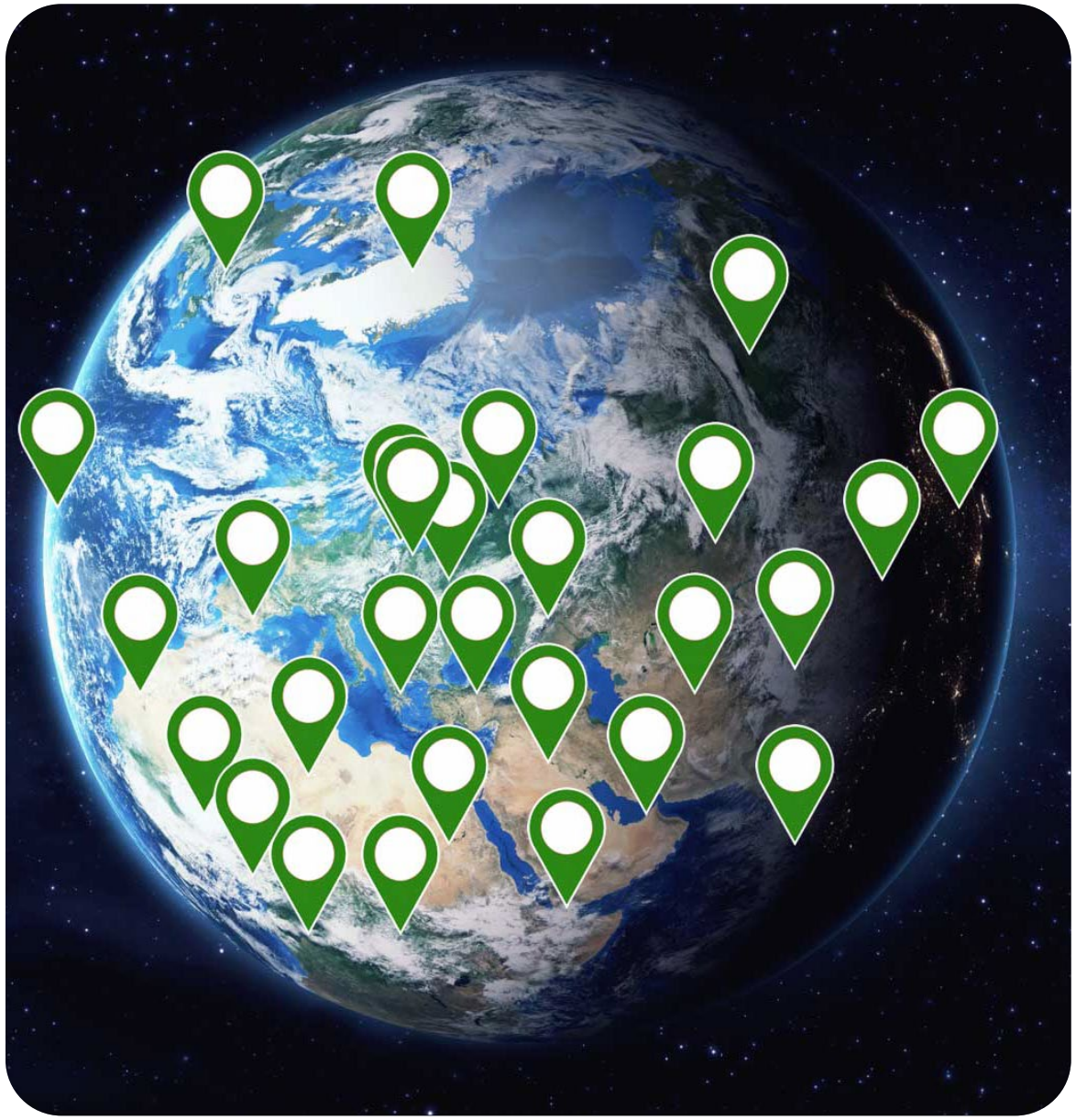
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Every city should have this


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DestinationPay

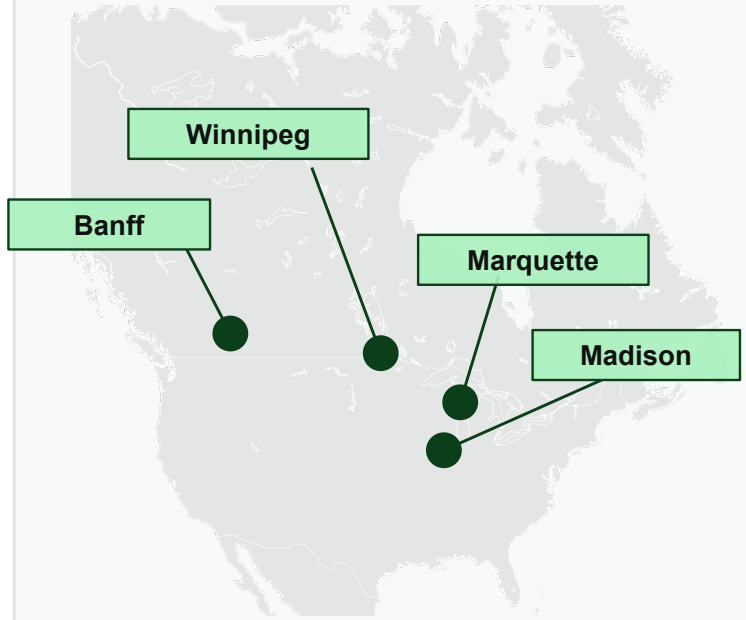
- a global tourism model that invites destinations to adopt the CopenPay approach
- it provides a framework and tools to help cities and regions reward tourists for their positive actions that benefit local communities



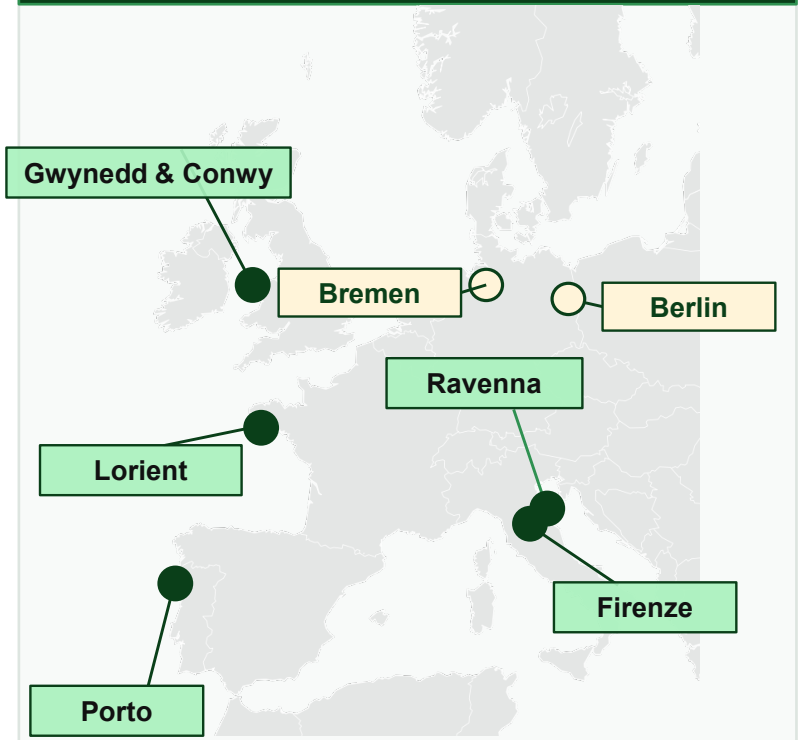
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Cities are already adopting CopenPay

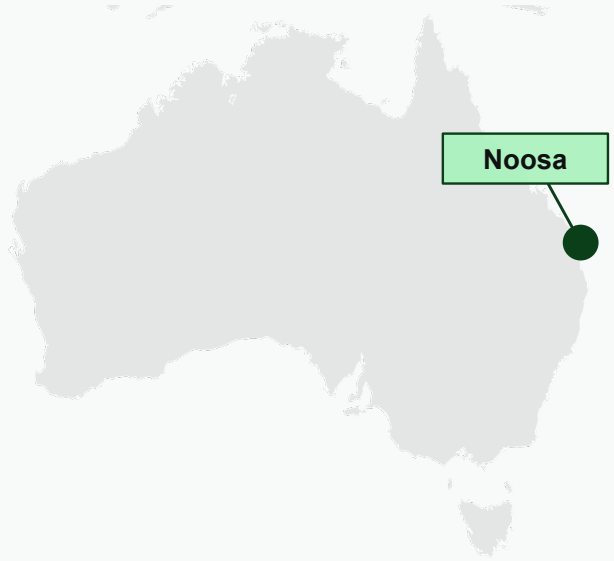
4 cities from North America



7 cities from Europe



1 city from Australia




Why should you do it?
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Do you face any of these challenges?

01

Visitor behavior that conflicts with you city's goals?

02

Growing tension between residents and visitors?

03

Too many visitors in particular places or seasons?

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By rewarding positive actions you can encourage your visitors to travel, explore and engage with your destination differently...

We can help you adopt the idea

- Identify the tourism challenge your city wants to address
- Build your partner ecosystem
- Design your action-reward system
- Launch your program and communicate




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We are your DestinationPay contacts!

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Questions?

