VISIT DENMARK

Product Manual

VisitDenmark

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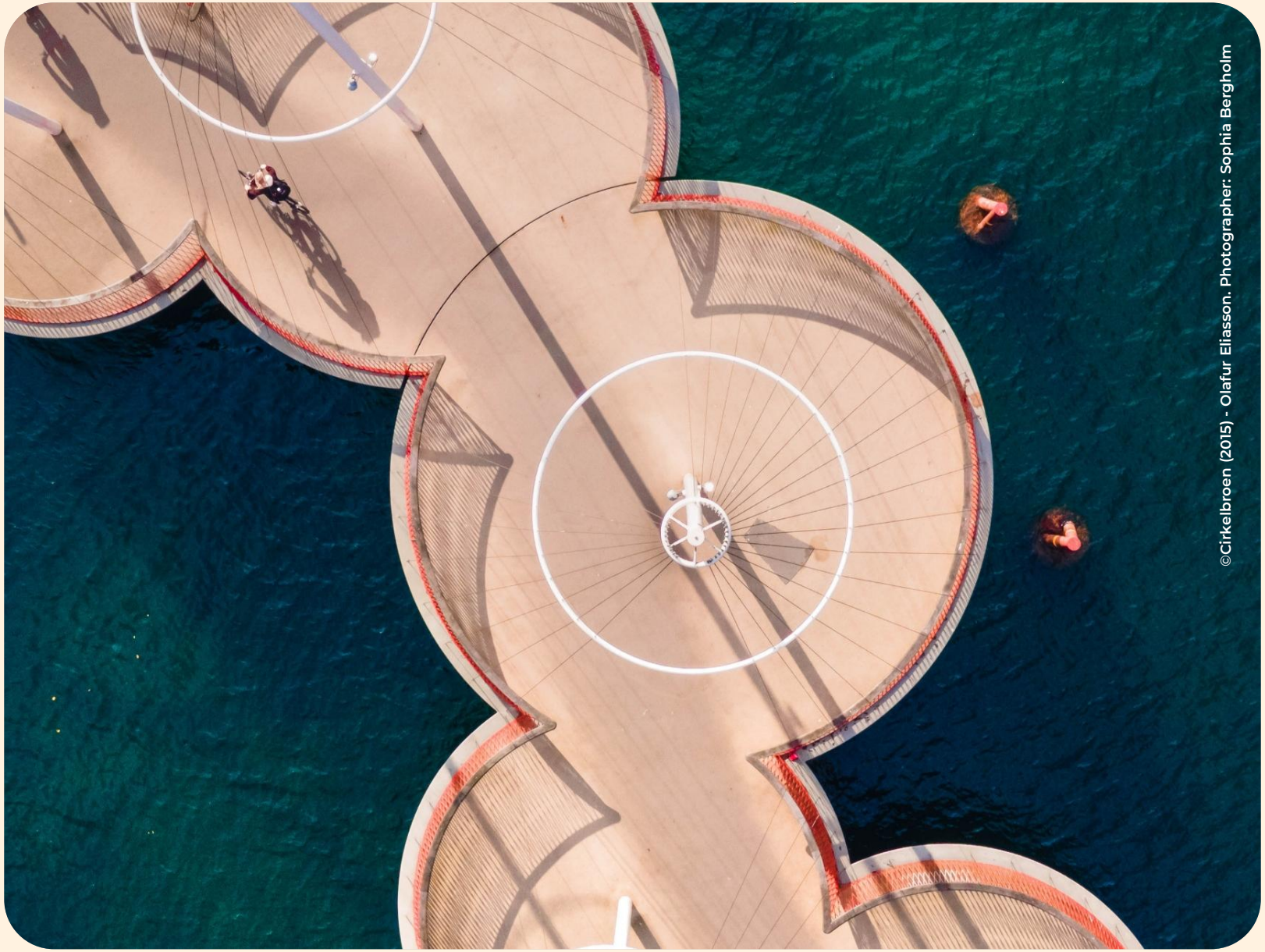

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Denmark & Its Regions

Geography

- The smallest and southernmost **Scandinavian country**
- Has a physical border with **Germany** and is connected to **Sweden** by bridge
- **The regions in Denmark are** North, Mid, and South Jutland, Funen, Zealand, and North Zealand and Copenhagen
- **Short distances:** Copenhagen to Aalborg is a >5h drive.

Facts

- The population is **6 million people**
- Home of: **'hygge', New Nordic Cuisine, Viking history, LEGO**
- The currency is **Danish kroner (DKK)**
- Most Danes speak **fluent English**
- Denmark is one of the **happiest countries** in the world
- Copenhagen is one of the world's most **livable cities**
- Easily combined with other **Nordic countries**
- Perfect for all types of travelers: **families, romantic, adventure, luxury, business, foodies, backpackers and more!**

Watch our Video Introduction to Denmark

Transportation

Bike, Bus, & Car

Go the Danish way and explore the country by bike. Many cities and hotels have bike rental services.

Busses are an easy way to get around the in cities.

We drive on the right-hand side, and everything is within driving distance. It is a 5-hour-drive from Copenhagen to Aalborg.

Trains

DSB (Danish National Rail) connects the major Danish cities. Metro and S-train makes travel in greater Copenhagen easy.

Ferries

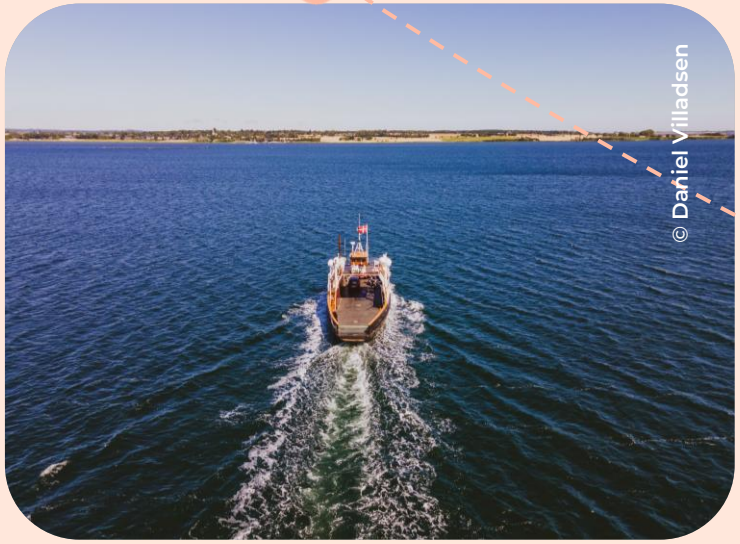
Explore Copenhagen with the harbor busses. Ferries connect Zealand and Jutland.

Flying

There are international airports in Aarhus, Billund, Copenhagen, & Aalborg.

A different and fun way of traveling from Copenhagen to Aarhus is via Nordic Seaplane.

© Daniel Villadsen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© Christian Faber

Copenhagen

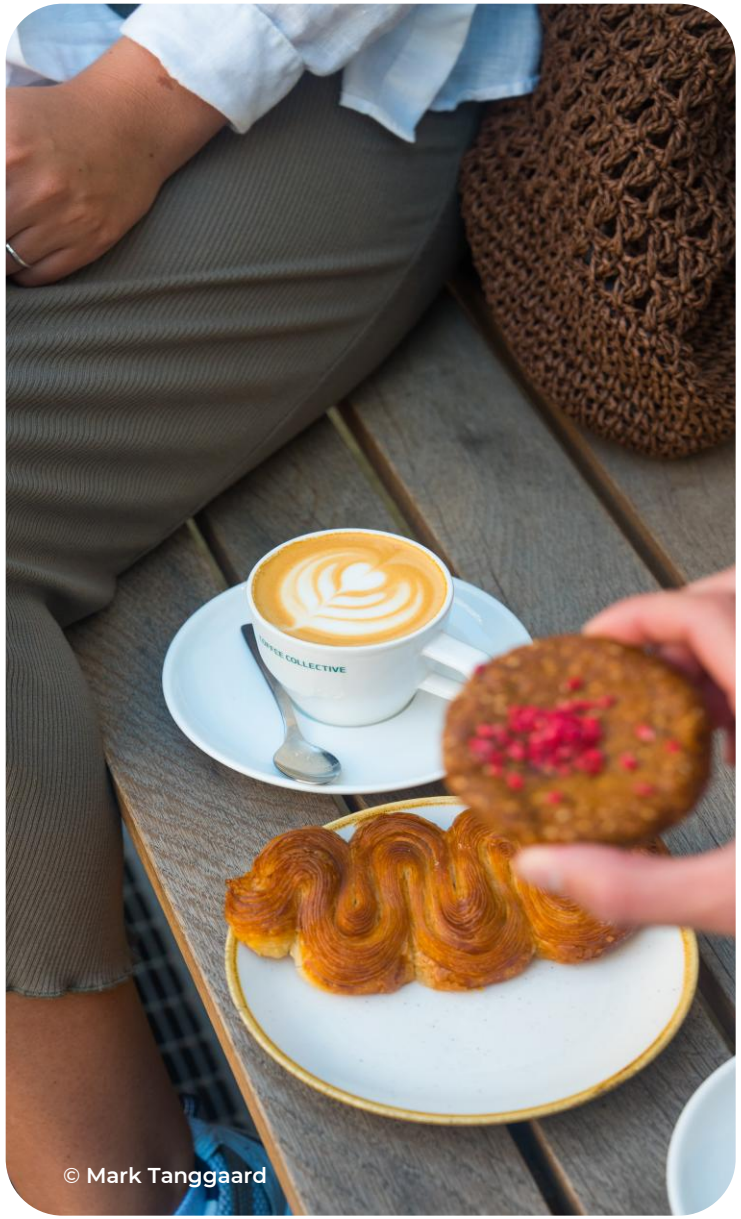
København

On the Eastern Shore of Zealand, you find Copenhagen, Northern Europe’s coziest capital city. It is known for its livability, friendly people, and world-class cultural and gastronomic experiences. Copenhagen consists of many colorful neighborhoods ready to be explored, each with its own unique character and atmosphere.

Good to Know

København

- Look to Visit Copenhagen for inspiration.
- Copenhagen Card gives unlimited public transportation and access to all major attractions.
- Look to CruiseCopenhagen for cruise information.
- Sweden and Copenhagen are connected by bridge.
- Copenhagen Airport (CPH) is just 20 minutes from the city center.
- The historic city center is compact and very walkable - here you can easily walk to Tivoli Gardens, Nyhavn and Amalienborg where the royal family lives.



Top Attractions
København

- Enjoy the world's second-oldest amusement park of its kind, Tivoli Gardens. The oldest, Bakken, is just a short train ride from the city center.
- Visit the iconic Nyhavn and experience Social Sailing by Hey Captain. A relaxed canal tour led by local skippers who share stories and insights about the city through dialogue, all while taking in the views and perhaps a glass of wine.
- Explore the royal castles: Amalienborg Palace, home to the royal family, and Rosenborg Castle.
- Enjoy the city views from The Round Tower or the tower of Christianborg Palace, home to the parliament.
- Stroll through The Citadel when you see the Little Mermaid statue and The Gefion Fountain.
- Do it the Danish way and go on a guided bike tour.
- Popular museums are Glyptoteket, The National Gallery of Denmark, and the National Museum of Denmark.
- Visit the many shops at Strøget, one of Europe's longest pedestrian streets.

Tivoli Gardens

Explore the magical park with all its beautiful decorations and fun attractions!

© VisitCopenhagen

© Martin Heiberg

Amalienborg Palace

Visit the seat of one of the world's oldest monarchies and view the traditional changing of the guards.

The Royal Danish Opera House

A chance to view the amazing architectural building or buy a ticket for an opera, play, or concert.

© Marc Skafte-Vaabengaard

In The Neighborhoods

København

- **Vesterbro** is home to the 'peoples house', Absalon church. Look up their activity calendar, join their daily communal dinners, or visit for a game of ping pong.
- In **Frederiksberg**, stop by to say hi to the animals in Copenhagen Zoo, explore the underground museum Cisternerne, and stroll Frederiksberg Gardens.

- On **Refshaløen**, you can ski, snowboard or climb all year round at CopenHill. Explore the art center Copenhagen Contemporary or have a memorable spa experience at CopenHot.

- In **Nørrebro**, you find the Assistens Cemetery, the resting place of fairytale writer H. C. Andersen and philosopher Søren Kierkegaard. It is also here you can experience the urban space of Superkilen.
- In **Christianshavn**, climb to the top of the Church of Our Saviour and stroll through the freetown of Christiania

Gastronomy
København

Copenhagen has gained international fame for its gastronomy, with pioneering chefs redefining Nordic cuisine through creativity and local ingredients. Today, the city boasts a vibrant food scene that attracts Michelin stars, global recognition, and food lovers from around the world. From innovative fine dining to cozy street food markets, Copenhagen offers something for every palate and occasion.

- Enjoy traditional open-faced sandwiches at Schønemann or Aamanns 1921.
- Satisfy your sweet tooth at La Glace or Hart Bageri.
- For many options in one place, explore Reffen, Broens Gadekøkken, Tivoli Food Hall, and visit the cozy bars, restaurants, and cafés at The Meatpacking District, Jægersborggade, and Blåggårdsgade.
- Dine in beautiful surroundings at Restaurant Vækst.
- Treat yourself to a meal at Kiin Kiin - the only Thai restaurant outside of Thailand with a Michelin star.
- Visit the world-famous restaurant Geranium, the Best of the Best Restaurant in the World.
- Go for a nice meal, a drink, and a swim at the seafood restaurant and wine bar La Banchina.
- Try one of the restaurants from Cofoco (Copenhagen Food Collective), where they offer a wide range of different cuisines.
- Explore Foods of Copenhagen and plan the perfect food tour of the city.
- Experience the city's pulse and taste delicious dishes served directly from the Bicycle Chef's mobile kitchen.
- Taste your way through tomorrow’s food talents during the Copenhagen Cooking Food Festival.
- Full list of Copenhagen’s Michelin-Starred Restaurants.

© Daniel Rasmussen

© Malin Poppy Darcy Morne

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Hotels
København

Central Copenhagen

- Hotel D'angleterre
- Villa Copenhagen
- Hotel Sanders
- Hotel Nobis
- 71 Nyhavn
- Phoenix
- Nimb
- Hotel Skt. Annæ
- Hotel Admiral
- 1 Hotel Copenhagen
- Manon Les Suites
- NH Collection
- 25h Hotel

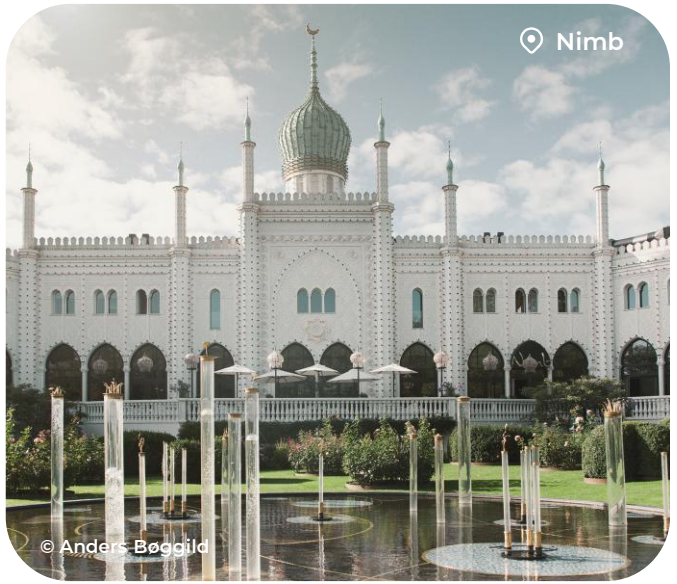
Frederiksberg

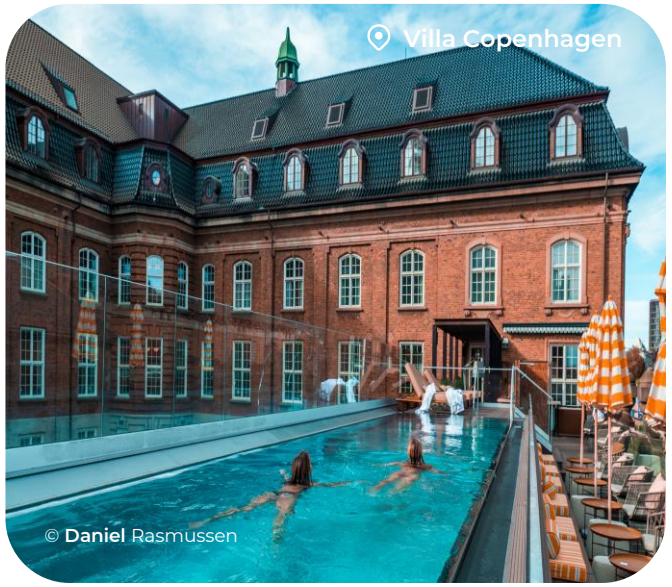
- Scandic Falconer
- Hotel Hans
- Visit the world's smallest hotel: Central Hotel & Café

Vesterbro

- Absalon Hotel
- Andersen Hotel
- Coco Hotel
- Scandic Kødbyen

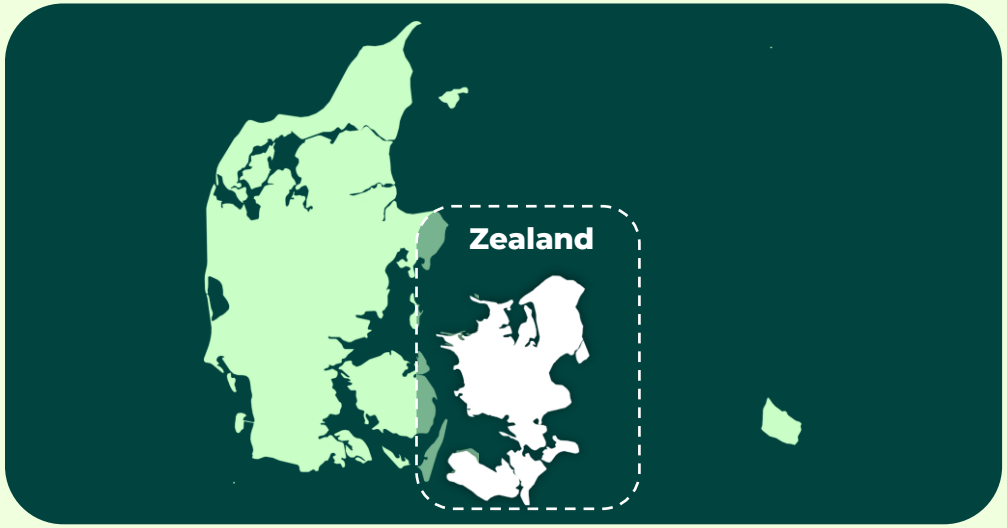
Copenhagen Hotel Guide





Zealand
Sjælland

Denmark's largest island is Zealand, located just across from Sweden. This vibrant region is home to the nation's capital, Copenhagen, as well as charming towns, scenic coastlines, and cultural landmarks. The waters south of Zealand are sprinkled with popular Danish vacation islands, offering a mix of sandy beaches, quaint villages, and outdoor activities for visitors of all ages.



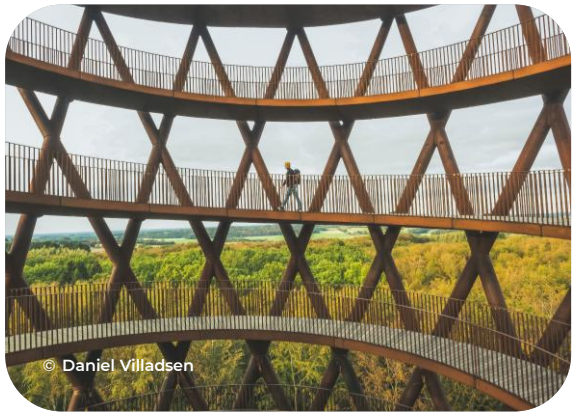
Experiences
Sjælland

- Known as the castle of Shakespeare's *Hamlet,* Kronborg Castle is a Danish favorite. The castle is in the city of Elsinore, right next to M/S Maritime Museum.
- Get inspired at the Louisiana Museum of Modern Art.
- Frederiksberg Castle and its baroque garden is perhaps the most beautiful castle in Denmark. Fredensborg Palace is Denmark's Versailles and is often the setting for official state visits and family events in the royal family.
- The city of Roskilde is home to the Viking Ship Museum and the beautiful Roskilde Cathedral (UNESCO).
- Take in the striking landscape views at Camp Adventure.
- Møns Klint is a great place for anyone who loves nature. With its unique sky and low light pollution, Møn was named the first Nordic Dark Sky Park and Community.

Møns Klint

The 70 million-year-old towering white chalk cliffs are gentling crumbling into the Baltic Sea on the island of Møn.

© Werner Beikircher & VisitSydsjælland-Møn


© Daniel Villadsen

Campadventure

Spend the day at Camp Adventure, where beautiful nature sets the scene for climbing, zip lines, and outdoor fun for all ages – from toddlers to thrill-seekers.

The Viking Ship Museum

Roskilde is the only place where you can board real Viking ships and sail the fjord in traditional Nordic ships.

© VisitFjordlandet

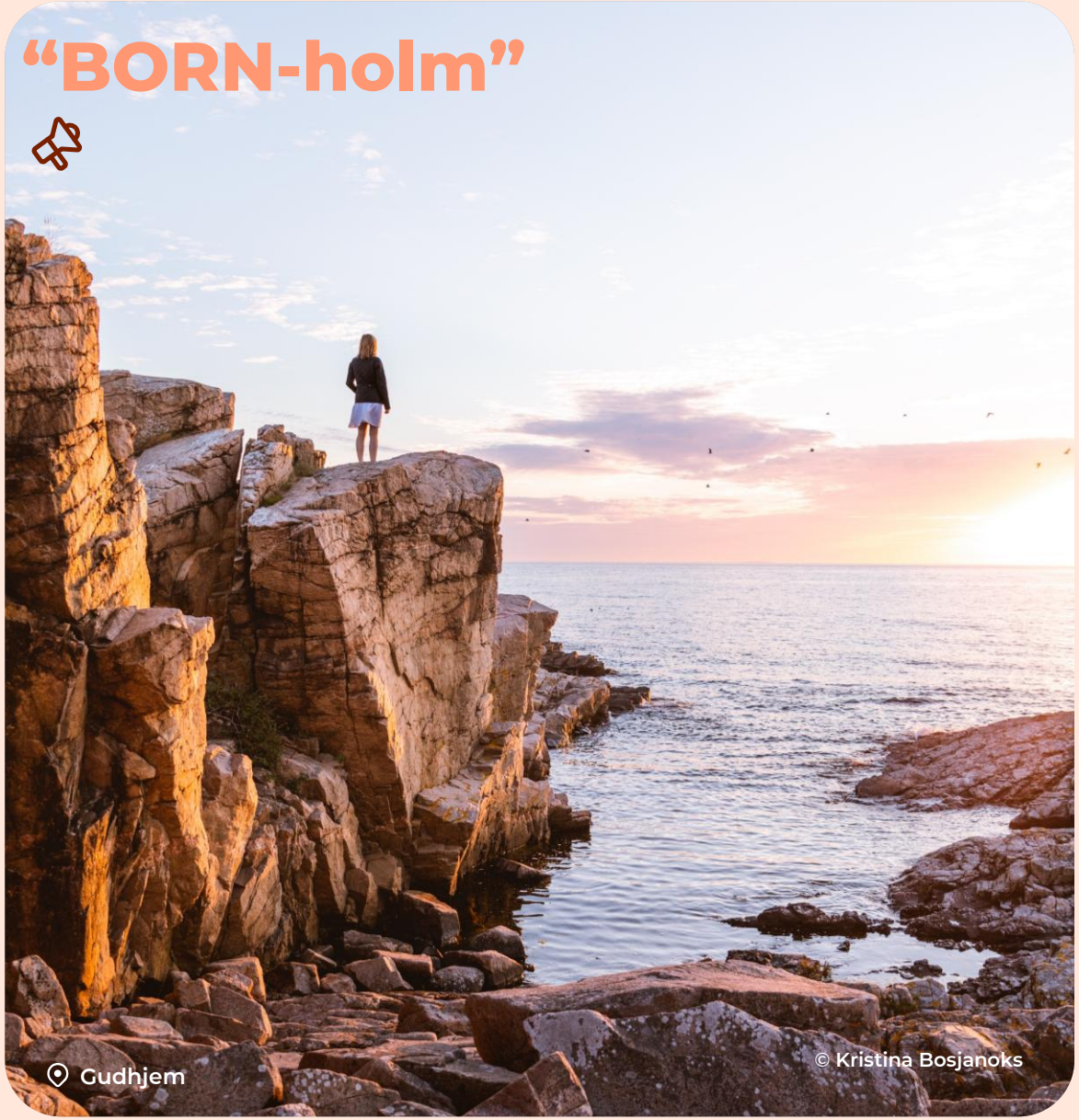
Hotels
Sjælland

- Gilleleje Badehotel
- Kurhotel Skodsborg A/S
- Hotel Marienlyst
- Hotel Hornbækhus
- Klintholm Estate Lake Apartments
- The Norrmans
- Dragsholm Castle
- Kragerup Gods
- Visit and stay at Kokkedal Castle

Gilleleje Badehotel
© Ty Stange, COPENHAGEN MEDIA CENTER

Hotel Saxkjøbing
© Daniel Villadsen

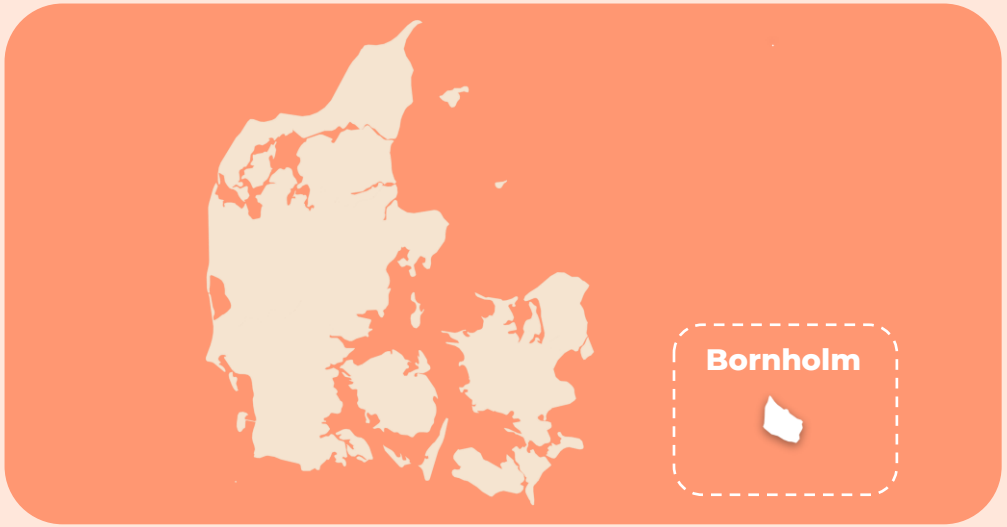
Dragsholm Castle
© Kim Wyon



Bornholm

Bornholm

Bornholm is known as Denmark’s sunshine island. On this cute little Baltic island visitors can explore dramatic cliffs, sandy beaches, lush forests, and quaint fishing villages, or enjoy a wide range of outdoor activities such as cycling, hiking, and sailing. With its unique blend of natural beauty, culture, and gastronomy, Bornholm provides a perfect escape for both adventure seekers and those looking to unwind.

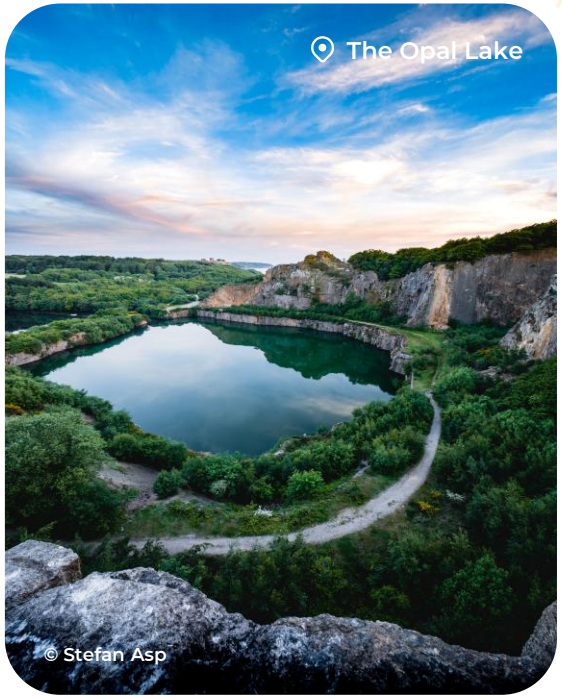


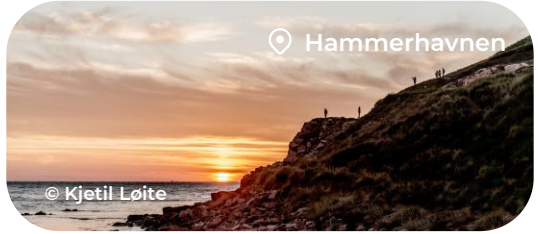
Experiences
Bornholm

- The island's main city is beautiful Rønne. It has a lively harbor, and many explore the island from here on bikes or other great outdoor activities.
- One of the coziest towns is Gudhjem with its narrow streets and stone houses and it is famous the popular dishes "Sun over Gudhjem".
- Visit the largest castle ruin in Northern Europe, Hammershus. It feels like stepping onto a Games of Thrones set, without the violence of course.
- Bornholm has great culinary experiences. Smoked herring is a specialty.
- Take the ferry to Christiansø and see the 350-year-old fortress.
- Spend the night on a boat by Varra Water, where visitors can enjoy nature experiences the island's nature and embraces its rich maritime culture.
- Bornholm Food Tours offers guided food and nature tours on the island.
- Find a list of accommodations here.

Getting there

- Explore the ferry options to Bornholm here.
- Fly to Bornholm from Copenhagen (CPH), Billund (BLL) and Aalborg (AAL) with DAT

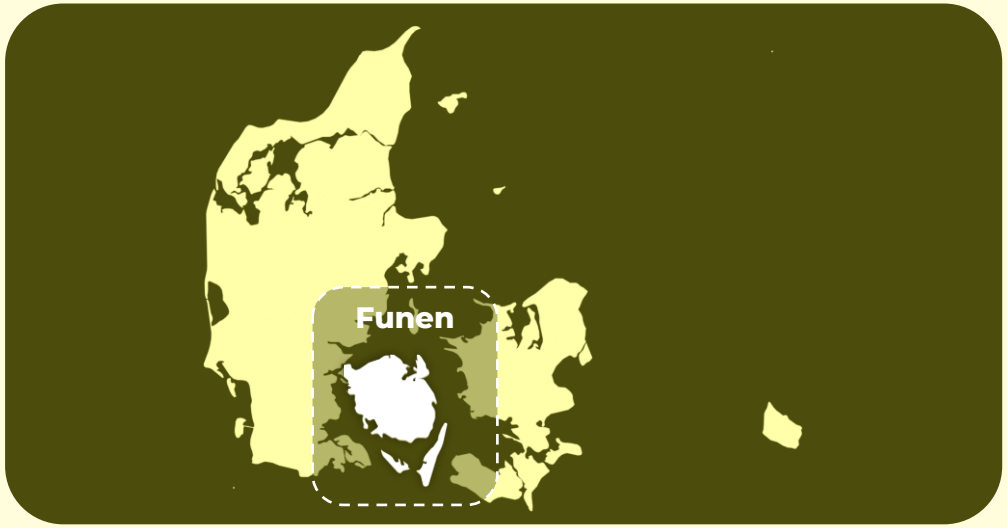




Funen & Islands

Fyn & øerne

Funen is fine – as the Danes say. This bike-friendly island is known for its gently rolling hills, fertile countryside dotted with fruit orchards, and charming towns. Its surrounding archipelago of 93 islands offers hidden coves, scenic harbors, and plenty of spots to enjoy the nature. And, of course, it's the birthplace of the world-famous fairy-tale writer H.C. Andersen, so a little magic is never far away.



Experiences

Fyn & øerne

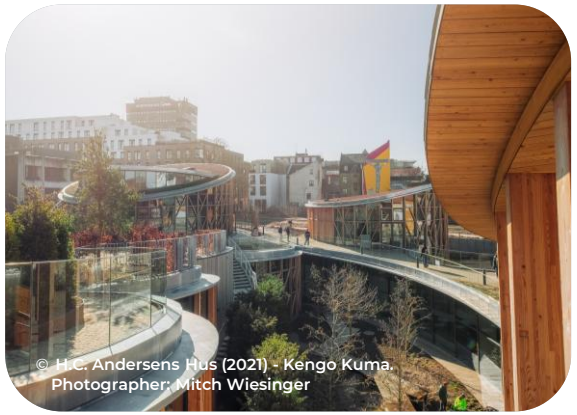
- Odense is Funen's largest city and the birthplace of the fairy tale writer, H. C. Andersen. Exploring the cobbled streets of his childhood and the museum, H.C. Andersen's House, is like taking a step back in time. Learn about Odense's gastronomy scene here.
- Visit the old market town of Faaborg.
- Walk through the gardens, get lost in the maze, and explore the beautiful chambers at Egeskov Castle.
- Across the bridge from Svendborg you can explore Valdemar Castle.
- Island hopping in the Archipelago and visit Ærø is one of the most beloved Danish islands, and it is the perfect place to wound down and meet the locals.

Where to stay

- Hotels in Odense and accommodations on Funen
- Enjoy a delicious meal while staying at Falsled Kro.

Valdemar Castle

Situated on the island of Tåsinge, the Estate is amongst the most scenic locations in Denmark.



H. C. Andersen's House

The third largest city of Denmark with several hidden gems, cozy streets and scenic parks.

Påskestræde

Just one the many beautiful streets where visitors can walk around and take in the atmosphere of Odense.

South Jutland

Sønderjylland

South Jutland is home to natural wonders and rich history, including Denmark’s oldest city, Ribe, with its charming medieval streets and Viking heritage. The region also boasts three UNESCO World Heritage Sites, from the unique Wadden Sea National Park to historic cultural landmarks, making it a destination that blends nature, history, and culture.

Experiences

Sønderjylland

Places

- The city of Ribe and its beautiful cathedral.
- Fanoe (Fanø) is the northernmost island in the Wadden Sea and is part of the Wadden Sea National Park.
- Enjoy a fun day in LEGOLAND®, in the very city where LEGO® was invented. You should explore LEGO® House, a great experience for both old and young in a building designed to look like LEGO® bricks from the sky.
- Visit the 750-year-old castle, now a museum, Koldinghus, and stop by the museum of modern art, Trapholt.
- Climb the Marsk Tower and enjoy views over the Wadden Sea National Park.

Where to stay

- Henne Kirkeby Kro is not just a place to stay, its restaurant also has two Michelin stars.
- Stay at the fun and playful LEGOLAND® Castle Hotel.

Tønder

Explore some of the many historical and beautiful cites like Tønder, Ribe, or Sønderborg

LEGOLAND®

Visit the fun park and go back to where it all started.

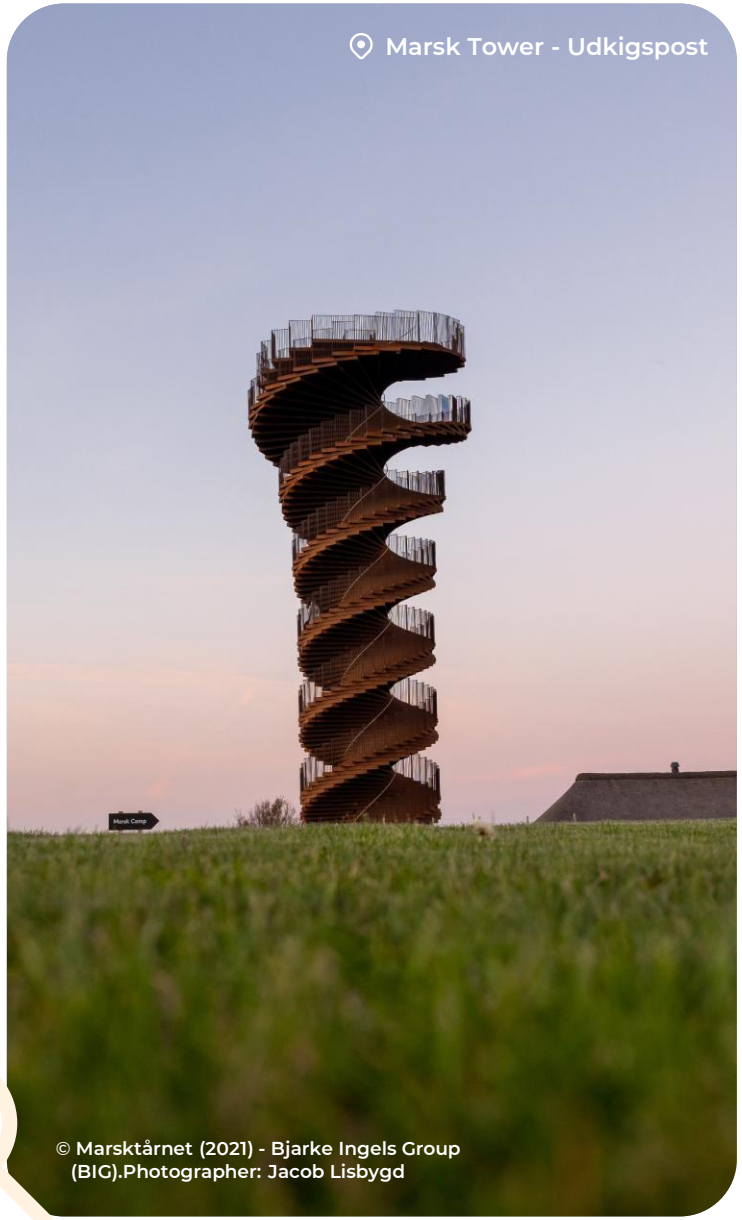
Ribe Vikinge Center

Journey 1300 years back in time and discover Ripa, the Viking town..

UNESCO Sites

Sønderjylland

- With its straight rectangular streets and the large church in the center of the city, Christiansfeld was and is still unique, and it is the best-preserved city of its kind in the world.
- The Wadden Sea is one of the world's top ten tidal flats and in low tide, it is a great place to go on Oyster Safari and experience black sun.
- The Jelling Monuments, close to Vejle, have enjoyed UNESCO World Heritage patronage since 1994. In the visitor and experience center, Kongernes Jelling, you can discover the exciting world of the Vikings and their monuments.



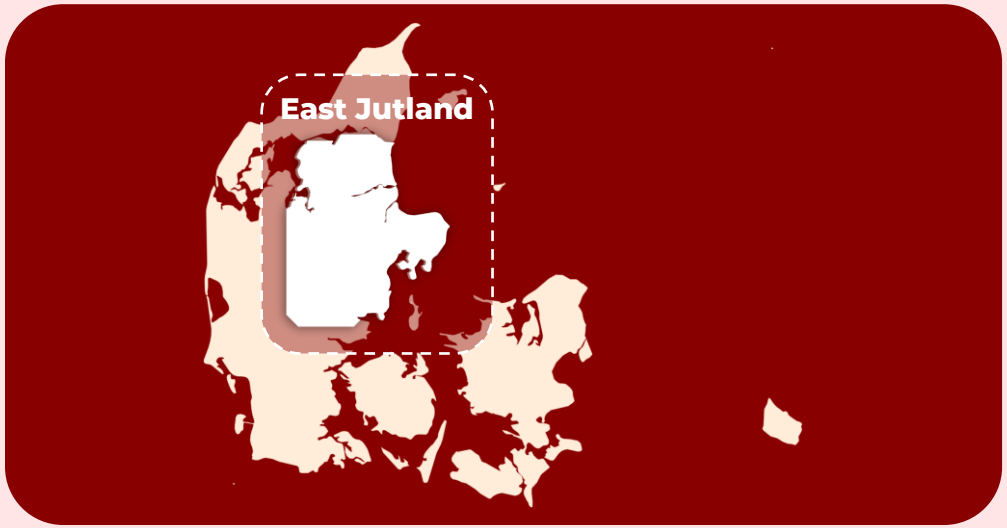
© Marsktårnet (2021) - Bjarke Ingels Group (BIG).Photographer: Jacob Lisbygd

© Thomas Høyrup Christensen

East Jutland

Midtjylland

The Mid Jutland region offers both the beautiful lake district around Silkeborg, often called Denmark's outdoor capital, and the dramatic coastline of Djursland. Scattered across the region are also historic market towns showcasing local culture and traditions. At its center lies Denmark's second largest city, Aarhus, with a vibrant gastro scene, bold architecture, and a cozy Latin Quarter.



Aarhus

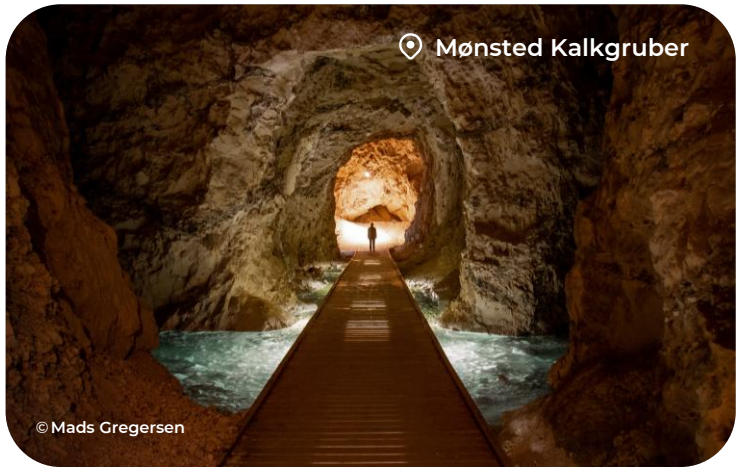
MIDTJYLLAND

Denmark's second largest city, Aarhus, offers a mix of youthful energy, rich history, and top-class museums

- Look here for places to stay in Aarhus.
- Aarhus has an amazing gastro-scene with great restaurants and a vibrant street food market.
- Explore modern art at ARoS and take a trip to the museums roof and visit Your Rainbow Panorama.
- Take a step back in time at The Old Town Museum, an openair museum in the city center right next to the botanical garden.
- Just outside the Aarhus you find Moesgaard Museum, an attraction dedicated to archaeology and ethnography.
- Aarhus Island (Aarhus Ø) is a new and upcoming part of town and home to the city's harbor bath.
- Visit the culture- and multimedia house Dokk'1.
- The infinity Bridge is now permanently back by popular demand.

Experiences
Midtjylland

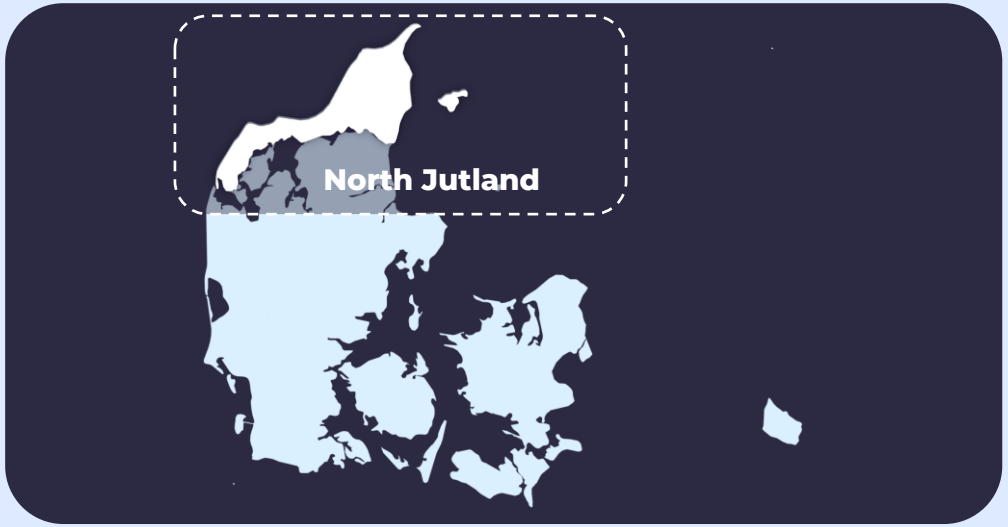
- The idyllic coastal town of Ebeltoft is known for its cute cobble stoned streets, and its many cafes, restaurants, and shops.
- Gudenåen is Denmark's longest river, and it extends through an experience-rich landscape. Trips on the river are ideally started from the city of Silkeborg. You can explore the river onboard Hjejlen - the world's oldest original coal-fired paddle steamer.
- Experience the Mols Bjerge National Park and visit
  the nearby ruined Kalø Castle.
- Visit the mine tunnels, their history, and beautiful nature of Mønsted Kalkgruber.



North Jutland

Nordjylland

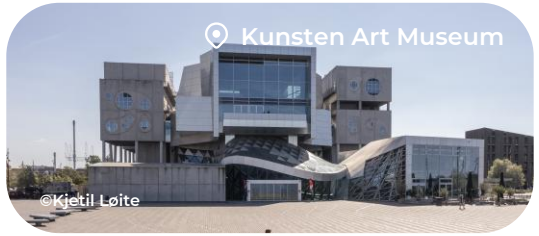
The wild and wonderful northern tip of Jutland is home to deserts and buried monuments created by the region's ever-shifting sands. Along the rugged coastline, you'll also find small, charming fishing villages with colorful harbors reflecting the region's deep maritime heritage. The city of Aalborg adds a modern contrast as a vibrant cultural hotspot with a spectacular waterfront.

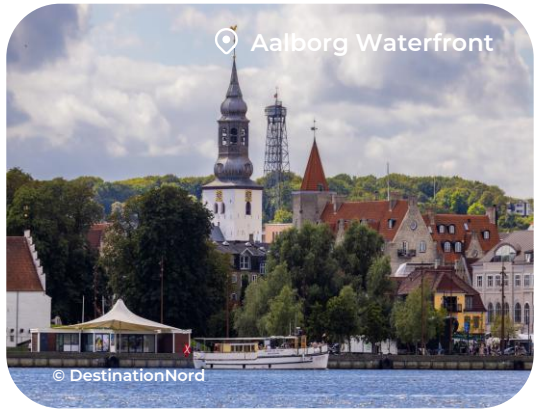


Aalborg
Nordjylland

Aalborg, the main city of North Jutland, is often called 'the Paris of the North,' as it blends historic charm with a lively cultural scene.

- The beautiful Utzon Center at Aalborg's waterfront hosts different exhibits throughout the year and presents sketches and designs by Aalborg-born architect Jørn Utzon, famous architect of the Sydney Opera House.
- Kunsten - Museum of Modern Art Aalborg is like a sculpture growing out of the greenery around it to create a beautiful frame for world-class art.
- Explore Aalborg Monastery's special history and how it has functioned since 1431.
- House of Music (Musikkens Hus) is an architectonic lighthouse of Aalborg and North Jutland and a national and international rendezvous of music.
- The cute preserved houses at Hjelmerstald.
- Hotels and restaurants in Aalborg.





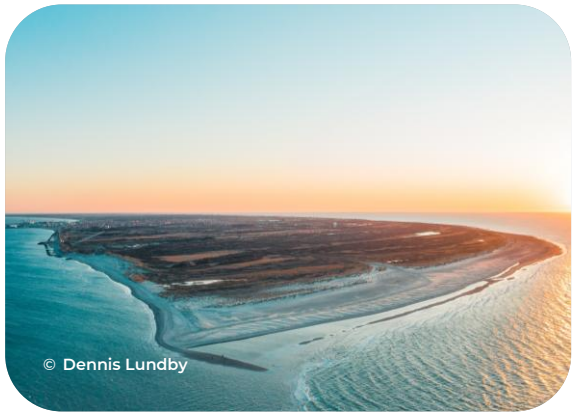
Experiences
Nordjylland

- Klitmøller is famous for its fantastic windsurfing and surfing conditions. It is also known as Cold Hawaii.
- Regan Vest(Link in Danish) was built to house the Danish Royal family and government during the Cold War.
- Take surfing lessons in the beach town of Løkken.
- The Rubjerg Knude Lighthouse from 1900 is a jaw-dropping visit. Its location on high dunes makes it in danger of falling into the ocean.
- The island of Læsø is famous for its seaweed roofs, saltworks, Læsø Kur spa resort, its outstanding nature, and great food.
- Explore the fishing village of Skagen with its characteristic yellow houses and go to the northernmost point in continental Europe at Grenen, where two seas collide.
- Stay at one of Denmark's iconic Seaside Hotels.

Klitmøller (Cold Hawaii)

The seaside town welcomes many visitors each year and is both a perfect getaway with its cozy holiday homes as well as one of the best spots for surfing in Denmark.

© Mette Johnsen


© Dennis Lundby

Grenen, Skagen

At the very top of Denmark, Skagen offers a truly unique experience where you can stand with one foot in each sea.

Løkken Beach

A historic coastal town where white wooden beach huts meet the sea, and World War II bunkers dot the wide sandy beaches.

© Simone Bramant

The Limfjord's Islands

Nordjylland

The Limfjord weaves its way through North Jutland, linking a series of scenic islands and coastal communities rich in culture and nature. Explore the unique experinces in the Limfjord here.

© Mette johnsen

© Ruslan Merzlyankov

© Mette Johnsen

Venø

Reach Venø, which is part of UNESCO Geopark Vestjylland, with Denmark's shortest ferry ride. The island is known for its delicous seafood, having Danmark's smallest church, and for its beautiful nature.

Fur

Fur is known for its excellent fossil hunting opportunities and some of the many fossil discoveries can be explored at Fur Museum. Meet the locals and enjoy the local cuisine. Be sure to include a visit to Fur Brewery.

Mors

The biggest island in the Limfjord, Mors, is known for the dramatic moler cliffs that shows 55 million years of history. The island has delicious shellfish and in you can join the island's Shellfish Festival in June every year.

Good to Know

Main airports: Copenhagen, Billund, and Aalborg
Other airports: Aarhus, Odense, and Esbjerg.

Cash is rarely used. Card is accepted most places. Tipping is not required.

Public transport in Denmark is easy, fast and convenient.

Danish hotel rooms tend be smaller, minimalistic and cozy. If your clients prefer bigger rooms, we recommend going up a suite level.

Denmark is a quite accessible country to get around.

Find information about cruise here.

Your travel questions answered with our Denmark A – Z.

See Our Travel Trade Tools!

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THANK YOU, HEJ HEJ!

VisitDenmark