Travel Trade Campaign Sales 2027

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VisitDenmark

Face to face and online

Working with Travel Trade internationally both digitally and in-person, is of strategic importance across VisitDenmark's 14 source markets. We are keen on offering your company participation at events, campaigns and PR, to gain exposure to global tour operators, travel advisors and global tourism contacts. Below is an overview of the 2027 Travel Trade activities. Please contact the market representative for further details. Please note some pricings will be added later on, due to ongoing negotiation with venues.

VDK Global workshop 2027

VisitDenmark hosts a global (virtual) workshop each year. You can meet buyers from multiple source markets over 2 days with 1-2-1 meetings. The workshop includes virtual market info sessions.

Marked: UK, US, IT, FR, ES, NL, DE, BE, AU, CH, PL
Price: EUR 220
Period: 12-13 January 2027
Sign up deadline: December 4th
Contact: Ninna Seerup, ns@visitdenmark.com

The Nordic Marketplace

The Nordic Marketplace is hosted by ETOA in Copenhagen. VDK is not hosting but participating. VDK can assist with info and support. 1-2-1 meetings with tour operators.

Marked: Global (as set by ETOA)
Period: 15 + 16 February 2027
Sign up deadline: N/A
Contact: ns@visitdenmark.com

Nordic Workshop France & Italy 2027

The travel trade industry is increasingly turning its attention to the Nordic countries. Join us and the other Nordic National Tourism Organizations as a partner at a Nordic Workshop Day in Italy and/or France. This is a valuable opportunity to connect with key tour operators and present your most unique experiences and offerings.

Marked: FR, IT
Price: From EUR 1.600 (per workshop)
Period: March 2 2027 in Paris, March 4 2027 in Milan
Sign up deadline: December 15th
Contact: gss@visitdenmark.com, fedpim@visitdenmark.com

FITUR 2027

FITUR is one of the world's leading tourism trade fairs and the premier gateway to the Spanish market. Join us on the Nordic stand for the opportunity to connect directly with key Spanish tour operators, travel agencies, and industry professionals.

Marked: ES
Price: EUR 3.500
Period: January 20-24 2027 in Madrid
Sign up deadline: September 15th
Contact: gss@visitdenmark.com, fedpim@visitdenmark.com

TTG in Rimini 2027

TTG remains Italy's leading B2B travel trade exhibition. Join us on the Nordic stand for the opportunity to connect directly with key Italian tour operators and travel trade media, and showcase your experiences and offerings.

Marked: IT
Price: From EUR 2.600
Period: October 2027 (dates to be announced)
Sign up deadline: June 2027
Contact: gss@visitdenmark.com, fedpim@visitdenmark.com

USTOA

VisitDenmark US is a member of USTOA and participates in their annual conference in Houston, Texas. Partners can participate if they are members too.

Membership of USTOA is necessary.

Marked: US
Price: USD 2,375 (exl. Travel expenses)
Period: November 29 to December 3, 2027
Contact: Mette Ejlskov Hansen, methan@visitdenmark.com

VAT and local currency. All listed prices are excluding VAT. VisitDenmark is following current local VAT rules and regulations in relation to activity sales for EU and non-EU countries. All prices are listed in local currency. Conversion to DKK will happen on the day the invoice is posted

Delta Vacations University

VisitDenmark joins Delta Vacations University (DVU) every year. In 2027, the conference will be in Salt Lake City, Utah. DVU brings together hundreds of engaged U.S. travel advisors for learning, networking, and destination discovery. It's a great opportunity to connect directly with advisors, showcase what Denmark has to offer, and inspire future vacation bookings.

Marked: US
Price: TBC
Period: September 25-26, 2027
Contact: Mette Ejlskov Hansen, methan@visitdenmark.com

The Nordics Roadshow (US)

Denmark, Norway, Sweden, Finland, Greenland, the Faroe Islands, and Iceland will be conducting a joint roadshow in the USA in 2026. More information TBC. VDK has 10 partner spots available.

Cities: TBC
Marked: North America
Price: Final price TBC. Estimate USD 2,300 excl. Travel costs
Period: October 2027
Sign up deadline: TBC
Contact: ns@visitdenmark.com, methan@visitdenmark.com

World Travel Market 2027

WTM is a global fair, where tourism professionals working with tech, B2C, B2B and travel journalism meet. As a participating supplier you can purchase a table throughout the conference Details on 2027 is TBC.

Marked: Global
Price: TBC
Period: November 2027
Sign up deadline: TBC
Contact: ns@visitdenmark.com

Webinars

VisitDenmark can co-host webinars with Danish destinations, reaching global tour operators and travel advisors. Details agreed per project.

Marked: Global
Price: TBC
Period: All Year
Sign up deadline: TBC
Contact: ns@visitdenmark.com

FAM Trips

VisitDenmark can co-plan FAM trips for global tour operators in Denmark. Minimum two destinations in one trip. Details agreed on per project. Destinations to cover ground handling.
VDK to cover flights/transport to Denmark.

Marked: Global
Price: TBC
Period: All Year
Sign up deadline: TBC
Contact: ns@visitdenmark.com

The Netherlands and Belgium

More to follow

Marked: The Netherlands & Belgium
Price: TBC
Period: All Year
Sign up deadline: TBC
Contact: sardbe@visitdenmark.com

Travel Trade Partner Event UK

We are planning a travel trade workshop in the UK, offering Danish partners the opportunity to learn more about the market and connect with key tour operators.

Marked: UK
Price: TBC
Period: Exact date TBC/ second half of May
Sign up deadline: TBC / Q1 2027
Contact: chabos@visitdenmark.com

ITB Travel Show

ITB Berlin is the world's largest travel trade show and a key meeting place for the global travel industry. It offers a unique opportunity to meet key stakeholders, strengthen existing relationships, and establish new partnerships, while also promoting Denmark on the international stage. It is also the perfect place to discover the latest travel trends!

Marked: Global/DE
Price: TBC
Period: 16-18 March 2027
Sign up deadline: 19 November 2026
Contact: Ninnan Stenmark Åjlén, ninste@visitdenmark.com

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Nordic Workshop

In collaboration with Visit Finland, Visit Sweden, Visit Norway, and Visit Iceland, we are once again hosting the joint, face-to-face Travel Trade Workshop, bringing together approximately 60 selected and relevant German tour operators.

Marked: DE
Price: EUR 1.700
Period: September 2027
Sign up deadline: 2 January 2027
Contact: Ninnan Stenmark Åhlén, ninste@visitdenmark.com

Denmark event (Switzerland)

A fantastic opportunity to present your destination or product face-to-face to carefully selected, qualified tour operators and travel agents in the high-spending Swiss market, while also connecting with selected media representatives.

Marked: CH
Price: EUR 1.950
Period: May-June 2027
Sign up deadline: 2 January 2027
Contact: Ninnan Stenmark Åhlén, ninste@visitdenmark.com

"Essence of Nordics" Workshop (Switzerland)

Workshop for Nordic destinations in Zurich, where you can connect with key tour operators.

Marked: CH
Price: EUR 1.650
Period: September 2027
Sign up deadline: March 2027
Contact: Ninnan Stenmark Åhlén, ninste@visitdenmark.com

Travel Trade Education

VisitDenmark will host virtual sessions with "Travel Trade ABC" for Danish partners, who wish to understand Travel Trade in detail.

Marked: Global
Price: Free
Period: TBC – All Year
Sign up deadline: TBC – All Year
Contact: Ninna Seerup, ns@visitdenmark.com

Polen Roadshow

VisitDenmark will organize a roadshow across three Polish cities for Danish partners, giving the opportunity to connect with Polish travel trade professionals and local media.

Marked: PL
Price: EUR 1.350
Period: April 2027
Sign up deadline: March 2027
Contact: mardie@visitdenmark.com

Destination Roadshow

Together with the local agency Aviareps we will be part of an international rodshow through Poland to meet polish tur operators, agencies and local media. A fantastic opportunity to showcase your destination or product face-to-face, build new connections, and create new business opportunities.

Marked: PL
Price: EUR 2.000
Period: October 2027
Sign up deadline: May 2027
Contact: mardie@visitdenmark.com

India Travel Trade Package

Exposure & networking with the Indian Travel Trade industry incl. workshops. Dates and cities TBC after November 2026.

Marked: Indien
Price: TBC
Period: TBC
Sign up deadline: TBC
Kontakt: Flemming Bruhn, fb@visitdenmark.com / +45 40418515

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