



The Travel Professional's Guide to

# denmark

The fairy-tale  
awaits





# Table of contents

04	10 reasons to visit Denmark
06	Location, location, location
08	Liveable cities
10	Copenhagen calling
12	Living history
14	Good food, great produce
16	Shopping like nowhere else
17	Life by the sea
18	Active by nature
20	Family holidays
22	In Denmark, everything is closer
23	Off on adventures - cruising to Denmark
24	Accommodation
25	VisitDenmark at your service

# 10 reasons to visit Denmark

Denmark is a small country nestled beautifully between great oceans and with easy access to the rest of Scandinavia. If you have ever seen a TV series from Denmark, you'd think that we were all tough detectives with a great sense of interior design. That is not so far off, but there is a lot more to Denmark. Each region has an abundance of sights, a variety of accommodation and lots of activities for both leisure and business travellers.

Everything is easily accessible via four international airports, an excellent and reliable railway system and inter-city public transportation. Moreover, we have collected a top ten of why we firmly believe your clients will love a trip to Denmark. Let's go!





## 1 Liveable cities

Relaxed, friendly, secure – happiness really is contagious.

## 2 Your clients will fall in love with the food

Go for a destination that has become famous for seasonal, local produce and inventive cuisine.

## 3 Everything comes with a side order of culture

Hans Christian Andersen's fairy-tales are a well-known part of Danish cultural history, but Denmark also offers art museums, zoos, aquariums, film screenings, concerts, festivals and world-famous amusement parks.

## 4 Beaches beyond belief

White, sandy beaches of Jutland's West Coast including the surfers' Cold Hawaii (with no less than 29 recognised surf spots on the Thy coastal strip) and the cool scene at the Amager Beach Park in Copenhagen. Even on a winter's day, the landscape is mind-blowing.

## 5 Living history

Fortresses, castles, UNESCO Heritage sites, Viking villages and historical towns are sprinkled all over Denmark. Plan a tour of the Danish castles and let your clients visit, for example, Egeskov Castle on the beautiful island of Funen for a once-in-a-lifetime experience.



## 6 Danish design DNA

Shopping, design museums and the fashion scene are as vibrant and dynamic as ever.

## 7 Life – in motion

Denmark is the perfect place to get active. Help your clients plan their bicycle routes online following the scenic, panorama routes or book them in for water sports, kayaking or hiking; it's all accessible, easy to plan and fun.

## 8 Family fun

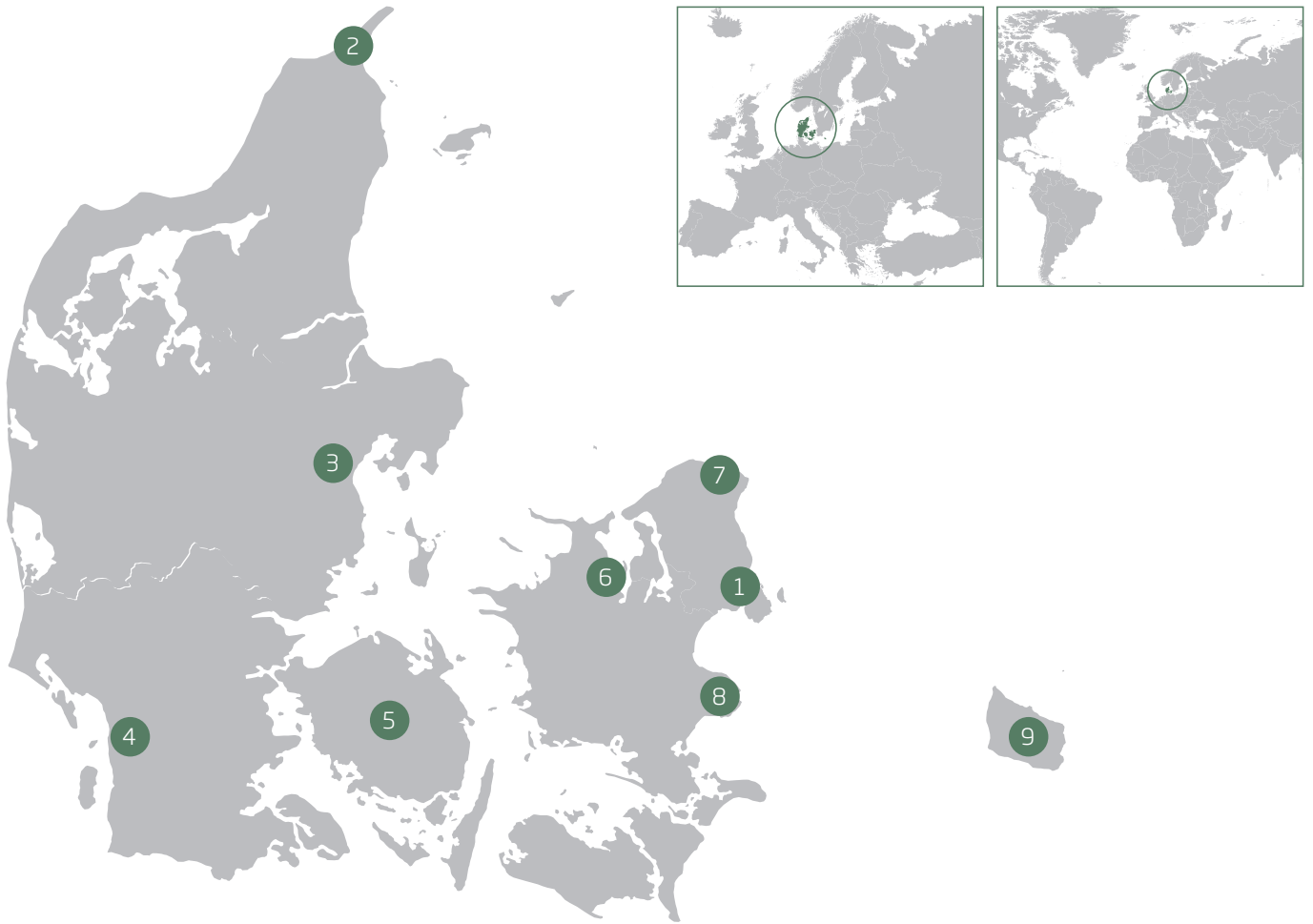
Plan an amazing family holiday for your clients of every age. Apart from Tivoli Gardens in Copenhagen, the country is one big fun house of amusement parks, such as LEGOLAND and the brand new experience centre LEGO House.

## 9 Green and clean

Imagine a country without smog alarms, where water from the tap is delicious and where the harbour is so clean that your clients can swim in it.

## 10 Trains, planes and automobiles

Trains on time, beautiful, clean airports and so much available public transport that we have taken the rush out of rush hour.



# Location, location, location

Denmark is the gateway to Scandinavia and the exciting, pulsating heart of the region. This small country can boast of four international airports, more than 140 direct flights from all over the world, regular ferry services to Germany and the Scandinavian countries and a super bridge to Sweden that will get you there in 20 minutes. In short, a travel planner's dream come true.

# A tour of nine regions

No matter where in Denmark you send your clients, they will never be more than 50 km from the beach. We have prepared you an appetizer for each region:

## ① Copenhagen

Magnificent castles, Tivoli gardens, the little mermaid, the cosy, old sailor's quarters of Nyhavn Harbour and timeless fashion and design in one liveable, beautiful capital.

## ② North Jutland

Majestic nature and wide, white, windswept beaches, the beautiful light at Skagen, the very top of Denmark, classic seaside hotels, big city excitement in Aalborg and lots of family fun.

## ③ East Jutland

The modern art, city destination of Aarhus, amusement park fun (LEGOLAND should say it all) and exciting gastronomy.

## ④ South and West Jutland

Oyster hunting or seal watching at the Wadden Sea National Park, the beautiful town of Ribe plus the Viking King Harald Bluetooth's Jelling Monuments from year 925 - in short; rich with enough history to make Game of Thrones look tame.

## ⑤ Funen

Not only is the city of Odense, on the island of Funen, the birthplace of Hans Christian Andersen, it also looks like a fairytale scene in itself with its green rolling hills and aquamarine ocean views.

## ⑥ West Zealand

For island hopping, cathedral gazing in the city of Roskilde or the Viking Ship Museum - a UNESCO World Heritage site.

## ⑦ North Zealand

Sprinkled with castles and white, sandy beaches, this region offers unique experiences for history fans (Kronborg Castle and Frederiksborg Palace to name a few) and nature lovers alike. This region is also home to the M/S Maritime Museum telling the story of this maritime nation of seafarers.

## ⑧ South Zealand

Stevns Cliff is Denmark's newest UNESCO World Heritage site and an amazing nature experience. Or let your clients have some wild fun at Knuthenborg Safari Park.

## ⑨ Bornholm

Castle ruins, seaside accommodation and lots of outdoor activities for the whole family make this island a great holiday destination.

Go straight to [visitdenmark.com/traveltrade](https://www.visitdenmark.com/traveltrade) for more information and to download itineraries for the regions.

We have already prepared a lot of tools to help you: Find ideas for great day trips, get an overview of what each region has to offer as well as 100% updated travel information. It's all at your fingertips.

# Liveable cities

In Denmark, the cities are made for people. Real people. People who like to exercise, so they bike to work or bring their bikes on the train. People who like clean air. People who care about the environment. People who appreciate art and design even when it comes to bridges or bus stops. Here are a few numbers to back us up.

For more city inspiration, go get your Liveable City Travel Trade kit:

→ [visitdenmark.com/traveltrade/liveable-cities](https://visitdenmark.com/traveltrade/liveable-cities)







70 %

of the Danes believe that other people can be trusted

80 sights and attractions

can be accessed with the Copenhagen Card

5 circles

make up the beautiful new Circle Bridge in Copenhagen

2 awards

has Copenhagen received for 'most liveable city in the world'

5 popular sights

for children include the Zoo, the Blue Planet, Tivoli Gardens, the Experimentarium and the Open Air Museum

26 restaurants

won 31 Michelin stars in total in 2018

3 days

twice a year, the Copenhagen Fashion Week take over the capital

50 %

of Copenhageners bike to work every day

71 %

of Copenhagen hotel rooms are certified as environmentally friendly

#1

Copenhagen voted the number one city in Best in Travel 2019 according to Lonely Planet



# Copenhagen calling

Copenhagen is maybe THE most happening capital in Europe.

Placed conveniently as the gateway to Scandinavia, this little big city also offers a stunning beach front, Tivoli Gardens, the cosy old sailor's quarters of Nyhavn Harbour, unique shopping opportunities and of course the little mermaid still glancing at sea with a heart full of longing.

So what do you propose to clients, who have seen it all?  
Here is a top 5 of things we love to do in Copenhagen:

- 1 Feel the grandeur and excitement of history at the royal residence, Amalienborg Palace
- 2 Change your perspectives and enjoy Copenhagen from the sea side on-board one of the canal tour boats
- 3 Go treasure hunting down the side streets to find the perfect piece of unique art, jewellery or design
- 4 Go all access to 80 attractions and public transportation with Copenhagen Cards in our pockets
- 5 Cross the artistic Circle Bridge by bike and enjoy a brand new perspective of Copenhagen

Get your Copenhagen itinerary here:

→ [visitdenmark.com/traveltrade/copenhagen](https://visitdenmark.com/traveltrade/copenhagen)

Here, you can also get the special Copenhagen Travel Agent offers and find out how to become a certified Copenhagen specialist.



A blue circular badge with white text and graphics. At the top, it says '#1 CITY' and 'Copenhagen, Denmark'. In the center is the Lonely Planet logo, which consists of the words 'lonely planet' in a lowercase sans-serif font, with a white circle around the 'y' in 'lonely'. Below the logo, it says 'BEST IN TRAVEL' and '2019' in a smaller font.

#1 CITY  
Copenhagen, Denmark

lonely planet

BEST IN TRAVEL  
2019

# Copenhagen Wins #1 City Best Travel 2019



# Living history

From Vikings to fashionable modern-day princesses, Denmark has a rich and colourful history as well as the oldest monarchy in the world. Your clients can fulfil princess daydreams and visit Viking battlegrounds in one and the same holiday. For even more fairy-tale stardust, visit the city of Odense to get closer to beloved fairy-tale author Hans Christian Andersen.

## Top 5 must-sees for history buffs

- 1 Visit Roskilde and experience both Viking sites and Roskilde Cathedral
- 2 See the changing of the guard at the royal residence, Amalienborg Palace
- 3 Feast your eyes on the Crown Jewels at Rosenborg Castle in the middle of Copenhagen
- 4 Try a sailing trip on a Viking ship
- 5 Take a castle tour of North Seland including Kronborg Castle and Frederiksborg Palace (bonus feature: The Natural History Museum located at the palace)

You can also pick one of the many beautiful castle hotels for a majestic stay. For more great travel planning advice, go to → [visitdenmark.com/traveltrade/toolbox](https://www.visitdenmark.com/traveltrade/toolbox) to plan an itinerary fit for a king (and a queen of course)





# Good food, great produce

Who knew the Nordics would one day steal the scene from the French and the Italian chefs?

From Copenhagen to New York, everyone is talking about the Nordic way of cooking and Denmark is at the forefront of the movement. Even the traditional open-faced sandwiches have been updated to gain new fans worldwide. In 2018, this little nation could dress itself in a total of 31 Michelin stars awarded to 26 restaurants all over the country. And with this newfound pride in our cooking; food festivals, foodie events and foraging activities are in abundance in Denmark. Best Restaurant in the World awards will give you that kind of appetite...

Make stomachs rumble by giving your clients all of this appetizing information: Download your Good Food Travel Trade kit, including an overview of unmissable food festivals, right here:

→ [visitdenmark.com/traveltrade/gastronomy](https://visitdenmark.com/traveltrade/gastronomy)





# Shopping like nowhere else

Yes, shopping is a completely valid reason for travelling thousands of miles to a small kingdom up north, where design and creativity runs in the DNA. Furniture, lamps, shoes, clothes, art, porcelain, and jewellery - everywhere you look aesthetics go hand in hand with centuries of excellent craftsmanship.

Where should your clients start? Get an overview at → [visitdenmark.com/traveltrade/shopping](https://visitdenmark.com/traveltrade/shopping) and download the itinerary Danish Design and Architecture for inspiration.





# Life by the sea

Beach holidays in Denmark will literally  
blow your mind (it does get windy sometimes)

The majestic, sandy beaches and the great choice of accommodation will make your clients come back year after year. Chic seaside hotel, camping and island hopping, living it up like royalty at a Danish summer castle or renting a cottage nestled in between dunes by the beach? Let us help you find the perfect beachside destinations for your clients.

Download itineraries for island hopping and the coasts of Denmark and get a general overview right here:

→ [visitdenmark.com/traveltrade/sea-life](https://visitdenmark.com/traveltrade/sea-life)

# Active by nature

Did you know:

The Danish National Cycles Routes span 12,000 kilometres across the nation?

Here are 5 great Danish activities that your clients will love you for:

- 1 Suggest for them to rent bicycles and set off on one of the many panoramic routes to experience the nature of Denmark
- 2 Book them on an Oyster Safari in the Wadden Sea or Limfjorden
- 3 Get them on-board a fishing boat in Esbjerg to experience the wildlife of The Wadden Sea
- 4 Plan for water skiing or wakeboarding in Hvide Sande cable park
- 5 Plan for them to see the canals of Copenhagen from a kayak

7,000 metres of coastline and more than 400 islands are great playgrounds for active clients, let us inspire you here:

→ [visitdenmark.com/traveltrade/active-nature](https://visitdenmark.com/traveltrade/active-nature)









# Family holidays

What about the kids? Don't worry - Denmark is a fun, active destination for the whole family. After all, LEGO®, fairy-tales of little mermaids and Tivoli Gardens all originated in Denmark.

We have asked the youngest experts to share some of their favourite tips to Denmark:

- 1 THE FREE PETTING ZOO WITH RABBITS (IN THE AREA OF NØRREBRO, COPENHAGEN) - Isabel, 6 years, Holland
- 2 LEGOLAND - Isaac, 5 years, Great Britain
- 3 THE BEACH ON FANØ - Maxima, 4 years, Belgium
- 4 THE LITTLE MERMAID - Rinoa, 9 years, Japan
- 5 TIVOLI GARDENS - Marco, 10 years, Italy

Denmark will without doubt delight its youngest guests with the world's first LEGO® experience centre, LEGO® HOUSE. May we also suggest The Blue Planet, the beach side aquarium in Copenhagen, the activity parks in Jutland such as LEGOLAND and Fårup Sommerland, the seal safaris of the West Coast and of course the Tivoli Gardens Christmas wonderland.

Make sure the whole family is happy by getting inspiration for children-friendly activities and accommodation here:

→ [visitdenmark.com/traveltrade/kids](https://visitdenmark.com/traveltrade/kids)



## In Denmark, everything is closer

Denmark's infrastructure is meant to bring all areas of the country closer together. With international airport hubs, efficient public transportation, and a variety of modern and historical venues to cater to any meeting need and capacity, Denmark takes your meetings closer to success.

Extensive support from collaborative event partners limits your hassle and is with you the whole way. In fact, everything and everyone work closely together to ensure your meeting is not only easy to plan, but also that you leave better connected and inspired to find solutions to your business challenges.

The Danish mindset of participant involvement and progressive thinking offers a unique and innovative approach to meetings. With thought leading inspiration within design, architecture, green solutions, maritime business and life science, Denmark will bring your vision closer to reality and your people closer to the answers for tomorrow. People, ideas and where to meet: in Denmark, everything is closer.

For more information:

→ [www.businesseventsdenmark.com](http://www.businesseventsdenmark.com)

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## Off on adventures – cruising to Denmark

Going on a cruise is the perfect way for your clients to sightsee and relax at the same time. Copenhagen is the major turn-around hub in the region and a gateway to cruises in the rest of Scandinavia and The Baltic Sea. Denmark offers a total of nine cruise destinations with Copenhagen being the biggest one. Cruise-designated hotels, multi-lingual staff and amazing attractions are just some of the reasons why almost 800.000 cruise guests visit Denmark annually.

Get your overview here:

[visitcopenhagen.com/cruisecopenhagen](https://visitcopenhagen.com/cruisecopenhagen)



# Accommodation

Great accommodation takes the travel experience to a whole new level. Luckily your clients are spoiled for choice in Denmark.

Did you know that:

- The world's first design hotel opened in Copenhagen in 1960. Today, new design hotels keep popping up in the cities of Denmark.
- Camping by the beach is a fantastic experience for the whole family
- The Castle Hotels dotted all over Denmark are glamorous options for even the pickiest client
- Seaside hotels are in abundance and play an important part in the history of the country
- Renting a holiday home in the forests or by the dunes is the best way to get your clients straight to a state of zen
- All regions offer cosy inns often with their own regional cuisine at the highest gastronomic level

And we've only just started. Find what you are looking for right here:  
→ [visitdenmark.com/traveltrade/accommodation](https://visitdenmark.com/traveltrade/accommodation) or download the exciting itineraries for accommodation in Denmark and culinary finds.

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Danish hotels are now part of the common European scheme Hotelstars Union. In Europe, you can find the Danish classified hotels on [hotelstars.dk](https://hotelstars.dk)





# Denmark at your service

Find your local VisitDenmark Travel Trade contact here:

→ [visitdenmark.com/traveltrade/contact](https://visitdenmark.com/traveltrade/contact)

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# Become a Denmark expert today!

Access our free OTT toolboxes and learn all you need to know about Danish tourism – and explore the resources you need to inspire your clients.

The market-specific toolboxes for travel professionals include royalty-free videos and images, city guides and itineraries, lists of DMCs and much more.

We're here to help

→ [visitdenmark.com/traveltrade](https://visitdenmark.com/traveltrade)



Denmark product manual  
Published by: VisitDenmark, Copenhagen  
Project management: Selective Communications

Copywriter: Anne-Sofie van den Born Rehfeld  
Graphic design: Eikill  
Print: CoolGray A/S, Skovlunde, Denmark  
Photography: Denmarkmediacenter.com, Copenhagenmediacenter.com,  
AarhusMediacenter.com, Hamletscenen, Maria Nielsen, Mette Johnsen,  
Kim Wyon, Designmuseum Danmark.

