

COPENHAGEN COMPETITIVE ASSESSMENT FOR CULTURE AND SUSTAINABILITY

WONDERFUL
COPENHAGEN



REPORT 2021



Competitive Destination E-reputation "At large"

SOCIAL WEB SENTIMENT CRAWLING

- The **"sentiment"** reflects the **state and dynamic of travel brands' e-reputation** as expressed in **global web social conversations "at large"**.
- Shared by **medias, consumers, companies, citizens, brands and officials** on websites, forums, blogs & social networks.
- Sentiment is not predictive of travelers' planning, but a **positive e-reputation is essential to generate favorability towards destinations** and travel brands, particularly in post-crisis management context.
- In the past 12 months, **Copenhagen was mentioned 100 000+ times in travel-related social conversations**, generating 1M+ engagements, shared by **24 000+ unique authors across the world**.



Competitive Destination E-reputation driven by experience

DESTINATION REVIEWS SENTIMENT CRAWLING

- **Data Type:** visitors reviews. Destination reputation is massively driven by visitors sharing their experiences, fueling the experience-based image of Copenhagen.
- **Data Sources listened:** 25+ Travel Reviews Websites and OTA platforms.
- **Data Scope:** reputation data consolidated from 300 cultural and sustainability experiences in Copenhagen **Structured rating** and **reviews' sentiment/comments** are tracked and analyzed.
- **Data consolidation from the past 2 years** so to measure visitors' experience pre/post Covid (200 000+ reviews collected)
- **Benchmarking** vs similar types of activities in competitive cities

Booking.com

Google

Expedia

yelp

Ctrip

tripadvisor

zoover
avis de voyageurs

Hotels.com
Le choix évident

travelocity

Content

04 Cultural Social Reputation

18 Cultural Visitor Ratings

25 Sustainability Social Reputation

41 Sustainability Visitor Ratings

45 Take-Aways





Cultural Competitive Analysis

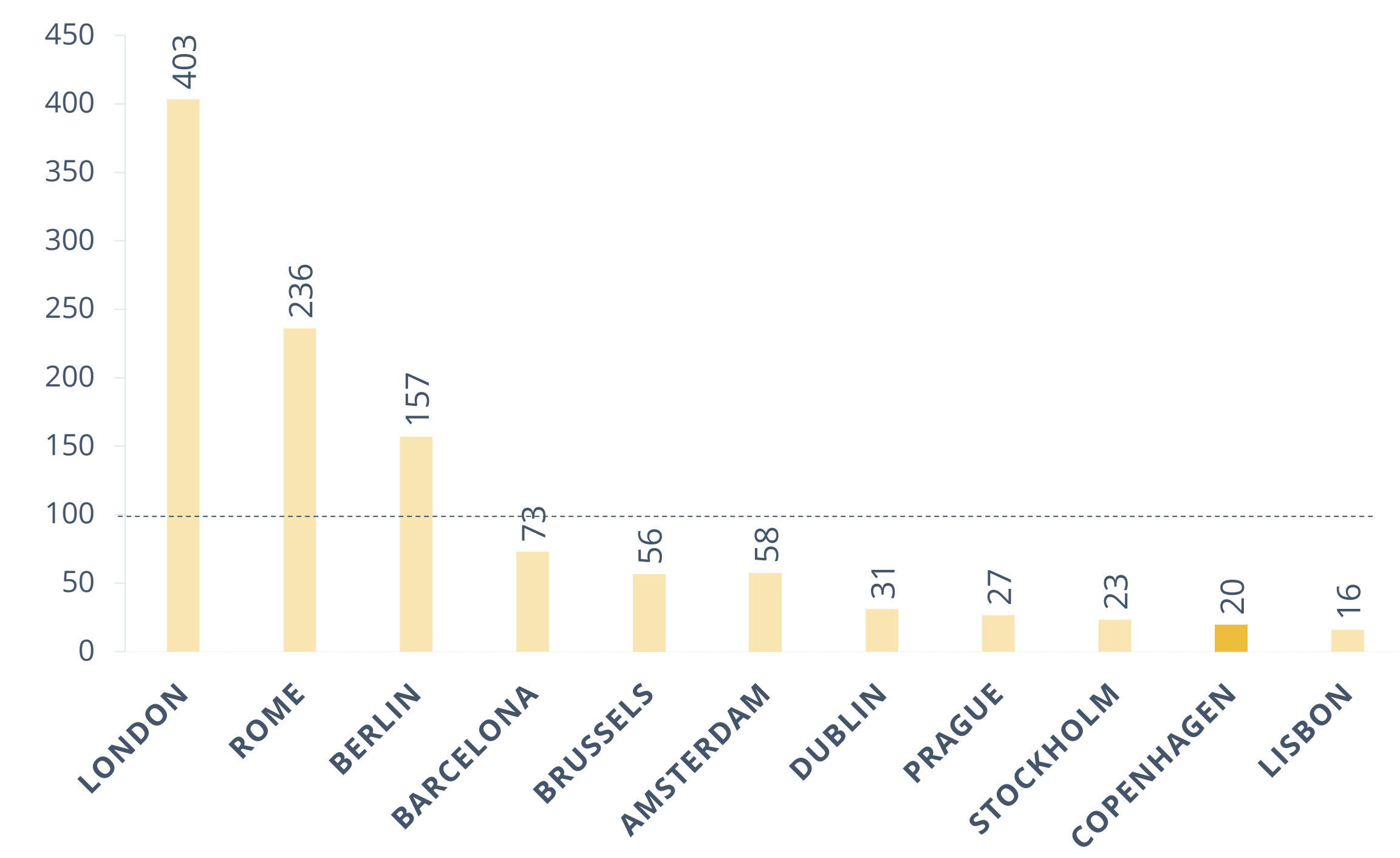


Social Reputation “at large”

Given the relative sizes’ differences, Copenhagen generates five times less culture-related web social conversations vs average competition set, reaching however a volume close to Stockholm, Lisbon or Prague. The polarity of culture-related social content is moreover highly positive and competitive.

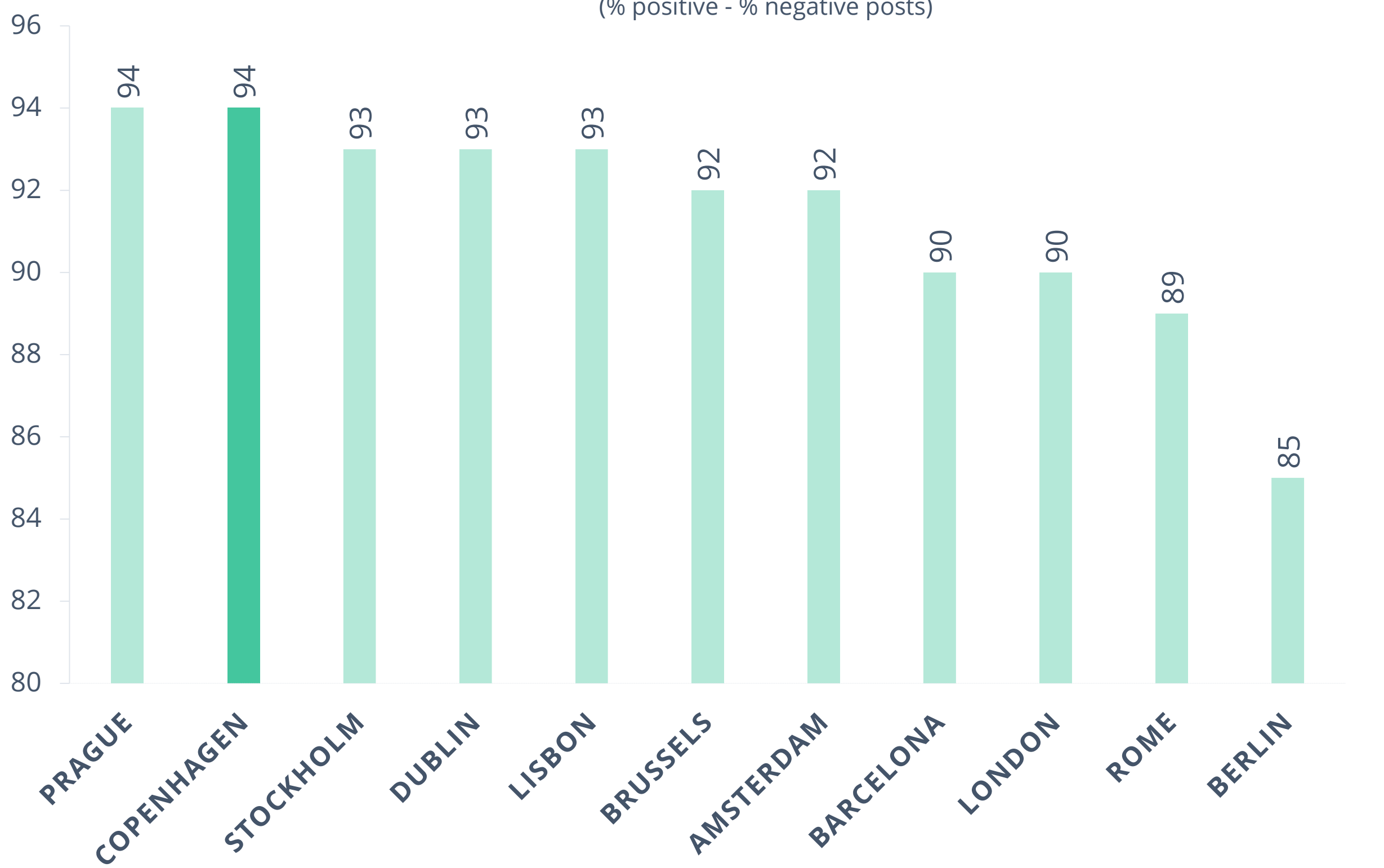
DESTINATION SENTIMENT INTENSITY INDEX

The **Sentiment Intensity index** measure the relative *volume* of posts mentioning the destination in relation to the theme, compared to the average competition (=100)

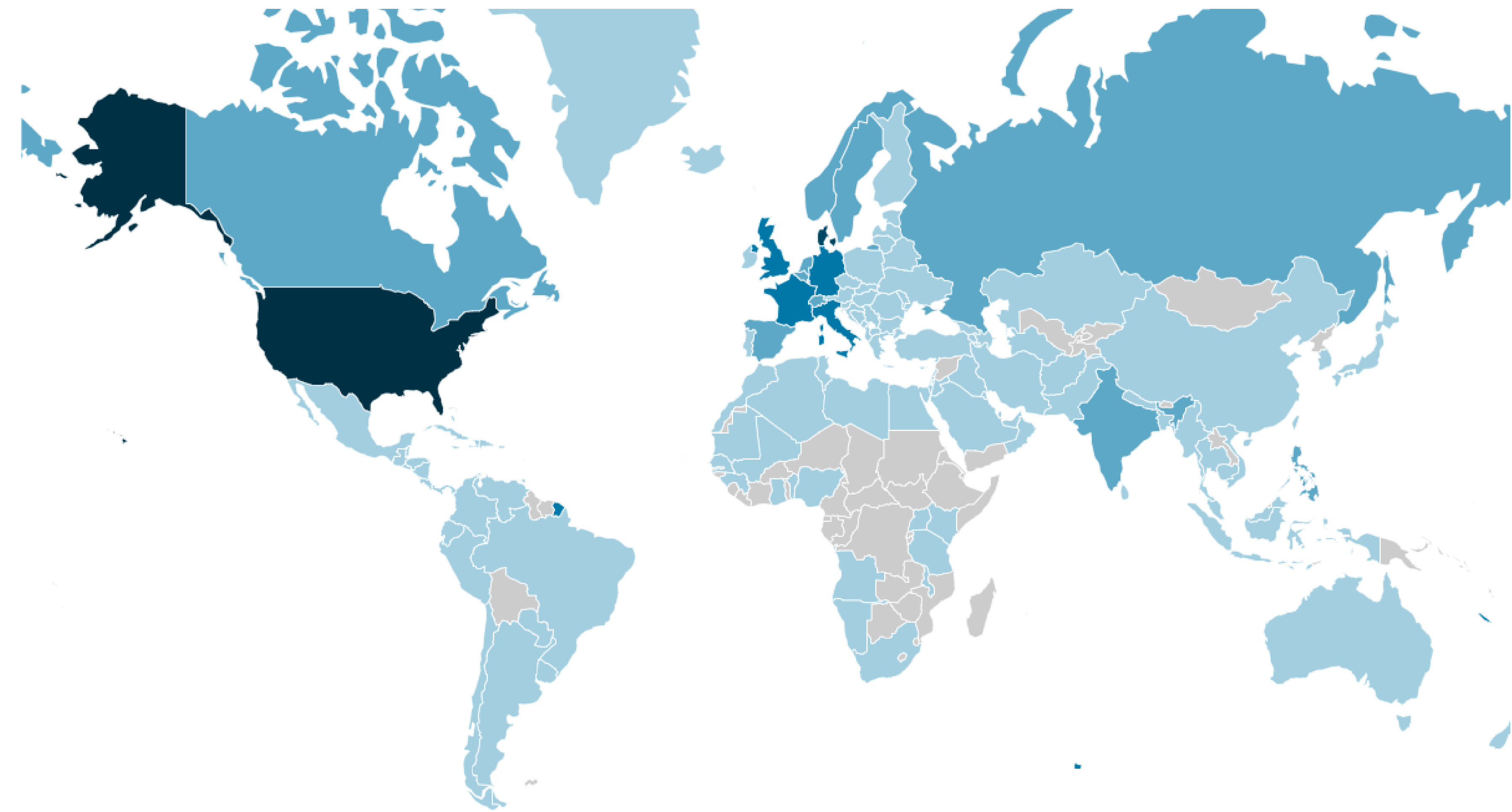


DESTINATION NET SENTIMENT INDEX

The **Net Sentiment Index** measures the polarity of web social conversations in relation to the destination (% positive - % negative posts)



The Copenhagen cultural resonance spreads globally, with large volumes of social content shared in the US (a usual large social hub) and across Europe, notably in Germany and Italy. Russia is also high in the ranking. The resonance goes beyond the US and Europe, touching other continents (Asia, South America, Africa...)



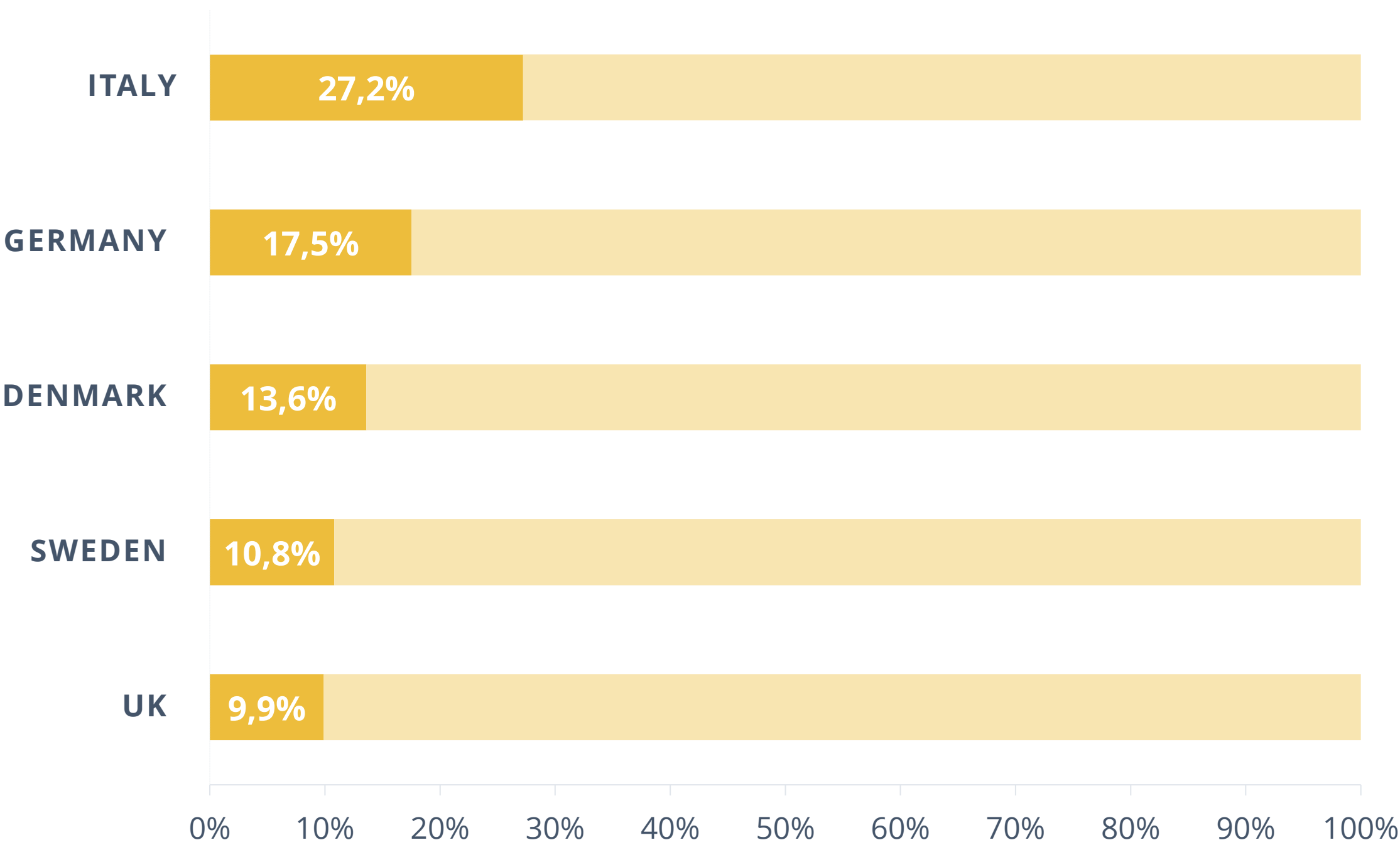
TOP 20 PLACES OF COPENHAGEN-CULTURE RELATED SOCIAL CONVERSATIONS

United States	37,6%
Germany	10,6%
Italy	10,0%
United Kingdom	6,5%
France	5,6%
Spain	3,1%
Russia	2,9%
Netherlands	2,0%
Brazil	1,9%
Switzerland	1,9%
India	1,7%
Sweden	1,4%
Norway	1,3%
Canada	1,3%
Austria	1,1%
Australia	0,8%
Romania	0,7%
Japan	0,6%
Belgium	0,6%
Mexico	0,5%

In Italy, the culture is a massive driver of positive reputation for Copenhagen. The theme generates also a great focus in Germany. Though less dominant in conversions in Sweden and the UK, the tonality of Culture associated to Copenhagen remains very positive.

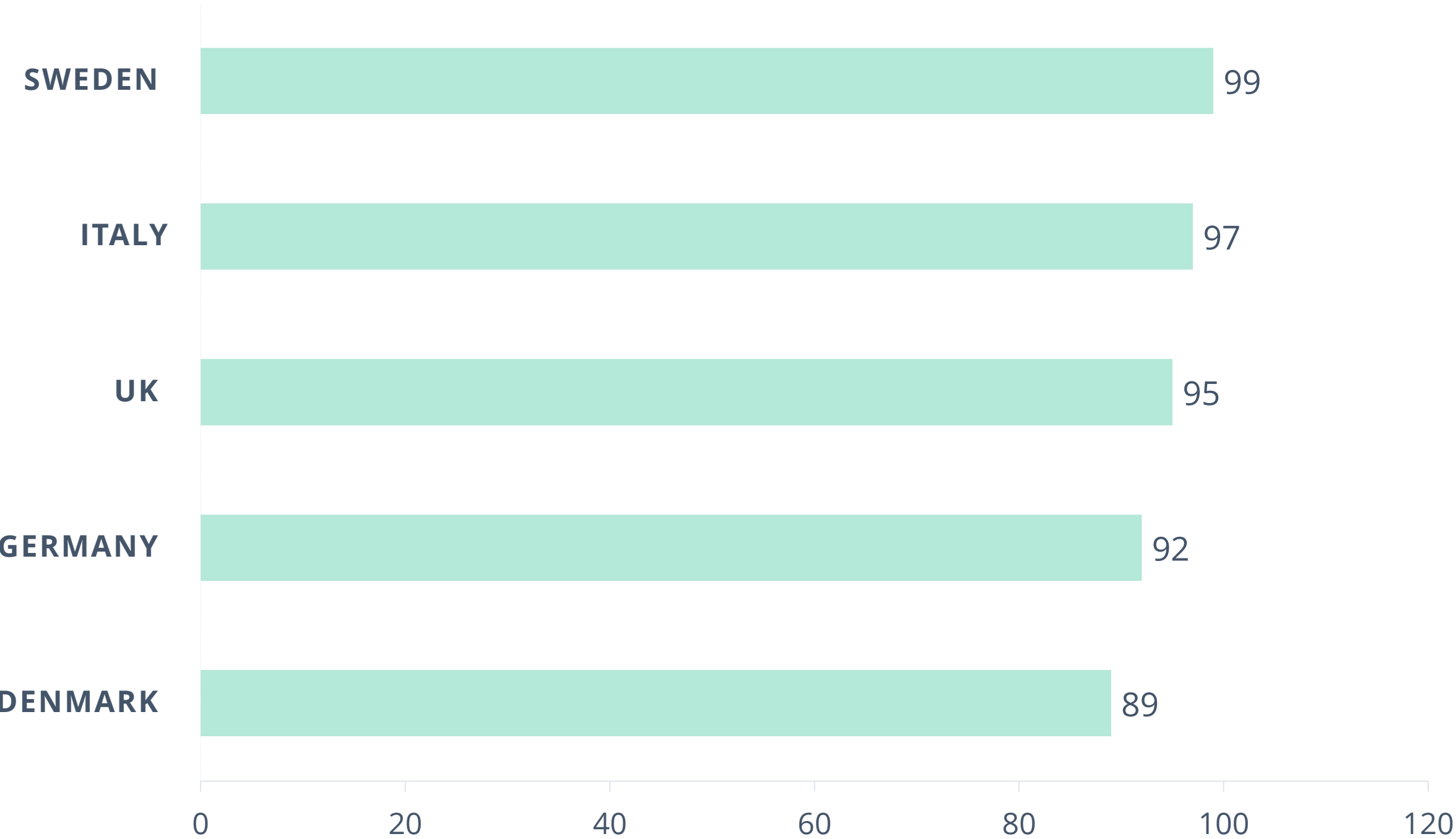
SHARE OF INTEREST FOR COPENHAGEN CULTURE

Share (%) of Culture in total Copenhagen / Travel Web Social Conversations



TONALITY OF SOCIAL CONVERSATIONS

The Net Sentiment Index measures the polarity of web social conversations in relation to the destination (% positive - % negative posts)



- Soon **visiting buildings made with mushrooms bricks**
- A real **Nordic Polar, on the footsteps of Peter Madsen**, a Danish inventor
- Seeing **Welsh slate** from mines (UNESCO Heritage) **on Copenhagen City Hall**
- **Taking the curved Lille Langebro bridge** (2020 International Architecture Award) by bike or walk with the view on the city changing
- Discovering **ancient and modern architecture in the same hour**
- Seeing two **relatives Viking warriors skeletons** reunited after more than 1,000 years at Denmark's National Museum
- **Admiring one of the classic Monet's painting** at the Glyptotek Museum
- Taking part in the **Copenhagen Lights Festival**
- Enjoying a visit in the **world's second-oldest theme park Tivoli**, where Andersen drew inspiration
- Reading the **book "A little café in Copenhagen" while in the city**
- Listening to the **blues and jazz of Billie Holiday sung by Kira Skov** at Copenhagen Jazz Festival
- Discovering the city where **Women International Day** has been created
- Enjoying the **"Hygge" Danish concept** (with no equivalence!)
- **The "woo effect" of street-art while walking around** the city (Vesterbro)
- Enjoying the **diverse gastronomic offer as part of the Danish culture**
- **Spending a night in Villa Copenhagen, an Art hotel** (in the former main post office) with an impressive art masterpiece collection
- Discovering one of the **rare statues named women in Denmark** (Countess Danner)
- **Renting a bike** in the city to explore its cultural hidden gems
- Enjoying monuments "painted" by the **sunrise and sunset**
- Visiting the unique **Happiness museum**
- **Experiencing the "Ownhoteling" concept** (hotel for a single guest where enjoyment comes from not crossing paths with anyone) at The Darling hotel
- Admiring **Christmas lights in Copenhagen**, particularly in Tivoli

Bricks made from MUSHROOMS could soon replace cement because they self-repair

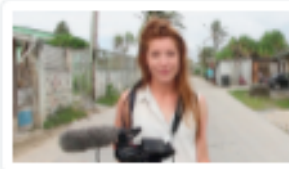


dan avery for dailymail.com created a post

...Ayres, an **architectural** researcher at **Copenhagen**'s Center for Information Technology and **Architecture** and a founding member ... outside New York City's PS1 art museum. **Visitors** could walk inside Hy-Fi, as the structure was dubbed. In a followup, it...

published on 03/02/21 at 22:10 | Newspaper | United Kingdom | www.dailymail.co.uk

Kim Wall's Last Trip



Vanity Fair created a post

... **artists** and engineers. Madsen and von Bengtson were one of them, took over a hangar and ran **Copenhagen** ... to safety. He also used **Travelgirls.com** , a site designed to meet "thousands of adventurous girls ... [A](#) [Z](#)

published on 09/09/20 at 12:57 | Magazine | France | www.vanityfair.fr

UNESCO World Heritage: Welsh slate mines join likes of Taj Mahal and Great Wall of China by gaining...



breaking created a post

...Westminster Hall, Melbourne's Royal **Exhibition** Building, and **Copenhagen** City Hall. Local authorities bid for UNESCO status... It will now become the UK's 32nd World **Heritage** site and the fourth in Wales, and joins the likes of the Taj Mahal and the...

published on 28/07/21 at 10:38 | TV / Radio | United Kingdom | news.sky.com

2020 International Architecture Awards Winners Announced

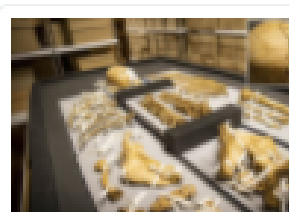


christele harrouk created a post

Entitled "The City and the World", it will **travel** in Europe through 2021. AIRPORTS AND TRANSPORTATION CENTERS Felix ... WilkinsonEyre/Urban Agency - Lille Langebro, **Copenhagen**, Denmark Peter Kuczia Architects - Solar Activation of Footbridges...

published on 11/09/20 at 07:30 | Online News | United States | www.archdaily.com

Viking warrior relatives reunited after 1,000 years as British museum sends skeleton back to Denmark



chris ciaccia for dailymail.com created a post

The documentary and the **exhibition** will open at the Danish National **Museum** in **Copenhagen** in 2021 and run in various forms... During this period many Vikings left their homelands in Scandinavia and **travelled** by longboat to other countries, like...

published on 10/06/21 at 20:02 | Newspaper | United Kingdom | www.dailymail.co.uk

Claude Monet 🇫🇷🇮🇹 – Travel, good food, arts and more

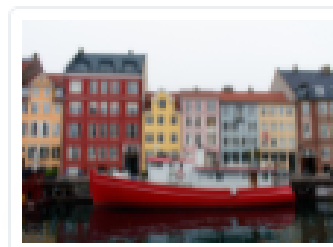


Enzo Martinelli created a post

The Lemon Grove in Bordighera, 1884, oil painting **exhibited** at the Glyptoteket in **Copenhagen** – Depicting a colourful Mediterranean scene, painted while the **artist** was spending some time in the South of France and in Italy in 1884. This garden...

published on 14/11/20 at 09:01 | Blogs | United States | enzomartinelli.wordpress.com

24 Hours in Copenhagen: The Ultimate Quick Guide – The Copenhagen Blog



Danny Maiorca created a post

...**Copenhagen** (@danny_maiorca) When you're at the top of the church, you'll notice how diverse **Copenhagen's** **architecture** is... The world's second-oldest theme park is a hit with **tourists** and locals alike, whether they're young or old. Here, you can...

published on 27/06/21 at 11:00 | Blogs | United States | thecopenhagenblog.com

The little cafe in Copenhagen-Julie Caplin



name (required) created a post

...going on **holiday** it was to Paris, with the Thalys. But the second time was to Denmark: Odense, **Copenhagen** and Roskilde. And we went back to **Copenhagen** . I like just about everything about that city: the **architecture** , the... [A](#) [Z](#)

published on 14/07/21 at 08:04 | Blogs | Netherlands | kiminden.wordpress.com

Quart de Soupir @QuatreSoupirs shared a link

Sweet evening in 🎷 🌙 🎷 Lulu Rouge - Billie Holidays **Copenhagen** jazz festival youtu.be/VgvKyjwbv7g [A](#) [Z](#)

published on 18/02/21 at 19:56 | Twitter | France | twitter.com

When Is Women's Day 2021 - International Women's Day 2021: 11 Women who were the ... : Women's...



Admin created a post

International women's day 2021 date: The traditional way to celebrate this **holiday** is to spend time with friends and... In 1910, international conference of working women was held in **copenhagen**. Today's annual international women's day doodle...

published on 10/03/21 at 04:01 | Blogs | United States | amerandos-kinderparadies.blogspot.com

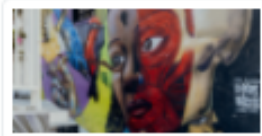
Denmark: a city tour through the land of hygge



goodbye.be created a post
...Roskilde to modern **art** in Aarhus and from fairytales in Odense to the cosmopolitan city of **Copenhagen** . Crossing into Flensburg in Germany ... moved to **Copenhagen** . Lovers of the man's fairy tales will indulge themselves in the simply beautiful **museum** that ... [A](#) [Z](#)

published on 27/11/20 at 14:45 | Online News | Belgium | [businessam.be](#)

The 27 best street art cities worldwide



Nina created a post
... were sold for a lot of money. Street **Art** in **Copenhagen** A district that is known for its street art in Copenhagen ... Comuna 13 and **tourists** flock to the area that is now one of the city's most popular **tourist attractions** ... [A](#) [Z](#)

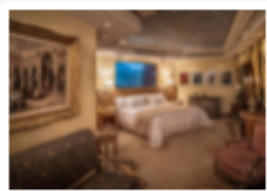
published on 10/10/20 at 16:29 | Blogs | Germany | [reisehappen.de](#)

Copenhagen Restaurant Gems: Barabba - Bib Gourmand Italian Attitude

johan johansen created a post
...instantly click on subjects like food, **traveling** and expressing yourself, and one of those people who are just starting a ... ordering. Attitudine offers a 12 serving **trip** through the best the kitchen has to offer at a mind-bogglingly reasonable DKK...

published on 18/09/20 at 07:29 | Blogs | Denmark | [johanjohansen.dk](#)

12 Best Art Hotels in the World - Impressive Hotel Art Collections



lauren wicks created a post
...world's most famous **art** museums), and the iconic "Judgment of Paris." Book Now Villa **Copenhagen** The newest property on ... while visiting Denmark. Villa **Copenhagen** houses the largest private **art** collection in the city, valued at \$2 million. Plus...

published on 01/09/20 at 09:08 | Blogs | United States | [www.veranda.com](#)

'We are in the process of spreading the story': New statues of women will soon see the light of day



Kasper Madsbøll Christensen created a post
The original bronze statue was made by sculptor Astrid Noack and stands by Skagens **Museum** . The two copies are found in Holstebro and in **Copenhagen** . Here is the real Anna Ancher flanked by her daughter Helga in the background. (© Scanpix) 3 / ... [A](#) [Z](#)

published on 28/06/21 at 18:13 | Online News | Denmark | [www.dr.dk](#)

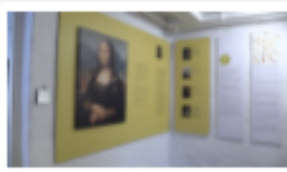
Sunrise And Sunset In Copenhagen



toFlorida created a post
...Picture Of Amass **Copenhagen Copenhagen** City Building Skyscrapers Modern **Architecture** Sunset In **Copenhagen** Denmark ... Nordhavn **Copenhagen** Denmark Stock Photo Download Orestad **Copenhagen** City Building Modern **Architecture** Urban **Copenhagen**...

published on 18/06/21 at 00:04 | Blogs | United States | [sunriseanenucoigney.blogspot.com](#)

Welcome to Copenhagen's Museum of Happiness



arij limam created a post
...street in the center of the capital, **Copenhagen**, the first '**Museum** of Happiness' is an emblem of the tranquil good cheer ... satisfied **visitor**, Søren Munk Hansen. The exhibitions also offer an interactive experience where **visitors** can get stuck...

published on 23/08/20 at 21:38 | Online News | China | [newseu.cgtn.com](#)

Ownhoteling: the trend of hotels for a single guest where enjoyment happens by not crossing with ...



flavia tomaello created a post
... Darling, **Copenhagen** An elegant design guesthouse in the heart of **Copenhagen's** historic center . If you ... historic **Copenhagen** . It is designed to feel like a sophisticated home with the best in modern Danish design and **art** ... [A](#) [Z](#)

published on 28/03/21 at 18:48 | Online News | Argentina | [www.infobae.com](#)

The best cities for Christmas lights around the world



katie scott aiton created a post
...year **artists**, designers, and architects work together and put forward designs to transform the city. 3. **Copenhagen**, Denmark Also kicking off in November, Tivoli, an amusement park in **Copenhagen**, welcomes **visitors** to experience its **spectacular**...

published on 20/11/20 at 17:00 | Online News | Belgium | [matadometwork.com](#)

Walking around COPENHAGEN , Unesco master of architecture - Independent traveler

independent traveler created a post

That **Copenhagen** is the European queen of early **art** - architecture - is nothing new. To confirm ... So here is my list of the ancient and modern **architecture** of **Copenhagen** not to be missed and some corners ... [A](#) [Z](#)

published on 19/01/21 at 10:00 | Blogs | Italy | [viaggiatriceindipendente.com](#)

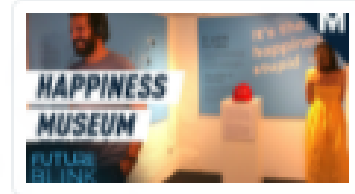
DISTINCT EMOTIONAL DNAs ASSOCIATED TO THE COPENHAGEN CULTURE

- The culture of **happiness**
- **Love** inspired by the architecture
- The **unexpected** at each corner
- **Self-enrichment** thanks to art and culture diversity of the city
- Combined **sensorial cultural and food experiences**
- **Fostering creativity** even for tourists
- **Culture of Tolerance** (Gay-friendly / open-minded people...)
- **“Hygge”** state of mind
- **Living a fairy-tale** at Tivoli
- **Sparkle** in the eyes
- **Back in childhood** with the magical atmosphere in festive times
- **Feeling of freedom**, when walking on the longest pedestrian area in Europe
- **Amazed by scenic spots** (like swimming in the harbours’ pools)

Examples of emoticons shared



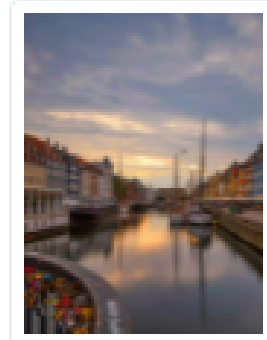
Tube Control AB @Tube_Control shared an image



After the year that was, we all need a **trip** to the **#Happiness Museum** in neighbouring **#Copenhagen**! 🧑 Put it on the list for a happier #2021! 🥰 **#MåBra** **#HappyNewYear** **#WonderfulCopenhagen** snip.ly/27klgv pic.twitter.com/CID61zHurN

published on 11/12/20 at 09:00 | Twitter | United States | twitter.com

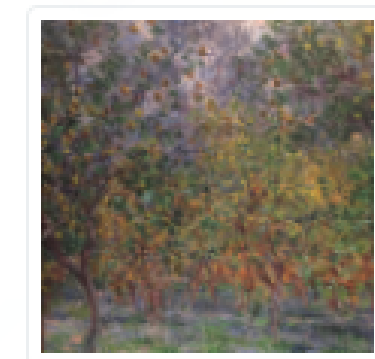
Rj @JabeenRanu shared an image



Love locks ❤️ **#nyhavn** **#copenhagen** **#denmarktravel** **#denmark** **#ig_copenhagen** **#ig_denmark** **#sunset** **#colourful** **#watercanal** **#waterfront** **#touristdestination** **#ig_shotz** **#longexposure** **#architecture** **#ig_captures** **#cityscapes** **#beautifuldestinations** **#beautifuldenmark** [instagram.com/p/CKhDI3vASeM/...](https://instagram.com/p/CKhDI3vASeM/) pic.twitter.com/t9CcMRS4NR

published on 26/01/21 at 21:51 | Twitter | United States | twitter.com

My favourite paintings ❤️🎨👤 – **Travel, good food, arts and more**



Enzo Martinelli created a post

...Bordighera, oil painting by Claude Monet, 1884, **exhibited** at the Glyptoteket in **Copenhagen** – Depicting a colourful Mediterranean scene, painted while the **artist** was spending some time in the South of France and in Italy in 1884, this garden...

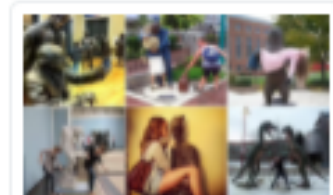
published on 12/03/21 at 09:20 | Blogs | United States | enzomartinelli.wordpress.com

Nicolette Orlemans @Nicolette_O has replied

@JetsettersFlyin @travelcricket8 @sl2016_sl @shaynedsouz @brianmayroam @LindaPeters64 @SouthernerSays @MadHattersNYC @RoarLoudTravel @E_Scal @leisurelambie @DoroLef @NYCapricorn All these dishes were in their own way, **Art!** Spiced very differently, but wonderful. Loved the presentation of the **#avocado** in **#Copenhagen** at Geist. 🥰🥰 **#CultureTrav**

published on 25/03/21 at 18:54 | Twitter | United States | twitter.com

Tourists create VERY amusing scenes by posing with statues



Iatoya gayle for mailonline created a post

...from Beyoncé's Single Ladies **music** video in an **art** gallery in **Copenhagen**, as well as a man pretending to steal a suitcase ... with statues that will inspire your next **holiday**...

published on 01/05/21 at 16:00 | Newspaper | United Kingdom | www.dailymail.co.uk

Must-see Christmas Markets in Europe



lu frey created a post

...Want to **Travel** FOREVER?? Then pop your email address in below and we'll send you a FREE copy of 'How to **Travel** the World on... In 2019 it celebrated its 585th birthday with 3 million **visitors** from all over the globe – that's a lot of people sitting...

published on 07/09/21 at 10:57 | Blogs | United States | www.thebrokebackpacker.com

5 Things Every LGBTQ+ Visitor Should Do in Copenhagen



gianfranco lentini created a post

...**cultural** events every single day. You can meet up with friends, sit in on a debate and meet new people, or see a free **concert** ... Rainbow Square where **Copenhagen** permanently put up a rainbow flag. Activism: The Workers **Museum**, "Aktivist" Exhibition "If...

published on 18/08/21 at 00:06 | Newspaper | United States | www.timeout.com

VLOG from COPENHAGEN: How Disneyland appeared? Tivoli, firework show, decoration and more!



Mariia Scandi shared a video

...Tivoli (a **traveling** carnival / funfair). It's located in central **Copenhagen** and offers rides, games, **musicals**, ballet and... com **#denmark** **#scandinavia** **#copenhagen** **#tivoli** **#disneyland** **#amusementpark** **#travel**...

published on 20/09/21 at 07:00 | YouTube | United States | youtube.com

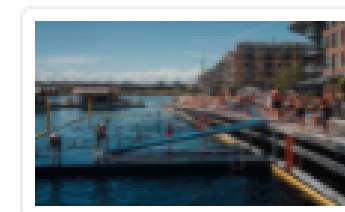
Kobenhavn - Ptit Gris in Europe!

ptitgriseneurope created a post

We return quietly by taking the most beautiful pedestrian streets of **Copenhagen**. We appreciate this city full of colors and varied **architecture**. The presence of the canals in the center, the bars on the water, the Nyhavn district and the ... 🇦🇩

published on 27/07/21 at 23:50 | Blogs | France | ptitgriseneurope.wordpress.com

Best Swimming Spots in Copenhagen: Where to Swim In & Around the City



mary holland created a post

...swimming in **Copenhagen** is often a social, languorous affair where friends spend long afternoons listening to **music**, sipping ... the south part of **Copenhagen**, which has a super interesting mix of modern **architecture**, water and nature," she says. "I love...

published on 26/08/20 at 17:58 | Online News | United States | www.thrillist.com



EXAMPLES OF NON-TOURISM AMBASSADORS ALSO SHAPING THE DESTINATION CULTURAL REPUTATION

- **Scarlett Johansson**, who is originally from Copenhagen
- **Radiohead music band**, who made sessions of work in Copenhagen
- **Margareth II of Denmark**, a popular Queen in and outside the country
- The **artist A Reason To Travel**, originally from Copenhagen
- **Tim Schou** a Danish singer living in Copenhagen
- **Olafur Eliasson**, a well-known Icelandic Danish committed artist
- **Benedicte Holmboe**, a Norwegian knitwear design now working in Copenhagen
- **Carlsberg** beer brand museum in Copenhagen
- **Mathias Jørgensen**, former player in Copenhagen FC is an informal ambassador for the LGBTQIA+ cause in sport
- **Copenhagen Documentary Film Festival (CPH:DOX)** every year
- **Music Confucius Institute** that aims to facilitate musical and **cultural exchange** between China and Denmark
- ... and several **innovation start-ups and “labs”** settling in Copenhagen



Music Confucius Institute



Scarlett Johansson



Authority control created a post

...originally from **Copenhagen**, Denmark. Her paternal grandfather, Ejner Johansson, was an **art** historian, screenwriter, and film ... treatment, a pair of tickets, and a chauffeured **trip** to accompany her on a 20-minute date to the world premiere of He's Just...

published on 08/12/20 at 02:13 | Online News | United States | en.wikipedia.org

How Radiohead Struggled to Reinvent Themselves Making Kid A



Marc Hoga n created a post

...“some awful **art**-rock nonsense just for its own sake, so that it looks like you’re cutting your nose off to spite your face,” as he later admits in an interview. Radiohead spends two weeks in **Copenhagen**, recording endless bits of **music** that Yorke...

published on 24/09/20 at 19:36 | Online News | United States | pitchfork.com

Margaret of Denmark. The incredible story of Europe's most popular queen



created a post

... but he can't get involved in politics. THE **ART** Fascinated by the world of the **art** (learned ballet girl and her first time at the Royal Theater in **Copenhagen** , at 6, scored a fire in his heart love for theater), the Queen is a ... [A](#) [Z](#)

published on 01/10/20 at 01:11 | Newspaper | Argentina | www.lanacion.com.ar

A Reason To Travel - Kingdom [Album] (2021)

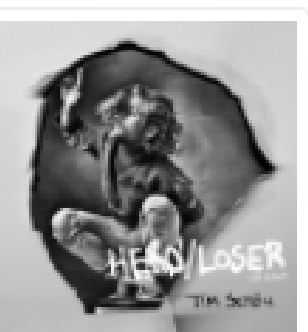


WherePostRockDwells shared a video

...tal **Artist**: A Reason To **Travel** Album: Kingdom (March 5, 2021) Country: **Copenhagen**, Denmark Follow A Reason To **Travel**... Turmoil 32:56 All rights reserved by A Reason To **Travel**. #areasonstotravelband #postrockdenmark #ambient...

published on 05/03/21 at 20:00 | YouTube | United States | youtube.com

TIM SCHOU – HERO/LOSER – Willemijn Gigase



Willemijn Gigase created a post

Schou now lives with his American fiancé in a new apartment in **Copenhagen** , financed entirely by **music** . [A](#) [Z](#)

published on 14/04/21 at 18:00 | Blogs | Netherlands | willemijngigase.com

The coolest architecture in Denmark

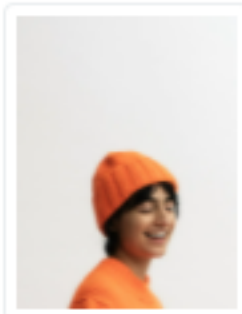


susmita sengupta created a post

Designed by Studio **Olafur Eliasson**, the firm of Danish-Icelandic **artist Olafur Eliasson**, the Circle Bridge was an instant ... with a “mast” on each, paying homage to **Copenhagen**’s nautical history. Pedestrians and cyclists crossing the bridge over the...

published on 31/07/21 at 01:15 | Online News | Belgium | matadornetwork.com

From Copenhagen With Love: Luxury Knit Kits by Para Moda



Laird Borrelli-Persso n created a post

...Holmboe returned to **Copenhagen**, where she had studied prior to the Royal College of **Art**. “I wanted to swim the ocean every... And so Para Moda came to be. Regarding the name of the **company**, Holmboe says she wanted it to be “international.” Moda is...

published on 02/02/21 at 15:53 | Magazine | United States | www.vogue.com

Euro Cup: Denmark defender became a symbol of the fight against homophobia

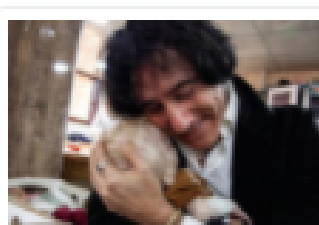


Rafael Reis created a post

Rafael **Reis** Rafael **Reis** <https://www.uol.com.br/esporte/futebol/colunas/rafael-reis> Journalist ... Stadium, in **Copenhagen** , plays an important social role outside the four lines. Lost? We **show** from... [A](#) [Z](#)

published on 21/06/21 at 09:00 | Newspaper | Brazil | www.uol.com.br

Gorki Glaser-Müller on Syrian Documentary ‘Children of the Enemy,’ Chilean Thriller, Bobbi Jene...



6-min read created a post

Copenhagen documentary film **festival** CPH:DOX sees the world premiere of “Children of the ... Swedish Muslim convert, and the two of them **travelled** with their children in 2014 to join ISIS in Syria to fight for the...

published on 25/04/21 at 10:42 | Online News | Malaysia | malaysia.news.yahoo.com

Andreas Bøje Forsby @abforsby shared a link

The closure of the **Music** Confucius Institute in **Copenhagen** - the first and only of its kind - has just been announced. The official explanation is corona-related **travel** restrictions, but it comes amid deteriorating Danish-Chinese relations... facebook.com/MusicConfucius...

published on 05/01/21 at 11:55 | Twitter | Denmark | twitter.com



POSITIVE CONTEXTUAL DRIVERS

- **Least corrupted** country in the world
- **2nd happiest country** in the world
- Copenhagen named **2023 UNESCO World Capital of Architecture**
- Since 10 September, **Covid-19 is not considered as critical disease**: borders are reopening and restrictions are ending, **matching back the concept of openness** of the destination.
- Future **night trains from Paris** allowing visitors to come easily
- **Innovative companies** set in Copenhagen, like Cirql Biomedical, **strengthening visibility of the city**
- Copenhagen **recommended for travelling with teenagers** (according to Travel + Leisure Group)



NEGATIVE CONTEXTUAL DRIVERS

- **Threat on traditional businesses and meeting places**, historically rich, due to very **high cost living in Copenhagen**
- **The heirs of the artist behind Copenhagen "Little Mermaid" are suing the small town of Assa over a mermaid statue** in their own harbour, which will have a too close resemblance
- **The "Little Mermaid" statue may be disappointing** compared to traveller's expectations
- **Danish colonial past may cause negativity** (after throwing a bust of a former Danish king, the head of the Royal Danish Academy of Fine Arts was fired) and gives an **image of "radicality" abroad**



Amb. Tobias Elling Rehfeld  @DKAMBinSA shared a link

My beautiful hometown of [#Copenhagen](#) has been named [#UNESCO](#) World Capital of [#Architecture](#) for 2023 🌟👍🇩🇰 Hope by then that **travelling** has been normalised so this wonderful place can be enjoyed by the wider world 🌍 [archdaily.com/965595/copenha...](#)

published on 27/07/21 at 10:13 | [Twitter](#) | [South Africa](#) | [twitter.com](#)


The way we were: Denmark lifts all COVID-19 restrictions



camille bas-wohlert, france-press agency created a post
...told AFP. On Saturday, a sold-out **concert** in **Copenhagen** will welcome 50,000 people, a first in Europe. Already on ... first open-air **festival**, aptly named "Back to Live", which gathered 15,000 people in **Copenhagen**. "Being in the crowd...

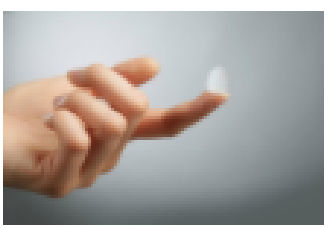
A proposal that "reinvents" train travel in Europe



news dimension created a post
... we are offering conviviality and a certain **art** de vivre ". The first itineraries will be launched in 2024. The center of ... Barcelona, Madrid, Rome, Milan, Berlin and **Copenhagen** . All will be between 800 and 1,500 kilometers from the capital ... 

published on 23/06/21 at 18:49 | [Blogs](#) | [Spain](#) | [dimensionturistica.com](#)

This Femtech Company Is Pioneering Mucus Engineering As A New Alternative To Hormonal Birth Control



marija butkovic created a post
BioInnovation Institute (BII) is an early-stage investor located in **Copenhagen**, Denmark, that builds highly promising life science startups by providing access to capital, state-of-the-**art** labs, and an international network of experts and...


7 Best Places to Travel for Teens, According to T+L's A-List Advisors

liz cantrell created a post
...them to keep **traveling** once they leave home. Here, T+L's **travel** advisors recommend seven **trips** that will give your ... in **Copenhagen**, Denmark | Credit: Julius Jansson/Getty Images **Copenhagen**, Denmark With a mix of touring, shopping, **music**...

published on 05/05/21 at 18:34 | [Magazine](#) | [United States](#) | [www.travelandleisure.com](#)

Argentines in Denmark: what it's like to live in the least corrupt country and the second happiest in the world



Camila Hernandez Otaño created a post
... the Work & **Holiday** visa . Getting a job was not an easy task for him either: "between the Christmas **holidays** and the pandemic, I took ... February 2020. He agreed with the Work & **Holiday** visa and shares the apartment with a 57-year-old Danish man. The one born in ... 

How Copenhagen gentrification is changing old meeting places



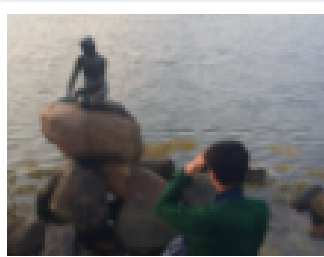
ulf svane created a post
In the 2000s, the city was a popular weekend **trip** for European and overseas **visitors**. Living expenses and housing prices ... c **Cultural** Center The mosque was established around 1970, making it the first recognized mosque not only in **Copenhagen**...

Clash of the mermaids: Danish town accused of ripping off Copenhagen statue



Richard Orange created a post
...of ripping off **Copenhagen** statue Hitting back at copyright infringement claim, the **artist** said his version was 'plumper'... But the heirs of Edvard Eriksen, the Danish-Icelandic **artist** who created the **Copenhagen** version back in 1913, this month...

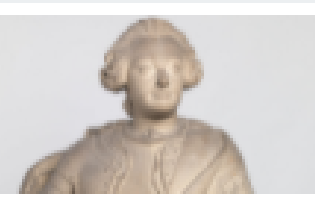
The most disappointing monuments in the world



newsroom discover.com created a post
... than eating a Frigopie in January. 1The Little Mermaid, **Copenhagen** The Little Mermaid of **Copenhagen** Denmark is a very beautiful country with typical buildings, fabled **castles** , fairytale landscapes ... And speaking of stories, who does not remember the famous Little Mermaid ... 

published on 23/04/21 at 11:12 | [Blogs](#) | [Spain](#) | [www.descubrir.com](#)

Director of the best Danish art school fired for \ "drowned \ " bust of colonial king



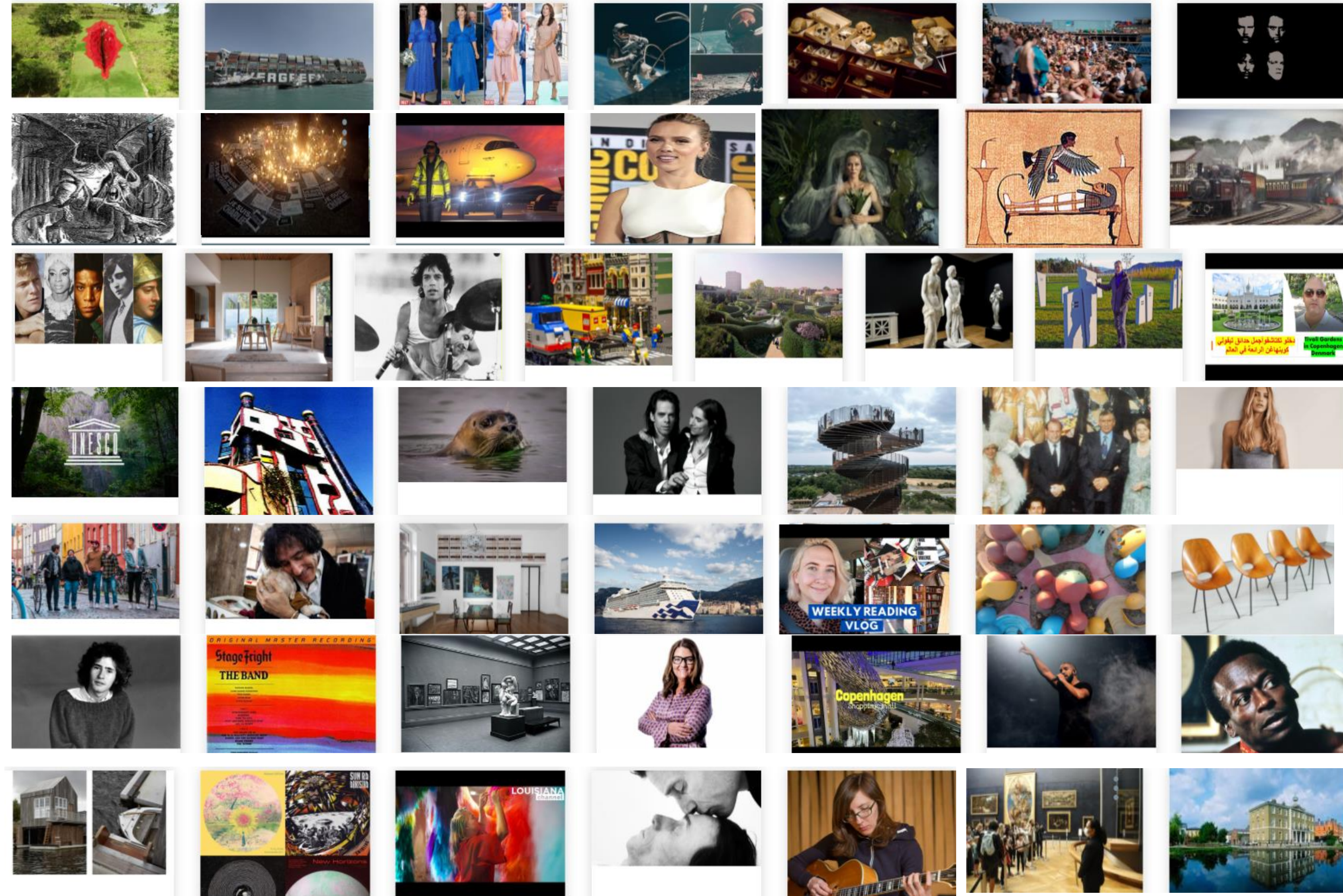
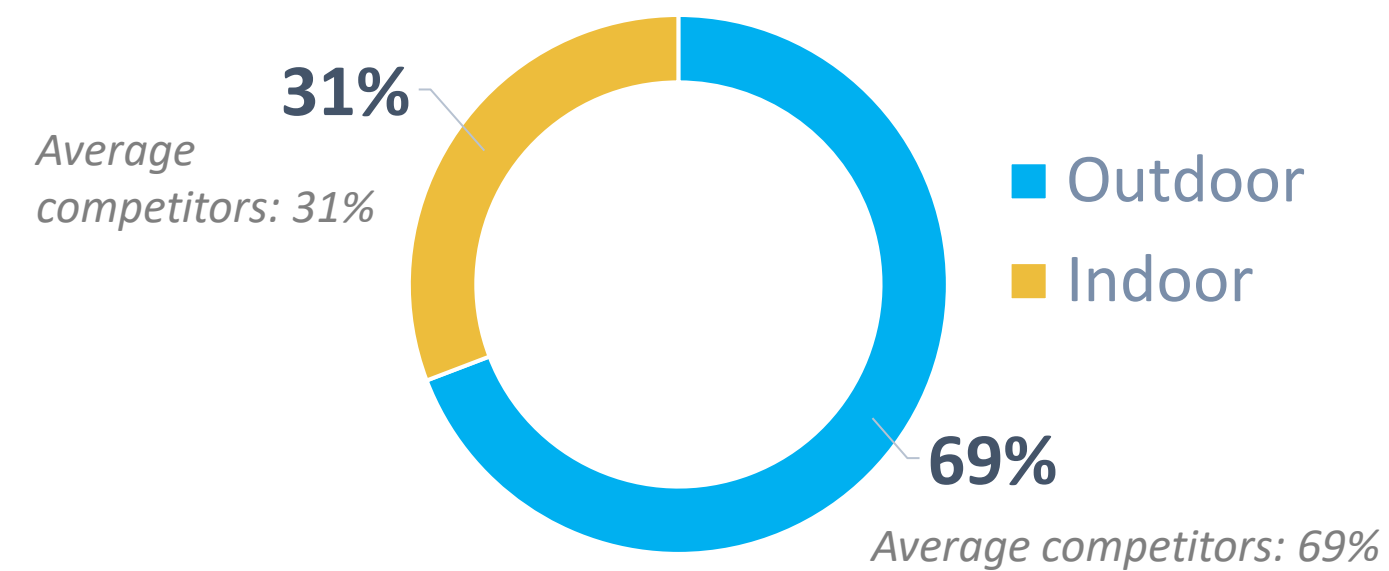
Sputnik created a post
... a **show** in which a bust of a former Danish king was thrown into a **Copenhagen** canal . In November, the **artist** Katrine ... of the drowning, with the comment "Happy **weekend** " . "The Ministry of Culture and Kirsten Langkilde failed ... 

published on 15/12/20 at 17:11 | [Online News](#) | [Russia](#) | [it.sputniknews.com](#)

What does the pictures shared reveal about Copenhagen as a cultural tourism destination?

- **Light** and **outside** pictures
- **Movements** and **graphical** shapes
- **Many portraits** with high **female presence**
- **Water / sky** reflections
- **Buildings** with sharp and **modern shapes**
- **Blended arts** feeling
- **Green elements** around cultural sites
- **Limited presence of food** pictures

Indoor/Outdoor split among shared visuals





Cultural Competitive Analysis

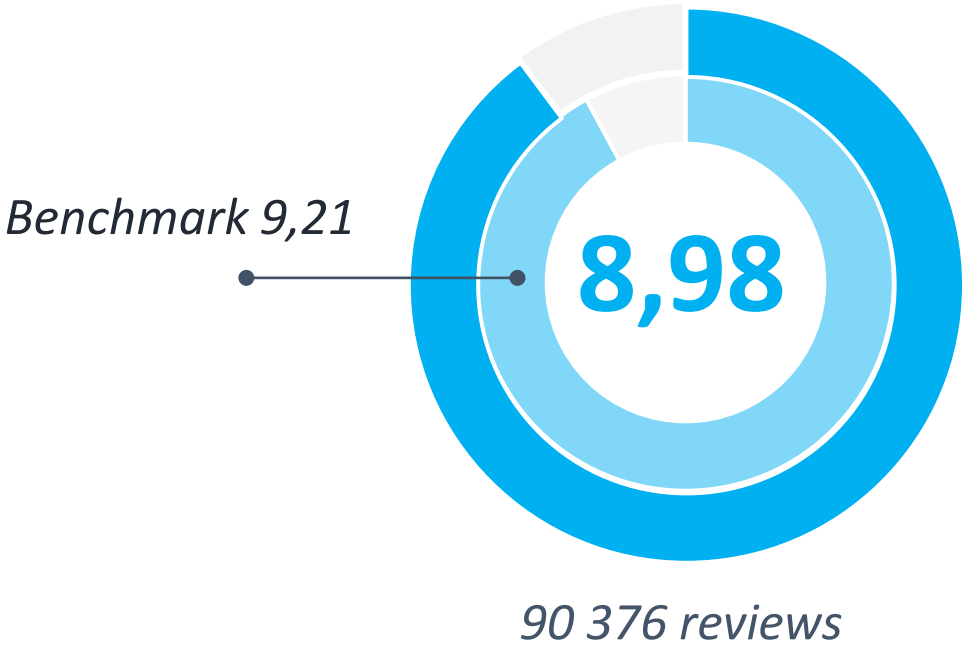


Visitor Rating and Reviews

Very positive rating, yet below the competition average

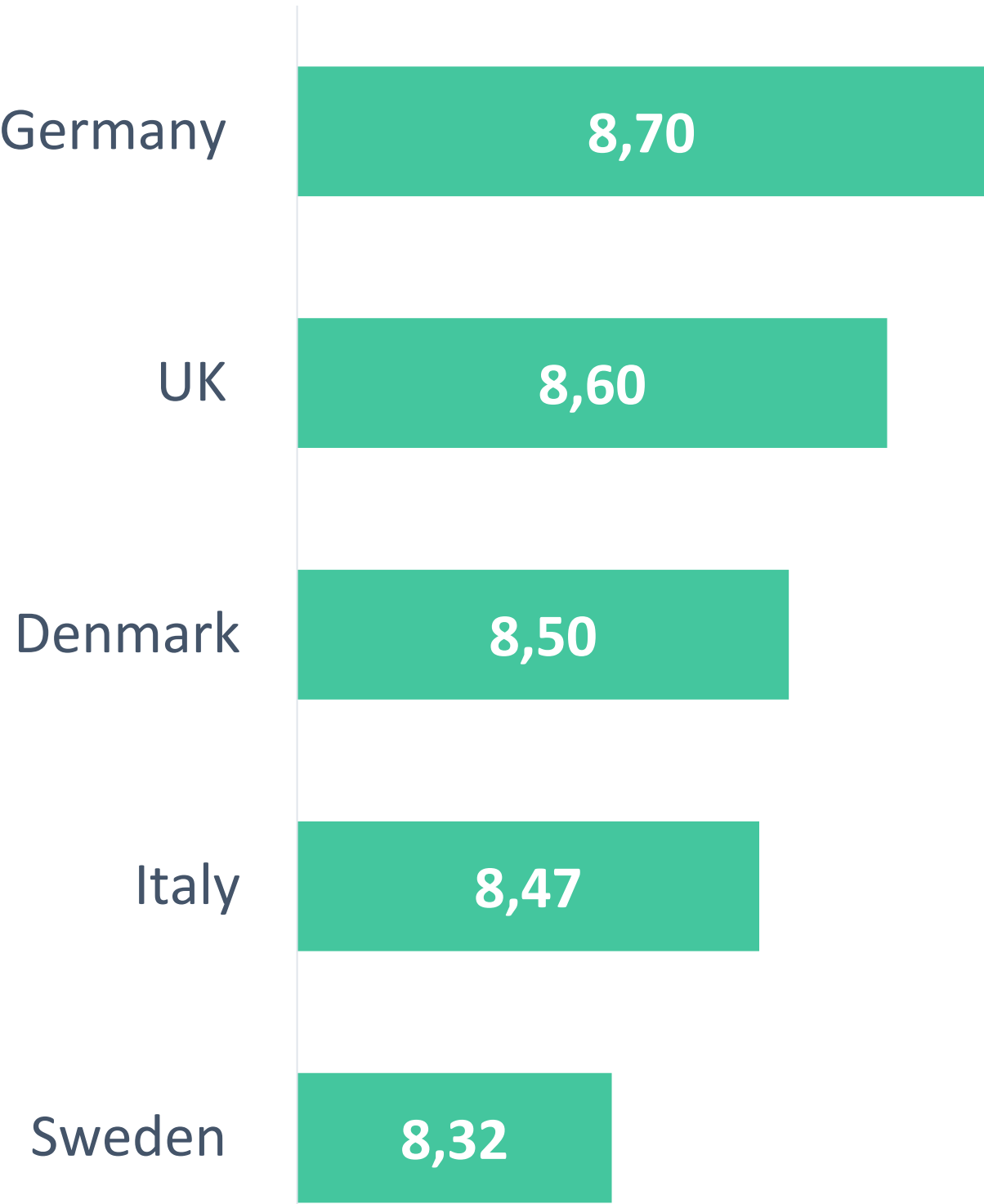
The overall rating for Cultural activities in Copenhagen is high (9/10), yet below the competition average. Germans and British are the most enthusiast when sharing their experiences, while Swedish tend to rate lower. Visitor sentiment related to the sanitary safety in cultural attractions is fair but lower vs competitive averages.

Overall Rating

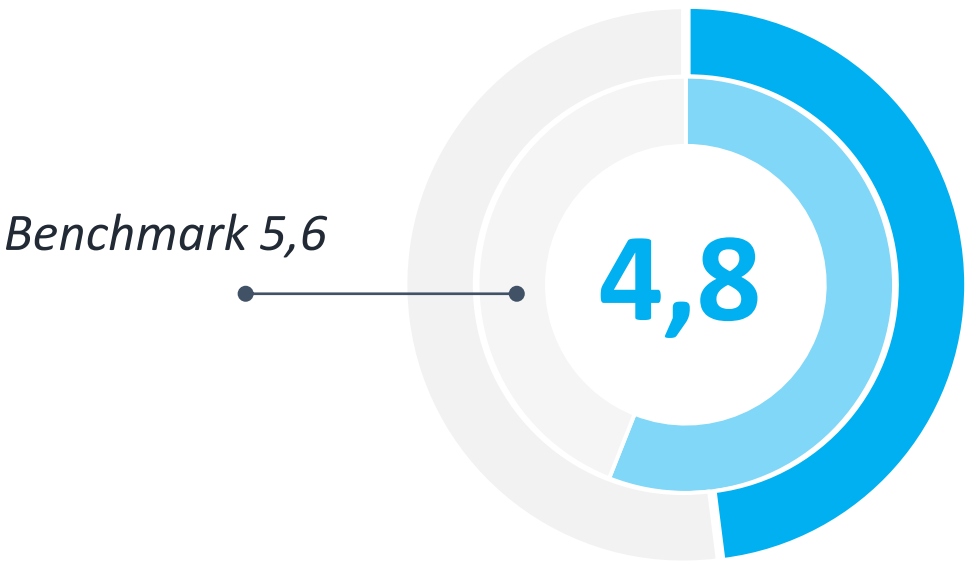


Rating per market

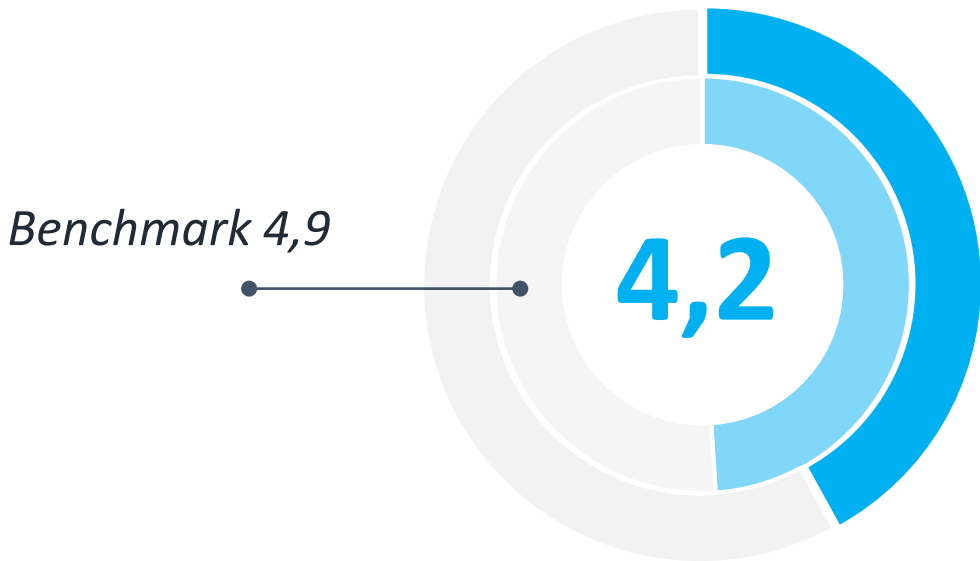
Based on markets with the largest reviews' count



Sanitary Safety Score (*)



Pandemic Precautions Score (*)



Benchmark: AVG Score for Amsterdam, Barcelona, London, Berlin, Rome, Prague, Lisbon, Stockholm, Brussels and Dublin

(*) Sanitary/Pandemic related scores should be kept above 5/10 for fuelling a positive sentiment to visitors

Market data based on TripAdvisor only

Copenhagen delivers its visitors a total cultural experience where the unique “sense-of-place” is an integral part of it. The attractive visits, personnel engagement, atmosphere, surrounding and the place of food in culture are competitive assets to build a positive experience. The sentiment of a total experience makes visitors feel the experience worth it despite relatively high prices. Lower than competitor scores for pandemic precautions alters however the full experience satisfaction.

	Copenhagen - Culture		Benchmark	
	Tonality (/10)	Frequency	Tonality (/10)	Frequency
Interest/Appeal of visit	9,4	<div><div></div></div> 34%	9,3	<div><div></div></div> 17%
Personnel	9,4	<div><div></div></div> 5%	9,2	<div><div></div></div> 4%
Value for money	9,3	<div><div></div></div> 16%	8,2	<div><div></div></div> 21%
Food culture	9,1	<div><div></div></div> 13%	9,2	<div><div></div></div> 17%
Surrounding Area/Atmosphere	8,9	<div><div></div></div> 17%	8,7	<div><div></div></div> 10%
Entertainers	8,6	<div><div></div></div> 1%	8,4	<div><div></div></div> 0%
Light	8,5	<div><div></div></div> 1%	7,7	<div><div></div></div> 0%
Transport	8,4	<div><div></div></div> 3%	8,1	<div><div></div></div> 3%
Sound	8,0	<div><div></div></div> 1%	7,9	<div><div></div></div> 1%
Ticket Office	7,7	<div><div></div></div> 1%	6,1	<div><div></div></div> 3%
Sanitary Safety	4,8	<div><div></div></div> 2%	5,6	<div><div></div></div> 4%
Pandemic Precautions	4,2	<div><div></div></div> 1%	4,9	<div><div></div></div> 4%

Benchmark: AVG Score for Amsterdam, Barcelona, London, Berlin, Rome, Prague, Lisbon, Stockholm, Brussels and Dublin

Cultural Stars and Hidden Gems are quite diverse, with a large share for star outside activities and growing interest for food culture and immersive tours. The list of stars and hidden gems confirms the diversity of cultural experiences offered to curious visitors driven by special interests.



STARS	Reviews counts	Rating
Frederiksborg Castle	2 289	9,4
Royal Danish Theater (Kongelige Teater)	1 568	9,3
Nyhavn <i>(Area)</i>	1 958	9,3
Det Ny Teater	1 549	9,2
Glyptotekets Have <i>(Museum)</i>	4 982	9,2
Kronborg Slot	3 284	9,2
Rosenborg Castle	2 857	9,1
Botanical Garden	1 780	9,1
Christiansborg Slot	3 994	9,1
Amalienborg	4 722	9,1

Note: the Little Mermaid has a score of 8,1/10 with 6 938 reviews

High volume of reviews AND quality



HIDDEN GEMS	Reviews counts	Rating
Withlocals.com Private Tours	47	9,8
Politically Incorrect Free Tours	50	9,8
CPH Cooking Class	40	9,7
Saint Ansgar's Cathedral	82	9,5
Enjoy the Tours	61	9,5
Portvinsbaren <i>(Wine bar)</i>	119	9,3
Copenhagen Synagogue	53	9,2
Teatermuseum i Hofteatret	124	9,2
St. Aleksander Nevsky Church	72	9,2
H.C. Andersen Statue	74	9,1

Low volume of reviews but high quality

Localisation of TOP quality performers

TOP 20 Stars, Hidden Gems localisation



CULTURE

Most stars and hidden gems are located in or near the historic center Indre By, with the exception of the Kronborg slot and Frederiksborg Castle



Period: Oct. 2019 – Oct 2021



Sustainability Competitive Analysis

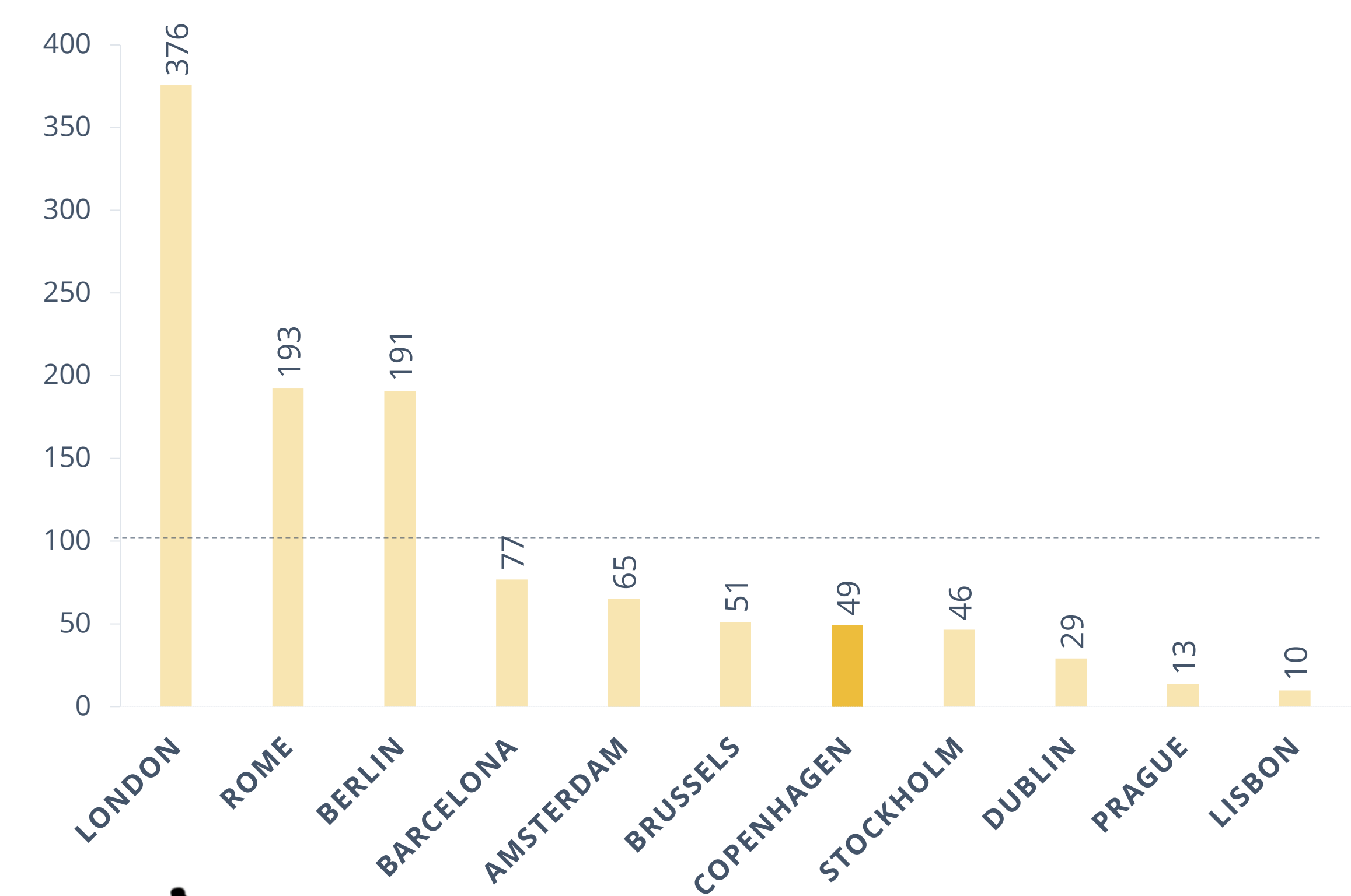


Social reputation “at large”

Copenhagen generates about half of the volume of sustainability-related social conversations compared to the average competitive set, reaching a similar level vs Brussels and Stockholm. The degree of reputation positivity shows that Copenhagen is a leading city internationally on this theme.

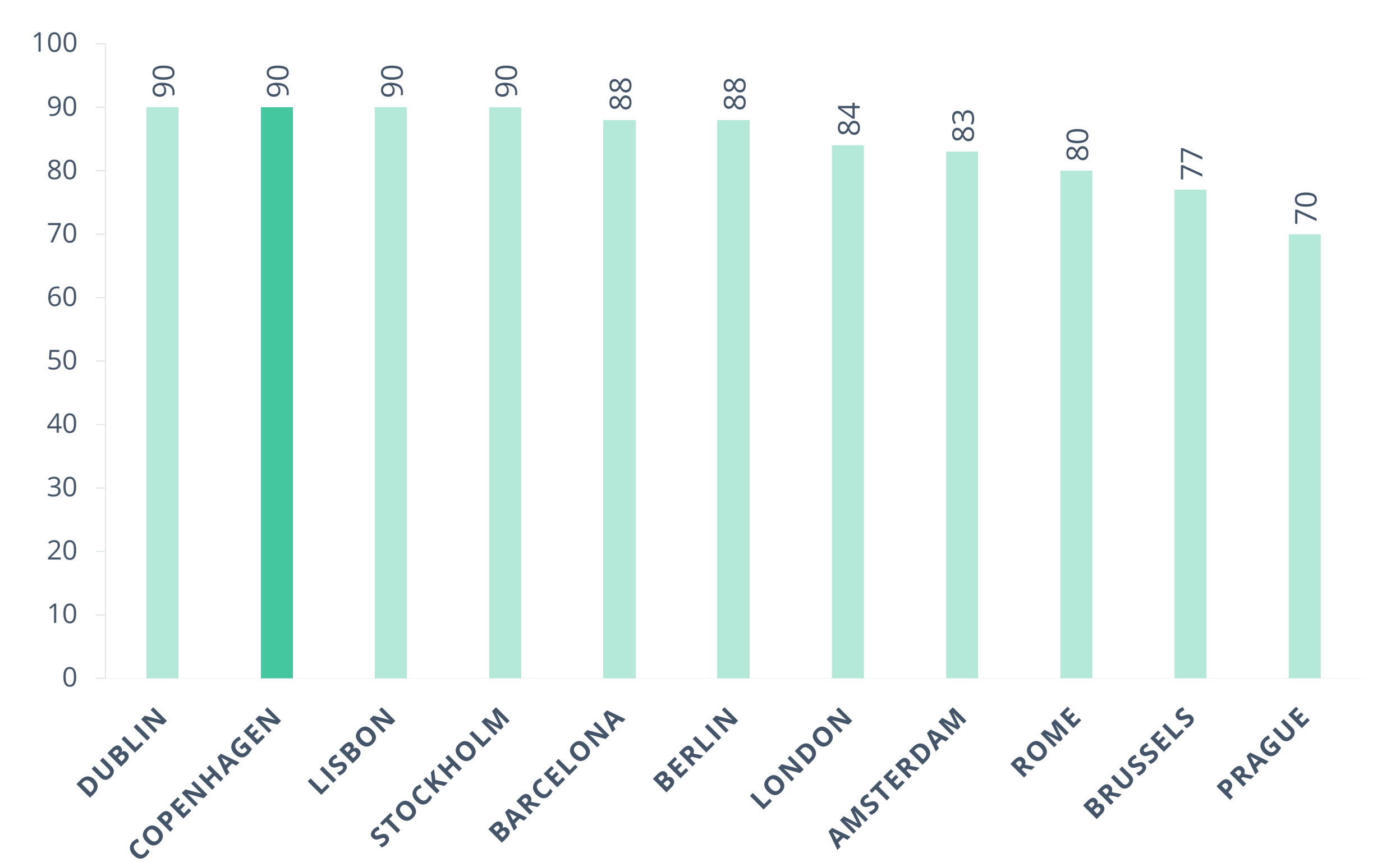
DESTINATION SENTIMENT INTENSITY INDEX

The **Sentiment Intensity index** measure the relative *volume* of posts mentioning the destination in relation to the theme, compared to the average competition (=100)

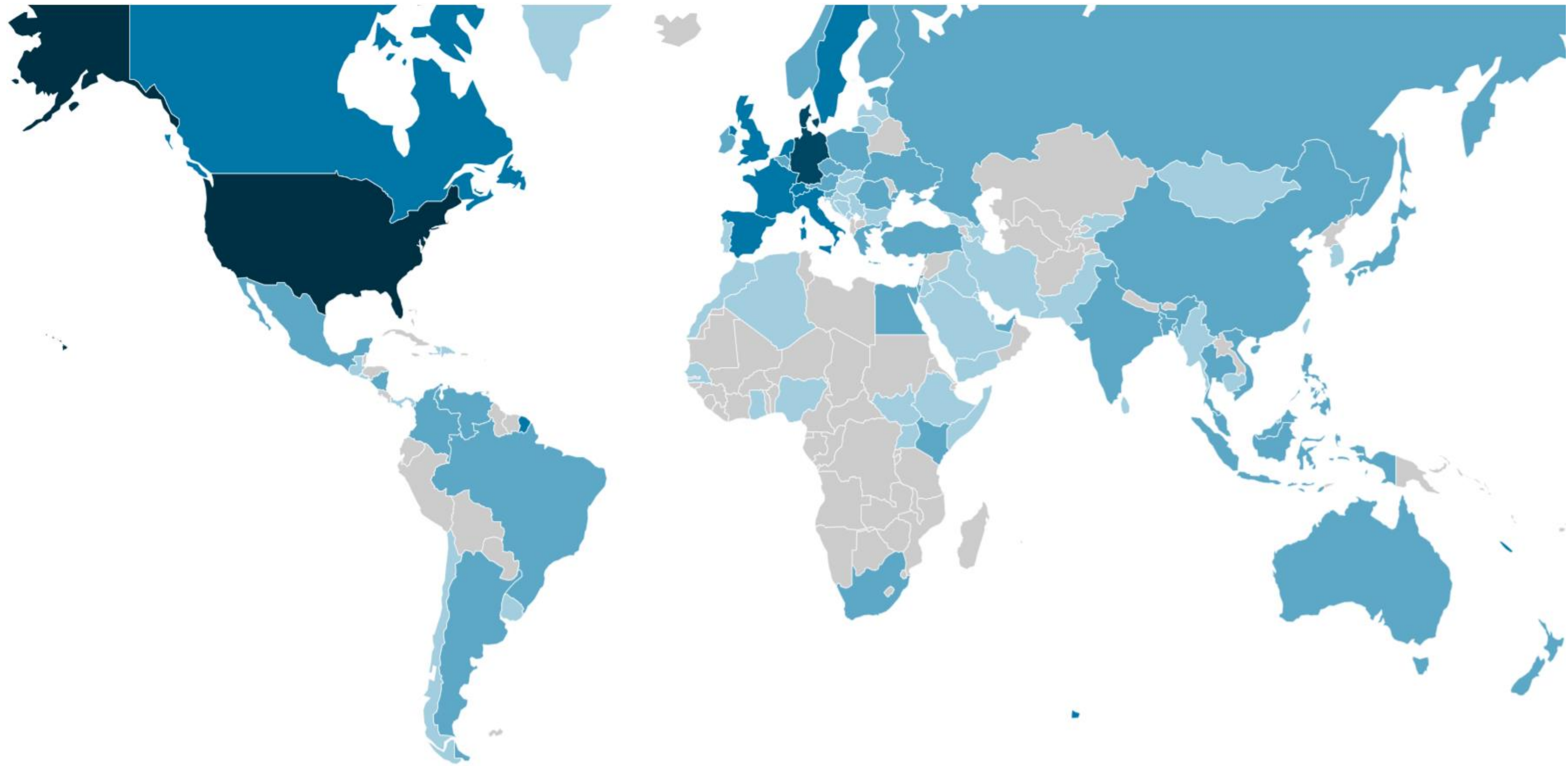


DESTINATION NET SENTIMENT INDEX

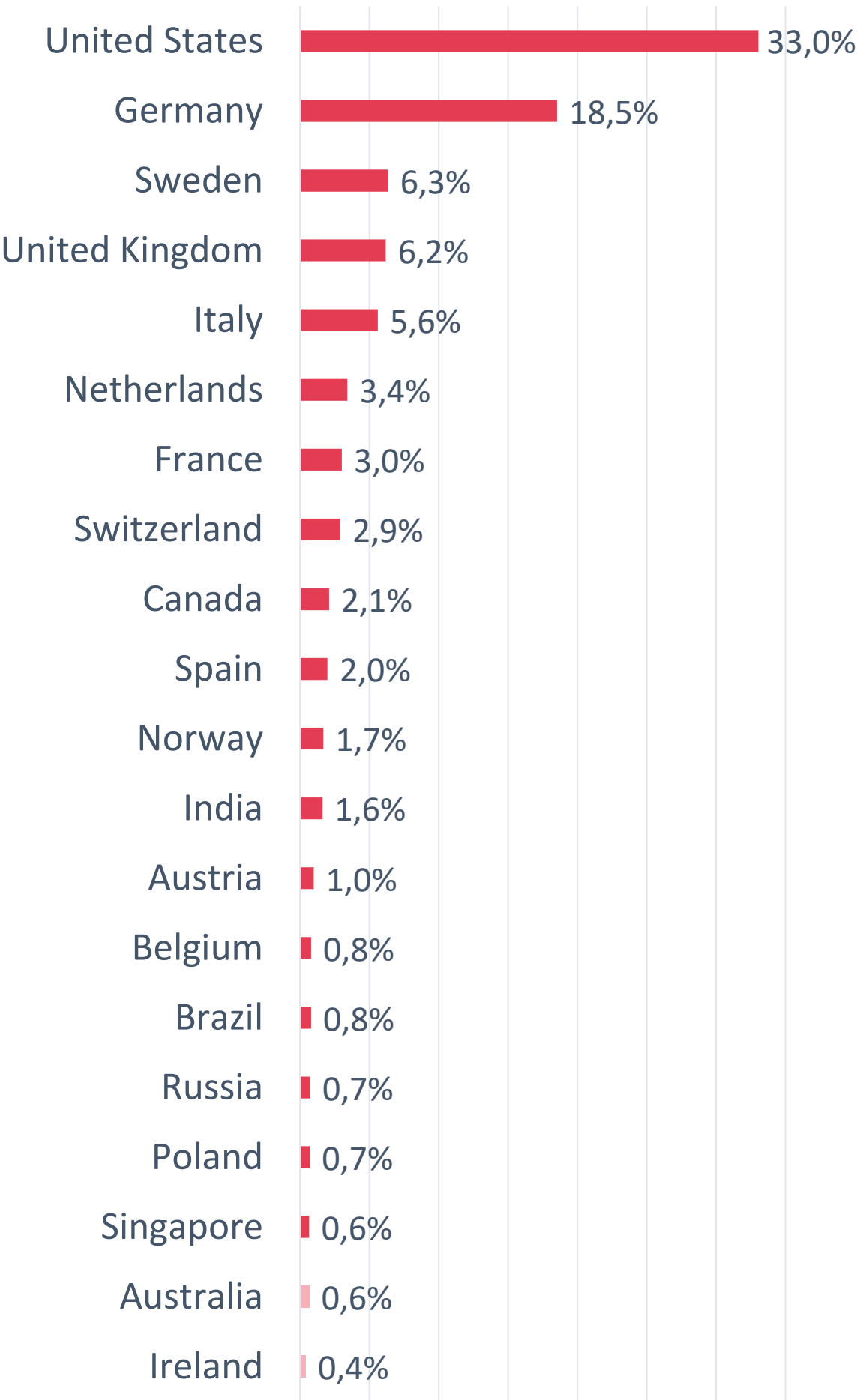
The **Net Sentiment Index** measures the polarity of web social conversations in relation to the destination (% positive - % negative posts)



Copenhagen sustainability resonance spreads worldwide with positive reputation shared in the US and in several European markets such as Germany, Sweden, the UK and Italy. Regular conversations associating sustainability to Copenhagen are also developing in Asia, Brazil and Russia.



TOP 20 PLACES OF COPENHAGEN-SUSTAINABILITY RELATED SOCIAL CONVERSATIONS



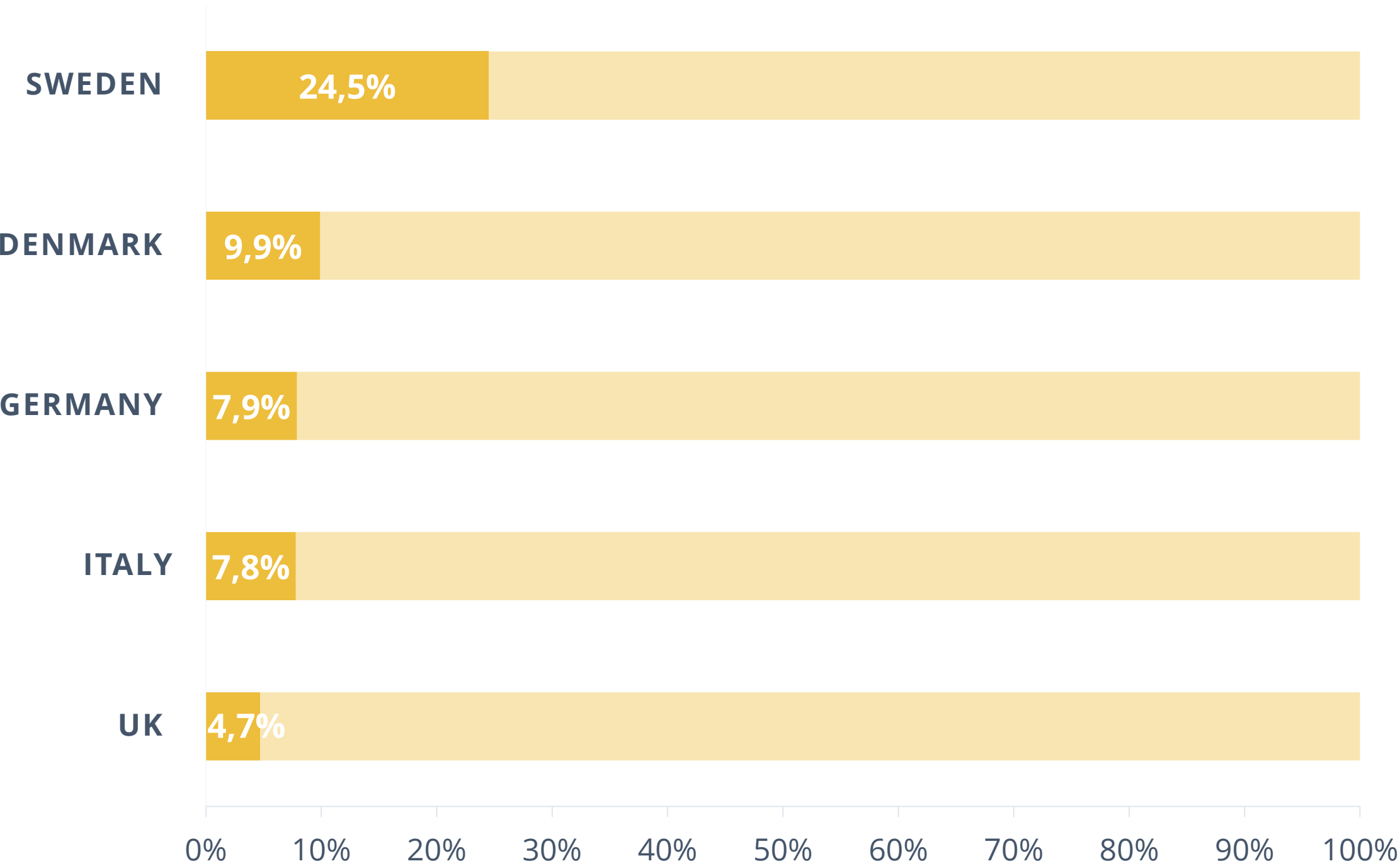
Limitations: though Chinese is a language monitored, access to specific national Chinese social networks are usually restricted then difficult to access via API technology.

SEPTEMBER 2021

1 in 4 social posts linked to Copenhagen in Sweden refers to sustainability, showing a strong focus for this theme compared to other markets when it comes to mention Copenhagen travel. While sustainability is less dominant in the UK conversations on CPH, sustainability acts there as a highly positive drivers of reputation.

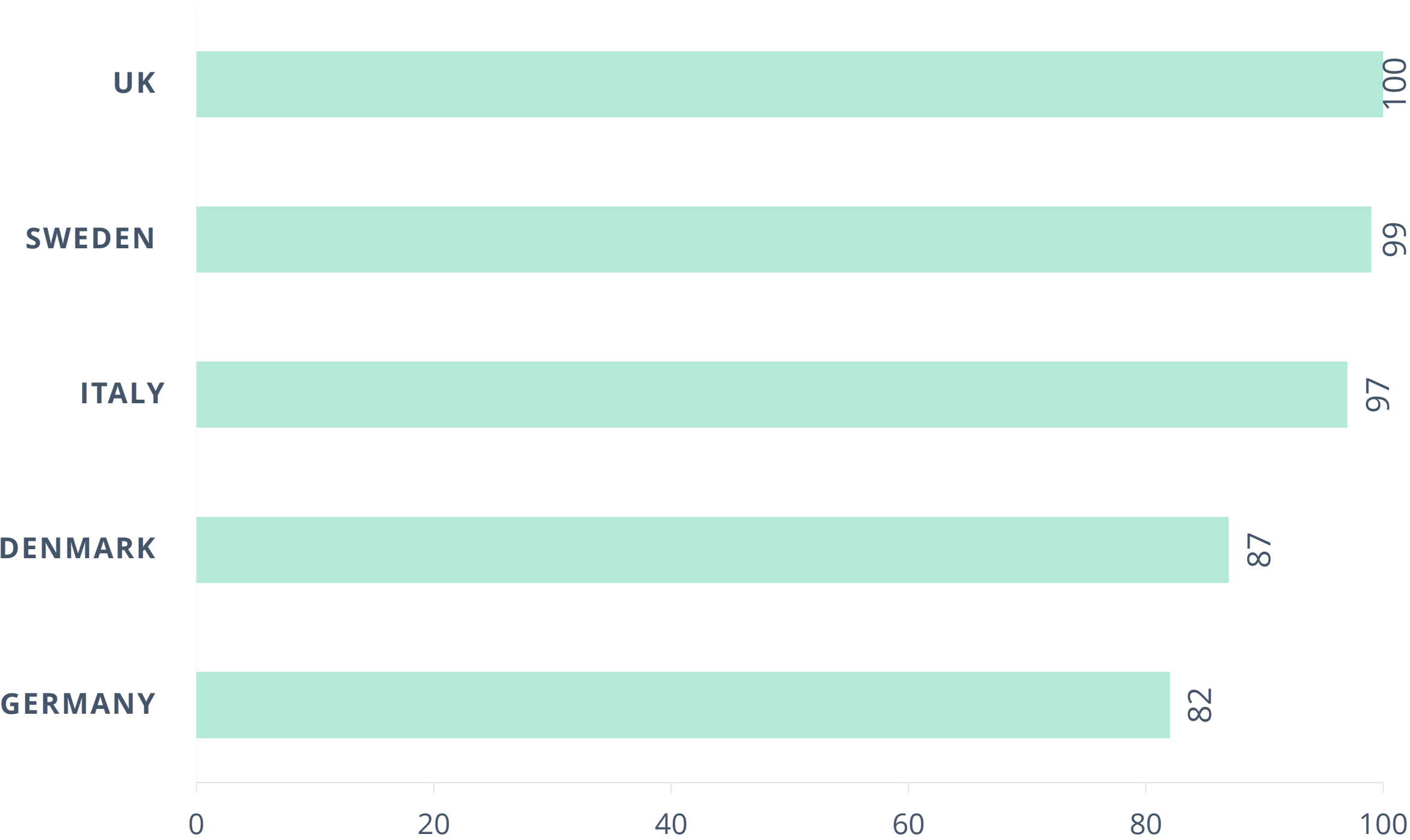
SHARE OF INTEREST FOR COPENHAGEN SUSTAINABILITY

Share (%) of Sustainability in total Copenhagen / Travel Web Social Conversations



TONALITY OF SOCIAL CONVERSATIONS

The Net Sentiment Index measures the polarity of web social conversations in relation to the destination (% positive - % negative posts)



- Spend a night at the **Coco Hotel** where **sustainability is at the heart of the full guest experience** (solar farm, 100% plastic free, sustainable food)
- Take a tour to **find the recycled troll sculpture**
- Experience a **declutter + swap party** in Copenhagen
- **Rent a cargo bike** to discover the city with children
- **Dine at Ark**, a **vegan sustainable and zero waste ideology** "that dissolves stereotypes and exceeds expectations" part of the Hot List 25th edition —Condé Nast Traveler's
- **Climb the 279-foot artificial climbing wall at CopenHill**, clean power plant that can power 50,000 homes per year (the structure has also artificial ski slope, picnic sports and tree-lined hiking path)
- Buy Bybi's honey to support their work to **protect the bees and their social approach to hire refugees**
- An **immersive experience for design lovers** with "must-see" buildings (ex: CopenHill, VM houses, Blox etc)
- **Swim in the Harbor** in summertime or wintertime
- **Take a break of the city in CPH-01**, the 1st floating island in Copenhagen (prototype of a future project)
- Experience the **cycling Danish spirit** and all the developed infrastructure to ease the cycling life
- **Shop sustainable underwear** at Woron, ran by Aina and Anya Woron
- Enjoy the **coffee sustainable culture** of the Nordics
- **Shop at IKEA's new store** in the heart of Copenhagen and **relax on the green public park rooftop**
- **Spend a night in a one room hotel floating in Copenhagen harbor**, made of recycled materials

Coco Hotel: The Copenhagen Hotel That's Effortlessly Cool—and Carbon Negative

Elise Taylor created a post

...the team behind the [Copenhagen Food Collective](https://cofoco.dk/en/), an eco-friendly, farm-to-table enterprise with 14 ... the hotel, and Copenhagen Food Collective's restaurants, use. As a result, Coco has a negative carbon footprint. Their...

published on 29/03/21 at 23:17 | Magazine | United States | www.vogue.com

Giant trolls stand to bring visitors back to botanical gardens, send a message about saving forests

Bob Keyes created a post

...lessons for ecological survival. The story of the trolls and a map of their locations will be available at the visitor's ... time." Based in Copenhagen, Dambo, 42, is considered a global leader in the realm of recycled art. In Boothbay, he is using...

published on 01/05/21 at 10:00 | Online News | United States | www.pressherald.com

Minimal Mom Declutter Challenge - 15 Ladies Declutter + Swap Party in Denmark!



Diane in Denmark shared a video

...#minimalmom #DianeinDenmark #copenhagen #hygge #zerowaste #declutter #recycle #clothesswap 00:00 15 Ladies decluttering and ... ED8sOOJuGVMF0ncKhdGKBhv8 Christmas/the Holidays https://www.youtube.com/playlist?list=PLxIYCyTLBED9iNyusR1K8xSfRBD7Slasb...

published on 05/07/21 at 11:11 | YouTube | United States | youtube.com


For families, deliveries or work: even in Italy the cargo bike is advancing

marco trabucchi created a post

... ecological operators , public libraries and the road maintenance department. In Copenhagen , cargo bikes ... the goals for sustainable zero-emission urban mobility , as envisaged by the EU objectives by 2030. A ...

published on 12/01/21 at 10:13 | Newspaper | Italy | www.ilsole24ore.com

The Best New Restaurants in the World: 2021 Hot List



CNT Editor s created a post

...egan" is the M.O. at Copenhagen's Restaurant Ark. ||| ## [Restaurant Ark, Copenhagen](https://www.restaurantark.dk/){ ... comes to food (it went organic years before the rest of us; plus, Noma), [Copenhagen] (https://www.cntraveler.com/destination...

published on 11/05/21 at 13:00 | Magazine | United States | www.cntraveler.com

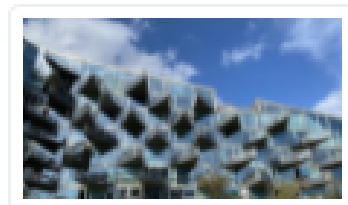
Copenhagen Is Opening a 279-foot Climbing Wall Designed to Feel Like a Real Mountain

meena thiruvengadam created a post


...per year. Copenhagen has been on a quest to minimize its energy consumption and aims to be carbon-neutral by 2025. With... CopenHill is also set up to remind residents of the city's environmental efforts. A chimney on top of the project...

published on 15/09/20 at 19:21 | Magazine | United States | www.travelandleisure.com

Copenhagen for designlover: 5 destinations not to be missed

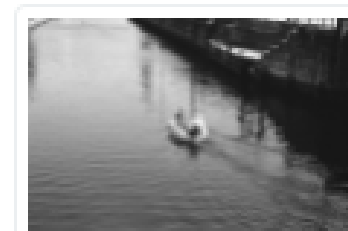


clara salzano created a post

... make a **trip** to Copenhagen a must. The architectures not to be missed in **Copenhagen** The city of **Copenhagen** was ... by solar panels. Design **sustainable** opencast The **sustainability** and the circular economy are some of the themes ... 

published on 23/09/21 at 14:14 | Magazine | Italy | [design.fanpage.it](#)

Insiders' Guide to Copenhagen with Lomography Films

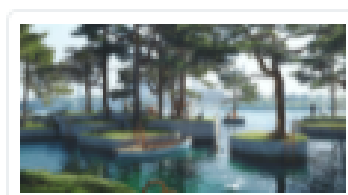


shhquiet created a post

...bars. I like to spend time around the **harbor** in the summertime. It's a nice breathing space when it's warm, and the water is clean, so you can go for a **swim**, a paddleboard **trip** or rent a motorized raft and go for a picnic on the water. Do you have...

published on 24/07/21 at 12:00 | Online News | United States | [www.lomography.asia](#)

Floating Island Parks Will Soon Be Built in Copenhagen Harbor

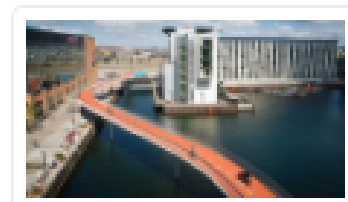


Samantha Pires created a post

...techniques of thin strips of wood along with steel and **recycled** boating material. Marshall Blecher: | LinkedIn | Studio Fokstrot: | MIR: | | **Copenhagen** Islands: | Airflix: | | My Modern Met granted permission to feature photos by Copenhagen...

published on 16/11/20 at 22:25 | Blogs | France | [mymodernmet.com](#)

World Bicycle Day: 5 Danish solutions for bicycle loving cities

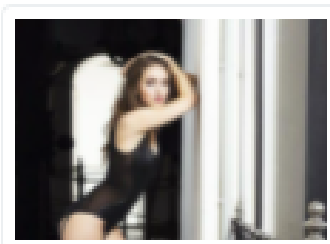


created a post

...symbol of pleasure, freedom, **sustainability** and "hygge". In **Copenhagen**, half of all trips to workplaces and educational ... of becoming both **carbon** neutral by 2025 and being the world's best cycling city, **Copenhagen** is encouraging more and more...

published on 03/06/21 at 00:30 | Blogs | Denmark | [stateofgreen.com](#)

Vegan Lingerie Brands That Are 100% Silk Free

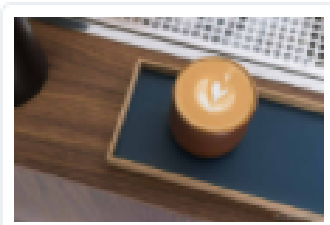


Chere Di Boscio created a post

...made from **sustainable** materials such as **recycled** polyester, **recycled** wool, Tencel lyocell and **organic** cotton. While the ... and loungewear designer who creates **eco-friendly**, **unique** garments and limited edition sets. Her goal? To make underwear an...

published on 16/03/21 at 08:03 | Blogs | United Kingdom | [eluxemagazine.com](#)

The Best Coffee Shops in Copenhagen



Kaitlin Orr created a post

...Nordics, centered around craftsmanship, **sustainability**, and accountability. What sets these independent, third wave coffee ... paved the way for specialty coffee in **Copenhagen** when founders Peter Dupont, Klaus Thomsen, and Casper Rasmussen opened...

published on 27/01/21 at 11:13 | Blogs | Norway | [andershusa.com](#)

IKEA's Massive New City Store In Copenhagen Will Have A Rooftop Park



mikelle leow created a post

...any other **sustainable** mode of transport, in honor of **Copenhagen's** vision to be the world's first **carbon**-neutral capital by ... from nearby canals will be **recycled** to cool down the outlet. The **unique** IKEA store is expected to open in the summer of...

published on 11/06/21 at 11:44 | Online News | Singapore | [designtaxi.com](#)

Hotel Made of Recycled Materials Floats in Copenhagen Harbor



lloyd alter created a post

...aesthetic," asking "Why do we **travel**? And would we still **travel** if everywhere was the same? What would be the point?" ... The trick was to disrupt the hotel industry by allowing **travellers** (never **tourists**) to temporarily insert themselves into...

published on 02/09/20 at 18:49 | Blogs | United States | [www.treehugger.com](#)



DISTINCT EMOTIONAL DNAs ASSOCIATED TO COPENHAGEN SUSTAINABILITY

- **Feeling inspired by the Hygge state-of-mind** and its sustainability principles
- **Feeling smart in a smart city** / feeling **included** in a social engagement as visitor
- Feeling the “**woman power**” / the “**mother power**” (Danish respect home-life!)
- **Breathing green** even in a big city thanks to all the parks and green transport habits
- Feeling **relaxed** / **atmosphere** of “slow-life” that favors **disconnection**
- **Challenging oneself like a Danish** swimming in the **Harbor** in wintertime
- **Feeling the pride of acting sustainably day-to-day** when visiting Copenhagen
- **Getting satisfaction** of being an **actor in a city** internationally famous for its sustainability
- **Feeling respect** in a tolerant city

Examples of emoticons shared



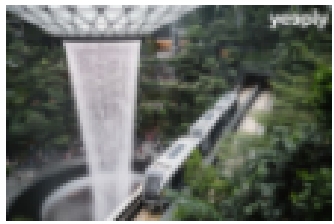
Looking for ,hygge’ in Copenhagen – Conscious Travelista

Conscious_Travelista created a post

So this was supposed to be a city **trip** like no other! If you truly want to be a **sustainable traveller**, try to do it like a ... personally, it was my first **trip** to Denmark. When we researched a **sustainable** accommodation we found a hotel named “ Kong...

published on 17/01/21 at 20:58 | Blogs | United States | [mygreenplanet.travel.blog](#)

Top 10 Smart Cities Worldwide: The Future of Urban Evolution




Maricar Morga created a post

...developing a **sustainable**, environmentally friendly atmosphere. Although smart cities and **sustainable** places are a little ... #3. **Copenhagen** The Danish capital is heading towards smart growth, integrated with its radical **environmental** policies...

published on 10/11/20 at 09:00 | Blogs | United Kingdom | [en.yeeply.com](#)

‘In Denmark, women can be leaders but also have the right to be mothers’




deirdre mcquillan created a post

...was too stressful,” she recalls. **Copenhagen**’s diverse food and music scenes are huge attractions. But what she most relishes about **Copenhagen** Fashion Week “is its **sustainability** aspect which is not only vital, but inspiring in the change it is...

published on 05/02/21 at 06:44 | Newspaper | Ireland | [www.irishtimes.com](#)

Pocket Parks: Small-Scale Urban Breaths



matheus pereira created a post

... residents of **Copenhagen** . The design approach aims to highlight and improve the park’s existing qualities, uniting the park’s different areas and activities. Small gardens on plots and **natural** plantations **have** been **preserved** , while the path... [A](#) [R](#)

published on 12/02/21 at 14:00 | Online News | Brazil | [www.archdaily.com.br](#)

These are the best cities to live and visit, according to Time Out magazine (and which are the ...



created a post

... the most "progressive" and the second most **sustainable** in the ranking. 2. Amsterdam (Netherlands) The capital of the Netherlands used ... surprise that 66% of the inhabitants of **Copenhagen** said that in the city you can "relax". But a large number of ... [A](#) [R](#)

published on 10/09/21 at 23:03 | TV / Radio | United Kingdom | [www.bbc.com](#)



EXAMPLES OF NON-TOURISM AMBASSADORS ALSO SHAPING THE DESTINATION SUSTAINABLE REPUTATION

- **Pandora**, Danish company based in Copenhagen stopping mined diamonds
- **Thomas Dambo**, upcycling Danish artist creator of the giant troll sculptures
- **Bjarke Ingels**, Danish starchitect imagining Telosa, the city of the future, that aim to become the most sustainable city in the world
- **Cofoco (Copenhagen Food Collective)** a community of restaurants and hotels gather to integrate sustainability within their working process: minimizing food waste, Danish filtered tap water, organic food, partners that prioritize animal welfare, solar farm (which cover all their electricity)
- **Bybi**, urban beekeepers of Copenhagen aiming to cultivate and regenerate system for bees, flowers and humans to live together and employing refugees
- **MAD Academy** in Copenhagen aims to inspire chefs, cooks, servers and eaters to create sustainable change in cooking sphere
- **DFDS (Danish naval company)** working on a hydrogen-powered ferry for Oslo-Copenhagen route
- **Copenhagen Fashion Week** looking to change the way the event is executed by becoming more sustainable (ex: end of single-use plastic bottle, plastic hangers to become forbidden etc.)
- **Pernille**, sustainable living **Instagram influencer** living in Copenhagen (website: <https://sustainimalism.com>)
- **3 Days of Design**, design event where recycling materials are presented (ex: stools featuring composites of recycled grain from Carlsberg beer production and plastic reclaimed from insulin pens by Mater brand)
- **Researchers at the University of Copenhagen** working on a project to invent a completely new category of vegan protein
- **Christian Puglisi**, a Danish chef and owner of several restaurants in Copenhagen (including the only certified organic Michelin Star restaurant, Relæ), advocate for food biodiversity and founded the Farm of Ideas, a small-scale agricultural operation that provides food for Puglisi's restaurants

Pandora, One Of World's Biggest Jewelry Makers, Says Goodbye To Mined Diamonds

reporter, huffpost created a post

...people will buy diamonds even though the **company**'s diamond sales are only a very small portion of the 100 million pieces the brand sells each year. The **Copenhagen**-based **company** is slated to release its first collection featuring the lab-made stones...

published on 04/05/21 at 17:43 | Online News | United States | www.huffpost.com

Artist Thomas Dambo's giant troll sculptures come to life in the Coastal Maine Botanical Gardens

steve annear created a post

...and **recycled** wood and other natural materials. The exhibit, called “ Guardians of the Seeds,” is the work of **Copenhagen**-bas ... folklore and fairy tales to transport **visitors** to a magical world while conveying the importance of forest preservation...

published on 12/05/21 at 15:04 | Newspaper | United States | www.bostonglobe.com

Bjarke Ingels designing Telosa desert city for five million people

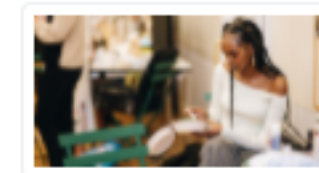


tom ravenscroft created a post

...become "the most **sustainable** city in the world". "My focus turned to making Telosa the most **sustainable** city in the world," ... scratch?" "Just imagine what's possible with **sustainable** building materials, autonomous vehicles, electric aircraft, and...

published on 01/09/21 at 19:36 | Blogs | United States | www.dezeen.com

Cofoco Food to partner with Copenhagen Fashion Week for another season



created a post

...season: **Copenhagen** Fashion Week is ecstatic to announce that we will be partnering with **Cofoco** Food this season! **Cofoco** ... creating **sustainable** meals for everyday life, creating the opportunity to eat in good conscience. **Cofoco** Food has embarked...

published on 13/01/21 at 22:20 | Blogs | Denmark | copenhagenfashionweek.com

How These Danish Bees Give Hope to Refugees



agostino petroni created a post

...a boat. After 46 days of frightening **travel**, he arrived in Copenhagen, Denmark. Haboo didn't speak a word of Danish at... With some 150 colonies in 30 locations across **Copenhagen**, Bybi employs marginalized people to plant flowers in windowsills...

published on 02/04/21 at 19:48 | Online News | United States | www.yesmagazine.org

A Star Chef's Top-Down Revolution for Solving Food Inequity



kieran morris created a post

" In Environment & **Sustainability**, Ed Romein, a Dutch academic who was hired from **Copenhagen** Business School, MAD's first ... social responsibility. "Much like the **ethical** turn happening throughout fine dining—rising above macho kitchen culture;...

published on 12/08/21 at 14:35 | Newspaper | United States | www.wsj.com

This hydrogen-powered dreamboat is here to clean up the seven seas



tuesday created a post
...zero-**carbon** ships by 2030. Alongside that, the government of Denmark passed a law committing the country to slash **carbon**
... only as **sustainable** as the energy used to produce it. And, handily, those wind farms are located near the **Copenhagen** port...

published on 12/01/21 at 07:00 | Magazine | United Kingdom | www.wired.co.uk

Meet four of Copenhagen Fashion Week's emerging designers



jessica davis created a post
" What do you love most about **Copenhagen** Fashion Week? LLB: "I love the opportunity to **travel** to my home city. Living in ... of cheap **organic** food, and the ocean to swim in. Unfortunately, my bike is here in Paris but in **Copenhagen**, you can easily...

published on 10/08/21 at 10:00 | Magazine | United Kingdom | www.harpersbazaar.com

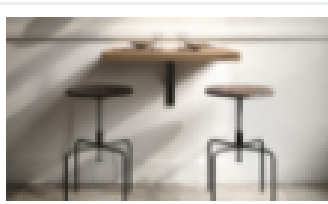
Top 150 Sustainable Living Instagram Influencers most followed in 2020



Anuj Agarwal created a post
...Foster Bio **Travel** ✈️ **Sustainability** 🌱 Misty Foster: **Travel** Designer & Content Creator ↔️ **sustainable travel** 🌿 Use → ...
Sustainable Living 🌱 🍷 **Ethical Fashion** 🌿 Low-Impact Living 🏡 **Sustainable Travel** 🌿 Host of
@ethicalconversationspodcast...

published on 25/09/20 at 15:50 | Blogs | United States | blog.feedspot.com

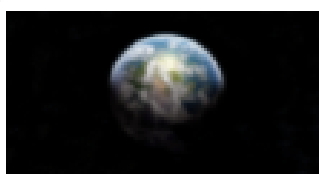
In-Person Event 3 Days of Design Leads with Sustainability



ella mcdougall created a post
...with limited **visitors**. **Recycling** Refresh: **Recycled** materials are prolific in launches. **Copenhagen**-based brand Mater ...
out of **recycled** fishing nets. Likewise, Danish brand &Tradition launched its Rely chair with a 100% **recycled** plastic...

published on 25/09/20 at 11:00 | Blogs | United States | www.stylus.com

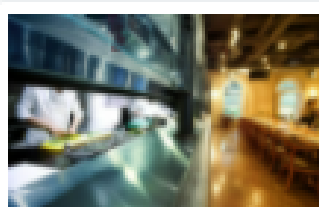
Danish Researchers Raise \$9 Million to Develop a New Vegan Protein That's Better for the Planet



nicole axworthy created a post
...Science at the University of **Copenhagen** have received DKK 56 million (US \$9 million) to develop the fundamental knowledge
required to invent a completely new category of vegan protein as a **sustainable** alternative to animal protein. The grant
comes...

published on 09/06/21 at 12:34 | Online News | United States | vegnews.com

18 Chefs Promoting Biodiversity For a Healthier Planet



Anna Tobin created a post
...wildlife thrive. In an effort to **protect biodiversity** and the **environment**, chefs around the world are highlighting ...
Copenhagen, including the only certified **organic** Michelin Star restaurant, Relæ. He is an advocate for food **biodiversity**...

published on 01/07/21 at 09:00 | Blogs | United States | foodtank.com



POSITIVE CONTEXTUAL DRIVERS

- The will of Copenhagen to be **Carbon neutral by 2025**
- Copenhagen ranks 2021 **safest cities in the World**, the city overlooks in the "environmental security" pillar (one of the 5 pillars composing the index)
- **Cooperation between Denmark and China at the 3rd China International Import Expo** gives opportunity to feature **Danish organic food**
- Copenhagen has decided to build **infrastructure encouraging and rewarding cycling**: road, rubbish bins, cycle superhighways, footrests etc.
- **New night rail itinerary as part of the revival of the night train** in Europe, between Stockholm, Berlin and Copenhagen to ease the access to the city but with sustainable transportation
- **Closing of the World's largest fur auction** house after minks cull
- The **future opening of Bella Arena**, to receive more international events but still with a **focus on sustainability and circularity**



NEGATIVE CONTEXTUAL DRIVERS

- **The artificial island project off Copenhagen** to protect the city from the rising waters criticised by environmentalists due to its ecological impacts
- **Copenhagen mayor facing sexual harassment accusations** causing discrepancies vs woman respect DNA of the city
- **Copenhagen bans e-scooter from city center** because of too numerous accident even though this transportation is popular among tourists

Copenhagen Has Set The Goal Of Becoming Carbon-Neutral By 2025



rashima nagpal created a post

Copenhagen has set the goal of becoming **carbon**-neutral by 2025. Its innovative ways of achieving that target offer **tourists**... By Aatish Nath **Copenhagen** is not a city of superlatives. It isn't looking to draw **tourists** with the world's largest Ferris...

Copenhagen ranks highest in the Safe Cities Index 2021



<https://www.studiox.bg/> created a post

...personal security, and **environmental** security. Naturally, the index's framework has been updated to reflect the impact of the pandemic. In addition to this, it is the first time that the EIU includes **environmental** security in the index. Which...

published on 24/08/21 at 11:28 | Online News | Poland | www.themayor.eu

Danish-Chinese cooperation of utmost importance, says Danish minister



cgtn created a post

...its **organic** products. Danish companies look forward to presenting their unique products and solutions to Chinese **visitors** at ... said Jensen. While food producers and **ecological** farming are the main force in the Danish pavilion at CIIE, pharmaceutical...

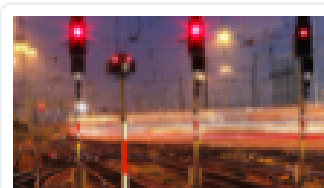
Covid-19 has seen a great surge in new city bike lanes



tuesday created a post

... Cyclists in **Copenhagen**, Denmark pedal an estimated 1,440,362 kilometres per weekday, not just for **environmental** reasons, but ... are looking to **Copenhagen** as they encourage cycling in their fight against congested roads and **carbon** emissions. In 2019...

Copenhagen-Berlin night train wakes from sleep after seven years of shutdown



poul kattler created a post

... **environmental** activists , advocates of climate-friendly modes of transport: "I hope it will be a good **trip** and a ...

published on 28/06/21 at 15:49 | TV / Radio | France | fr.euronews.com

World's Largest Fur Auction House to Close



charlotte pointing created a post

...**ethical** to cull millions of mink? Many animal rights and anti-fur activists argue that there was never anything **ethical** ... McCartney's **sustainable** fur-free fur. Even Queen Elizabeth II is fur-free now. The closure of **Kopenhagen** Fur is just...

Bella Arena - Copenhagen new multiarena



mikkel aarø-hansen, ceo of wonderful copenhagen created a post

...shown that the capital needs **tourists**, both **holidaymakers**, business **travelers** and those who come to experience special ... the experience economy in the **Copenhagen** of the future." **Sustainable** construction gives green gold...

published on 22/06/21 at 13:21 | Online News | Netherlands | www.tw-media.com

Denmark parliament approves giant artificial island off Copenhagen

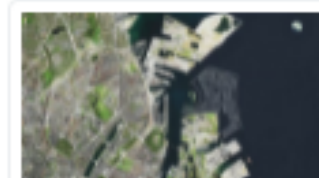


image copyright danish government created a post

But it faces opposition from **environmentalists** who have concerns over the **impact** of its construction. Plans for ... vehicles. One **environmental** assessment suggested that up to 350 lorry journeys a day through **Copenhagen** would be required to...

published on 04/06/21 at 18:28 | TV / Radio | United Kingdom | www.bbc.co.uk

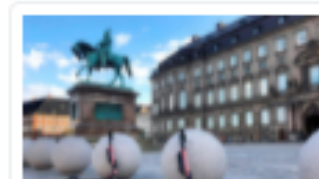
Denmark, the mayor of Copenhagen, accused of sexual harassment, resigns



Federico Rampini created a post

... great strides of **Copenhagen** as the greenest and most **sustainable** capital and metropolis in Europe, have been relaunched by ... women, and it faces scandals on every front. **Travel** to Billund, Denmark. Where KEREN LENTSCHNER's Legos are born (LE ...

After countless complaints and accidents with e-scooters: Copenhagen takes radical measures



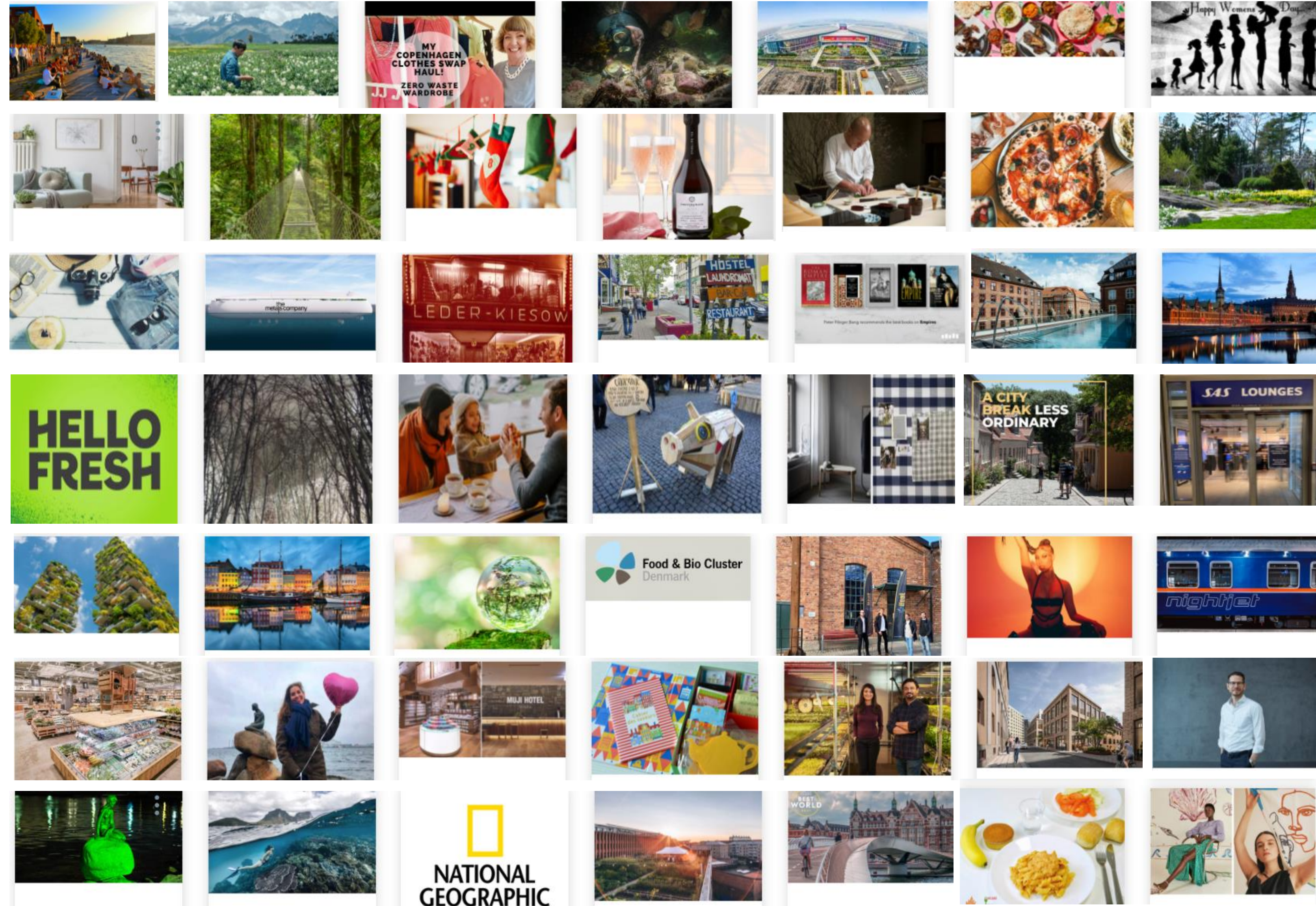
dpa / steffen trumpf created a post

... announced the **environmental authority** on AFP request. The city council has yet to agree. E-Scooter: **Copenhagen** pulls the emergency brake ... Cities are restricting the use of electric scooters, which are especially popular with **tourists** . In Germany and France ...

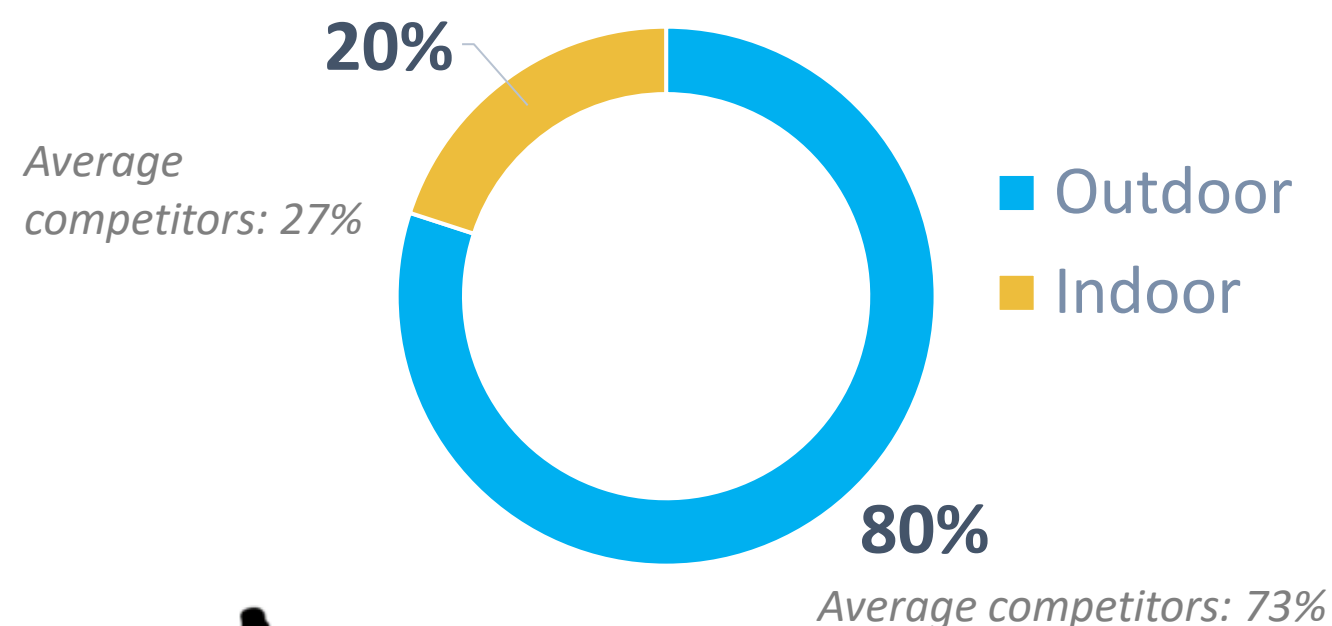
published on 09/10/20 at 15:40 | Newspaper | Germany | www.solinger-tageblatt.de

What does pictures shared reveal about Copenhagen as a sustainable destination?

- Extreme diversity in topics associated to sustainability (transports, architecture, food, events, way of life...)
- Infusion of sustainability in the **everyday life**
- A sentiment of **visual modernity**
- **Cycling** and slow/green transportation
- Strong visual presence of **parks, trees**, CopenHill, future **buildings with trees** ...
- The **water presence** is very iconic of the theme
- **Many faces** incarnating sustainability
- **Technologies** and futurism



Indoor/Outdoor split
among shared visuals





Sustainability Competitive Analysis

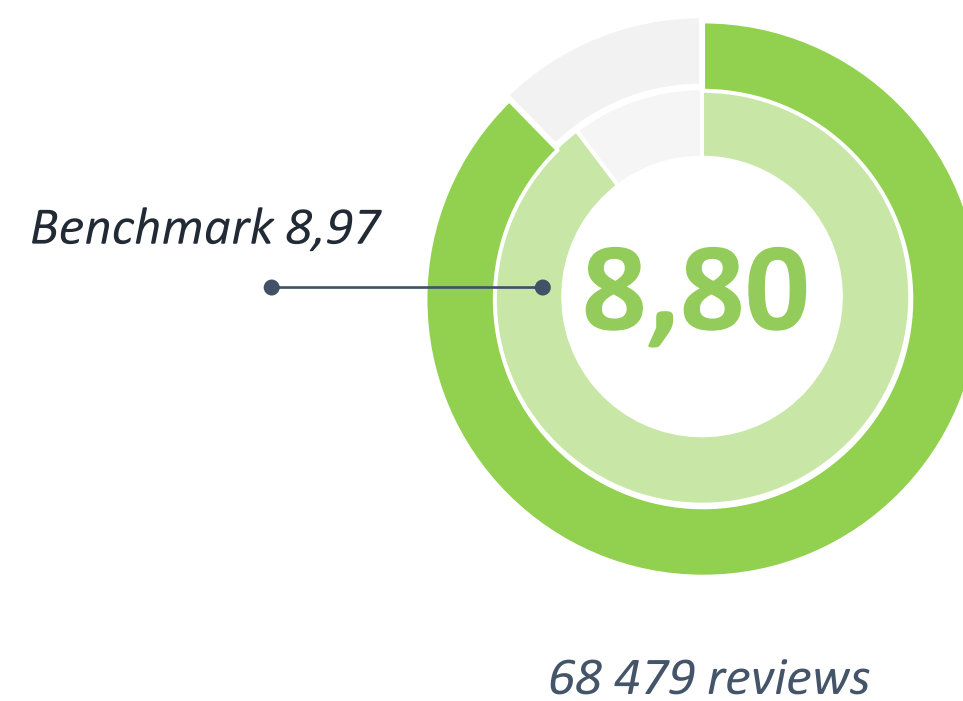


Visitor Rating and Reviews

High reputation for Sustainability experiences, though slightly below the benchmark

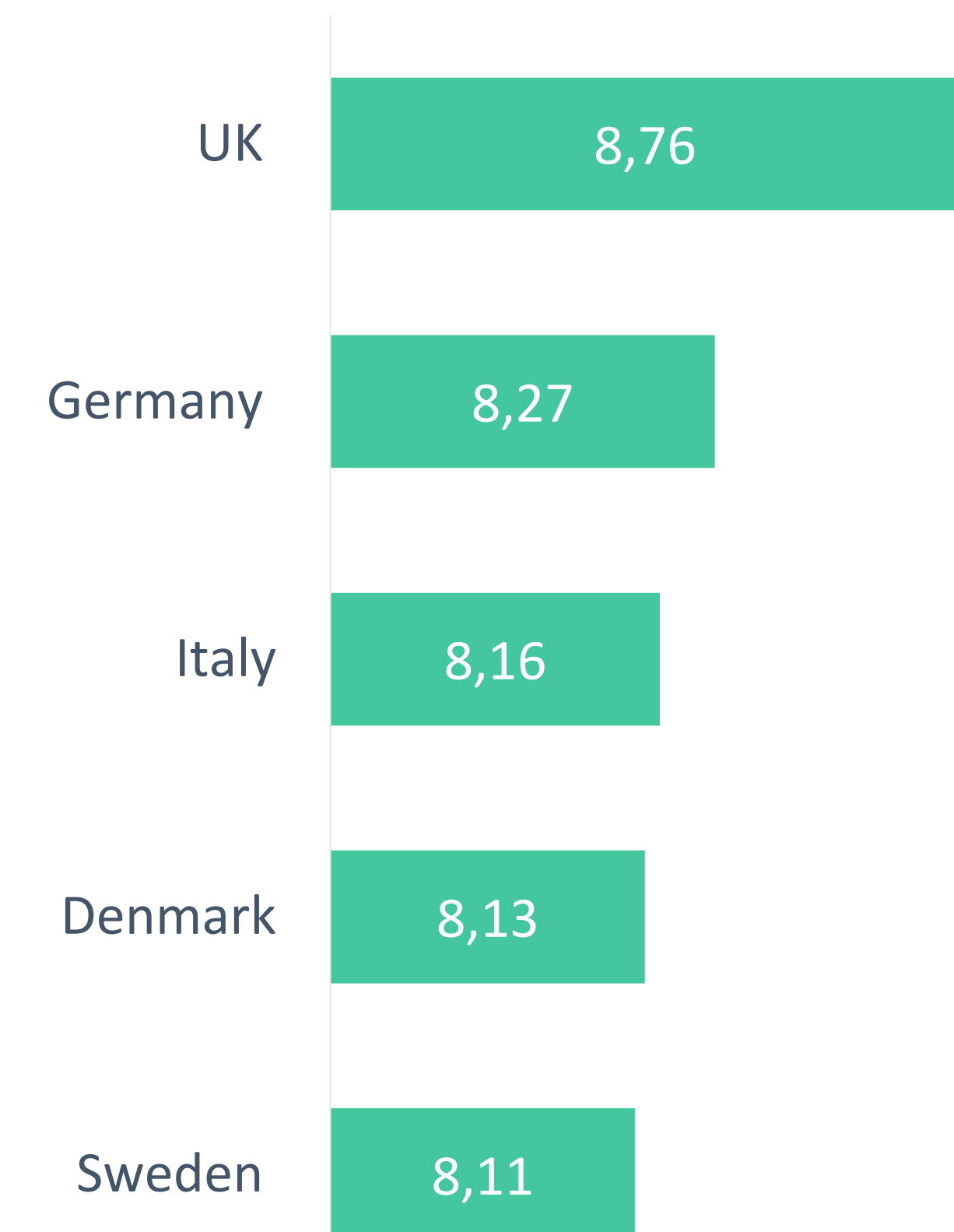
Copenhagen ratings on sustainability activities are very positive though slightly below the competitive average. British visitors are the most delighted with their experiences, Swedish and Danish rate lower. Alike for Culture reviews, Sanitary and Pandemic Precautions scores are below the vigilance point of 5/10.

Overall Rating Sustainability CPH

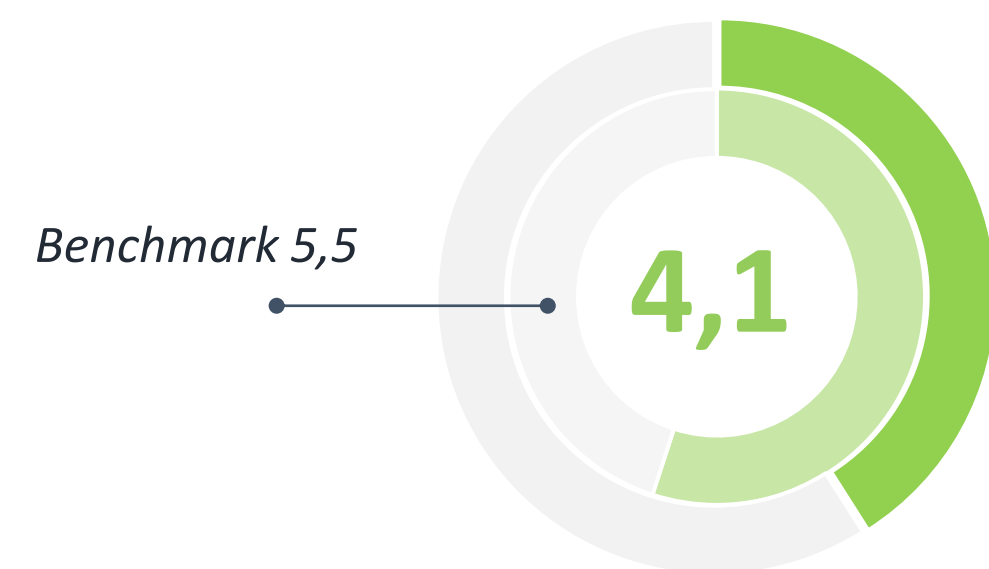


Rating per market

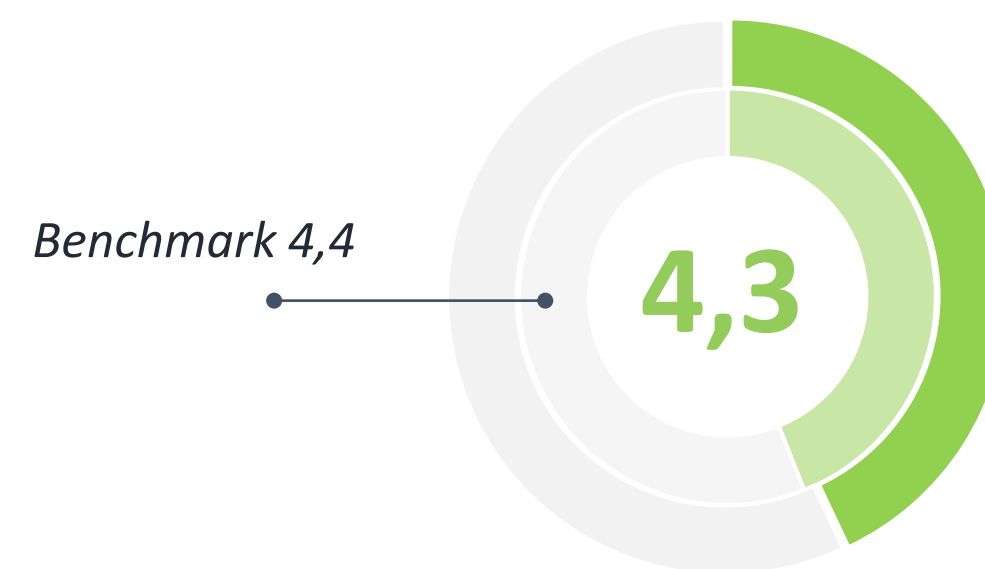
Based on markets with the largest reviews' count



Sanitary Safety Score (*)



Pandemic Precautions Score (*)



Benchmark: AVG Score for Amsterdam, Barcelona, London, Berlin, Rome, Prague, Lisbon, Stockholm, Brussels and Dublin

() Sanitary/Pandemic related scores should be kept above 5/10 for fuelling a positive sentiment to visitors*

Alike for cultural attractions, the overall sense of place and atmosphere plays a great role in sustainable experiences which touches various facets of the visitor journey (food, accommodation, transport...). However, some negative reviews related to the hygiene and sanitary safety for accommodation creates a discrepancy with the sustainability promise, impacting the overall value for money perceptions.

	Copenhagen - Sustainability		Benchmark	
	Tonality (/10)	Frequency	Tonality (/10)	Frequency
Food relatated	9,3	<div><div></div></div> 30%	9,2	<div><div></div></div> 28%
Accommodation related	7,6	<div><div></div></div> 17%	8,4	<div><div></div></div> 13%
Surrounding area	9,1	<div><div></div></div> 10%	8,9	<div><div></div></div> 6%
Value for money	7,9	<div><div></div></div> 9%	8,6	<div><div></div></div> 7%
Personnel	9,3	<div><div></div></div> 9%	9,5	<div><div></div></div> 11%
Interest/Appeal of visit	9,3	<div><div></div></div> 5%	9,7	<div><div></div></div> 15%
Hygiene	8,3	<div><div></div></div> 3%	9,0	<div><div></div></div> 2%
Transport related	8,4	<div><div></div></div> 3%	8,3	<div><div></div></div> 2%
Housekeeping	9,0	<div><div></div></div> 2%	9,4	<div><div></div></div> 2%
Atmosphere	9,5	<div><div></div></div> 2%	9,3	<div><div></div></div> 1%
Sound	5,0	<div><div></div></div> 2%	5,8	<div><div></div></div> 1%
Light	8,7	<div><div></div></div> 1%	8,9	<div><div></div></div> 1%
Sanitary Safety	4,1	<div><div></div></div> 1%	5,5	<div><div></div></div> 2%
Entertainment Value	2,7	<div><div></div></div> 1%	3,2	<div><div></div></div> 2%
Pandemic Precautions	4,3	<div><div></div></div> 1%	4,4	<div><div></div></div> 1%

Sustainable Stars and Hidden Gems are very diverse: tours, shopping, brewing, art, restaurant, parks, markets and museums, showing to visitors the wide spectrum the city has to offer in terms of sustainability.



STARS	Reviews counts	Rating
Marv & Ben <i>(Restaurant)</i>	718	9,5
Ark <i>(Restaurant)</i>	766	9,2
Reffen <i>(Quick bites)</i>	2 897	9,1
Sydhavnstippen <i>(Park)</i>	707	9,1
Botanical Garden	1 780	9,1
GoBoat <i>(Driven boats)</i>	647	9,1
Amager Fælled <i>(Nature reserve)</i>	604	9,1
Tivoli Gardens	16 149	9,1
Oerstedsparken	2 789	9,0
La Banchina	686	9,0

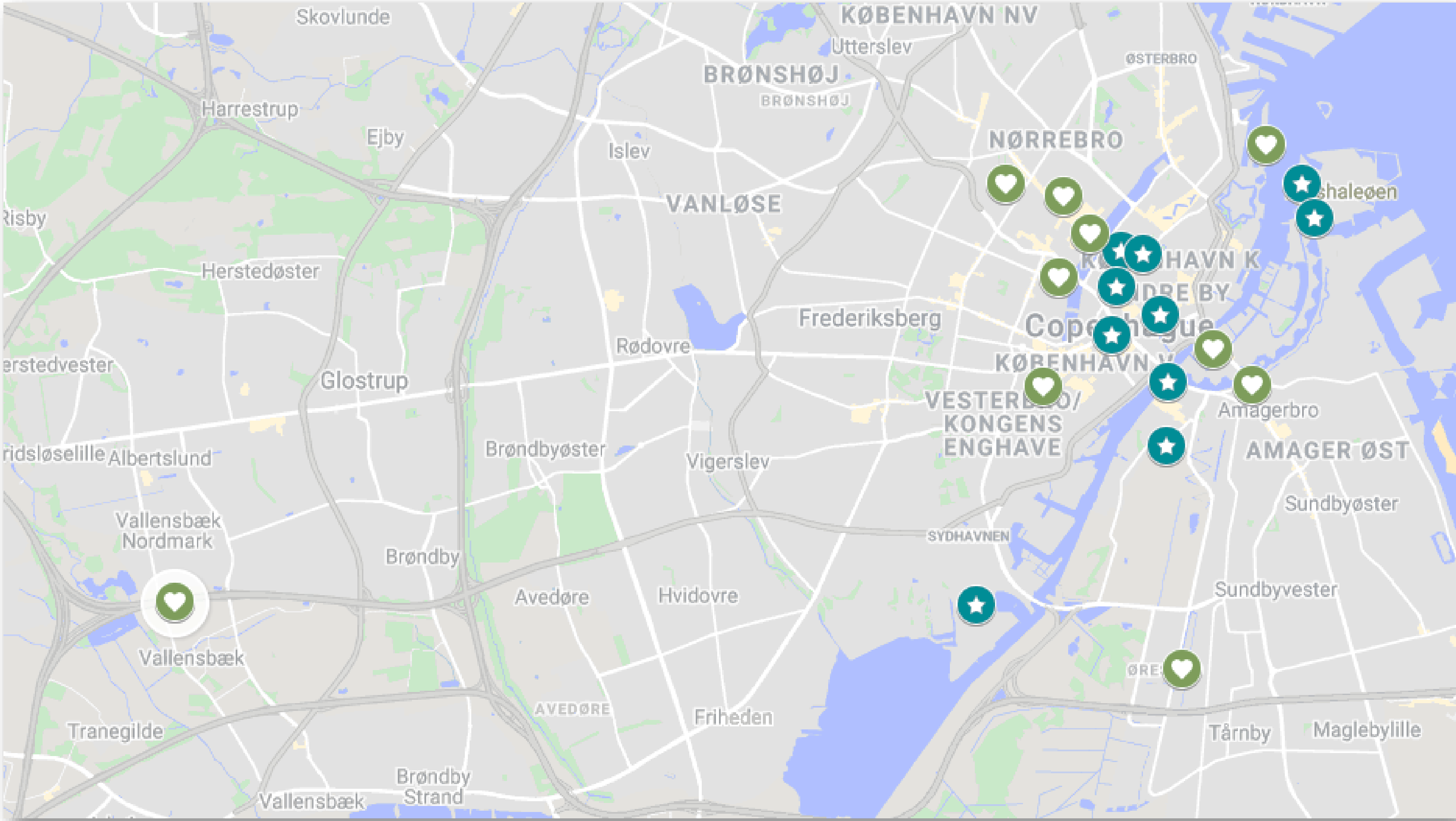
High volume of reviews AND quality



HIDDEN GEMS	Reviews counts	Rating
Copenhagen By Mie & Friends <i>(Private tours)</i>	217	10,0
Segway Cruise Copenhagen	162	9,9
Res-Res <i>(Sustainable fashion)</i>	40	9,9
People Like Us <i>(Danish craft brewing)</i>	49	9,6
Forgotten Giants <i>(Woods sculptures)</i>	87	9,5
Nova Experiences Copenhagen <i>(Tours)</i>	64	9,4
Be A Wear <i>(Sustainable fashion)</i>	45	9,4
Gågrøn <i>(Green shop)</i>	41	9,2
LØS market <i>(Zero waste store)</i>	102	9,2
Restaurant Radio	245	9,0

Low volume of reviews but high quality

Most stars are located in the city center, whereas several hidden gems are out of the mainstream paths possibly encouraging visitors to explore remote places and communities in the city.





Take-Aways

Key learning – Copenhagen Culture

Summarizing Copenhagen competitive perception

- 1) Although culture in Copenhagen generates lower volumes of conversations compared to average competition, the **polarity remains highly positive and competitive**.
- 2) **The Copenhagen culture is a great driver of international reputation for the city**, particularly in **Germany and Italy**.
- 3) Conversations shared about culture in Copenhagen are **very diverse** and confirm the **large potential of the destination on this segment**: modern/original architectures, diversity of art (paintings, music, street-art etc.) and a unique “Danish art of living” infused in the culture (Hygge, Happiness Museum, lifestyle, design, gastronomy...).
- 4) Named **the 2nd happiest in the world**, Copenhagen is legitimate for **creating itineraries around this DNA**: beside the museum of Happiness, a “**Hygge**” **path** to immerse the visitors in this **totally unique concept that fits very well the post-Covid era and consumer expectations**.
- 5) Copenhagen culture makes visitors feel **positive emotions** as the **self-enrichment** thanks to culture diversity, **boosting its creativity** and a feeling of **tolerance and freedom** surely supported by Hygge state-of-mind.
- 6) **Food is an integral part of Copenhagen culture**. This theme has however a limited presence in social conversations while many hidden gems experiences exist. It is suggested to foster further partnerships with restaurants offering cultural component (chef stories, cooking classes, picturesque decors...) share pictures of their work, encouraging visitors to share specific hashtag and pictures, or using more of culinary influencers.
- 7) The destination can **take advantage of its non-tourism ambassadors and their influence to promote/communicate on specific themes/niches**: for example, Tim Schou promoting music festivals, Olafur Eliasson (architect) “sponsoring” Copenhagen Capital of Architecture for 2023 etc.
- 8) **The destination is recommended for teenagers**, providing opportunities to promote atypical cultural activities using dedicated social media (TikTok...) and influencers.
- 9) Copenhagen has **several hidden gems near stars**, a great competitive asset for **maximising the city breakers’ experiences** able to enjoy bucket list” mist-see” and unexpected cultural attractions “around the corner” in a relatively small geographical area and short period.
- 10) **In overall, Copenhagen has all competitive assets to attract the *culturally curious travellers* looking for sense of place and open mindset when travelling abroad.**

Key learning – Copenhagen Sustainability

Summarizing Copenhagen competitive perception

- 1) Copenhagen generates about half of the volume of sustainability-related social conversations compared to the average competitive set, reaching a similar level vs Brussels and Stockholm. **The degree of reputation positivity shows that Copenhagen is a leading city internationally on this theme.**
- 2) **Copenhagen is naturally linked to sustainability in global social conversations**, in and outside Europe.
- 3) Conversations' content shows sustainability is **part of the city DNA and touches diverse verticals**: restaurants, hotels, transportation, architecture, culture, social engagement, business... Sustainability is also reinforced through the Hygge state-of-mind and its **slow-life philosophy**.
- 4) As sustainability is tangible among several Copenhagen facets, visitors feel **positive emotions** as **pride of being a sustainable actor** while visiting, **feeling respect and the slow-life sense of place**. The “cycling religion” or anecdotal yet powerful “swimming in the harbour” add on the positive reputation.
- 5) The destination benefits from non-tourism **sustainable ambassadors** (some also having a footprint in culture). For example, Bjarke Ingels (architect), Thomas Dambo (upcycling artist), Christian Puglisi (chef and owners of several restaurants). This natural intertwining should encourage the fostering of **collaboration between both culture and sustainability actors and beyond, between, all actors of the sustainability chain**.
- 6) As culture and sustainability are blended across several verticals and places (Tivoli Garden, Botanic Garden etc), it offers opportunity of developing further “**sustainable itineraries**”. This can maximise the **experience and spend of regenerative travellers** who care about their impact when visiting.
- 7) Copenhagen is ranked **the safest city in the world** and overperform in the “**environmental security**” pillar. In a Covid time where consciousness about environment is growing, the city could share its good practices to visitors through group activities (ex: special “give back to the city” tours).
- 8) As sustainable hidden gems are not in the city center, opportunities exist to **spread visitors in less-known areas with high quality sustainable experiences**. Visiting less touristy places is aligned with the sustainable engagement and new gems can help fostering this important aspect.
- 9) Copenhagen is very legitimate for sustainability experience yet does not completely fulfil the expectation with some **adjustments required within accommodation vertical and the overall hygiene perceptions**. Visitors have extremely high expectations towards the city, particularly in Covid times.