

A man in a green t-shirt with 'visit copenhagen' and 'OPEN' printed on it is showing a green brochure to a group of people. The brochure has text including 'DATA TRACKING', 'CONSUMERS', 'ACTING', 'MARKETING', 'STRATEGIC', 'COMMUNICATION', 'AND', 'DIGITAL'. The background shows a city square with buildings, trees, and a 'no parking' sign.

Hovedstadens markedsføring 2026

29 April 2026

wonderful
copenhagen

Agenda

11:15-11:30

Velkomst & strategiske fokusområder 2026

v. Kevin Helsinghof, VP Sales & Marketing, Go Nordic Cruiseline & Søren Tegen Pedersen, CEO, Wonderful Copenhagen

11:30-12:30

Hovedstadens markedsføringsaktiviteter 2026

v. Jonas Løvschall-Wedel, Head of International Communication, Wonderful Copenhagen

Helårsturisme 2026

v. Senior Manager Camilla Lund, Wonderful Copenhagen

CopenPay 2026

v. Senior Manager Elisabeth Markussen, Wonderful Copenhagen

12:30-13:20

Frokost & tour til deck

13:20-14:20

Hovedstadens turismedata, trends & gæsteindsigter

v. Mikkel Bjørn Frederiksen, Senior Manager – Business Intelligence, Wonderful Copenhagen

14:20-14:30

Opsummering & tak for i dag!

v. Jonas Løvschall-Wedel, Head of International Communication, Wonderful Copenhagen

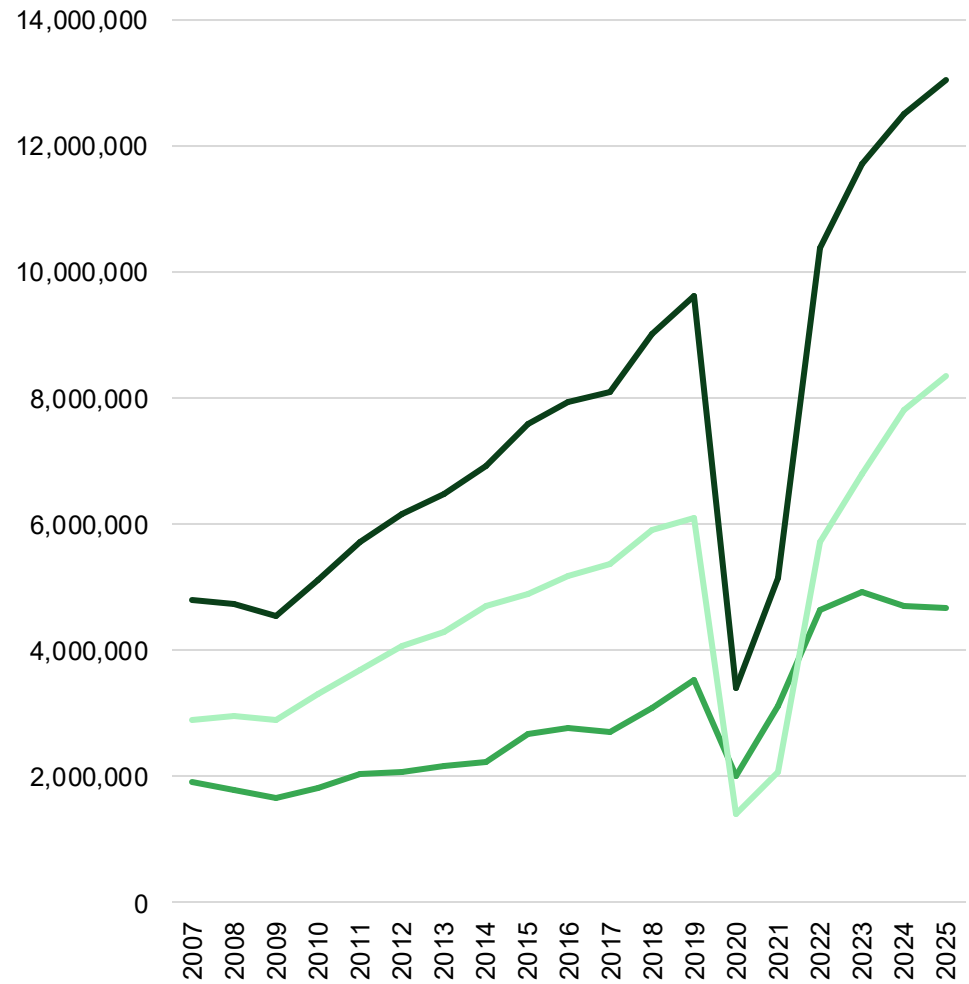


Hovedstadens turismedata, trends & gæsteindsigter

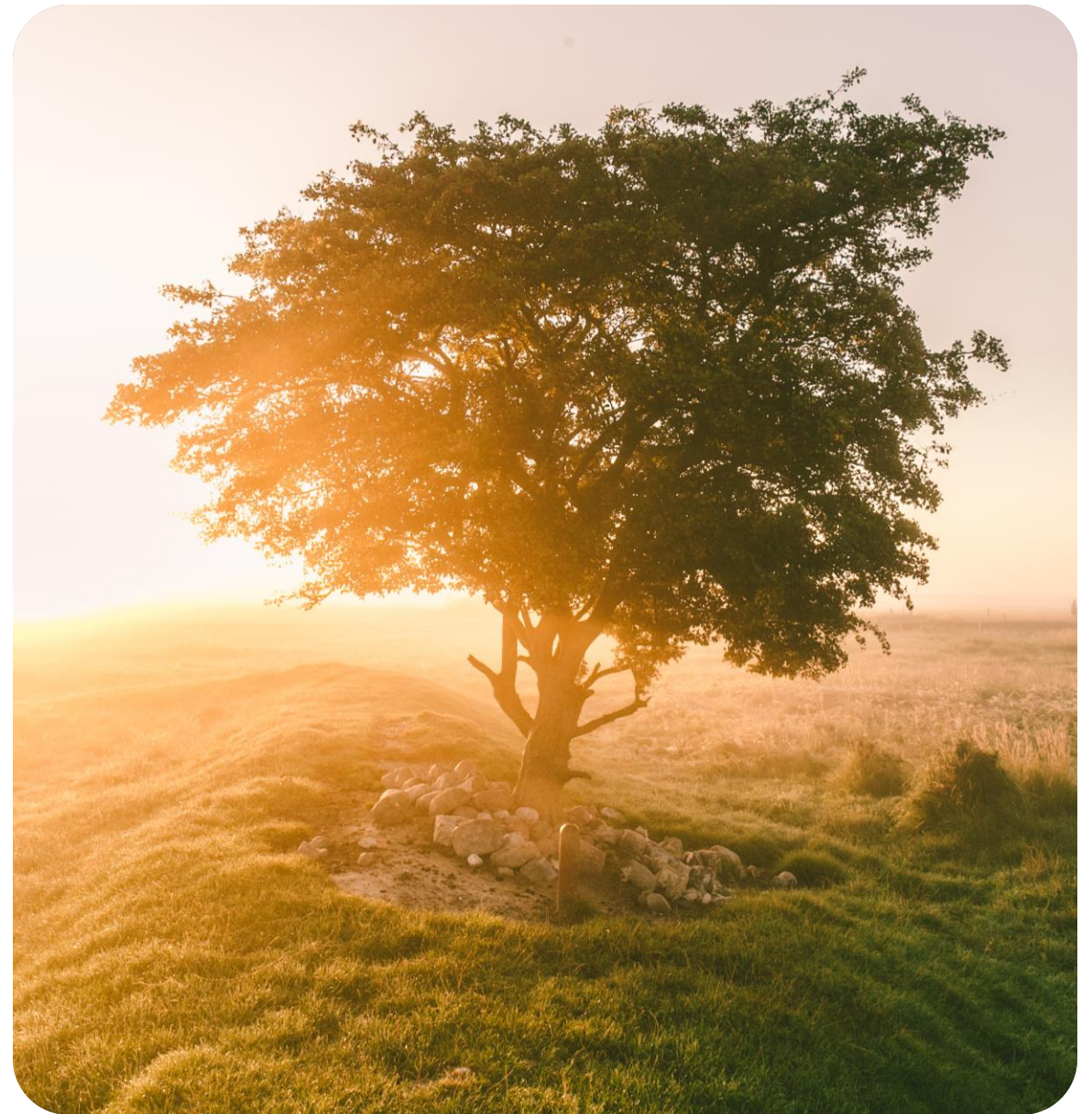
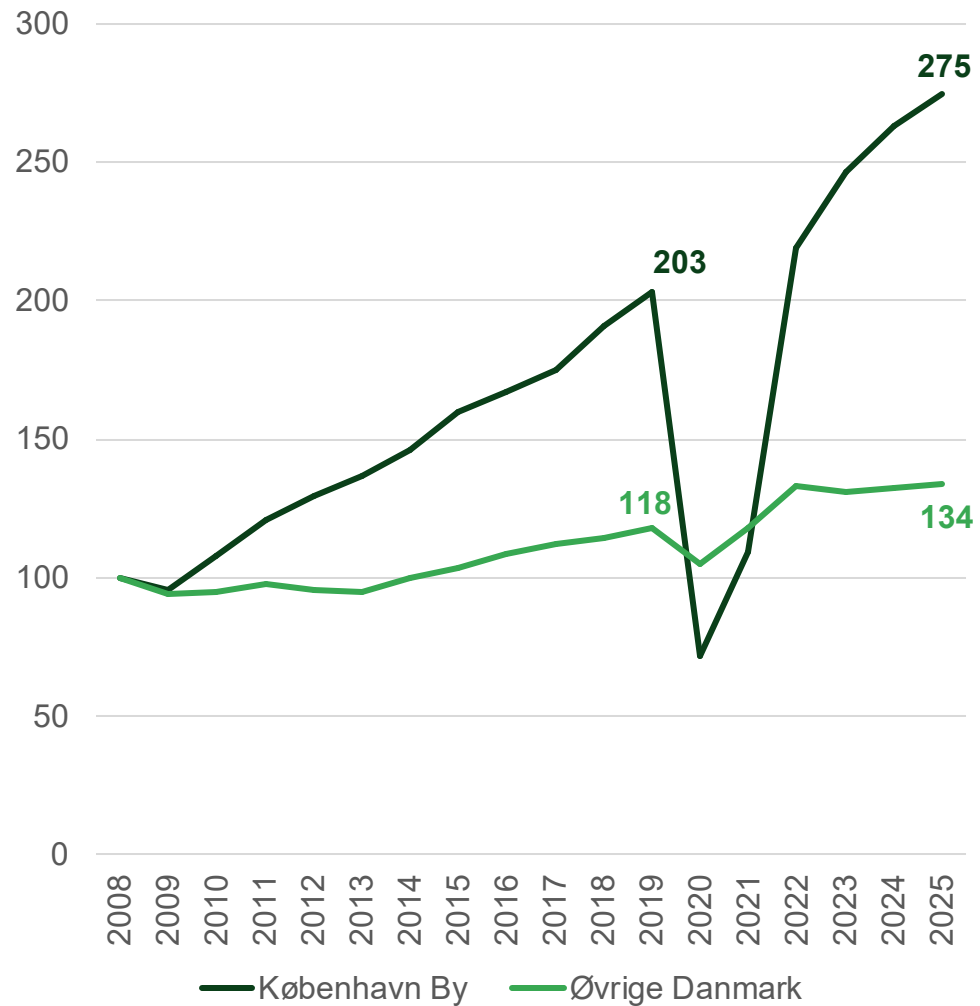
Mikkel Bjørn Frederiksen, Senior Manager – Business Intelligence, WOCO



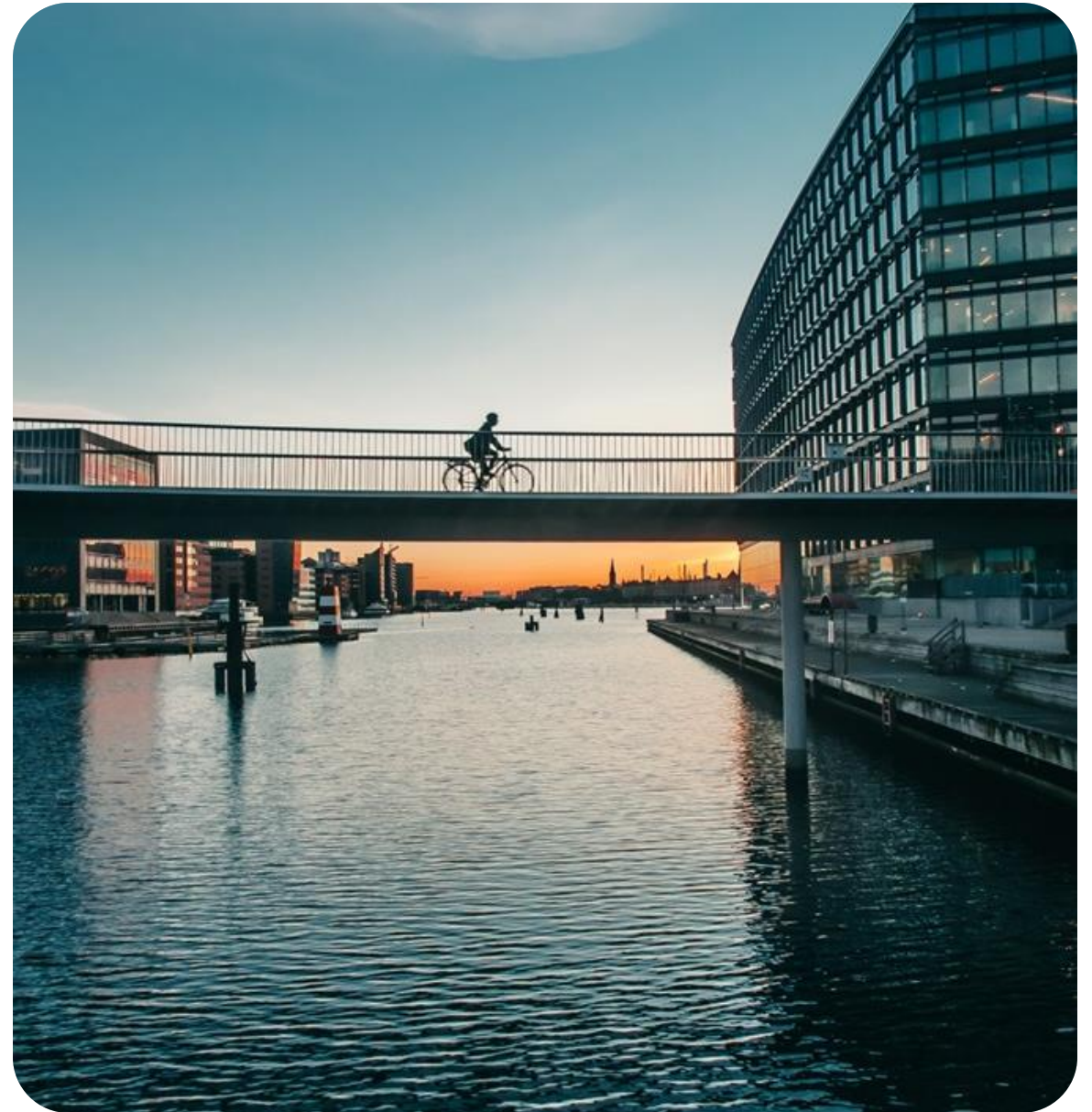
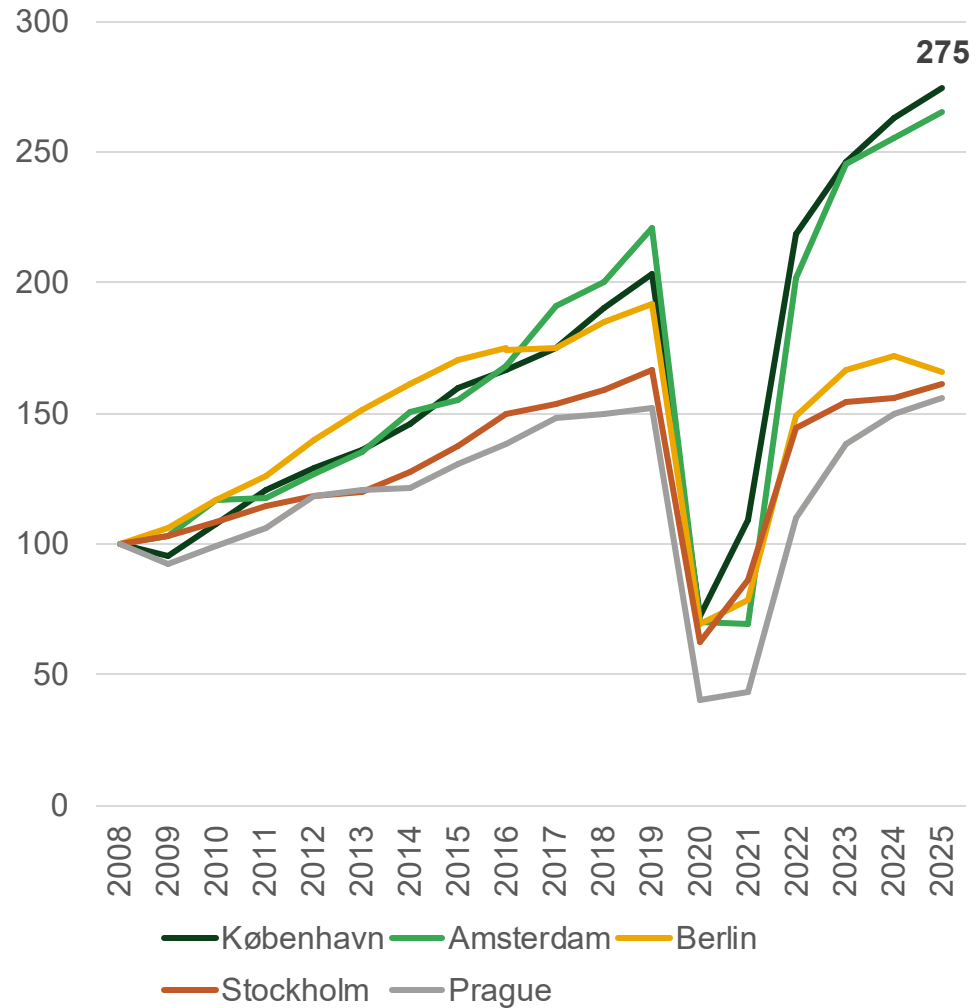
Overnatninger



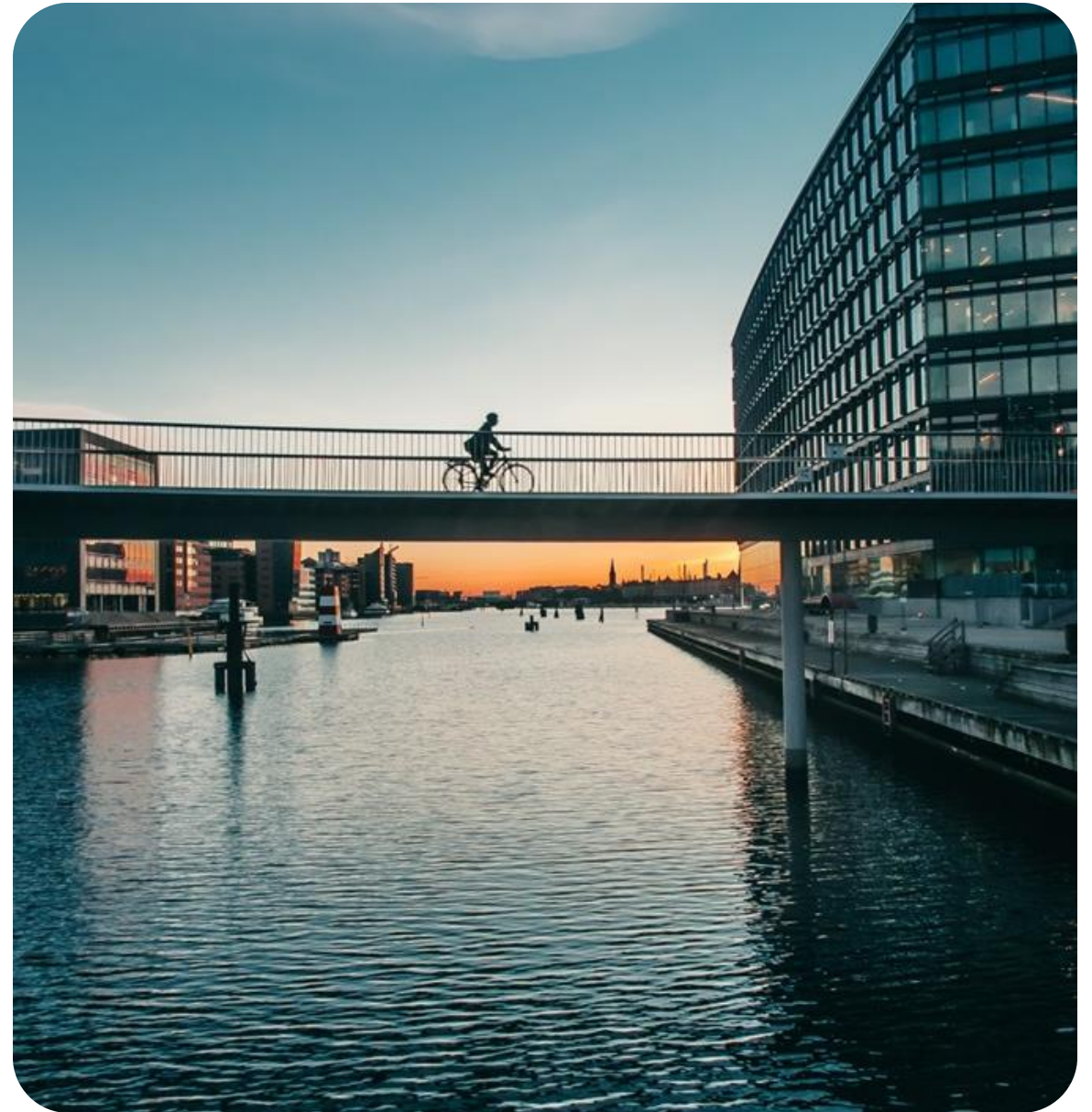
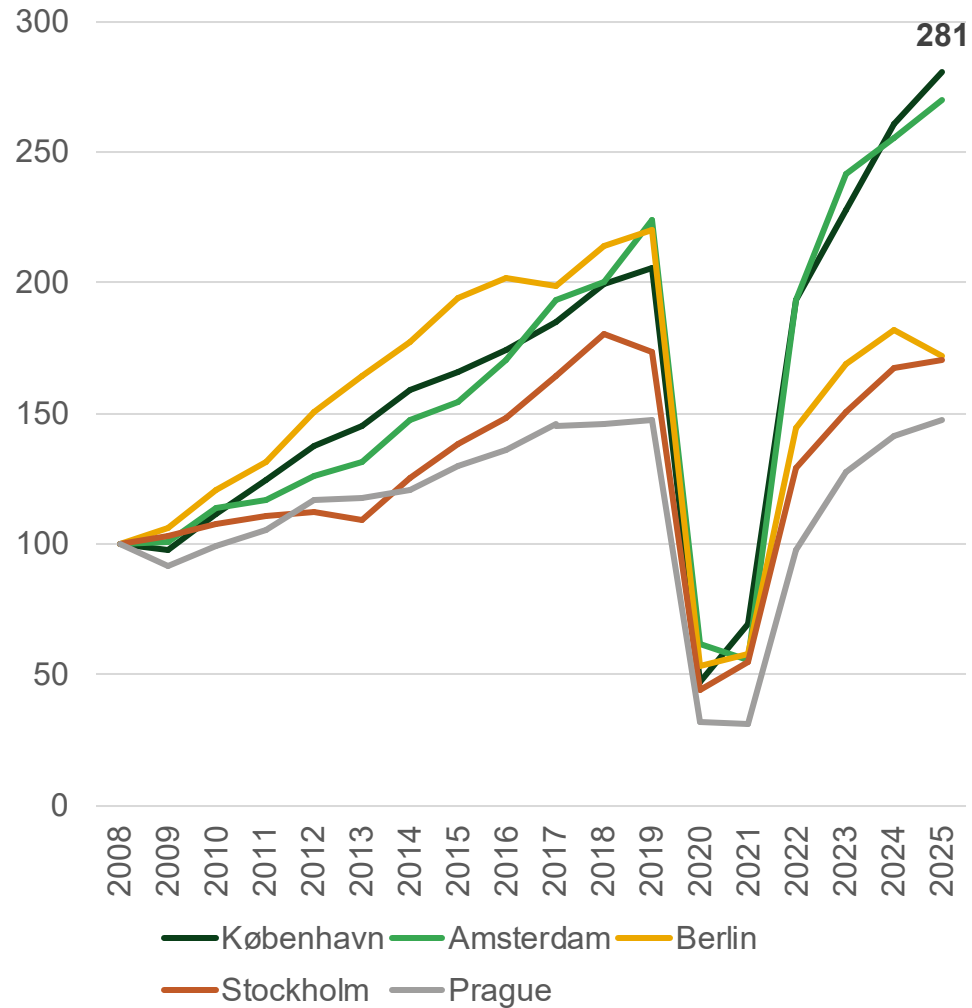
Overnatninger



Overnatninger



Overnatninger Internationale



2025

wonderful
copenhagen

Alle overnatninger sammenlignet med 2024



8,4 mio.

+7,1%



1.035.000

+4,4%



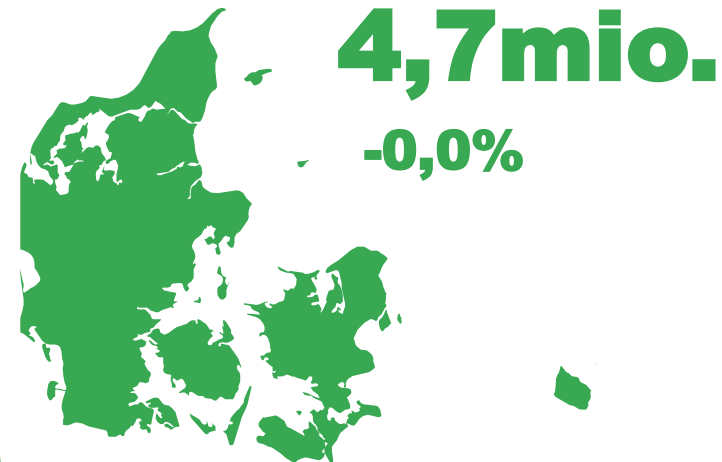
1.033.000

+8,8%



850.000

-3,6%



+3,6%



+6,4%

Jan.-feb. 2026

wonderful
copenhagen

Alle overnatninger sammenlignet med 2025



0,9 mio.

+7,6%



110.000

+1%



80.000

+4%



110.000

+7%



0,6 mio.

-0%

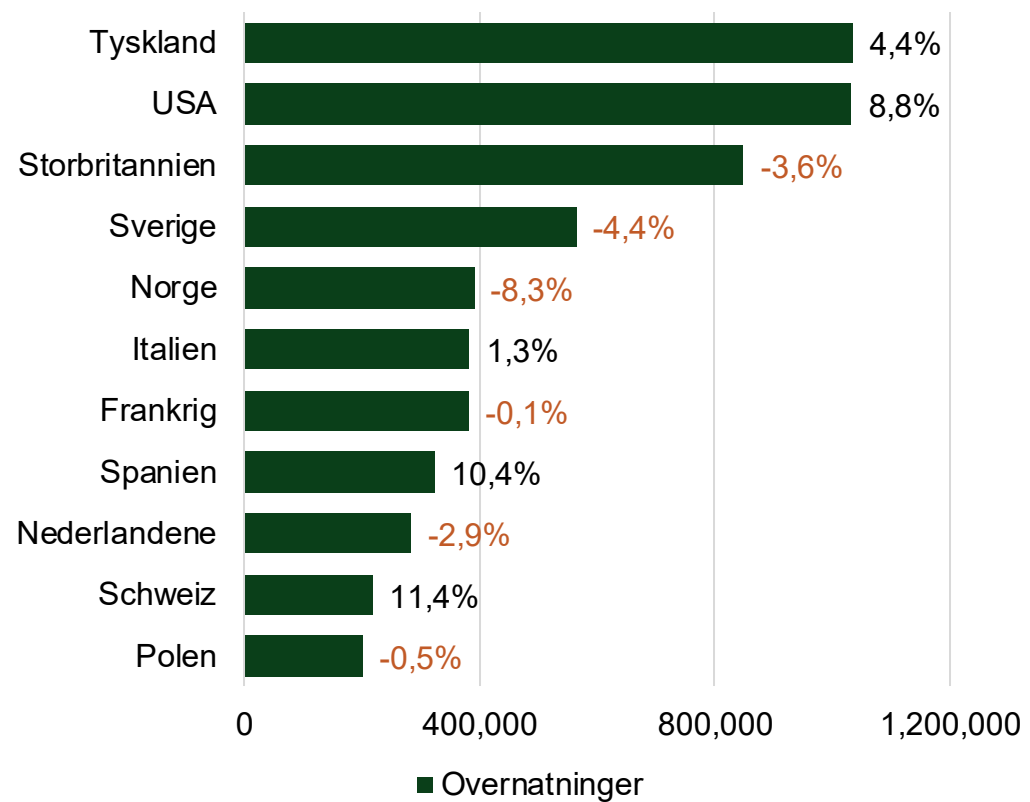


+12,2%



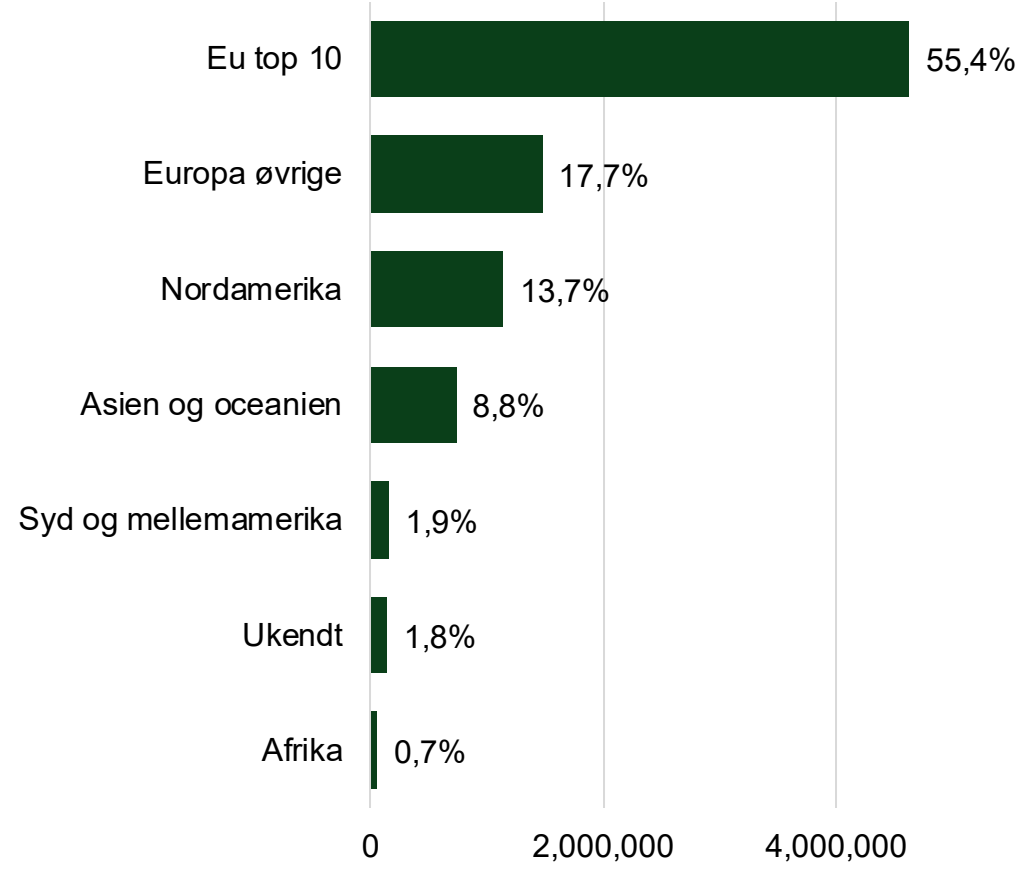
+4,4%

Topmarkeder 2025

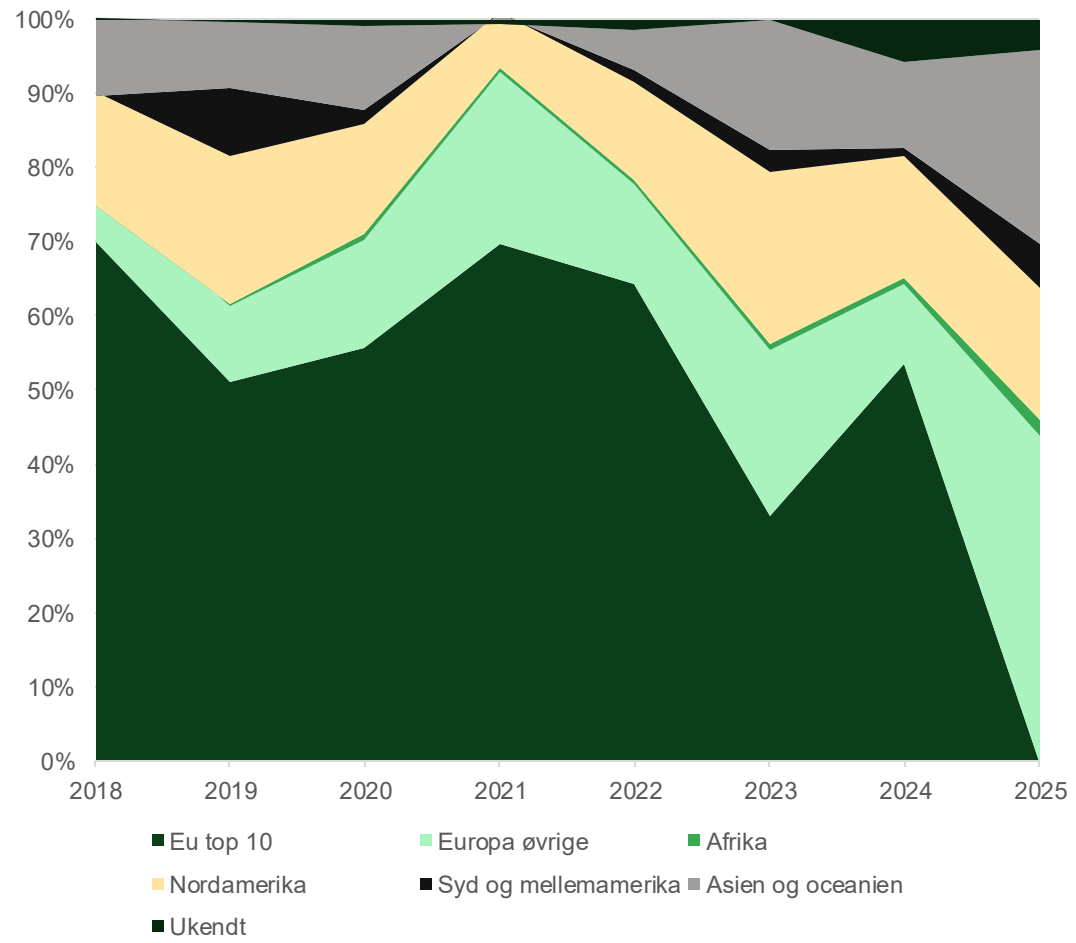


Topmarkeder 2025

Overnatninger andel

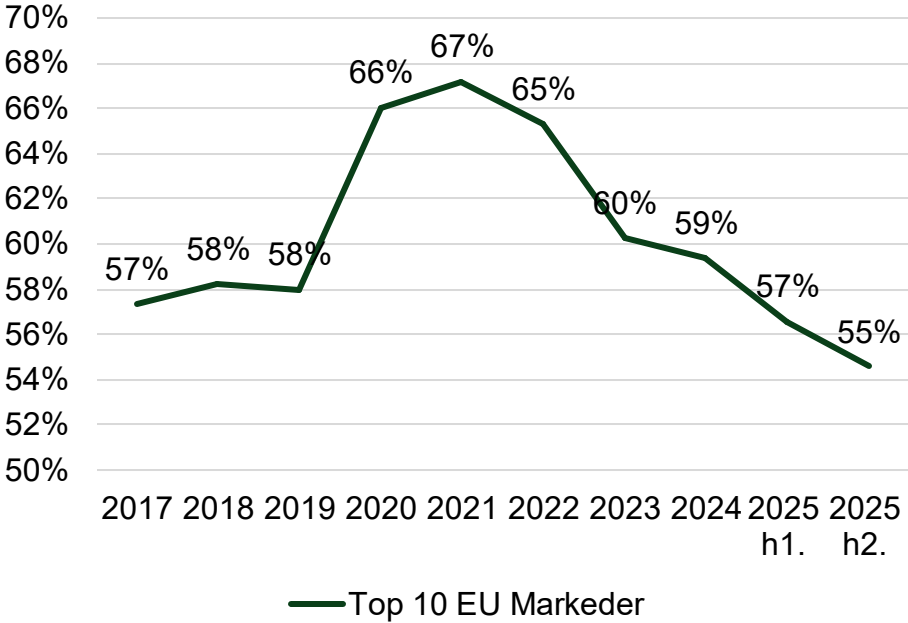


Andel af vækst

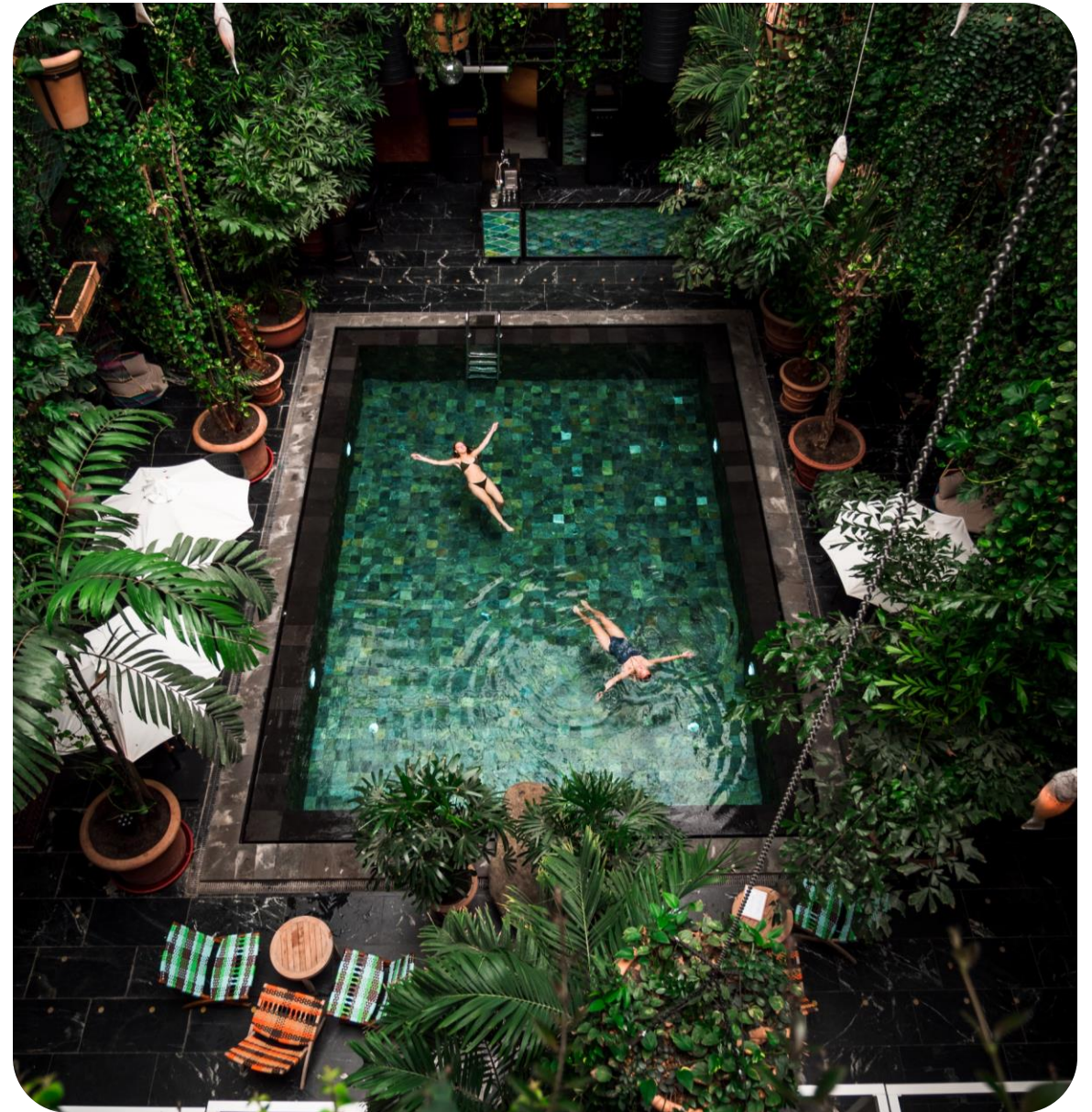
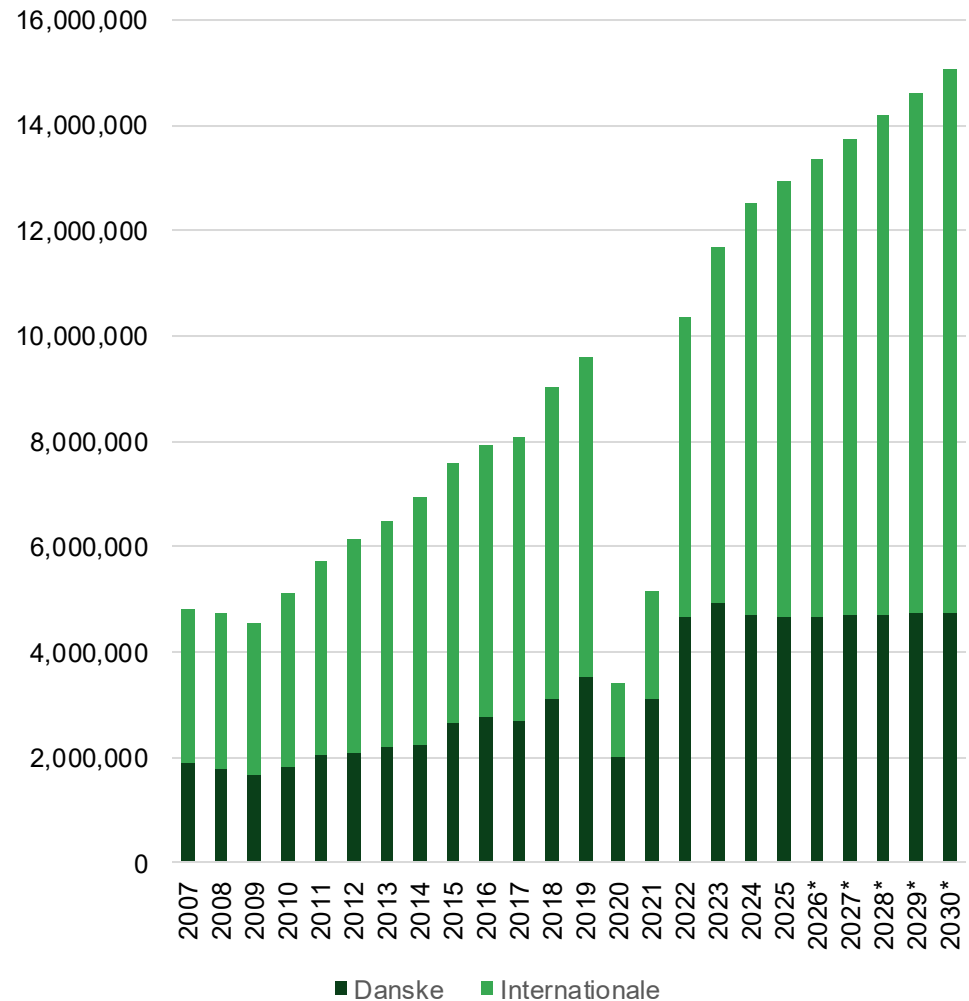


Top 10 markeder Europa

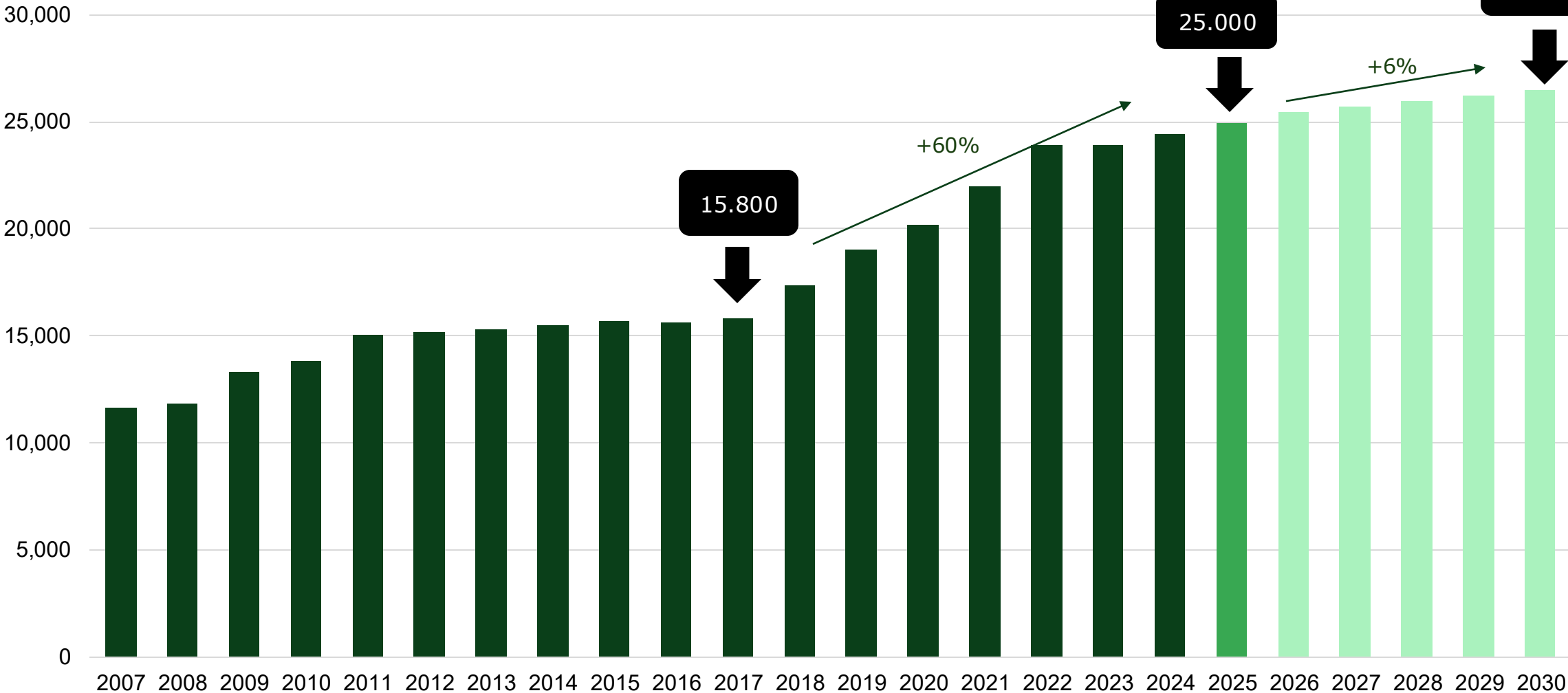
Andel af int. overnatninger



Overnatninger 2030

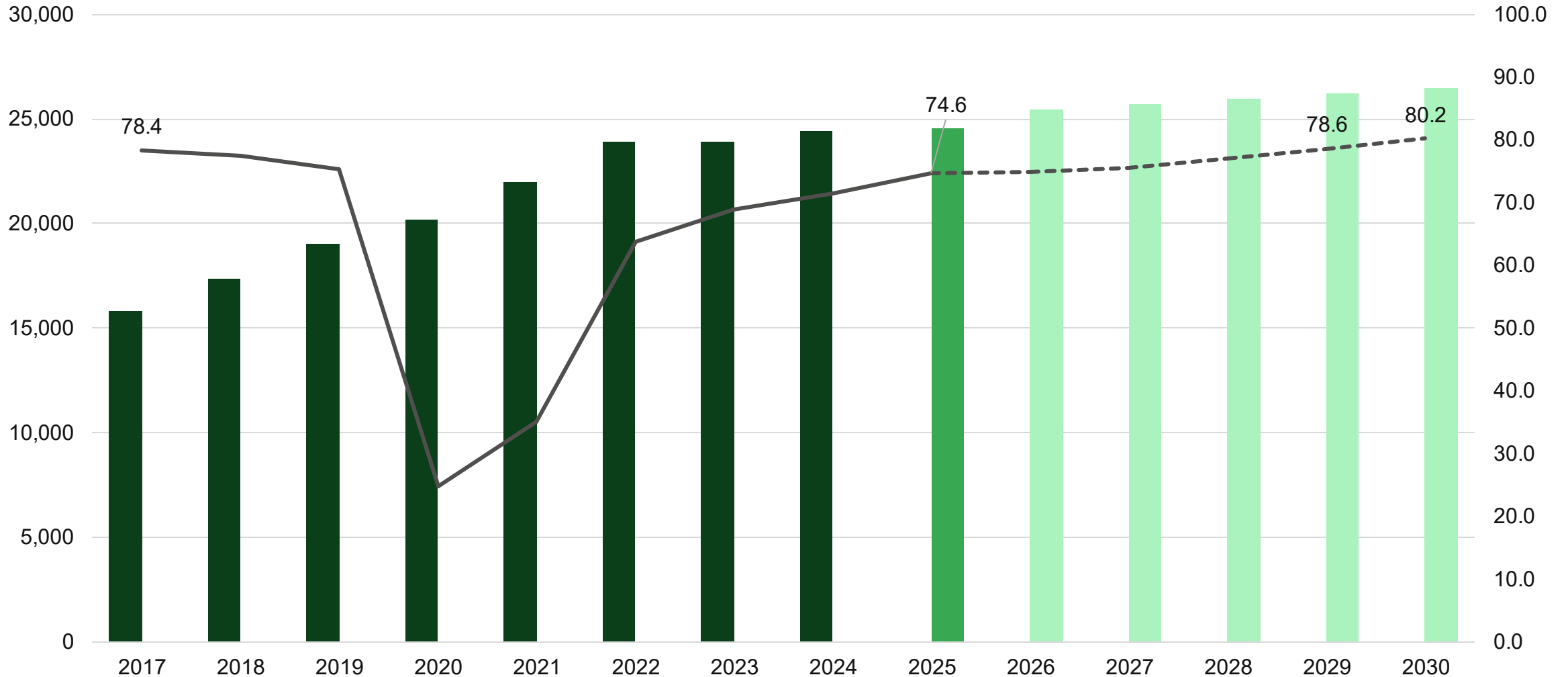


Udvikling i hotelværelser* i København by frem mod 2030



Kilde: Danmarks Statistik og Wonderful Copenhagen
* Tilgængelige værelser ved udgangen af året.

Udvikling i hotelværelser* og belægning frem mod 2030



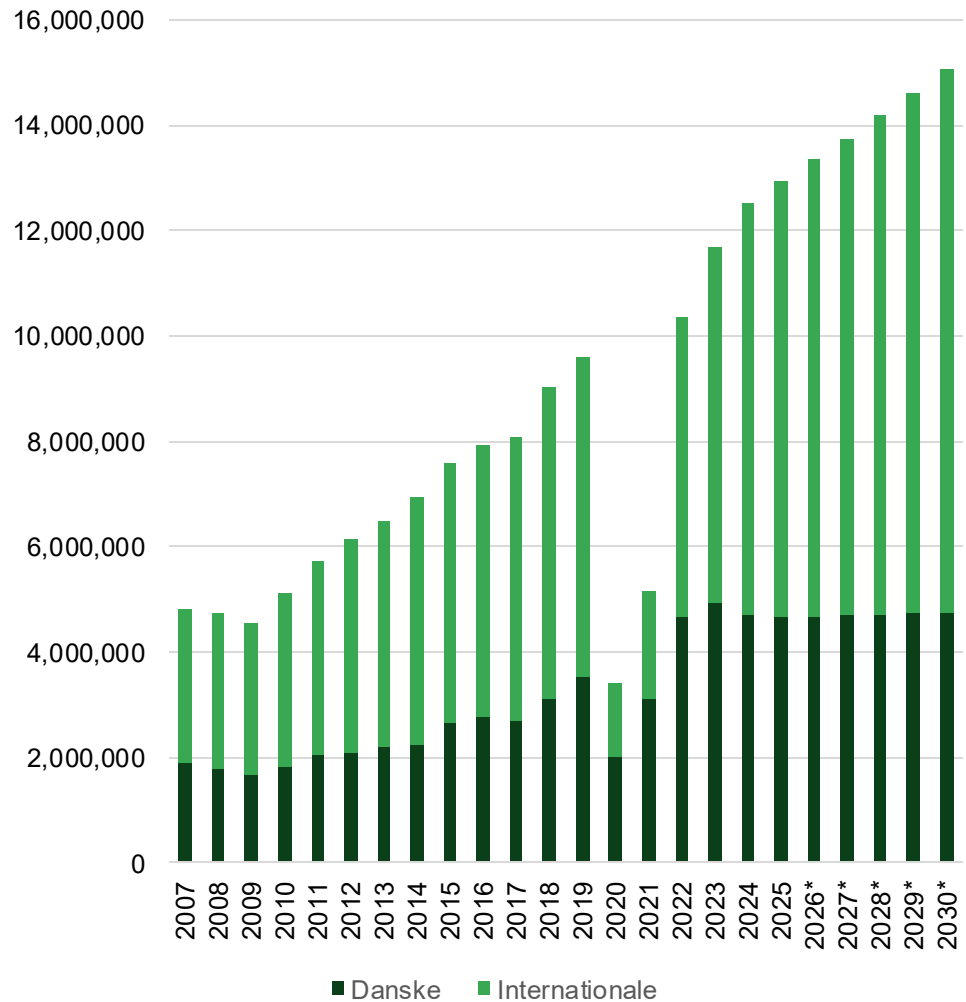
Hotelbelægning i procent pr. dag 2025

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Gns.
Jan.	68%	68%	60%	46%	46%	45%	47%	44%	43%	48%	36%	52%	60%	60%	58%	51%	49%	49%	39%	58%	67%	65%	59%	58%	57%	47%	70%	83%	80%	65%	61%	56%
Feb.	60%	44%	62%	69%	66%	56%	52%	57%	40%	47%	50%	55%	62%	77%	67%	48%	59%	66%	69%	61%	67%	66%	47%	61%	68%	69%	60%	62%				60%
Mar.	64%	48%	63%	72%	70%	67%	62%	65%	49%	62%	79%	81%	77%	75%	72%	50%	66%	76%	80%	77%	73%	75%	51%	67%	75%	74%	71%	71%	73%	56%	71%	68%
Apr.	77%	77%	76%	81%	83%	57%	87%	95%	91%	69%	65%	73%	62%	69%	68%	62%	71%	82%	79%	59%	46%	65%	79%	79%	79%	81%	65%	86%	85%	75%		74%
Maj	88%	93%	92%	63%	74%	87%	91%	89%	86%	92%	79%	90%	94%	91%	86%	81%	83%	64%	81%	93%	97%	92%	88%	87%	70%	81%	80%	70%	85%	93%	89%	85%
Jun.	68%	83%	88%	73%	74%	90%	93%	80%	78%	94%	97%	94%	88%	92%	85%	96%	98%	98%	98%	90%	91%	83%	92%	95%	93%	91%	87%	87%	73%	85%		88%
Jul.	90%	89%	83%	84%	88%	79%	85%	87%	86%	85%	91%	93%	83%	90%	86%	85%	83%	84%	89%	80%	84%	85%	82%	87%	89%	92%	87%	90%	90%	85%	89%	86%
Aug.	92%	93%	81%	90%	95%	92%	88%	91%	92%	82%	91%	97%	96%	95%	96%	98%	90%	96%	99%	98%	95%	94%	95%	86%	95%	98%	98%	97%	93%	93%	80%	93%
Sep.	86%	91%	91%	91%	92%	90%	69%	82%	90%	90%	92%	94%	96%	90%	92%	94%	95%	92%	87%	88%	68%	88%	93%	95%	91%	87%	88%	75%	90%	96%		89%
Okt.	97%	90%	91%	93%	68%	82%	90%	95%	87%	82%	84%	67%	72%	76%	79%	78%	80%	77%	60%	78%	95%	95%	88%	85%	86%	65%	83%	88%	86%	84%	77%	82%
Nov.	76%	51%	72%	83%	81%	74%	80%	86%	58%	72%	79%	80%	76%	86%	92%	59%	76%	82%	84%	87%	87%	83%	56%	74%	81%	81%	78%	89%	85%	64%		77%
Dec.	82%	85%	86%	88%	95%	91%	66%	75%	78%	76%	73%	86%	86%	56%	69%	70%	61%	59%	70%	79%	64%	53%	43%	46%	46%	60%	73%	71%	72%	71%	87%	72%

Hotelbelægning i procent pr. dag 2025.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Gns.
Jan.	68%	68%	60%	46%	46%	45%	47%	44%	43%	48%	36%	52%	60%	60%	58%	51%	49%	49%	39%	58%	67%	65%	59%	58%	57%	47%	70%	83%	80%	65%	61%	56%
Feb.	60%	44%	62%	69%	66%	56%	52%	57%	40%	47%	50%	55%	62%	77%	67%	48%	59%	66%	69%	61%	67%	66%	47%	61%	68%	69%	60%	62%				60%
Mar.	64%	48%	63%	72%	70%	67%	62%	65%	49%	62%	79%	81%	77%	75%	72%	50%	66%	76%	80%	77%	73%	75%	51%	67%	75%	74%	71%	71%	73%	56%	71%	68%
Apr.	77%	77%	76%	81%	83%	57%	87%	95%	91%	69%	65%	73%	62%	69%	68%	62%	71%	82%	79%	59%	46%	65%	79%	79%	79%	81%	65%	86%	85%	75%		74%
Maj	88%	93%	92%	63%	74%	87%	91%	89%	86%	92%	79%	90%	94%	91%	86%	81%	83%	64%	81%	93%	97%	92%	88%	87%	70%	81%	80%	70%	85%	93%	89%	85%
Jun.	68%	83%	88%	73%	74%	90%	93%	80%	78%	94%	97%	94%	88%	92%	85%	96%	98%	98%	98%	90%	91%	83%	92%	95%	93%	91%	87%	87%	73%	85%		88%
Jul.	90%	89%	83%	84%	88%	79%	85%	87%	86%	85%	91%	93%	83%	90%	86%	85%	83%	84%	89%	80%	84%	85%	82%	87%	89%	92%	87%	90%	90%	85%	89%	86%
Aug.	92%	93%	81%	90%	95%	92%	88%	91%	92%	82%	91%	97%	96%	95%	96%	98%	90%	96%	99%	98%	95%	94%	95%	86%	95%	98%	98%	97%	93%	93%	80%	93%
Sep.	86%	91%	91%	91%	92%	90%	69%	82%	90%	90%	92%	94%	96%	90%	92%	94%	95%	92%	87%	88%	68%	88%	93%	95%	91%	87%	88%	75%	90%	96%		89%
Okt.	97%	90%	91%	93%	68%	82%	90%	95%	87%	82%	84%	67%	72%	76%	79%	78%	80%	77%	60%	78%	95%	95%	88%	85%	86%	65%	83%	88%	86%	84%	77%	82%
Nov.	76%	51%	72%	83%	81%	74%	80%	86%	58%	72%	79%	80%	76%	86%	92%	59%	76%	82%	84%	87%	87%	83%	56%	74%	81%	81%	78%	89%	85%	64%		77%
Dec.	82%	85%	86%	88%	95%	91%	66%	75%	78%	76%	73%	86%	86%	56%	69%	70%	61%	59%	70%	79%	64%	53%	43%	46%	46%	60%	73%	71%	72%	71%	87%	72%

Overnatninger 2030



Overnatninger 2030

Frygter turisthelvede

Ekspert og beboere gruer for, at der kommer overturisme i København



Turisterne er tilbage og presser København

Slår alarm: "Det er på vej mod overturisme"

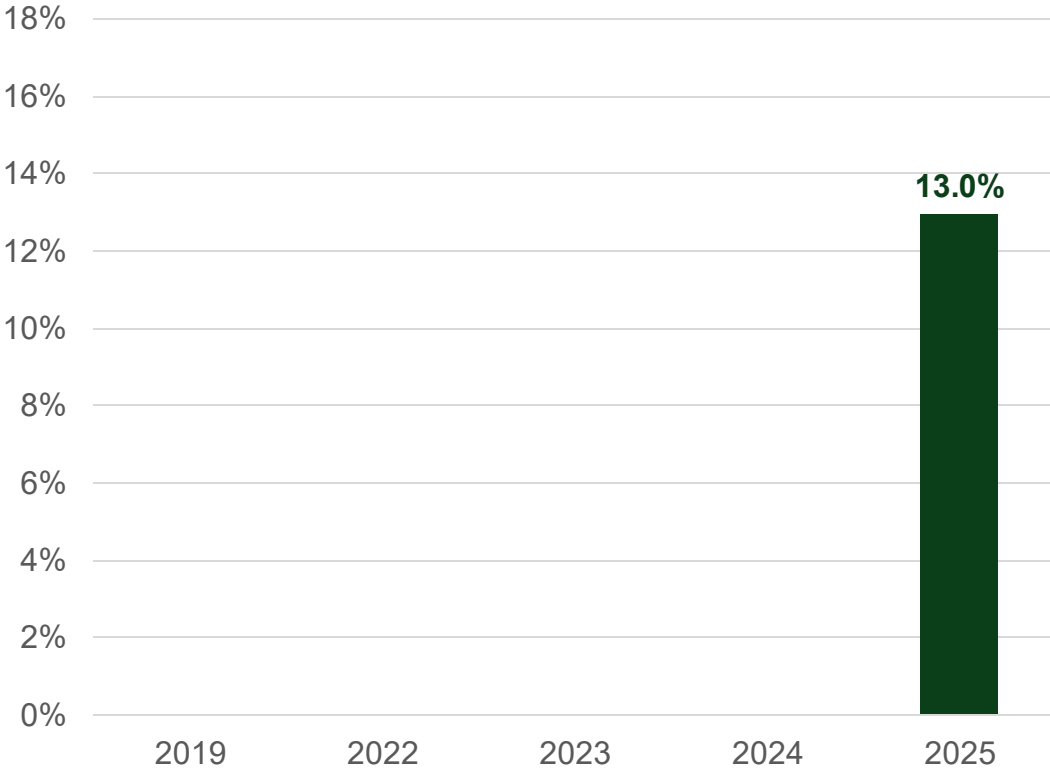
København er ramt af overturisme: »Borgerne har ikke lyst til at hjælpe turister mere«



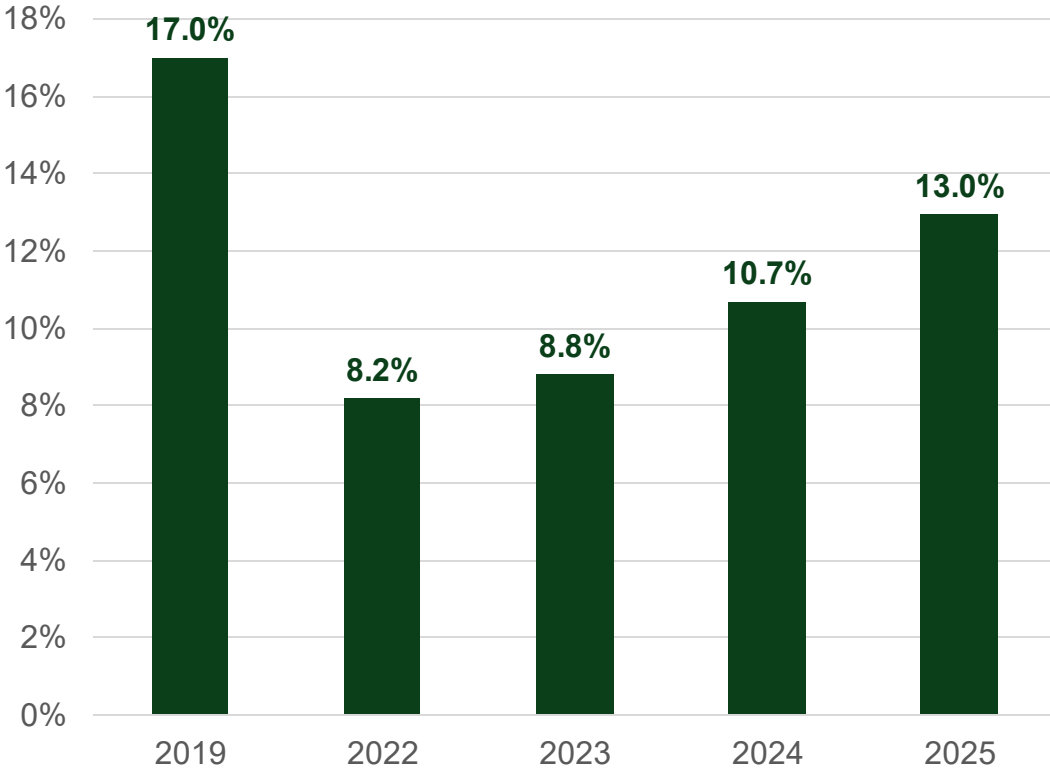
Er København ramt af overturisme?



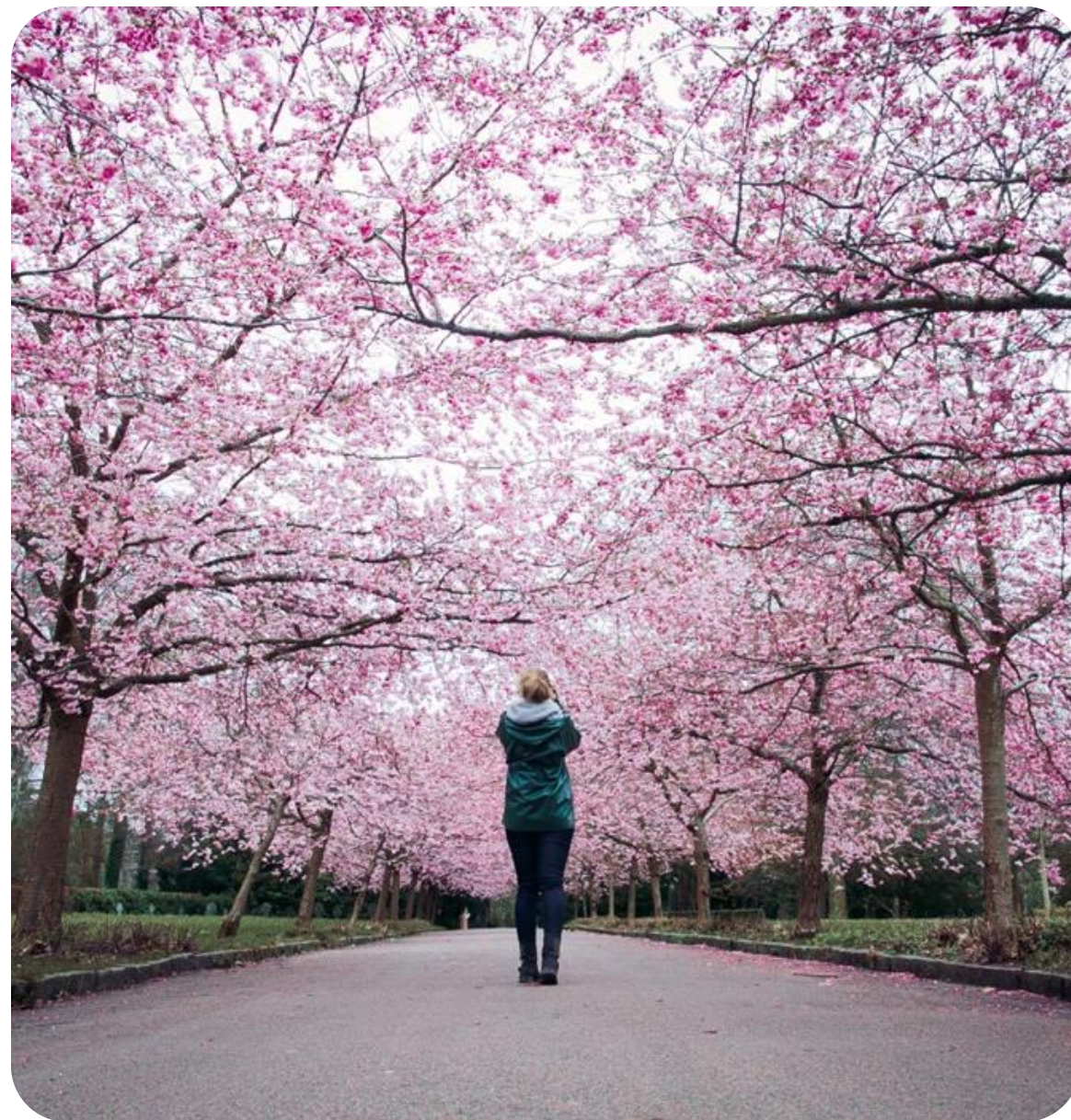
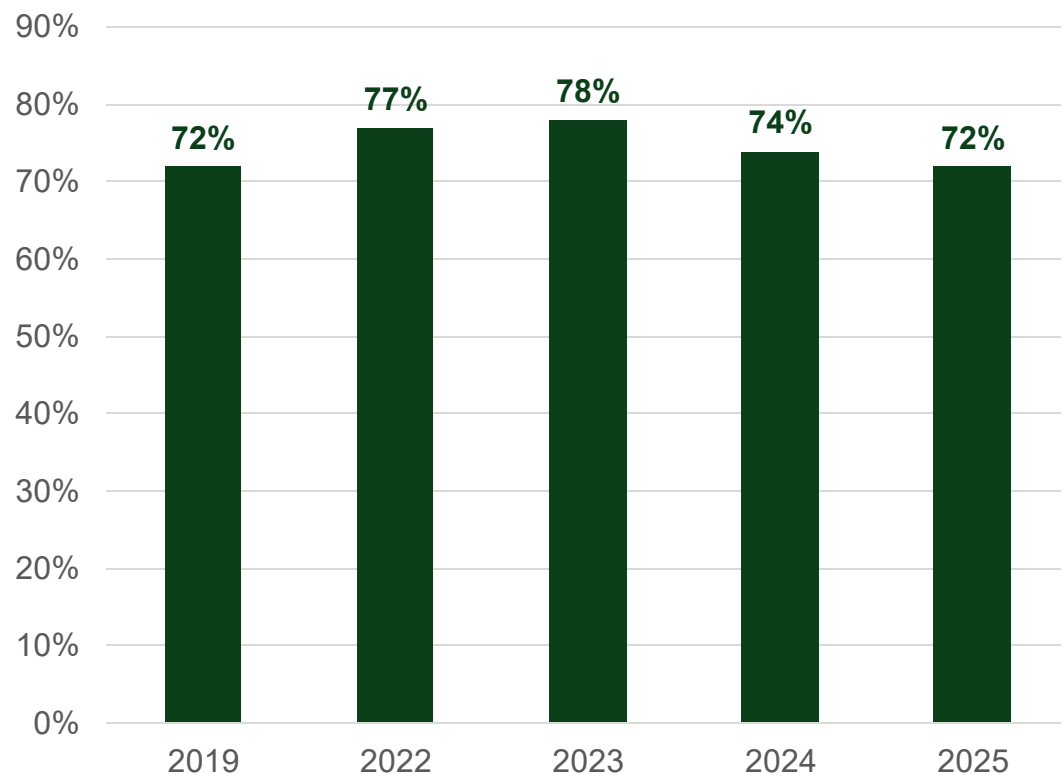
Er København ramt af overturisme?



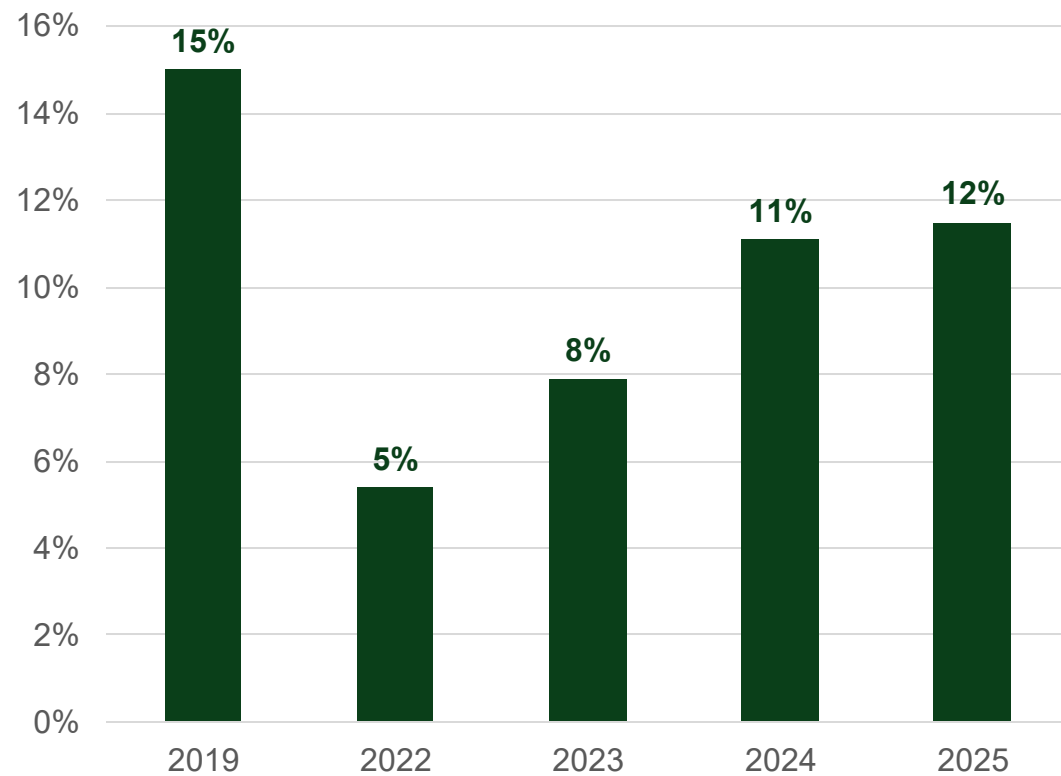
Er København ramt af overturisme?



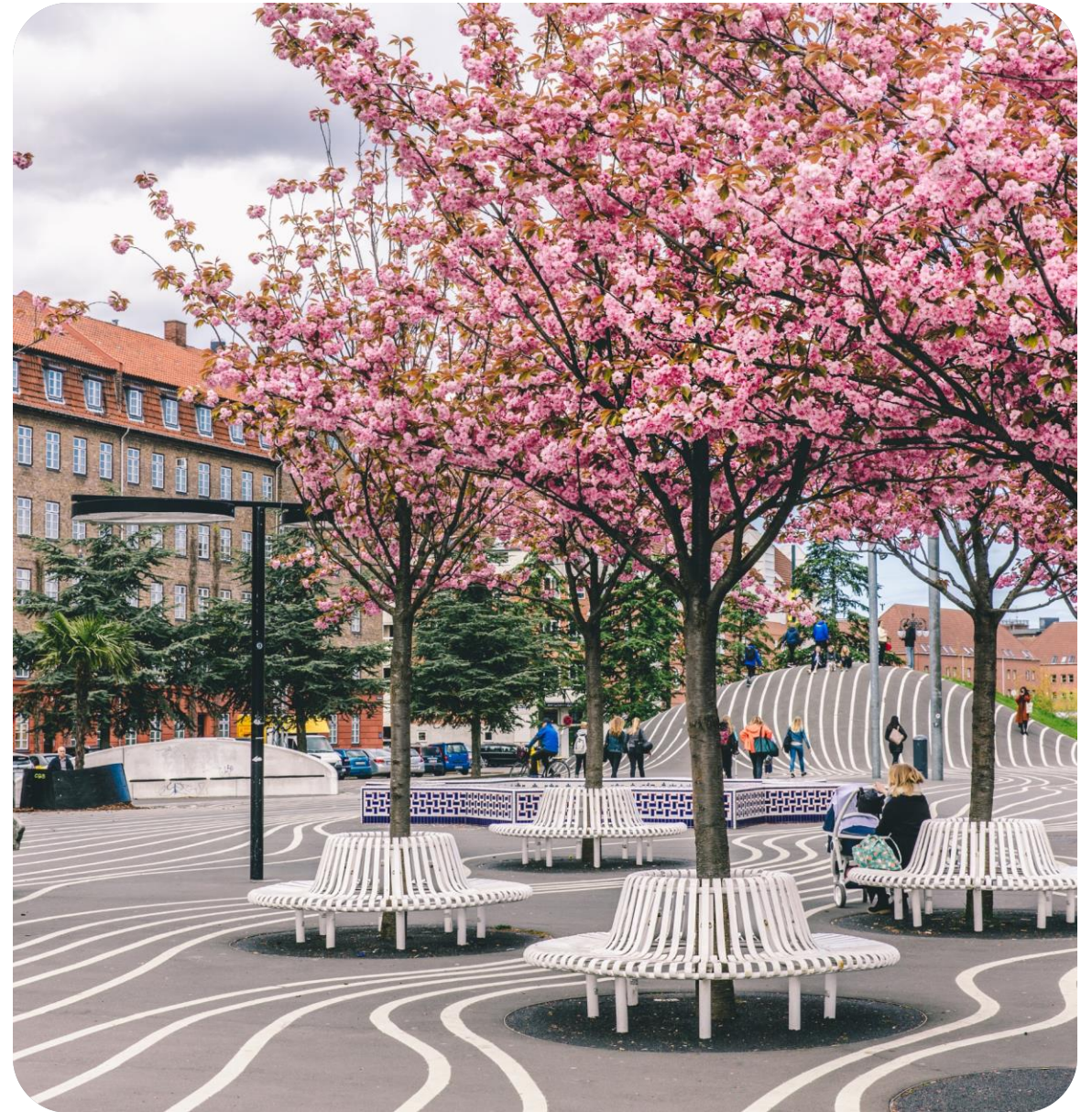
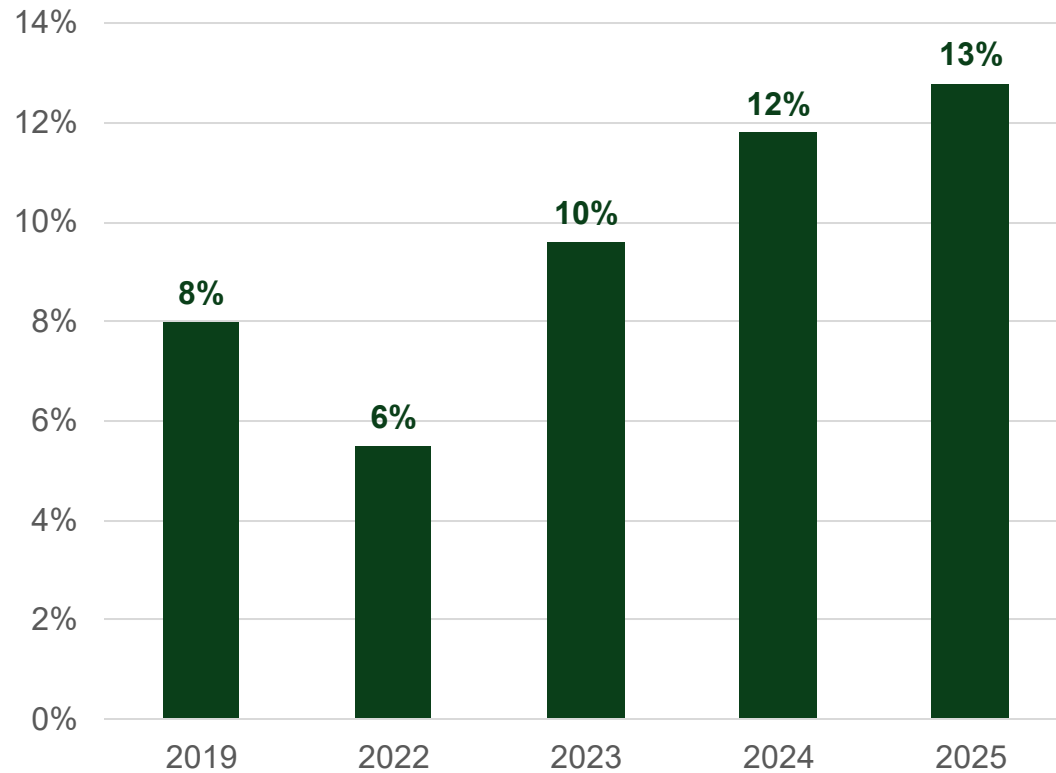
Min by skal fortsætte med at promovere sig selv for at tiltrække flere turister



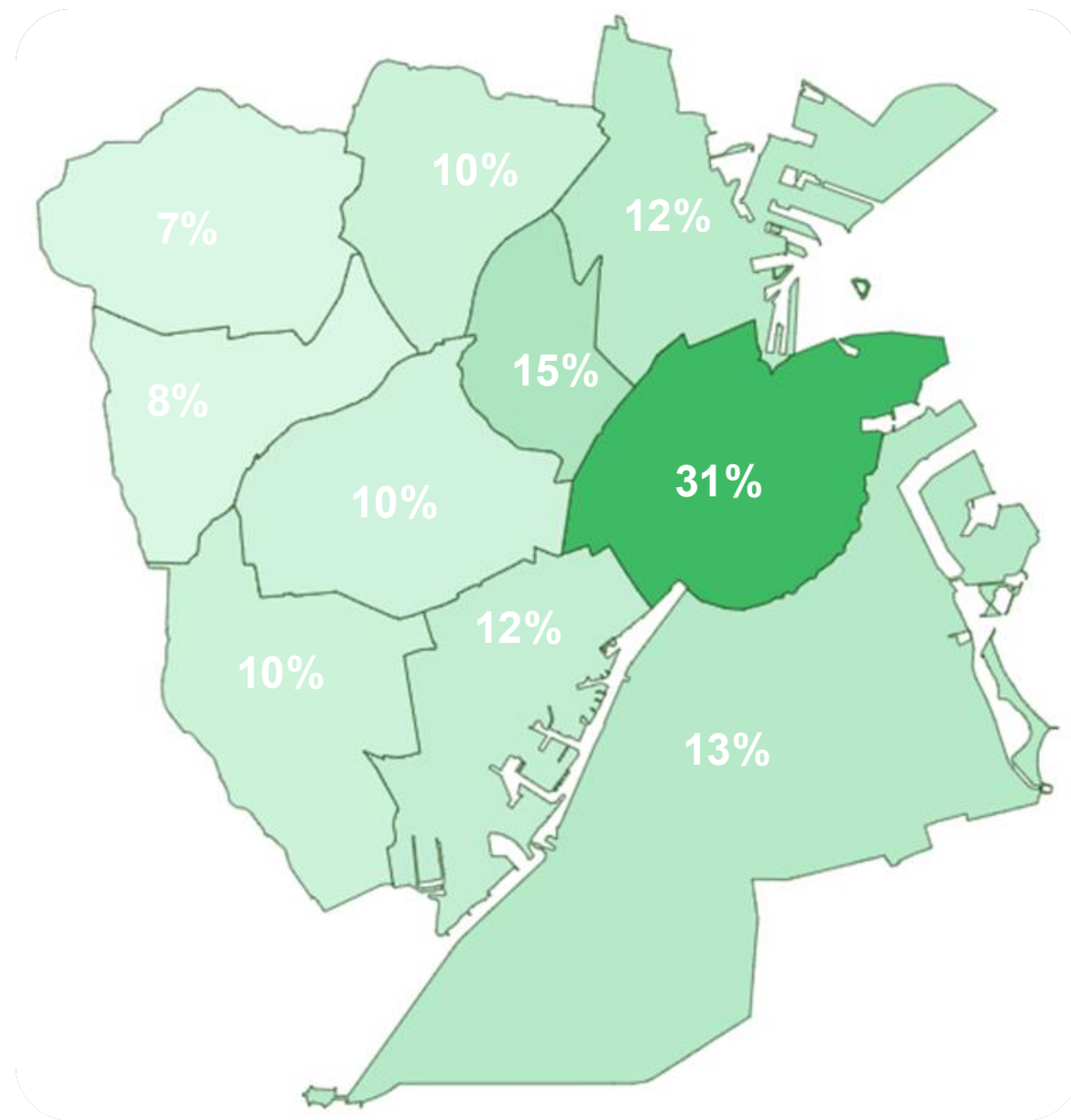
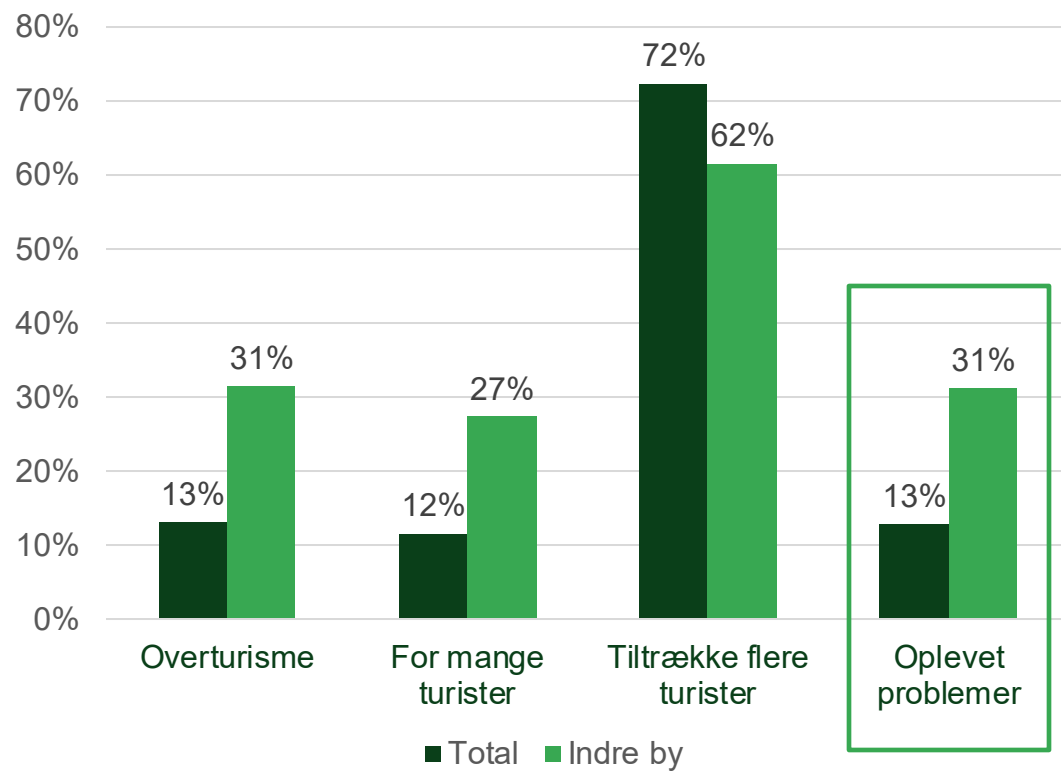
Jeg føler ikke, der har været plads til antallet af turister i København



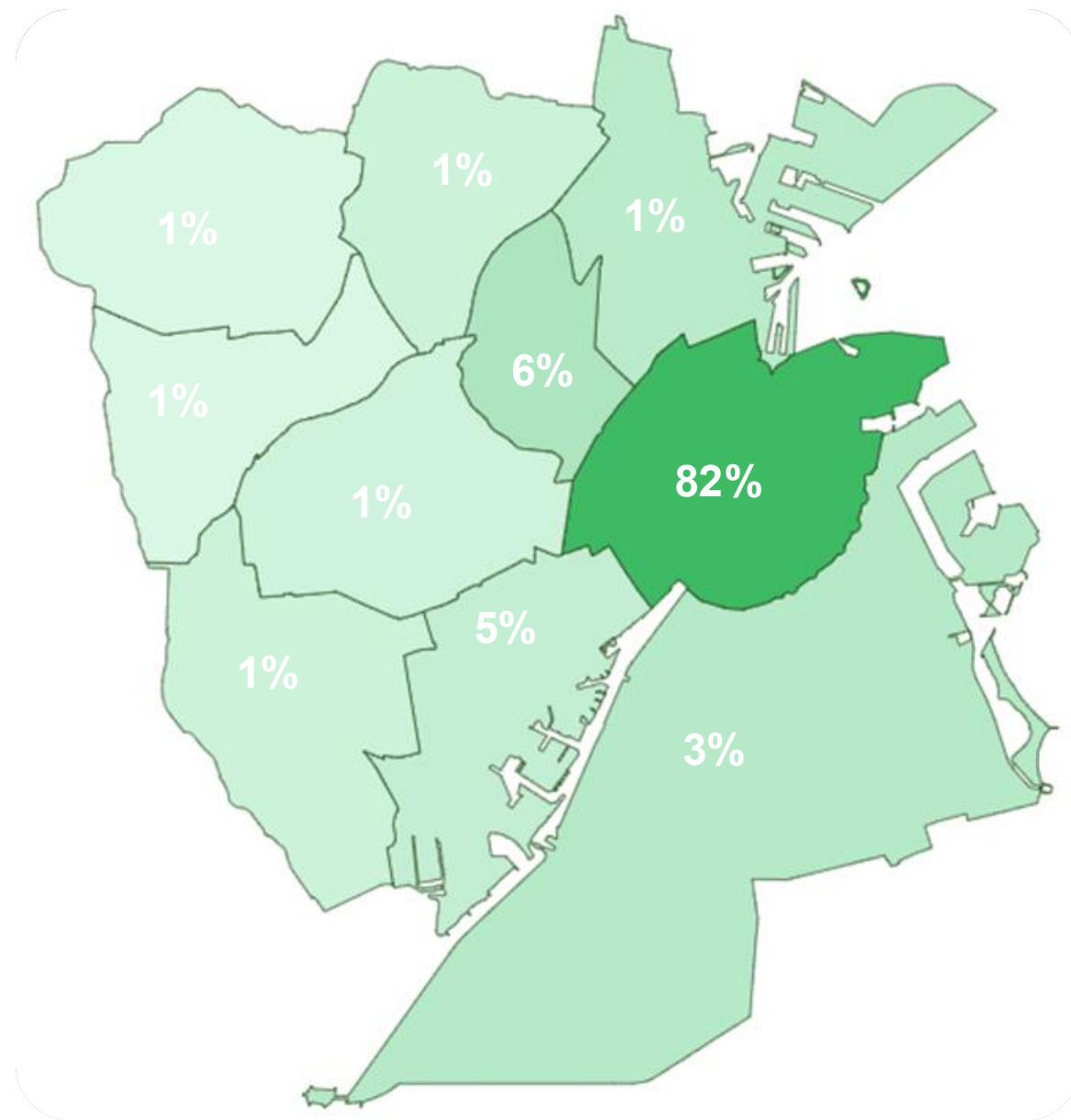
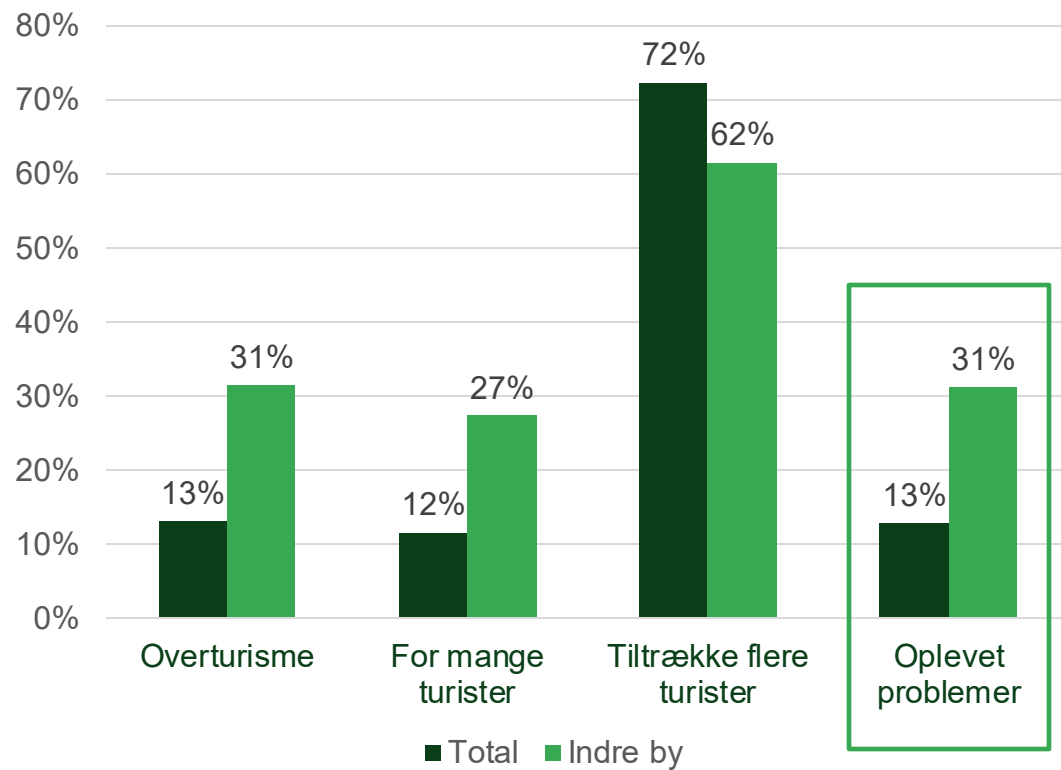
Har turismen skabt problemer for dig (seneste måned)



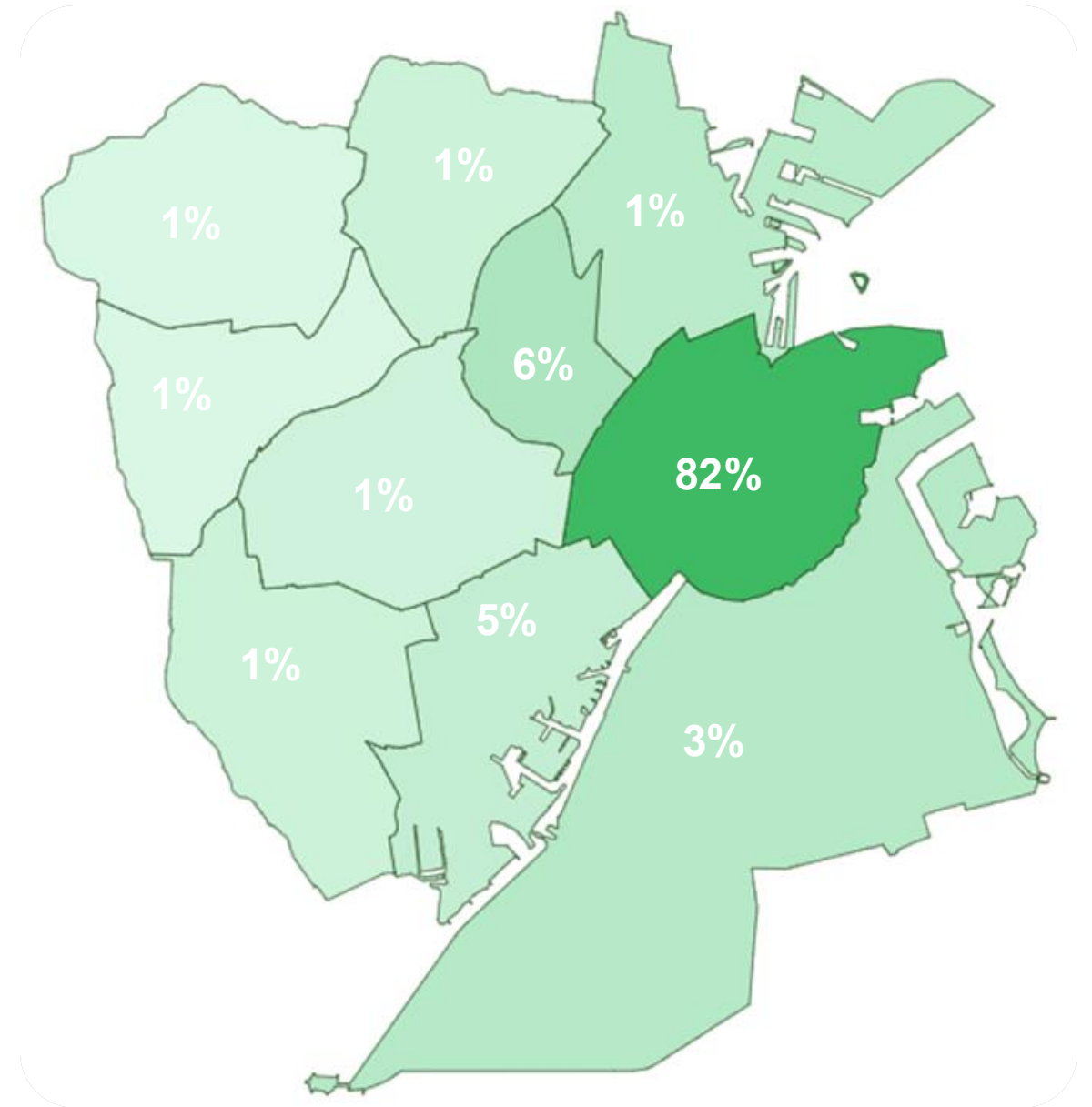
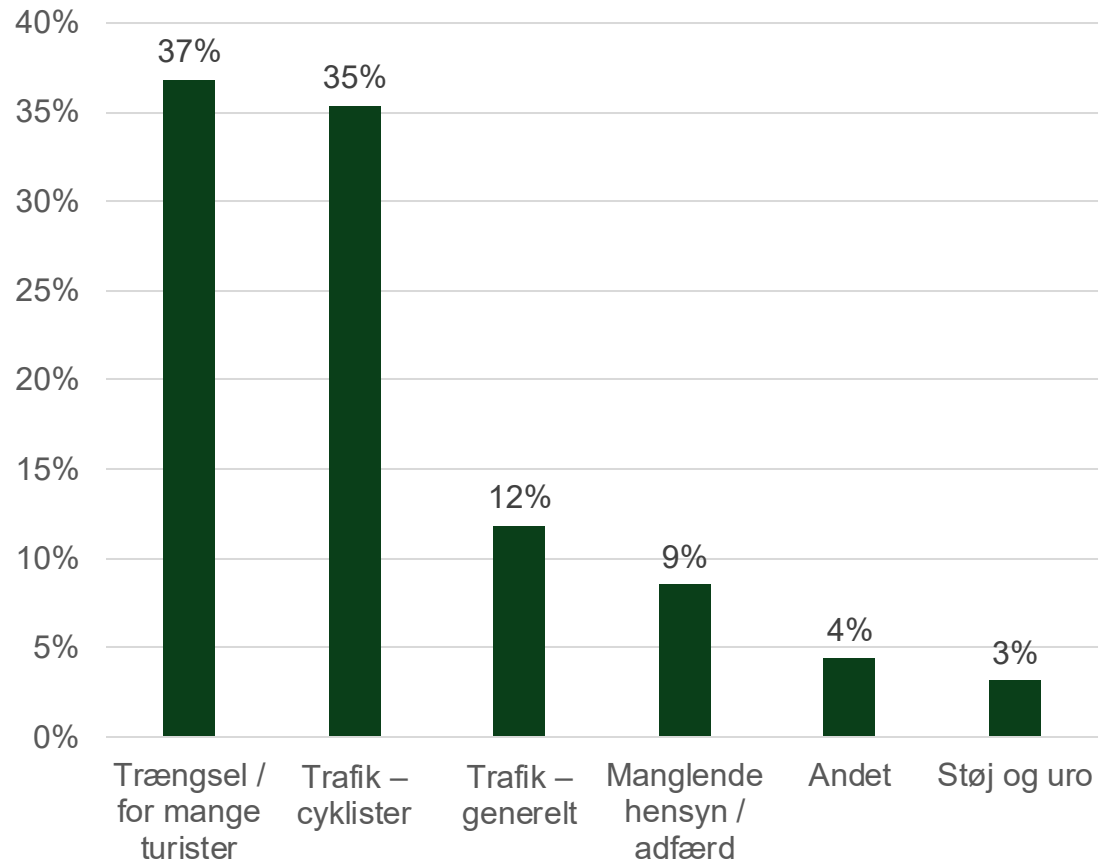
Spørgsmål til borgerne 2025



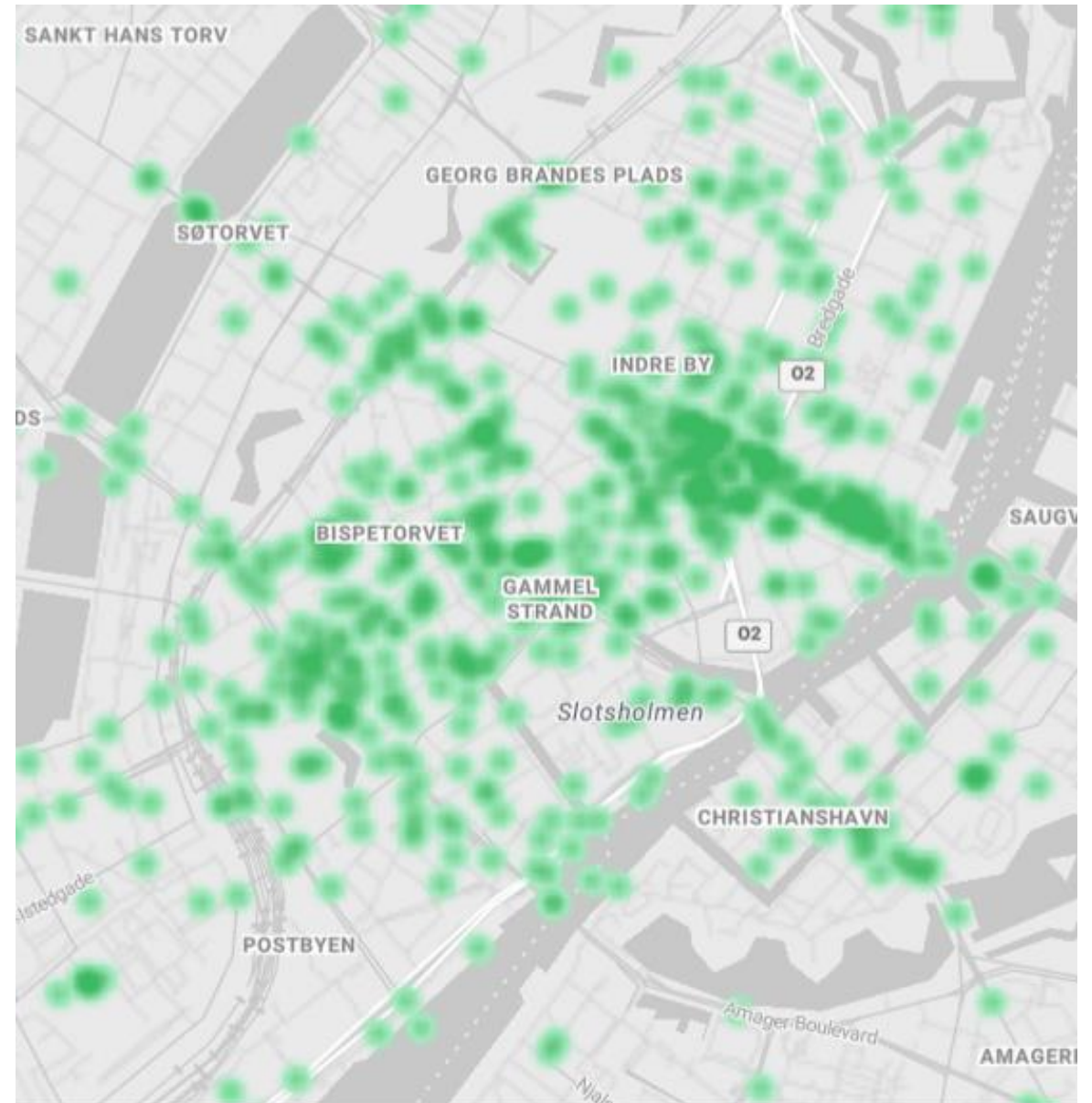
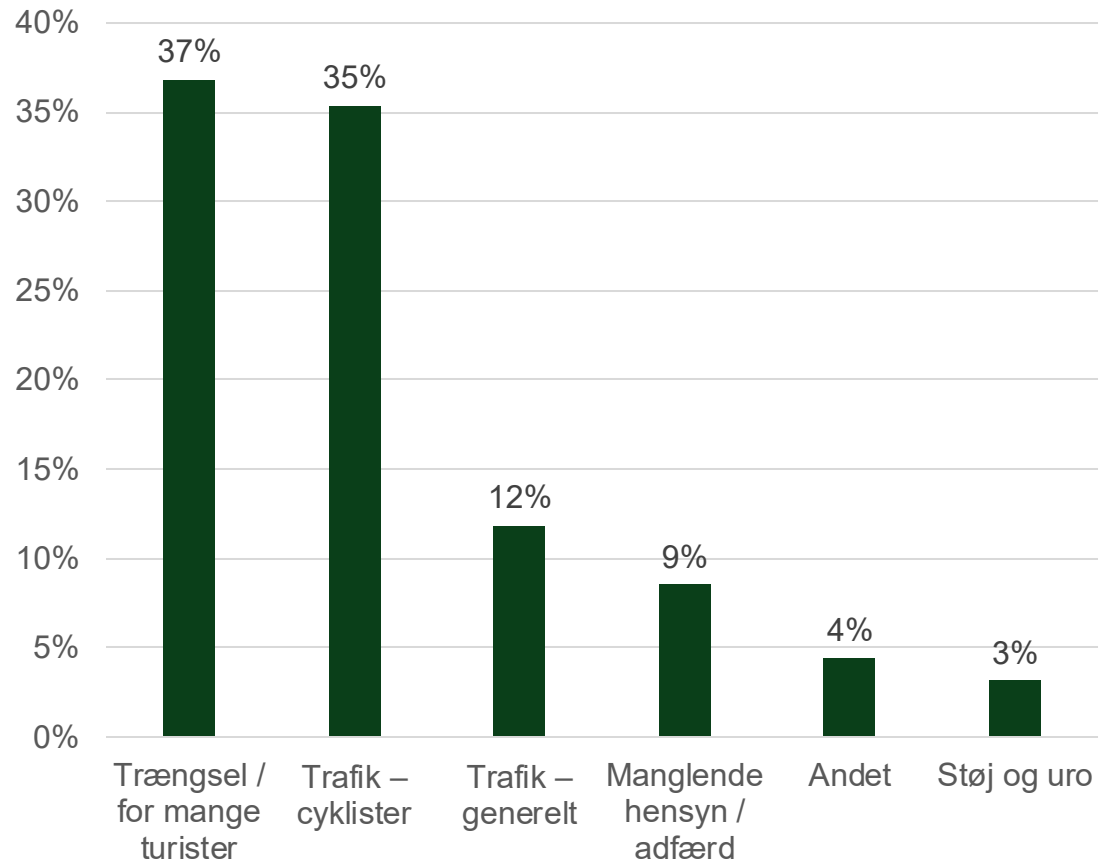
Spørgsmål til borgerne 2025



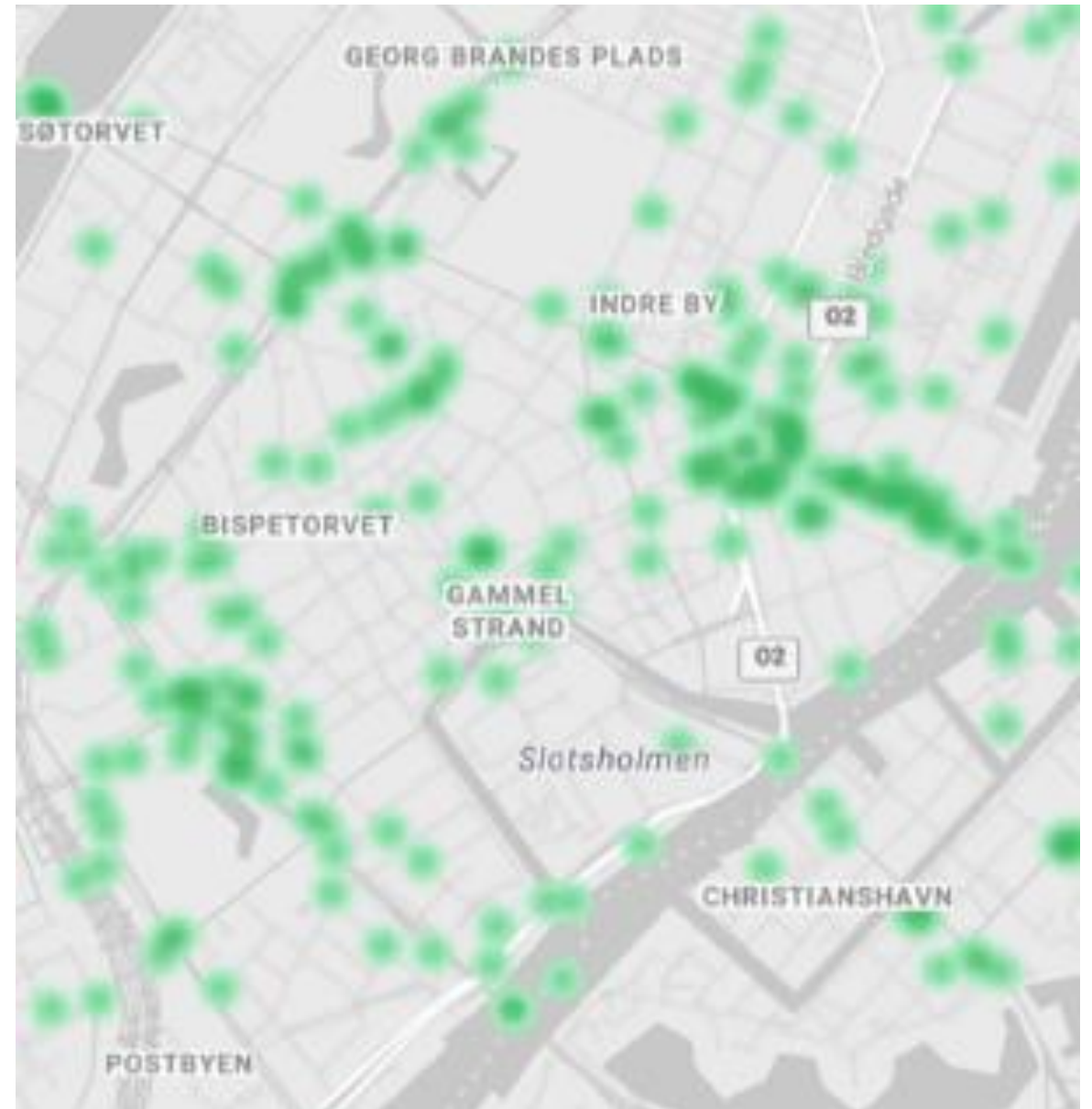
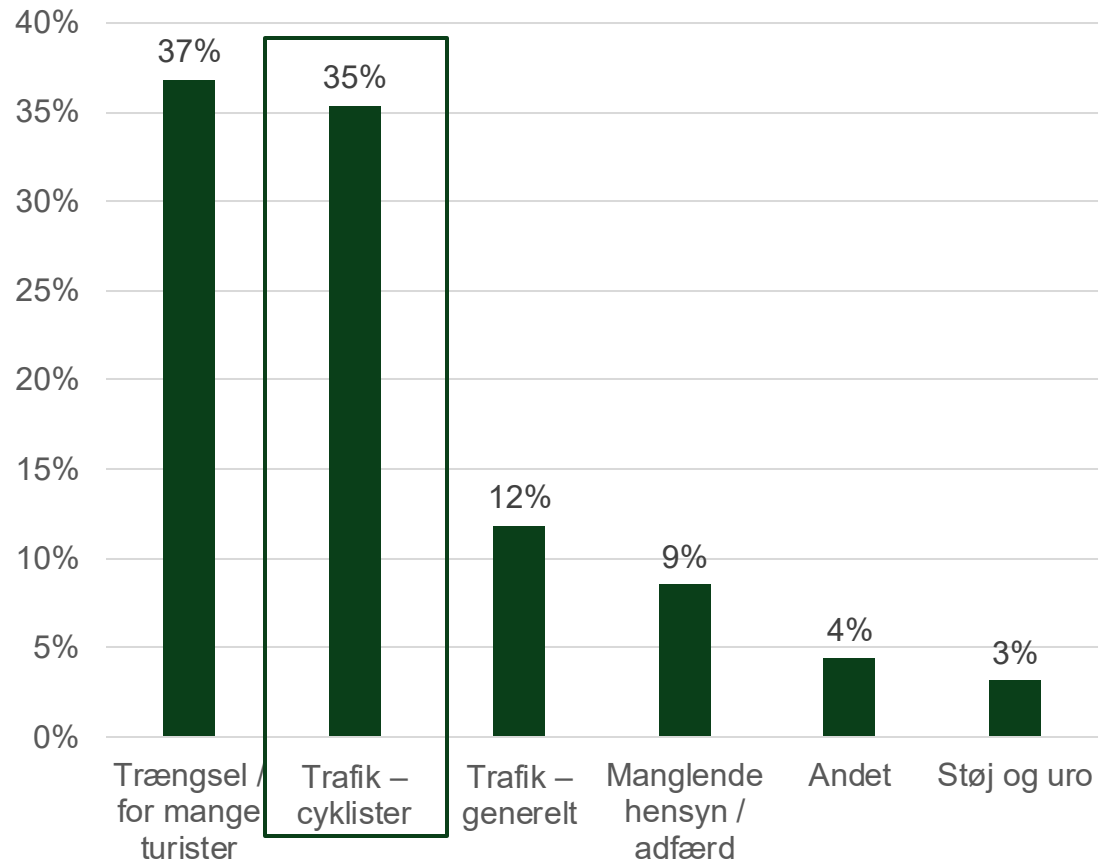
Har turismen skabt problemer for dig (seneste måned)



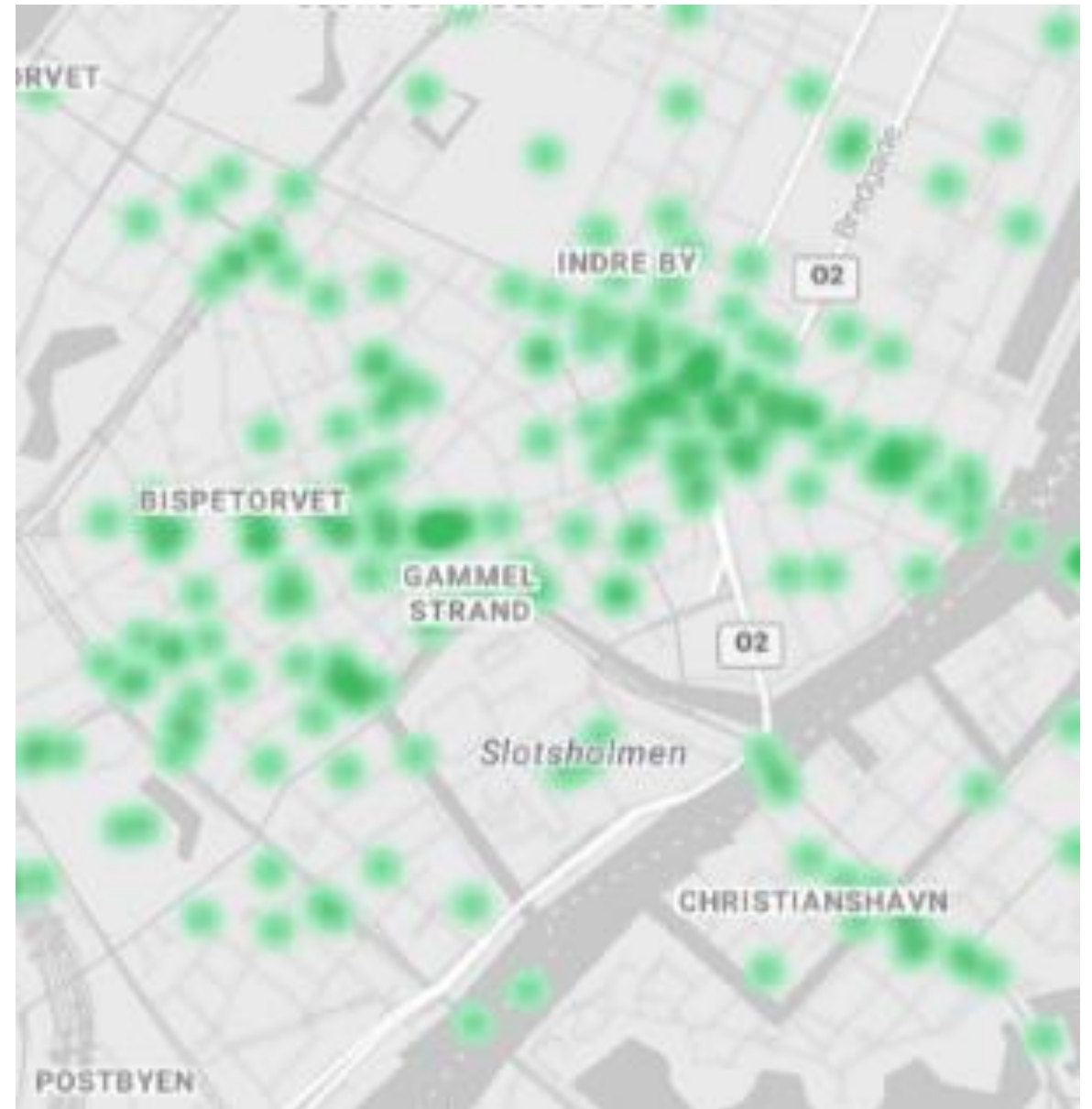
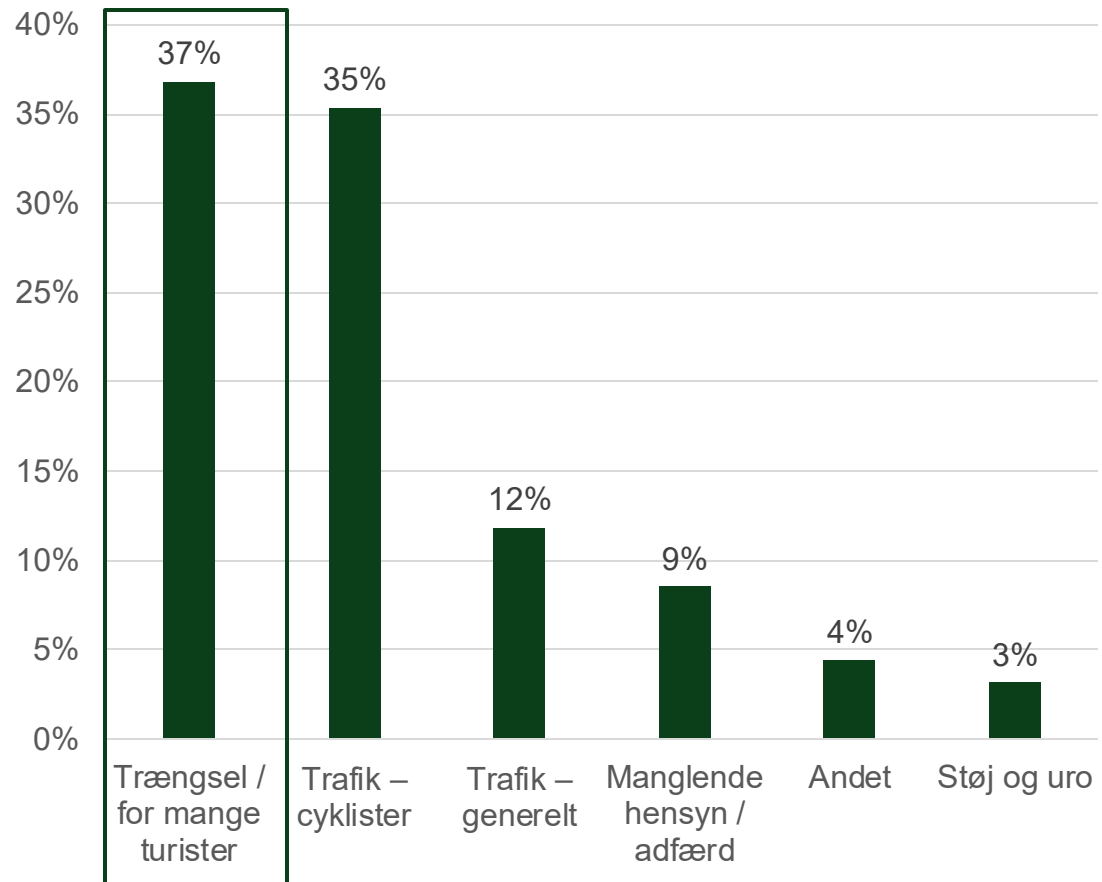
Har turismen skabt problemer for dig (seneste måned)



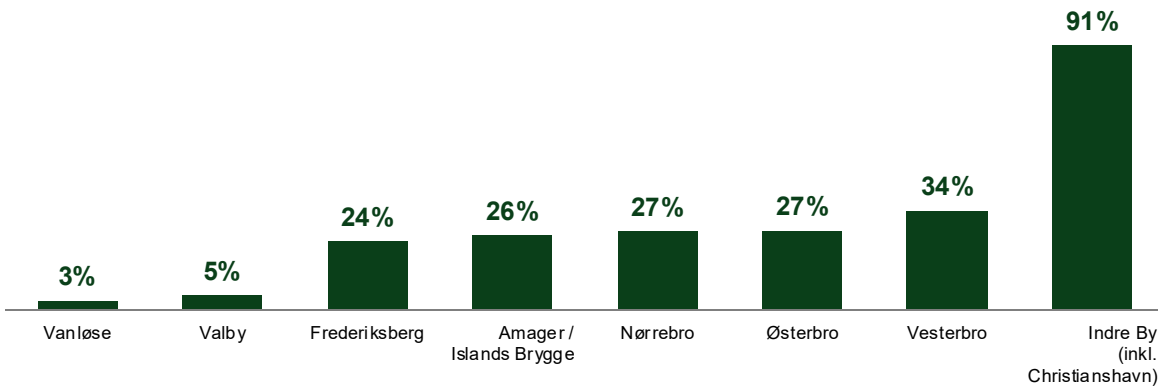
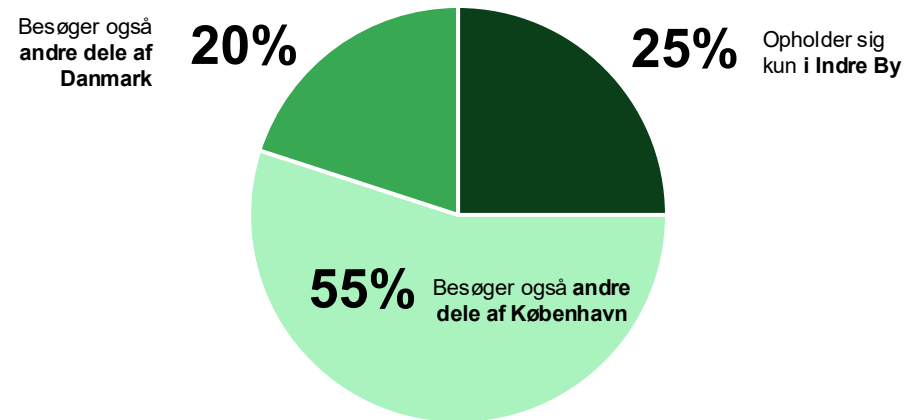
Har turismen skabt problemer for dig (seneste måned)



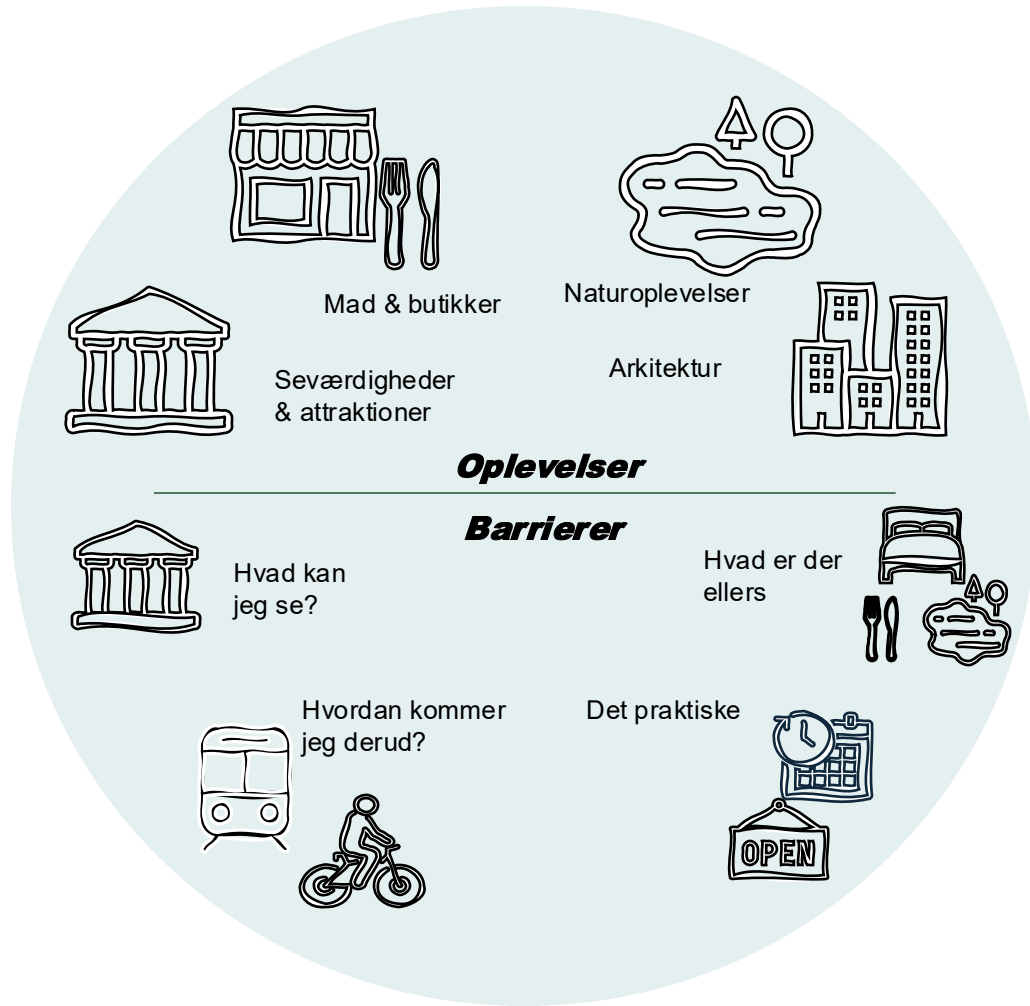
Har turismen skabt problemer for dig (seneste måned)

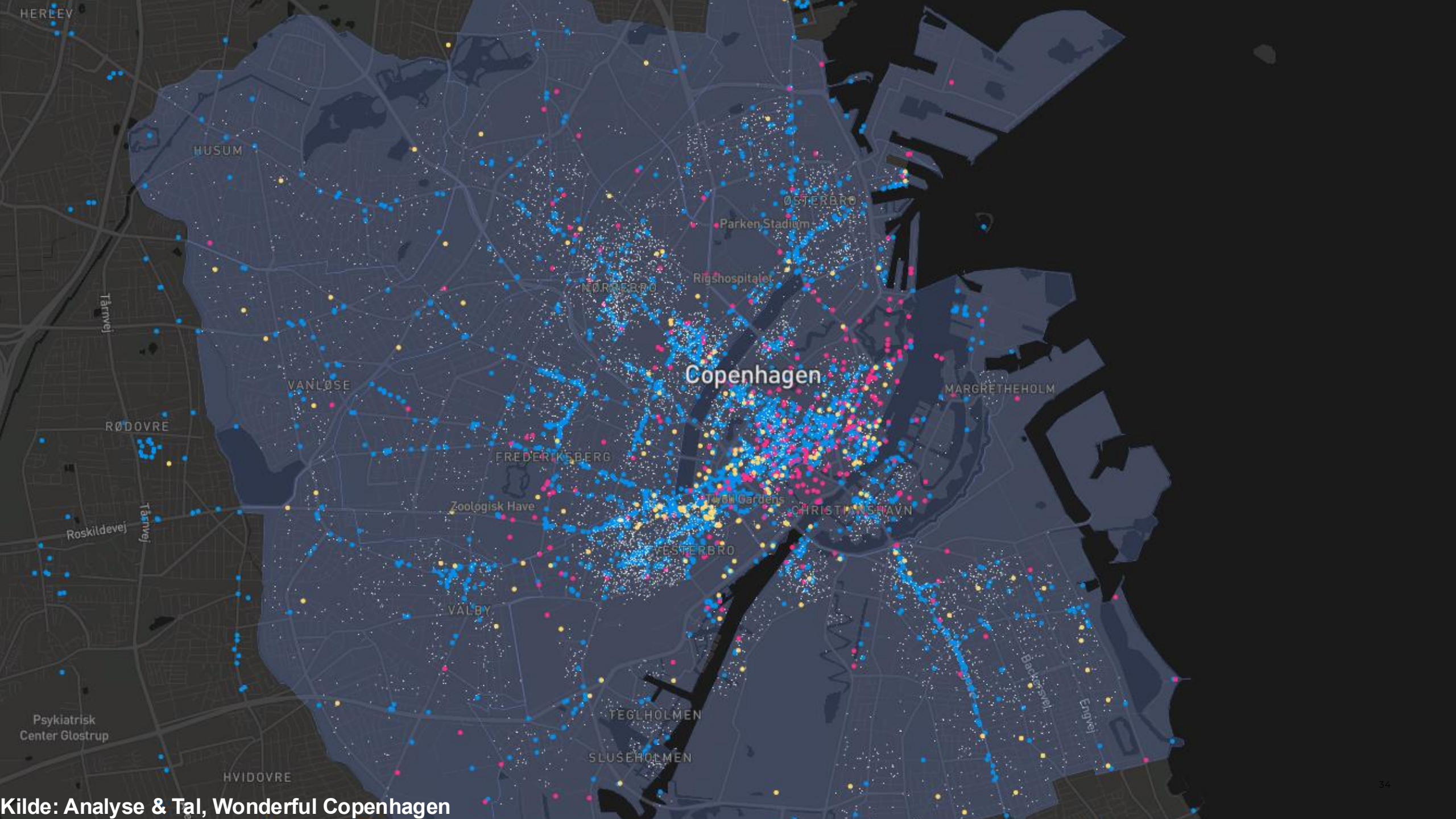


Spredning af gæster



Spredning af gæster





HERLEV

HUSUM

ØSTERBRO

Parken Stadium

Copenhagen

MARGRETHEHOLM

NØRREBRO

Rigshospitalet

VANLØSE

RØDOVRE

FREDERIKSBERG

Zoologisk Have

Tivoli Gardens

CHRISTIANSHAVN

Roskildevej

VESTERBRO

VALBY

Psykisk Center Glostrup

TEGLHOLMEN

SLUSEHOLMEN

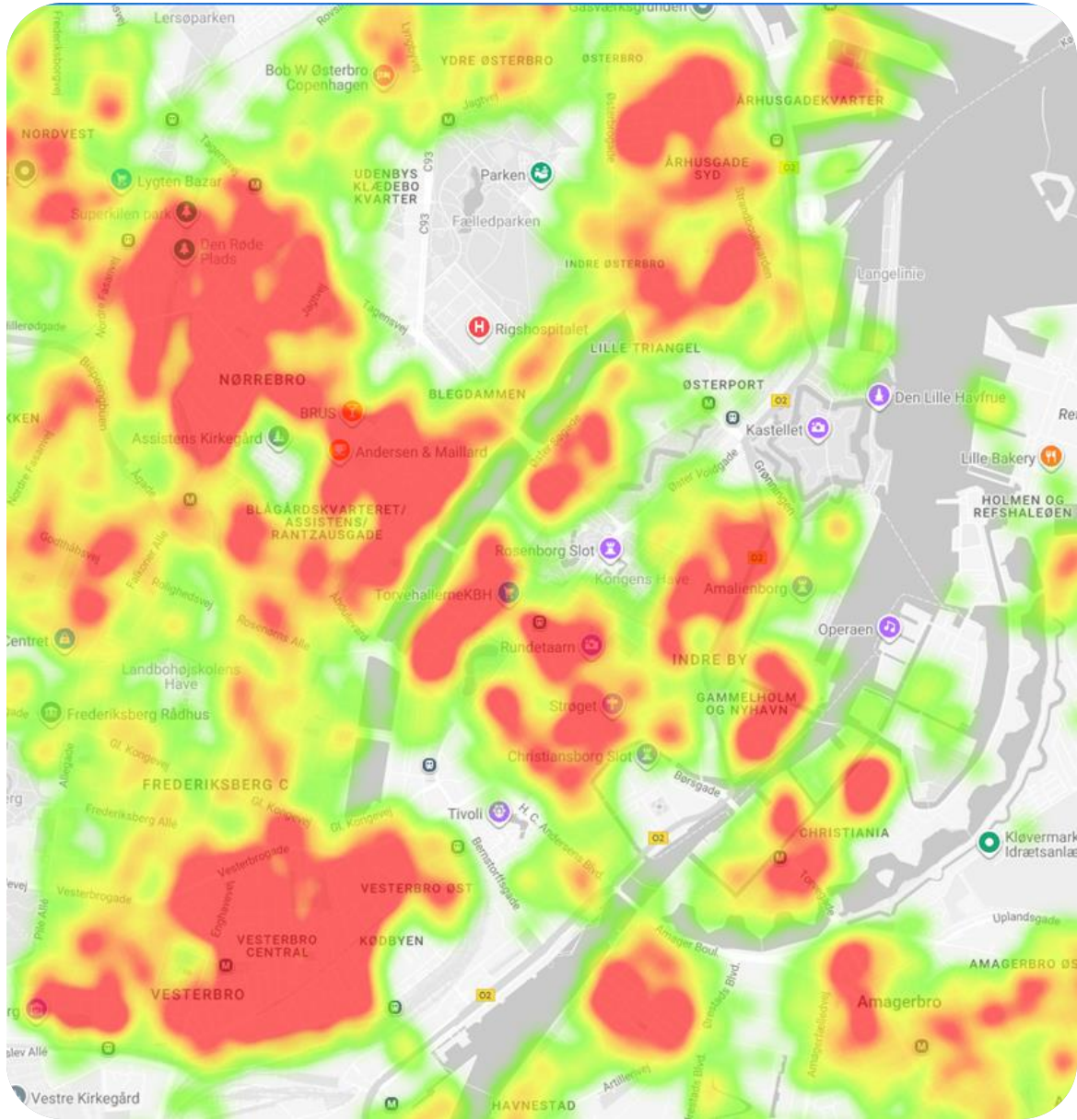
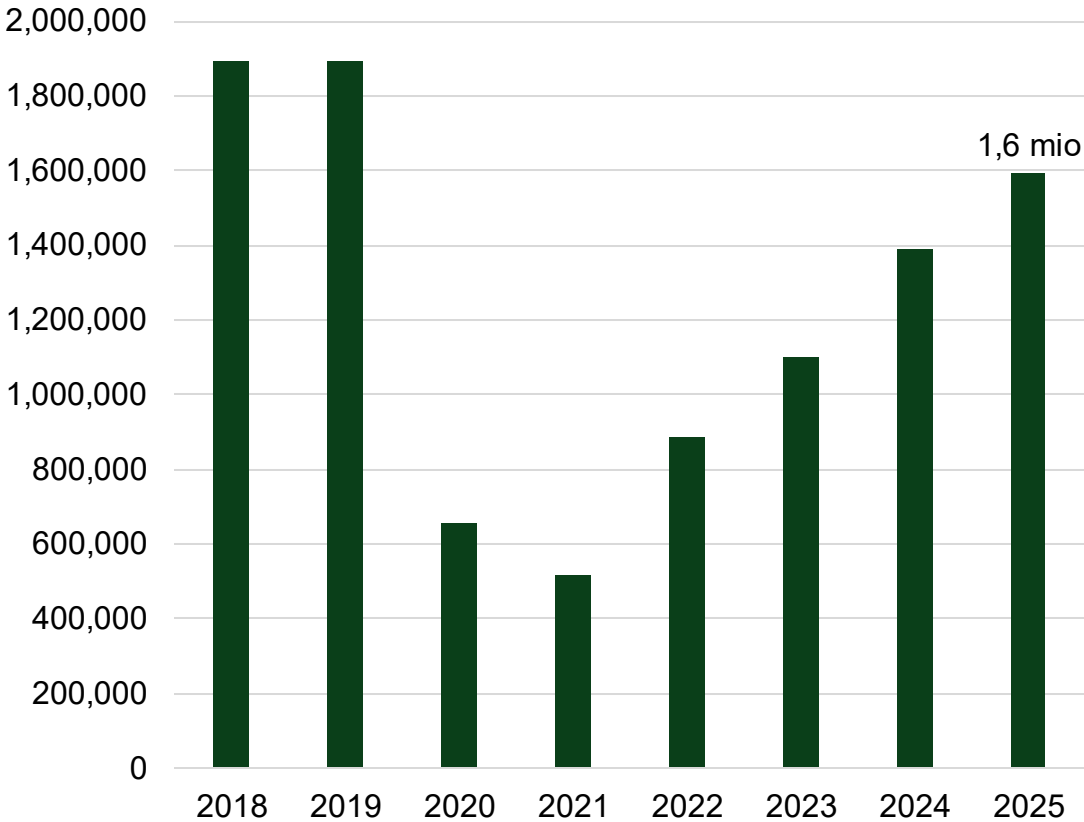
HVIDOVRE

Børstavej

Engvej

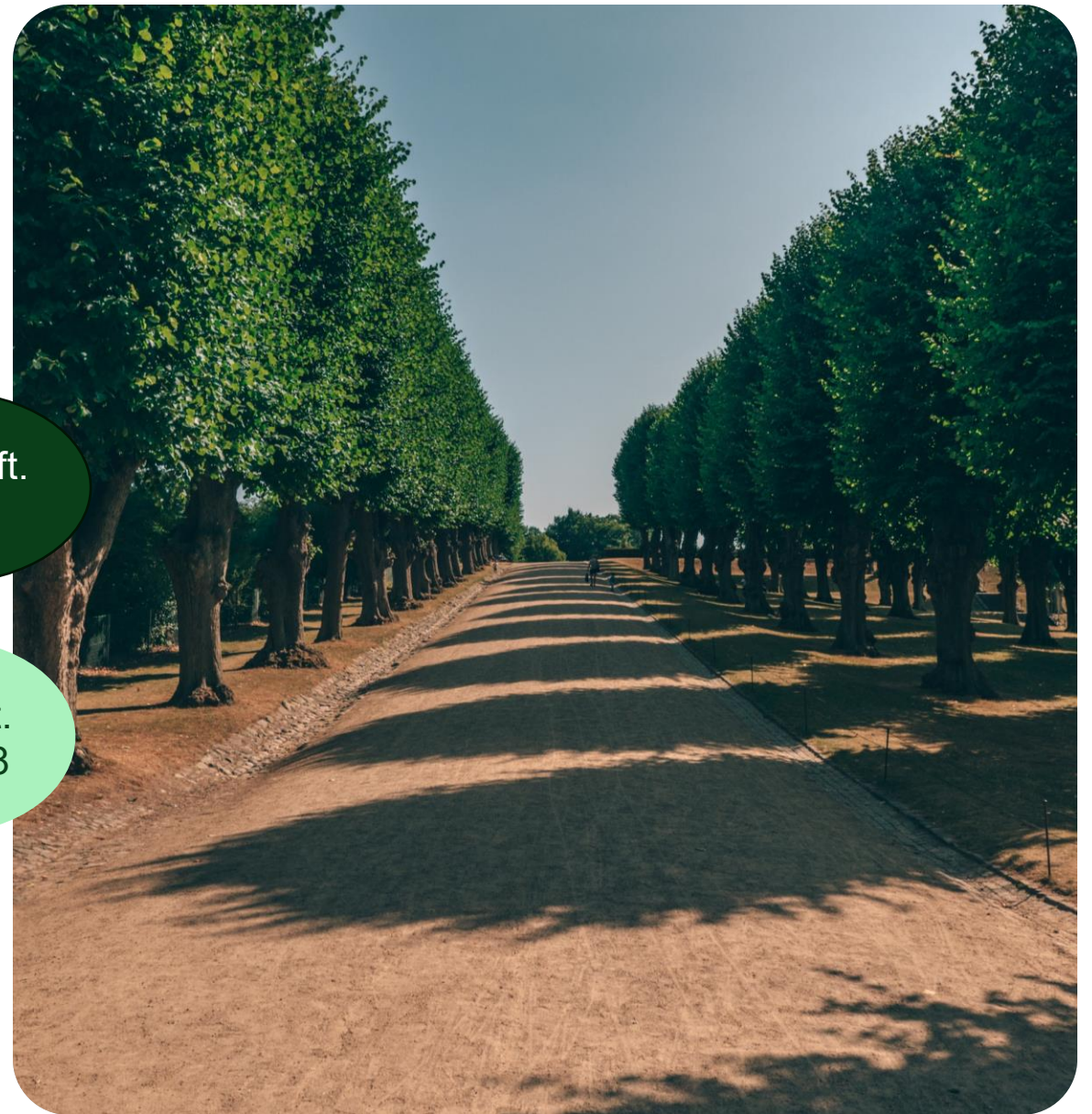
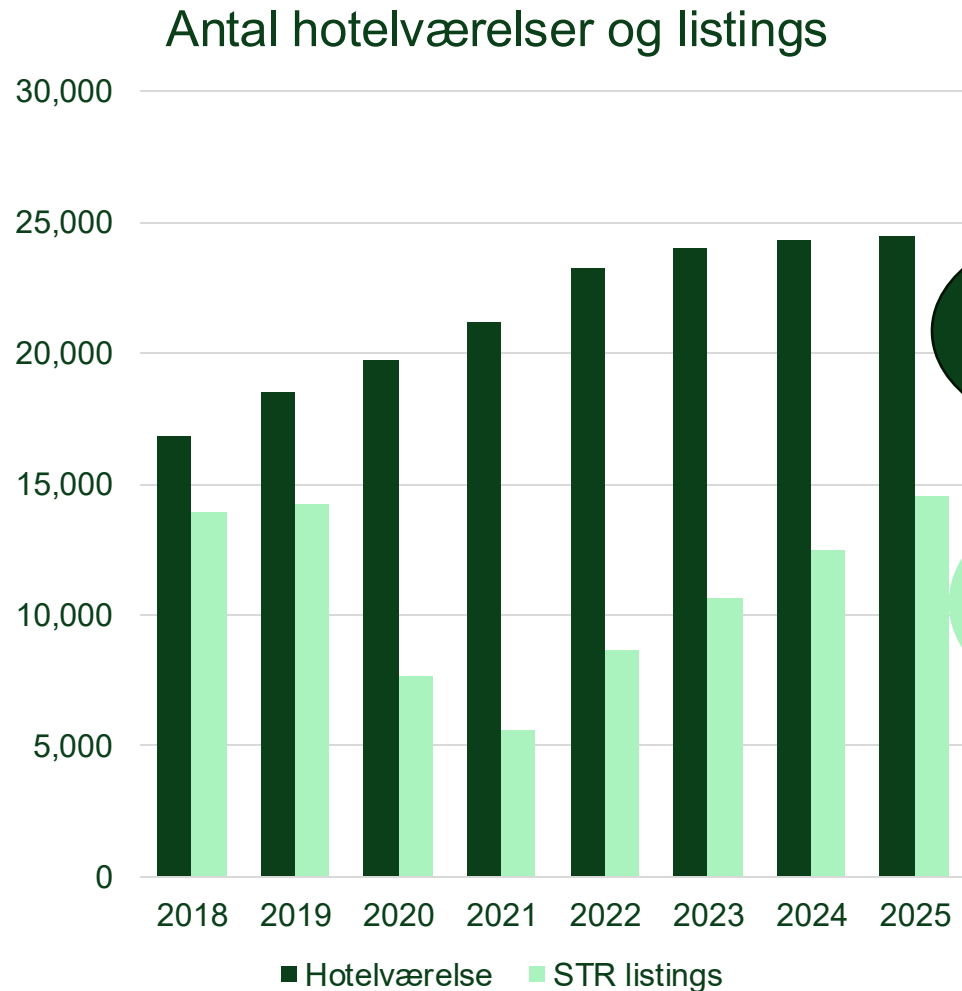
Kilde: Analyse & Tal, Wonderful Copenhagen

Short term rentals

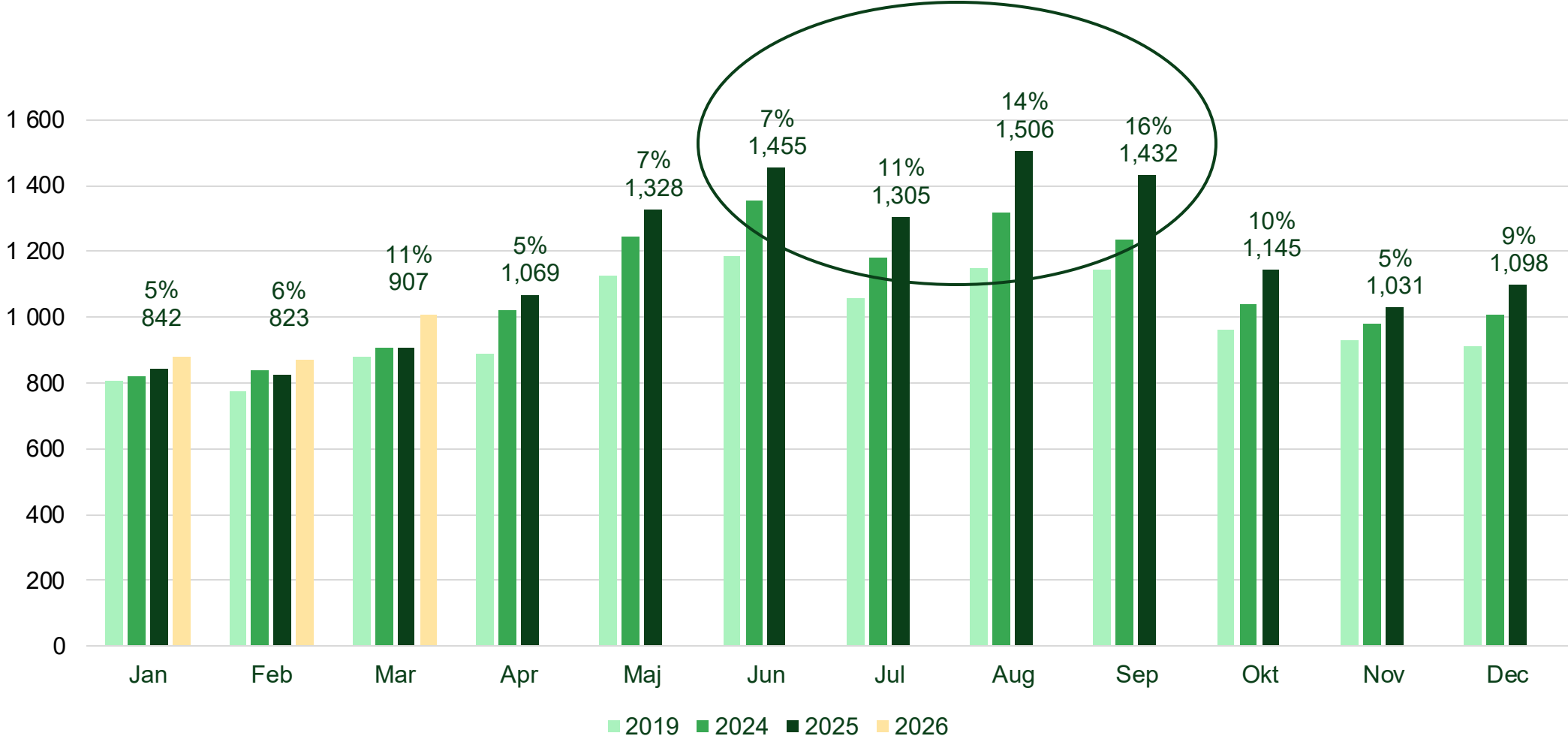


Kilde: AirDna, DorstepAnalytics og Wonderful Copenhagen

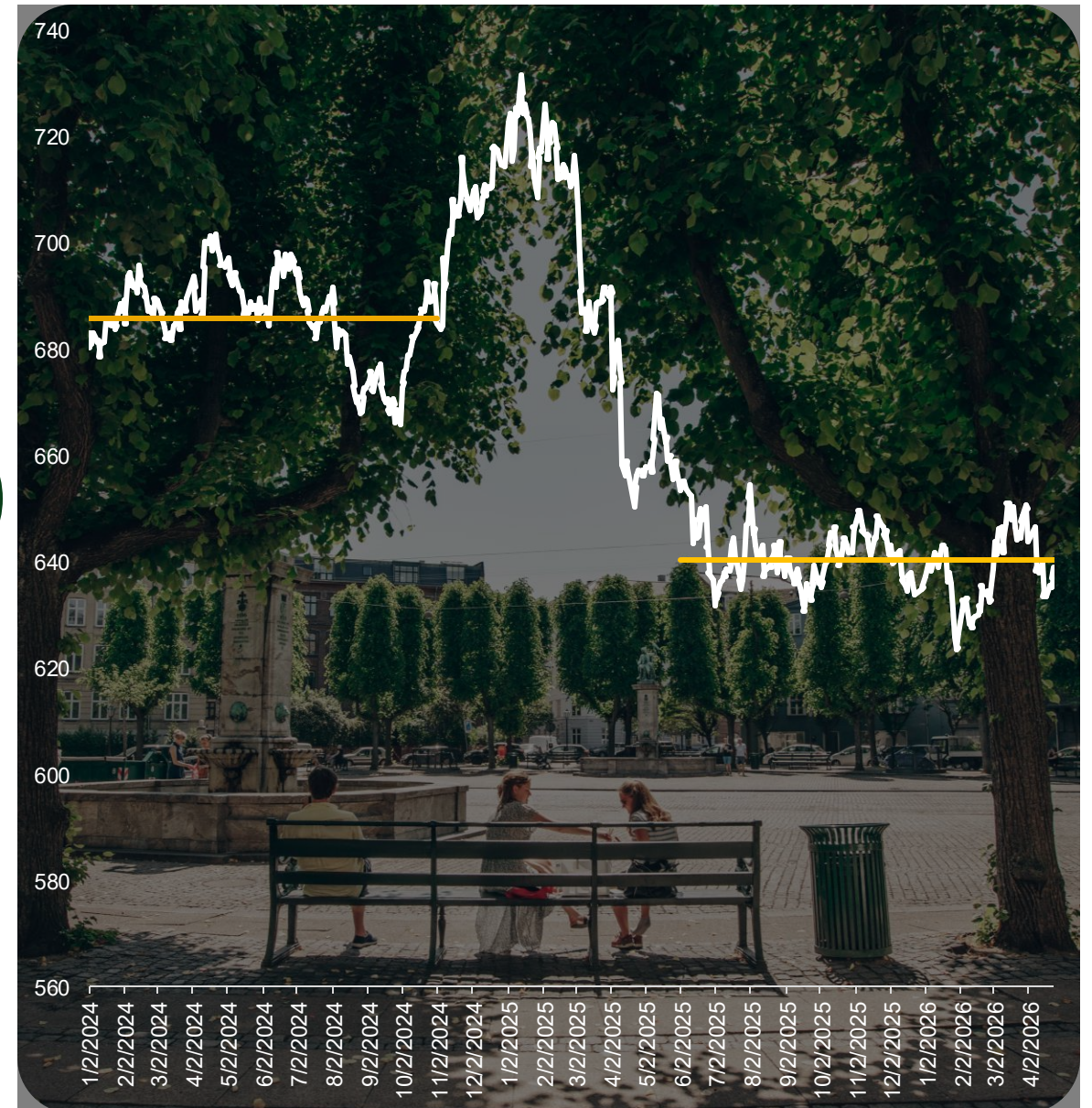
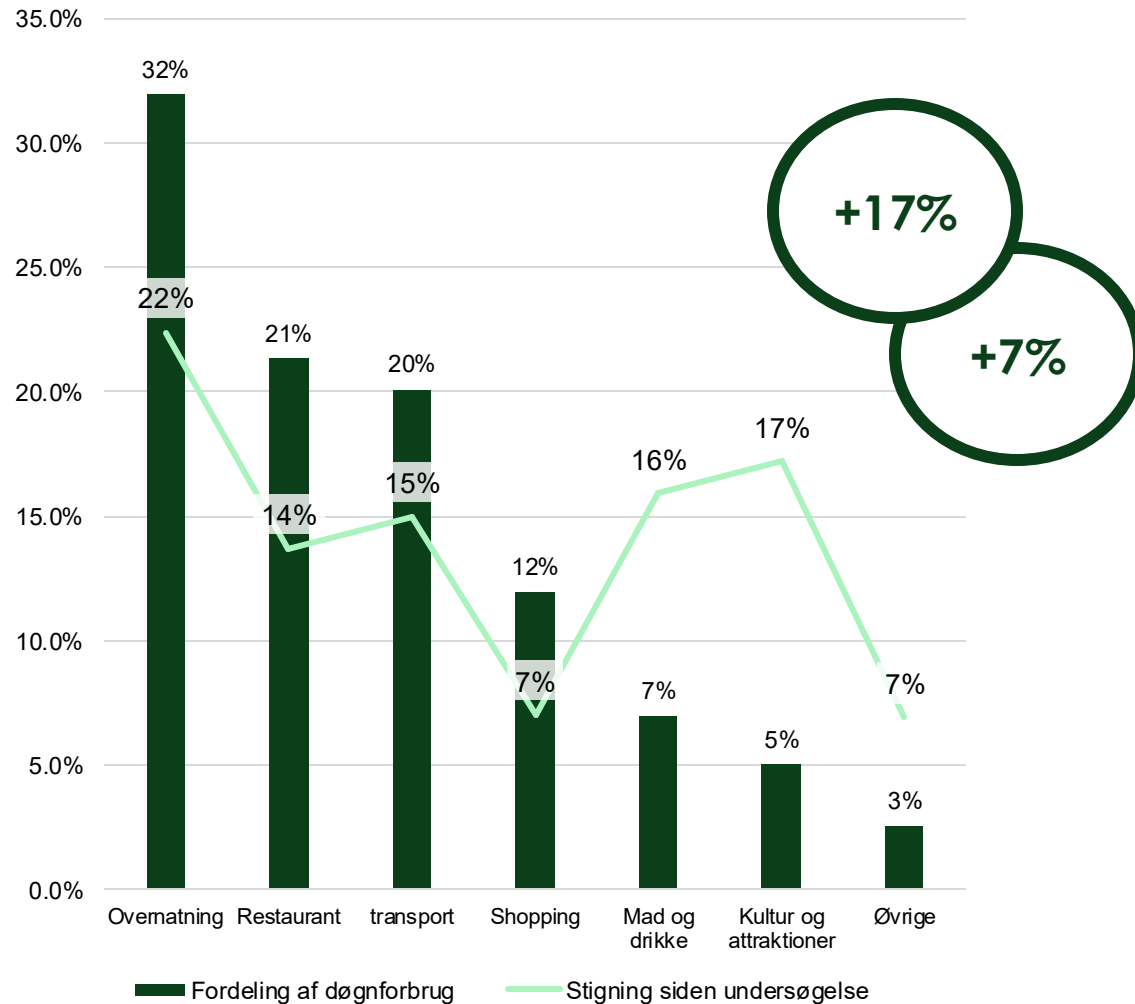
Short term rentals



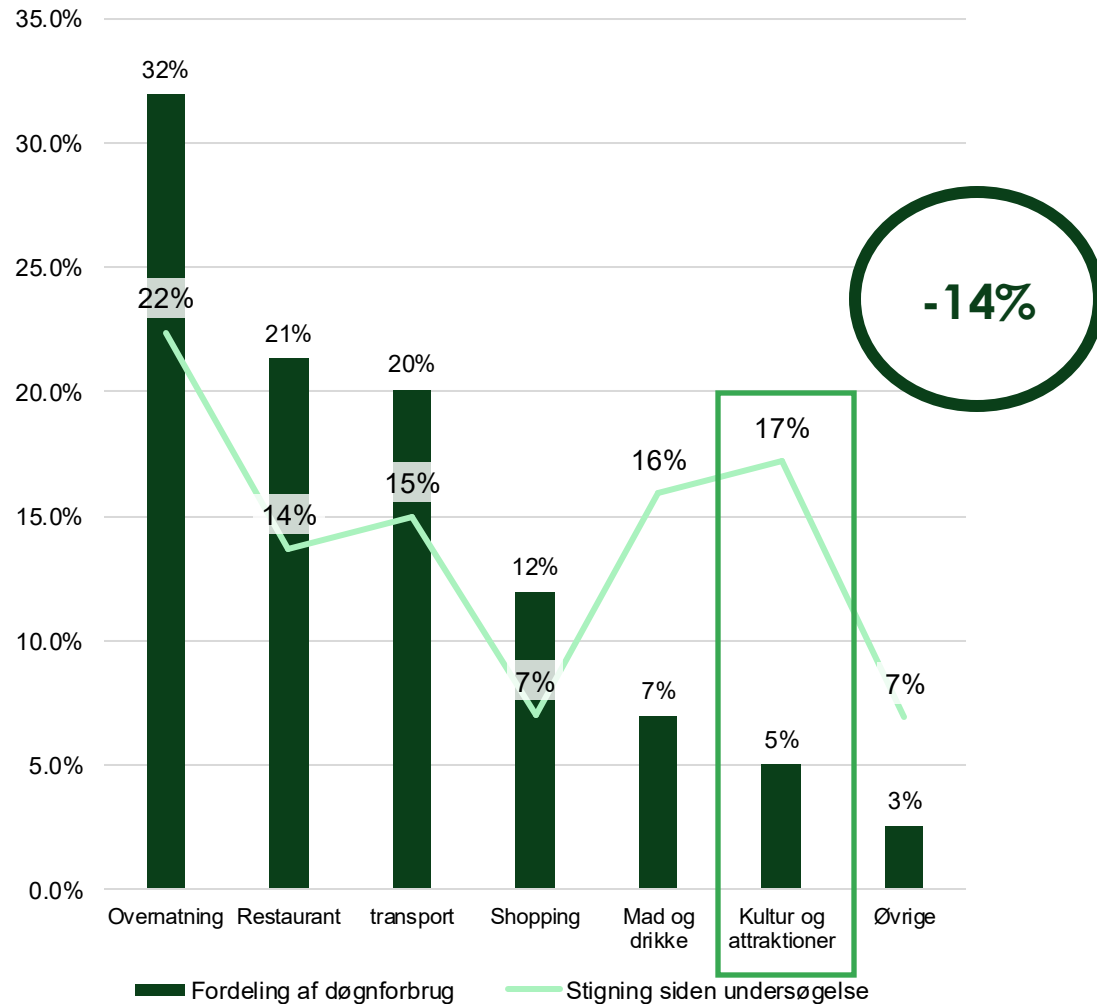
Average daily rate



Døgnforbrug

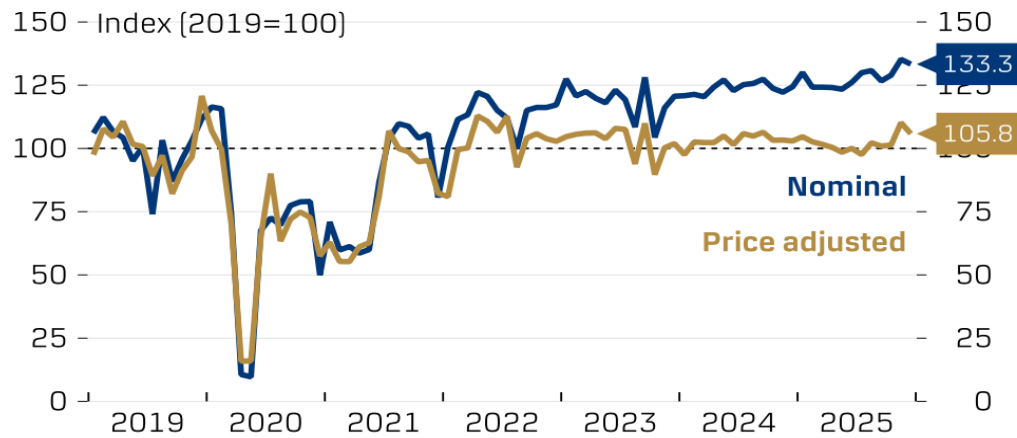


Døgnforbrug

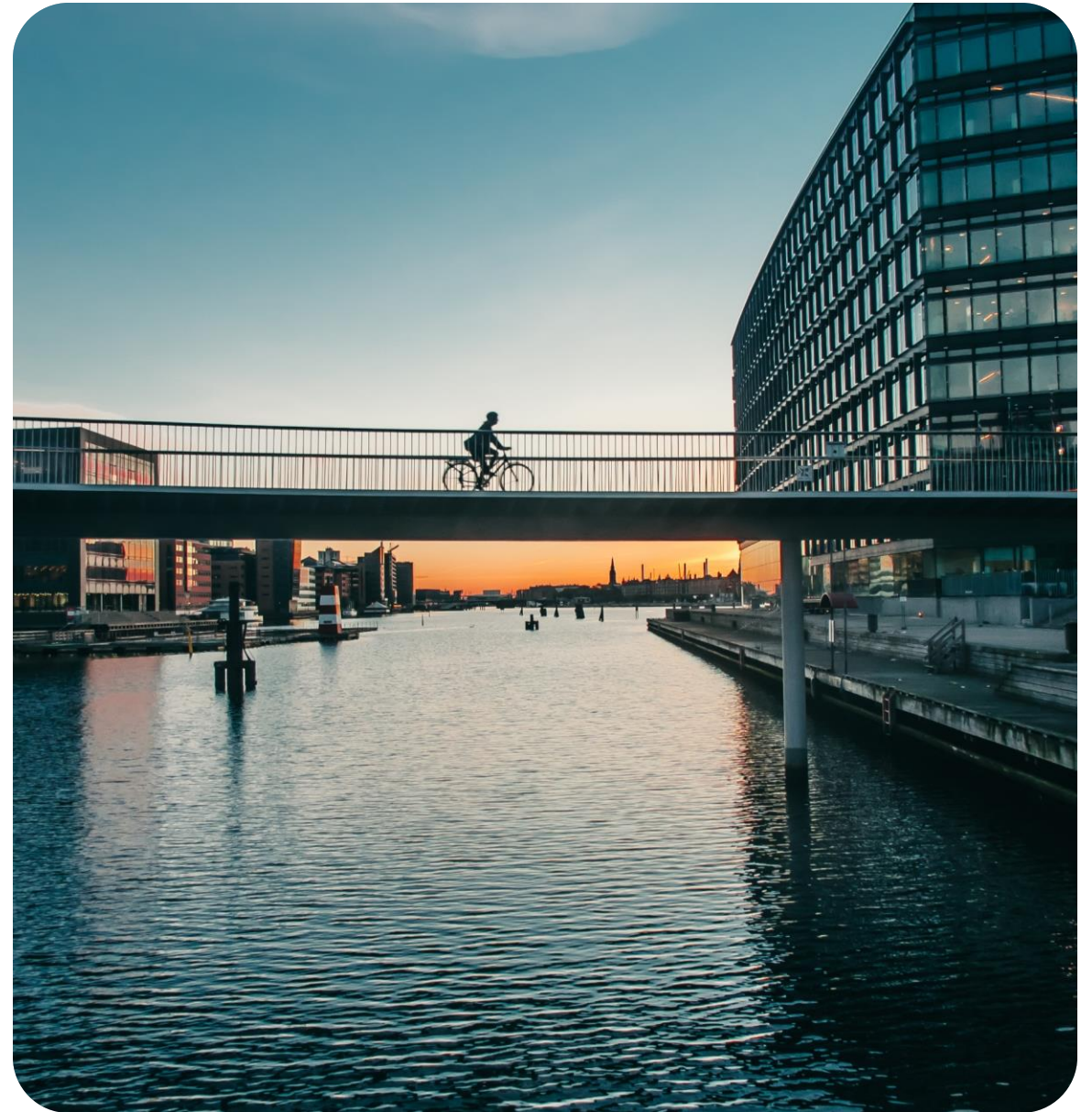
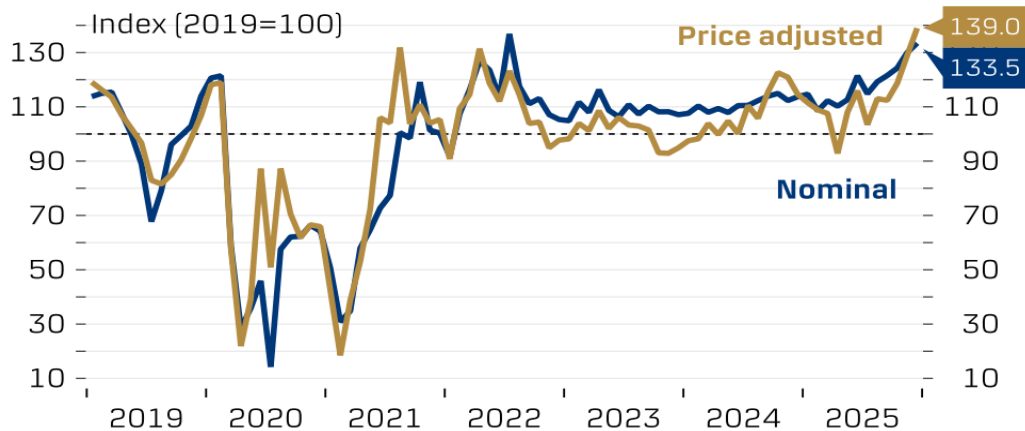


Forbrug i Danmark

Tourist attractions and amusement parks, SA

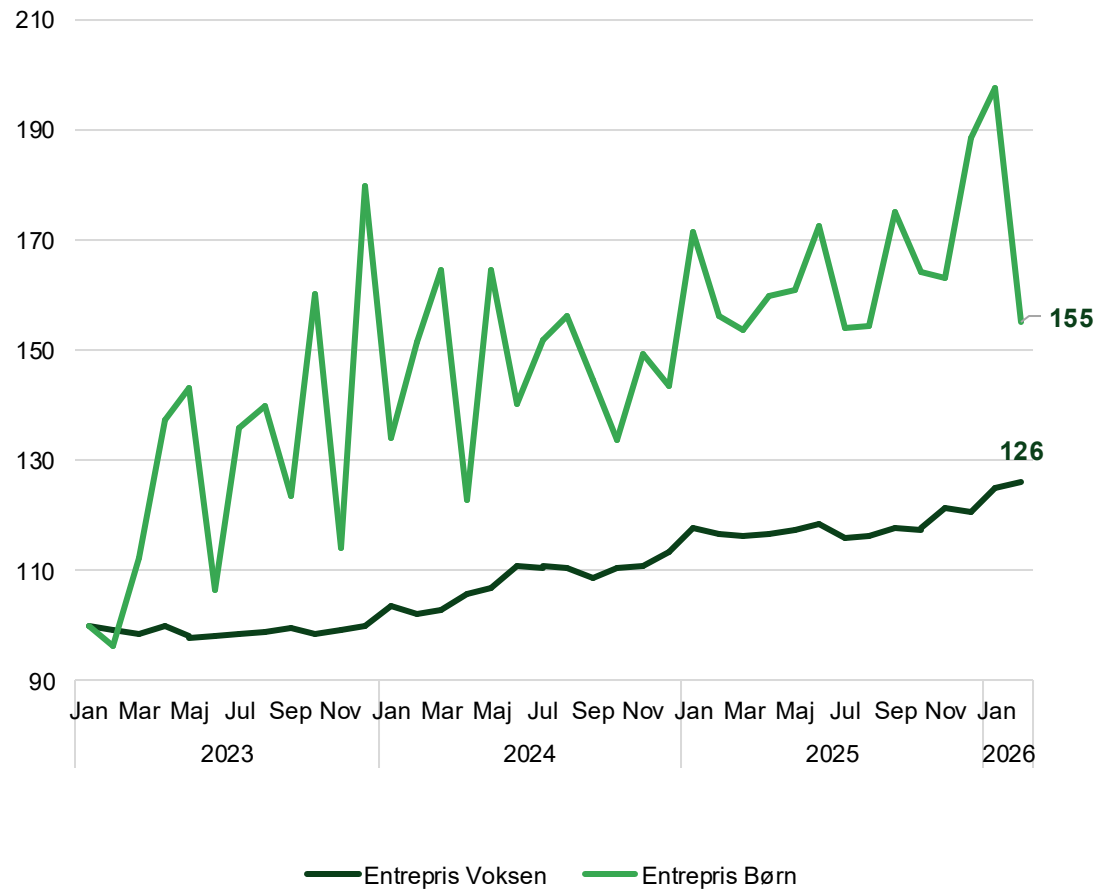


Hotels and motels, SA



Udvikling i entrepriser

Jan-2023 = indeks 100



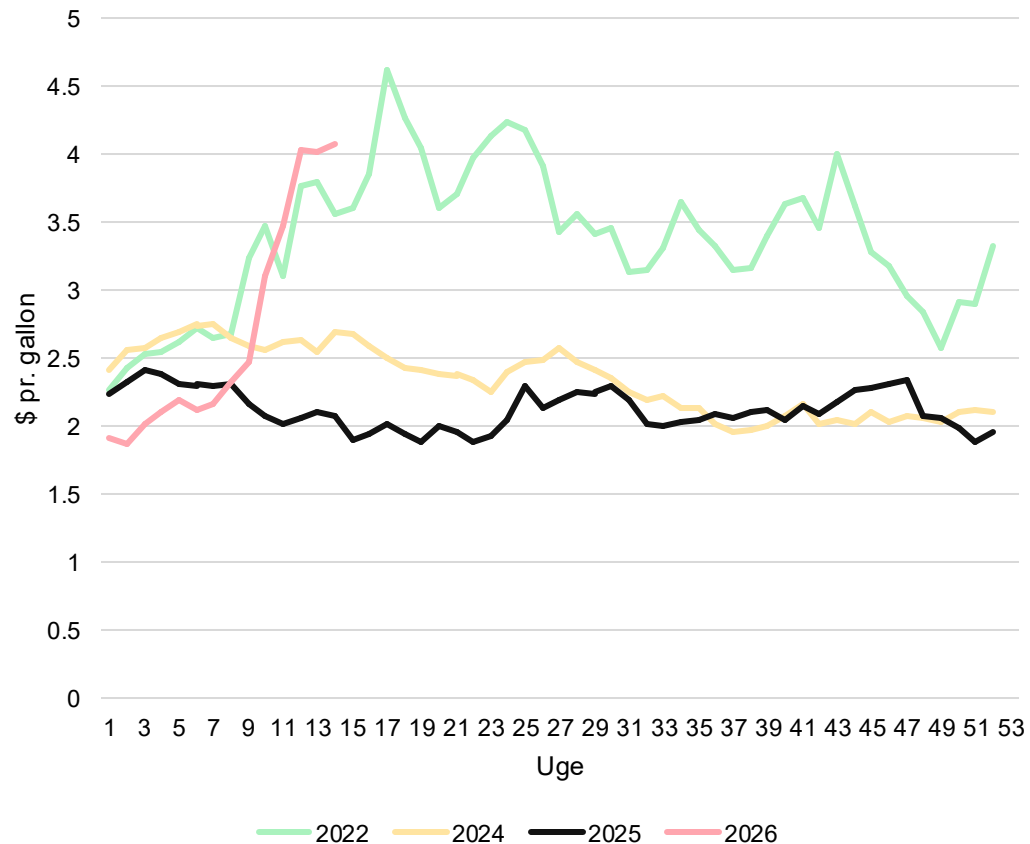
Vækst i besøg ift. året før 4 ugers glidende gns.



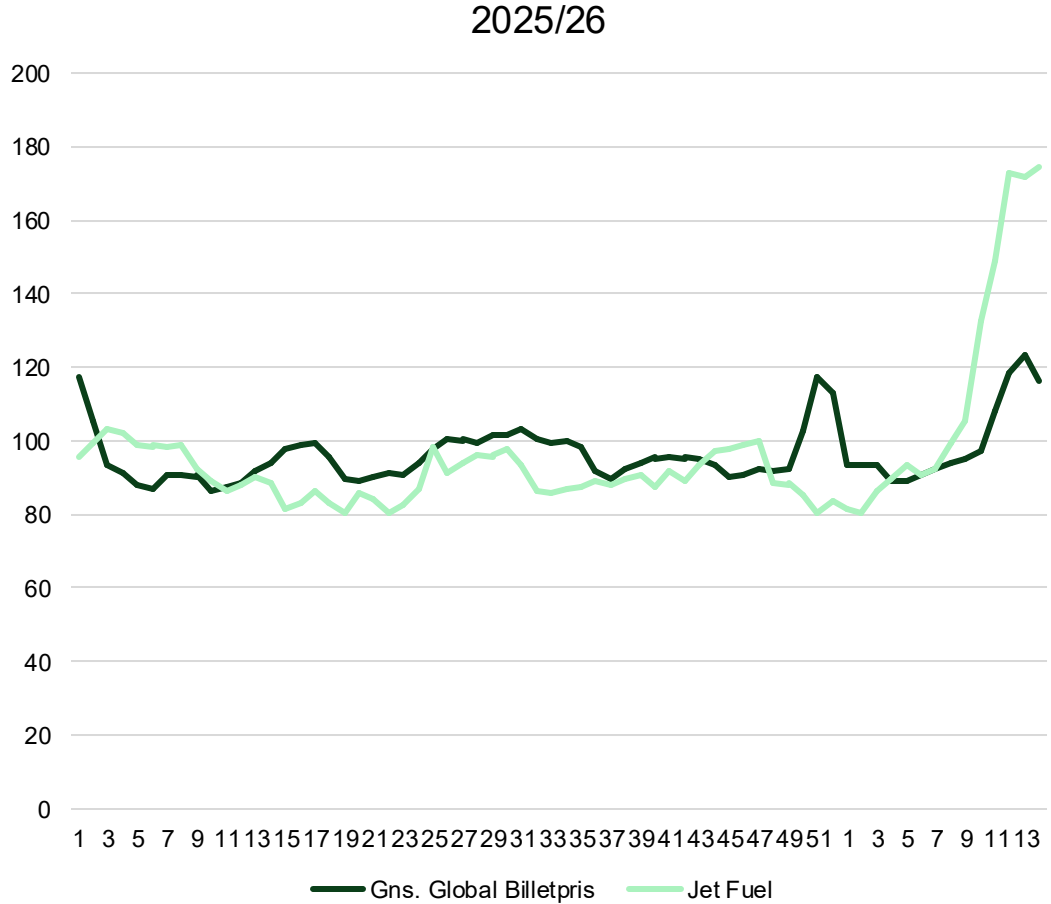
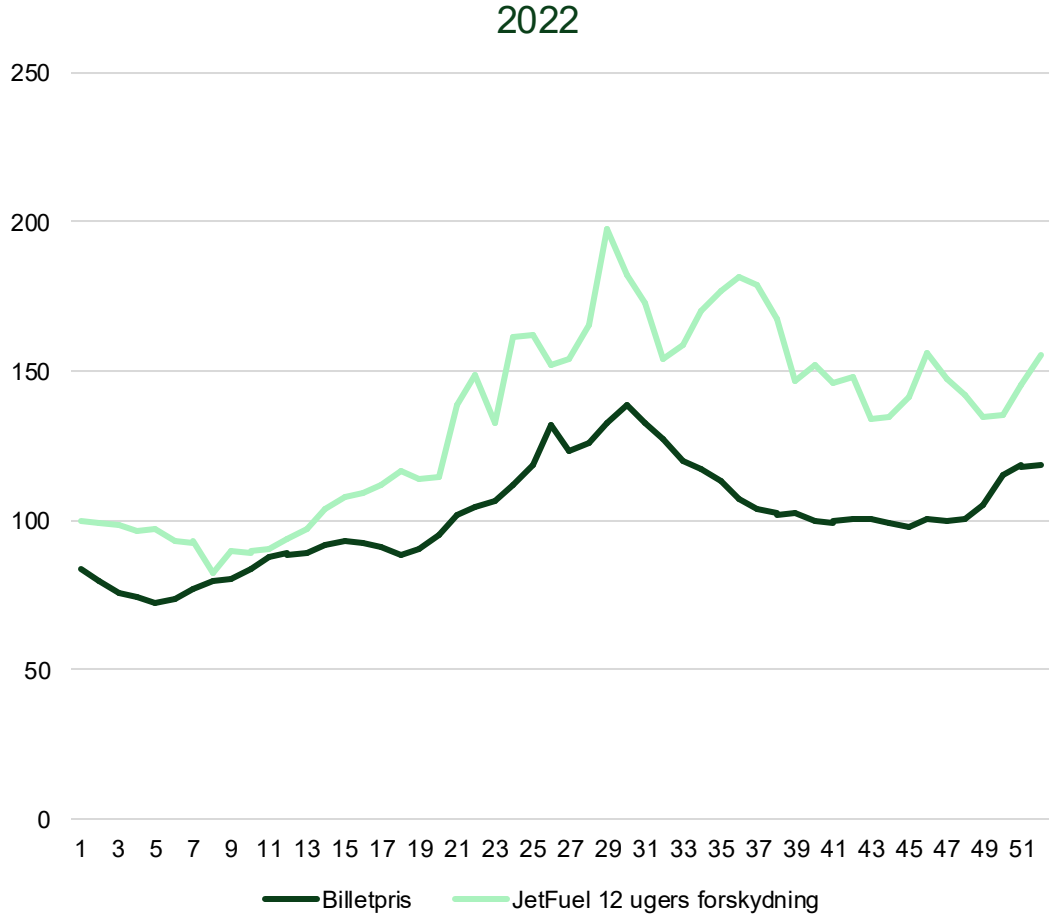
* Korrigeret for påske



Prisudvikling i flybrændstof

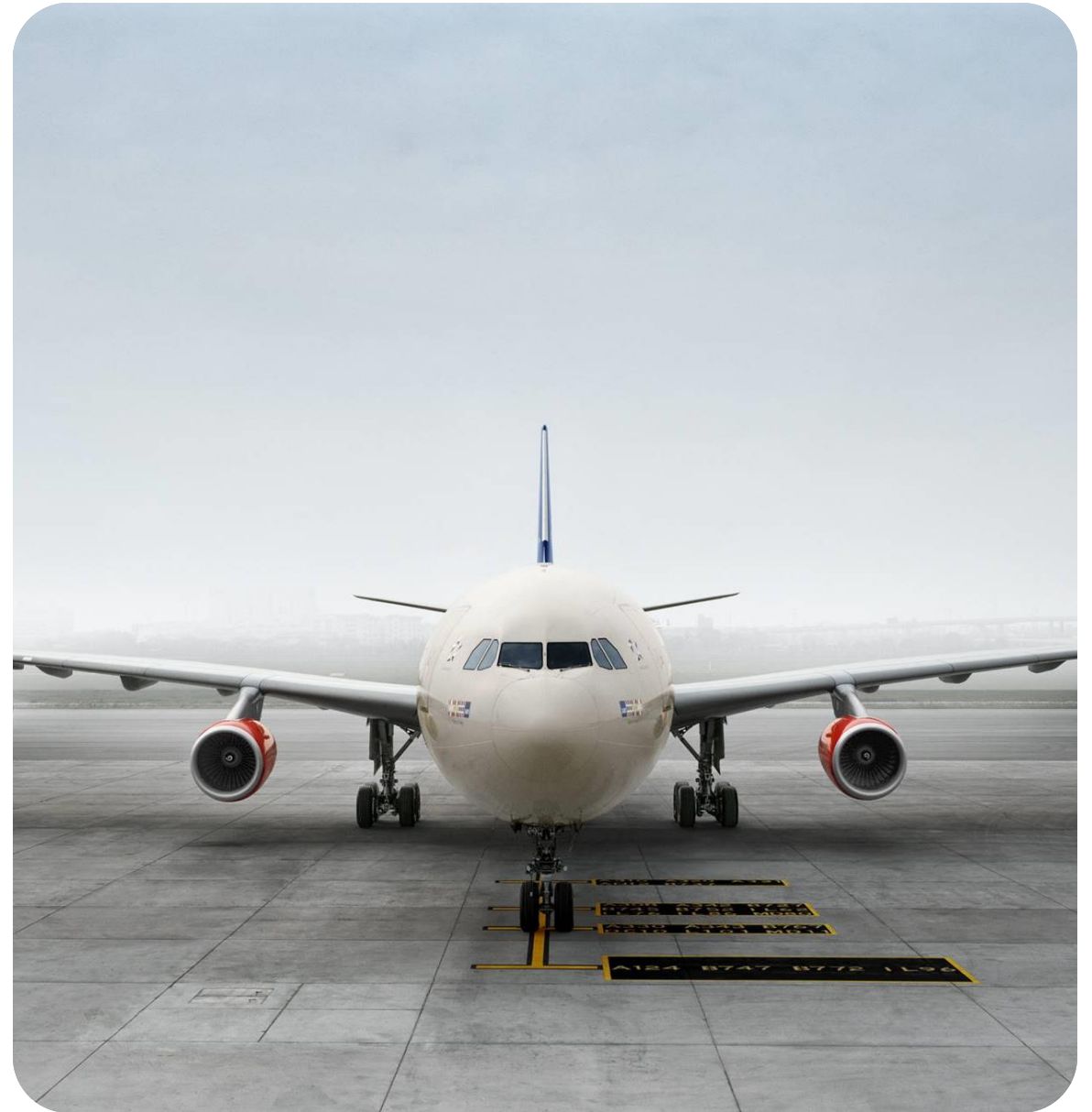
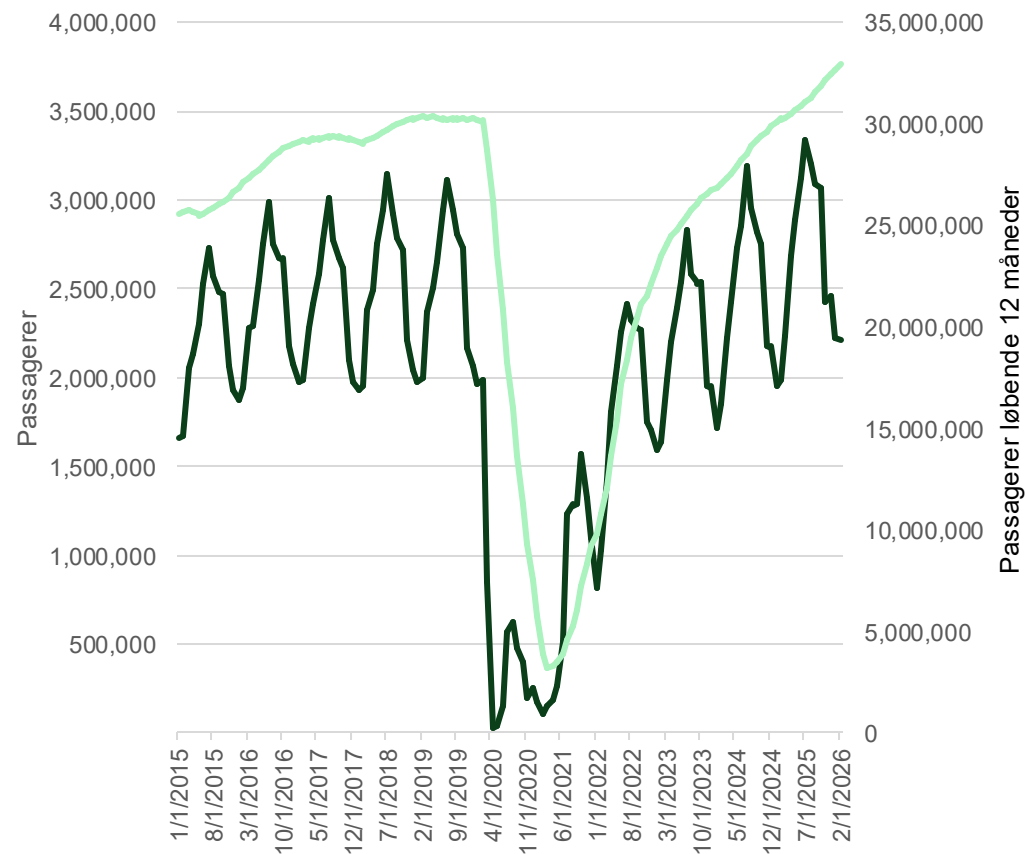


Flybilletter & brændstof (2024 = indeks 100)

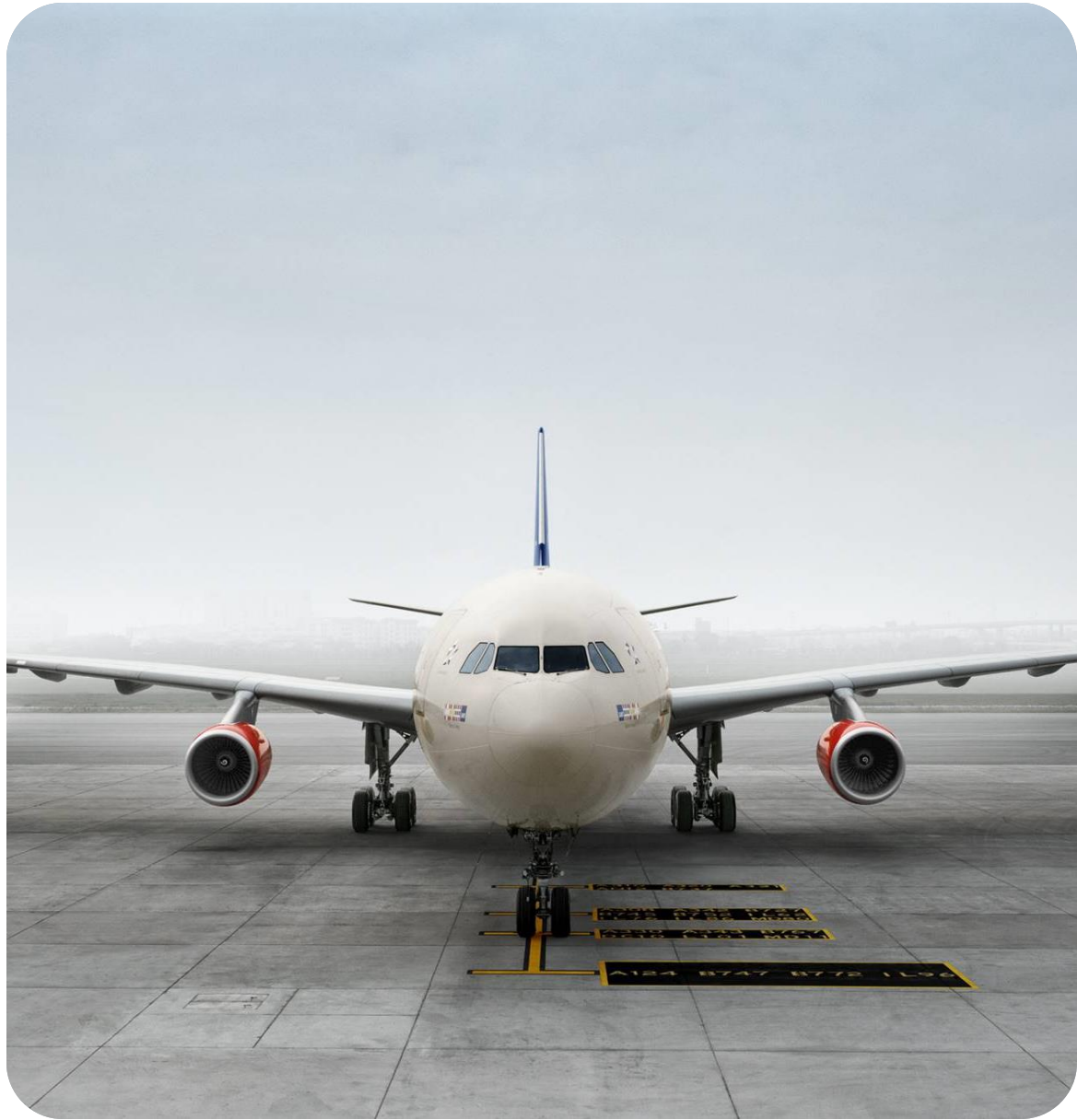
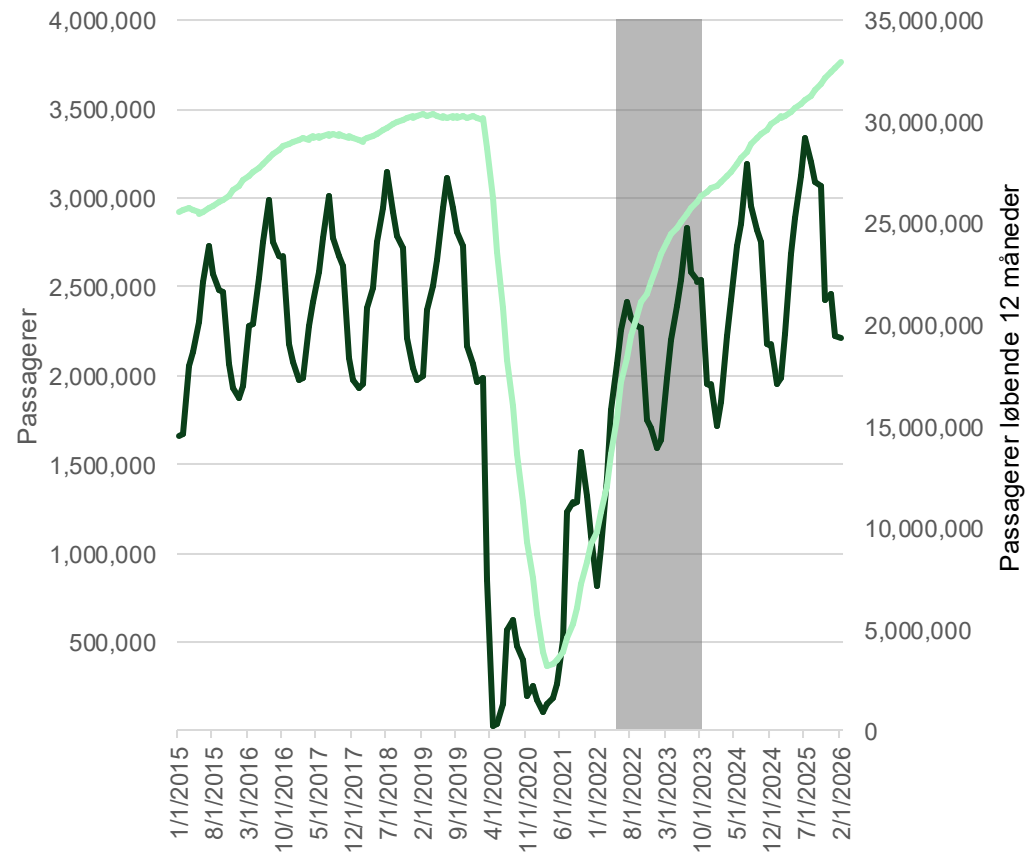


Kilde: Argus US Jet Fuel Index, OAG Weekly Airfare Price Index

Passagerer i CPH

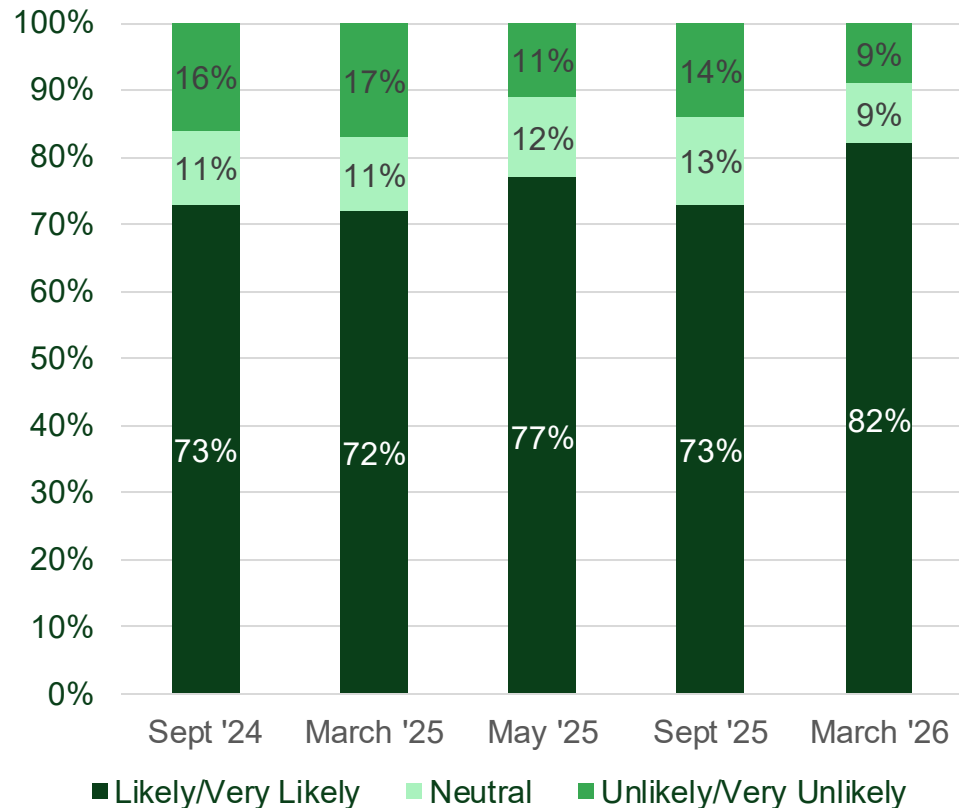


Passagerer i CPH



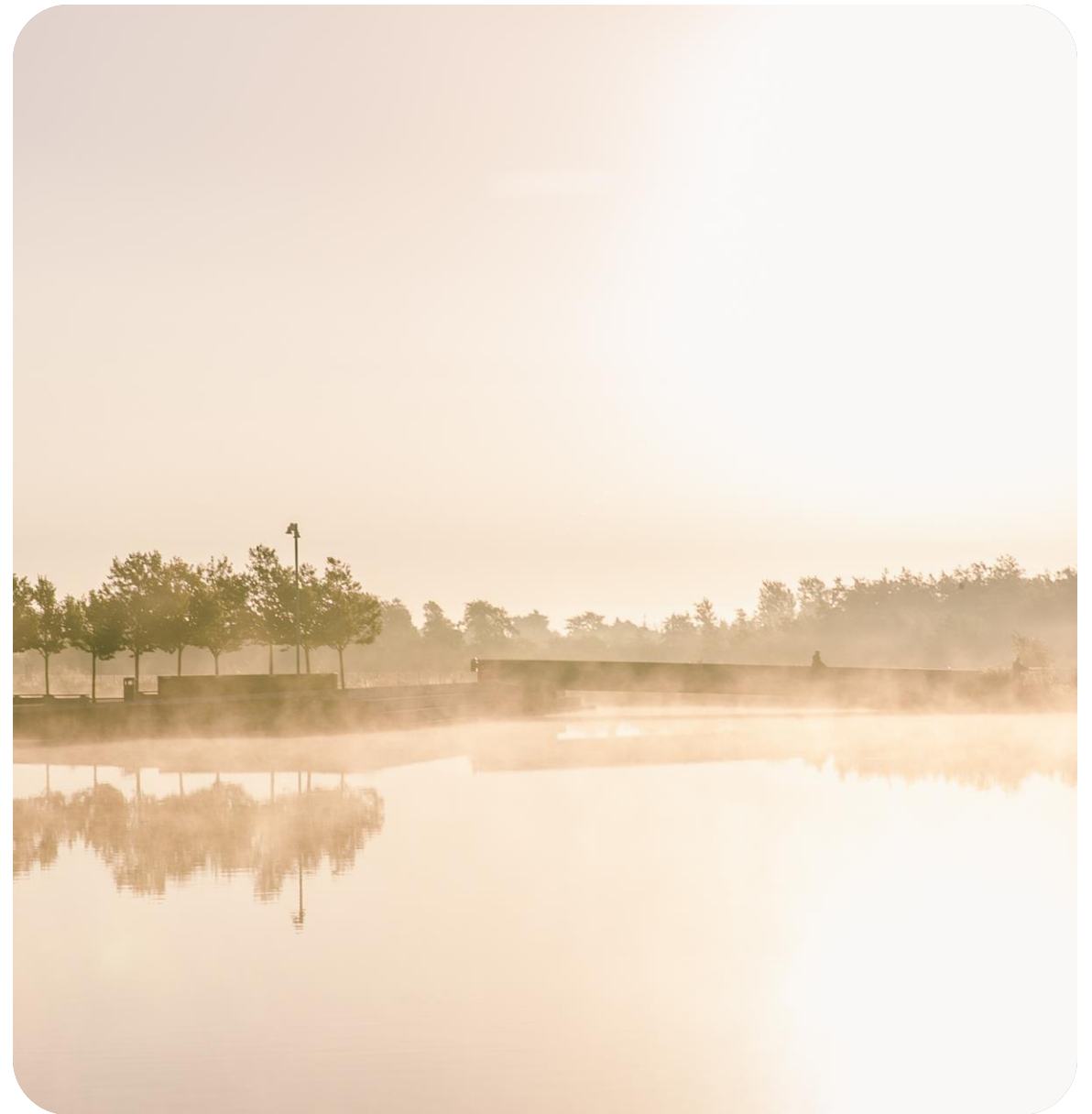
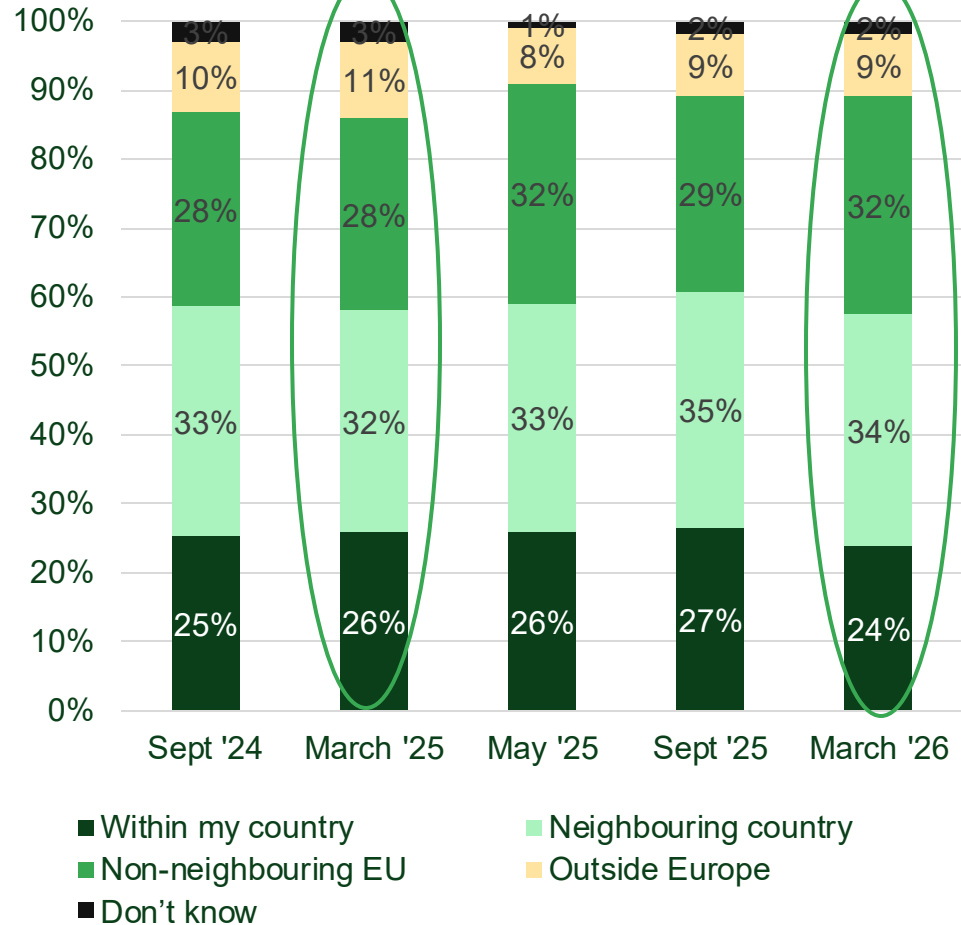
Intent to travel?

Do you plan to take an overnight trip within Europe in the next six months,



Intent to travel?

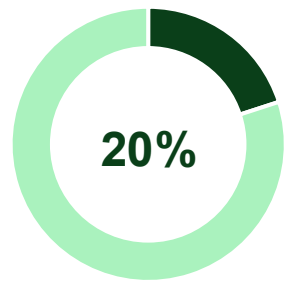
Where do you plan to travel in the next six months?



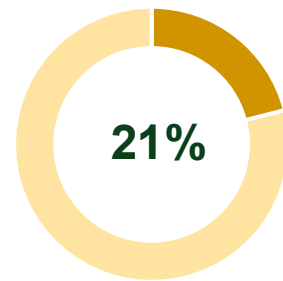
Intent to travel?

If international travel prices rise in 2026, how do you expect your behavior will change?

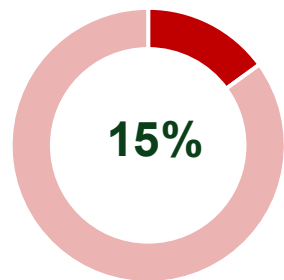
Stop international travel



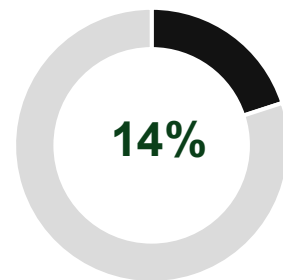
Reduce number of trips



Find cheaper destinations

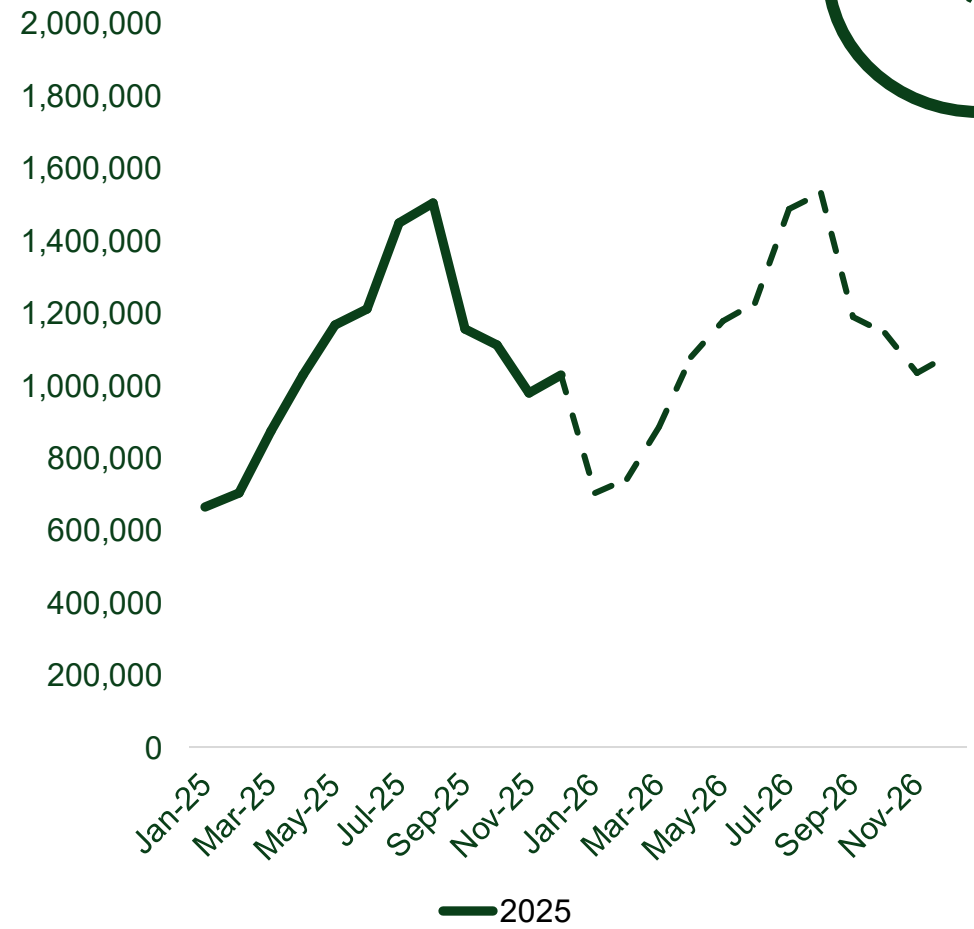


No changes in my traveling



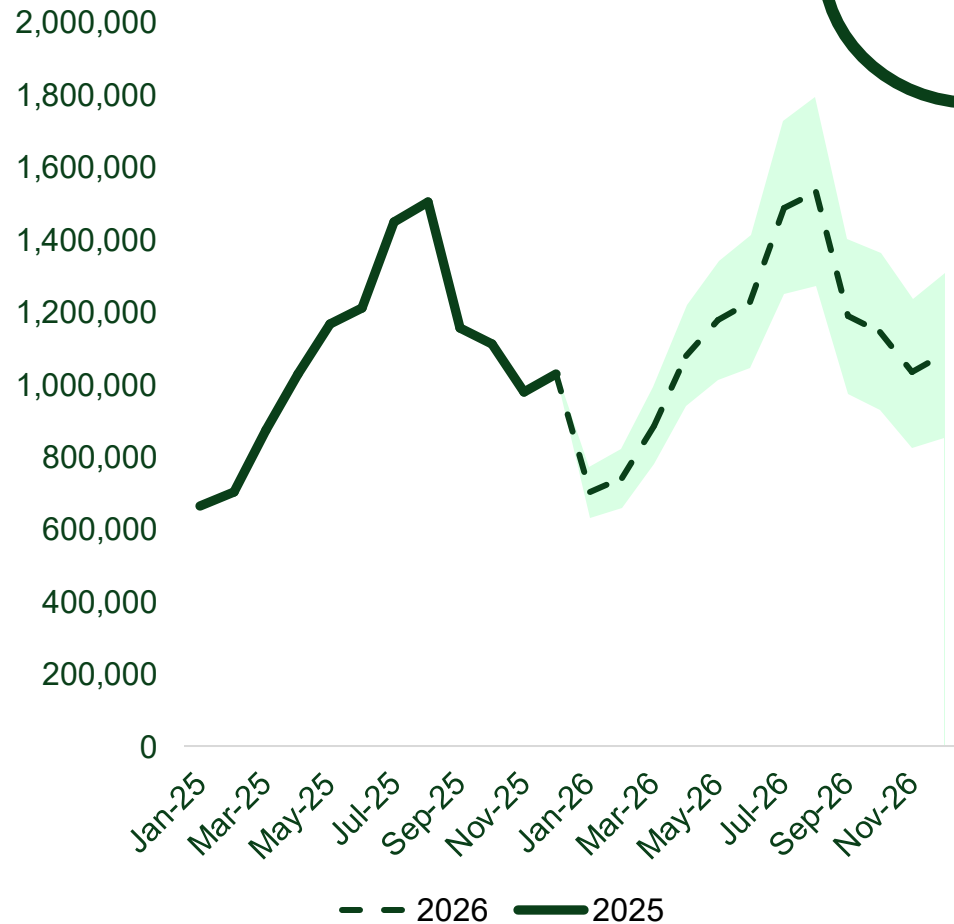
Forventninger til 2026

+3,2%



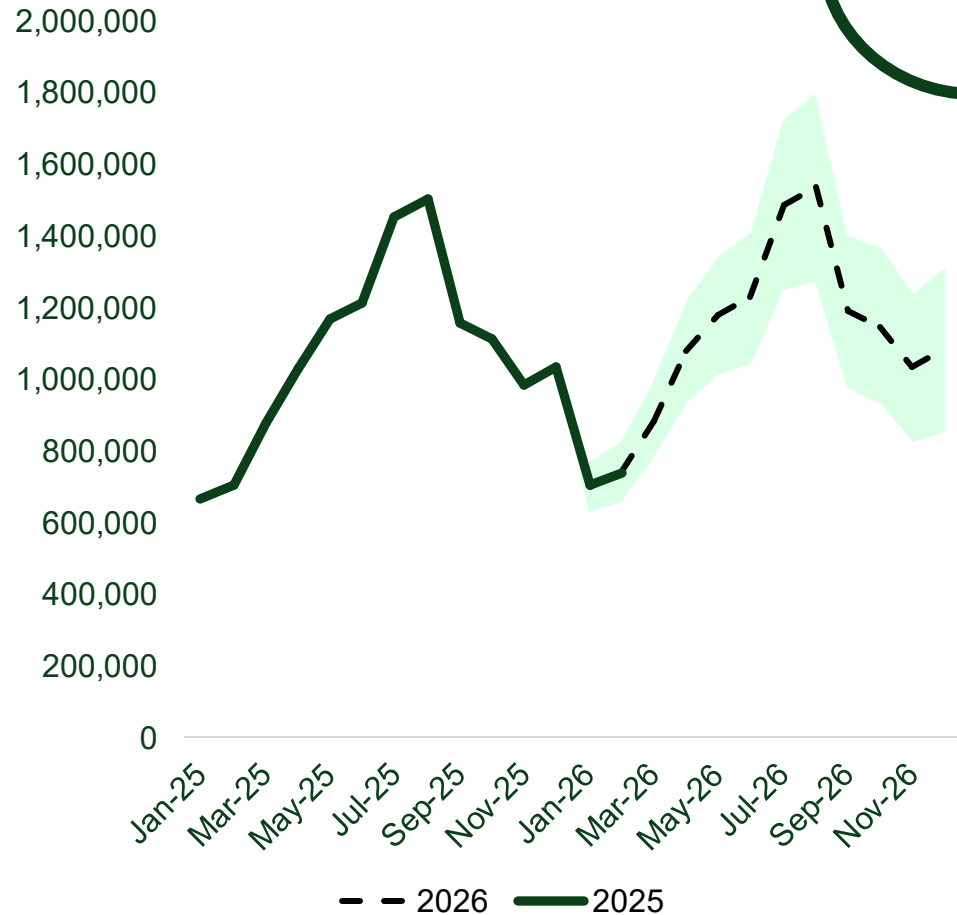
Forventninger til 2026

+3,2%



Forventninger til 2026

+3,2%



Spørgsmål

Mikkel Bjørn Frederiksen
mbf@woco.dk

A rooftop hot tub scene at night. In the foreground, a wooden hot tub is partially filled with water, and four people are visible inside. The hot tub is surrounded by a wooden fence with string lights. In the background, a large window with a grid pattern is illuminated from within, and a neon sign in cursive script reads "Beer". The scene is set against a dark sky with falling snow. Two vertical metal chimneys with lattice patterns are visible on either side of the hot tub.

Opsummering & tak for i dag

Jonas Løwschall-Wedel, Head of International Communication, WOCO

Tak for i dag!