

A national cycling guide for tourists





Legacy objective

Cycling tourism is a climate-friendly travel option that offers health benefits while also helping to spread visitors — making it an attractive form of tourism for destinations. As a result, many of Denmark's tourism boards (DMOs) are actively working to strengthen their region's appeal as a cycling destination to attract more cycling tourists.

In 2022, the number of national and international cycling tourists in Denmark reached 2.6 million – a 38% increase compared to 2017 (VisitDenmark, 2023). While Denmark is already a popular cycling destination, it has the potential to attract even more cycling tourists, supported by several key factors:

- A strong and well-known cycling culture
- Good cycling infrastructure (e.g., wide cycle lanes)
- Short distances between cities
- A flat terrain that makes cycling easily accessible

Activity

Leading up to Copenhagen Sprint, VisitDenmark and Copenhagen Legacy Lab launched a nationwide cycling guide with Denmark's 19 tourism boards (DMOs) to attract more tourists.

The online guide features 19 of Denmark's most unique cycling routes (including both short and long distances), selected with Danish Cycling Tourism, regional experts, and the DMOs, and includes:

- One hand-picked route per destination
- Routes tailored to different segments (road, mountain bike, gravel, cultural, gastronomic, family-friendly, etc.)
- A map of all routes
- Links to local DMO sites (with information on bike rentals, additional routes, etc.)



Designed for diverse visitor segments, the guide offers a more accessible, up-to-date alternative to Denmark's 11 national cycling routes, which are longer (105–912 km) and require more planning.

Evaluation

The cycling guide was launched by the partners on social media in the days leading up to the Easter holidays in Denmark. Since then, it has attracted strong interest from tourists seeking cycling experiences and has shown a high level of engagement (high number of sessions, many page views, and the visitors are clicking through to local cycling sites from the DMOs).

By the end of July 2025, VisitDenmark's Instagram post promoting the guide had reached more than 87,000 viewers (both followers and non-followers). Engagement has also been strong, with over 1,900 likes, 1,200 saves, and 450 comments.

Looking forward, the guide will continue to serve as a sustainable and inspiring resource for tourists. Furthermore, it can be promoted alongside upcoming cycling events in Denmark (e.g., Copenhagen Sprint 2026 and the UCI Road World Championships 2029) and offers opportunities for further development and expansion.

Cycling routes for everyone

From quick spins to epic rides (18–390 km), the routes are sorted by distance.

[More info ↗](#)



Copenhagen Legacy Lab is an award-winning strategic initiative under Copenhagen Convention Bureau that drives positive long-term impact from congresses and events.

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