



# COPENHAGEN TOGETHER FOR POSITIVE IMPACT

The most relevant destination  
for sustainable international  
business events



# INTRODUCTION

## **Strong collaboration creates results, and opportunities for the future**

For more than 25 years, a wide range of meeting industry players have been working together in the Meetingplace association and network. Together, investments have been made to attract international business tourism in the form of congresses, meetings, incentives and events to Copenhagen and the rest of the capital region.

The Meetingplace collaboration involves Wonderful Copenhagen and over 130 member companies across the value chain. With Meetingplace as its focal point, Copenhagen is today one of the world's leading and most used destinations for meeting, event and congress tourism, with wide international recognition as being among the most professional and reliable.

It is crucial for Copenhagen and the capital region to maintain the broad and strong collaboration in Meetingplace to continue to ensure common direction, knowledge and sufficient investment power to bid for and win international congress, meeting and event business to the destination in the years to come.

# WHAT IS NEXT?

The goal remains clear: To attract and create business in Copenhagen and the capital region – even in the new market situation.

An agile strategy is needed that operates with both a short and a longer horizon, and that manages to realise business potential regardless of the situation in 2022 - and beyond.

Meetingplace must be proactive in defining the future market, and actively contribute to creating a positive impact on the destination.

Based on mutual trust between stakeholders, Meetingplace will work purposefully on three key focus areas that form the basis for building a strong, sustainable and value-adding destination for international meetings, congresses and events.



# FOCUS AREAS

## **Transforming to meet the changing needs of clients**

*Focus goal: We are the most relevant destination for international meetings and congresses*

Through knowledge of customers, new market needs, digital transformation and business intelligence, we ensure Copenhagen's continued position as one of the world's most popular destinations for international meetings and congresses, and with a focus on positive value creation.

## **Sharing communities**

*Focus goal: We enter into partnerships and collaborate*

In partnerships with customers and public and private stakeholders, and between member companies, we strengthen the destination's market position and present ourselves as a collaborative destination. A key selling point is to create and share knowledge generously.

## **Creating broader sustainable impact**

*Focus goal: We are the leading sustainable destination in the world, creating broad societal value*

A balanced approach to economic, social and environmental sustainability is essential for the relevance of the destination. Sustainability objectives are the starting point and the end goal.



# TRANSFORMING TO MEET THE CHANGING NEEDS OF CLIENTS

## **We are the most relevant destination for international meetings and congresses**

Copenhagen is recognised as an innovative, scientific and trustworthy destination with its finger on the pulse and a great understanding of trends, tendencies and stakeholders.

This is a key selling point that Meetingplace must maintain and develop further. The role of connector and adviser to the destination and its customers must stay in focus in the future.

Through the Meetingplace collaboration, we have built up a wealth of knowledge and understanding of how to organise international meetings and congresses, and have a crucial role to play in the transformation of the profession in the years ahead.

## **Exploring markets**

Meetingplace follows and influences international developments and the situation in the markets, and is actively present. We develop our own initiatives, and together with clients, are agile and change focus when developments and trends point in new directions.

## **Staying digital**

Meetingplace and destination partners are at the forefront of new digital solutions, offering knowledge and advice on meeting formats to keep the destination relevant and innovative.

## **Proactive and client-centric**

Meetingplace is proactive in its work, putting the client at the centre and gathering new knowledge and data to stay informed of the clients needs – explicit as well as implicit. We target our offers and services – with the ambition of high client satisfaction and loyalty.

# SHARING COMMUNITIES

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## **We enter into partnerships and collaborate**

Communities and close collaboration across stakeholders strengthen the destination, enhance the customer/client experience and support sustainable development.

The Meetingplace collaboration is a catalyst for robust collaboration between stakeholders, with legacy as a focal point. We build extensive networks that bring clients and relevant stakeholders closer together to strengthen development efforts and business potential. We share knowledge and news through a structured communication effort. We present ourselves as a single destination across public and private partners, and between member companies.

## **Connecting communities**

Meetingplace is the connector that matches and curates the meeting between destination and customer – for maximum positive impact.

We involve stakeholders across sectors, companies and research and knowledge communities to maximise the societal value of meetings, congresses, etc.

## **Building on data and knowledge**

Knowledge from data, experience and analysis creates valuable insights that Meetingplace uses as a foundation for initiatives and development efforts.

Meetingplace is the knowledge centre for member companies and the sector at large. We create, deliver and share the latest knowledge.

# CREATING BROADER SUSTAINABLE IMPACT

## **We are the leading sustainable destination in the world, creating broad societal value**

Copenhagen is among the world's most sustainable cities for meetings, congresses and events, and Meetingplace is working hard to achieve its ambition of a top ranking in the renowned GDS index.

Meetingplace is at the forefront of knowledge and experience sharing and systematically works on SDG targets, focusing on sustainable tourism development, reporting, tool development and partnership building, among others, which will strengthen the destination's competitive advantage in the field.

The combined effort will help create greater positive value for society on all three bottom lines.

### **Economic impact**

Meetingplace generates business for the destination that supports sustainable development.

Meetings, congresses and events are used as a catalyst for knowledge, growth and job creation.

### **Social impact**

Meetingplace works to make meetings, congresses and events inclusive and to contribute positively to creating social value.

We work to increase the profession's focus on broader representation and diversity, and support customer choice.

### **Climate and environmental impact**

Meetingplace's ambition is that the destination's stakeholders focus on creating sustainable solutions.

We advise and support member companies to convert to sustainable products.

We are actively working to increase the number of certified member companies in order to promote green and sustainable choices.

# KPI 2022+

## Room nights

Total number of room nights won in 2022 of 195,000 (congress: 150,000, sporting events: 30,000, M&I: 15,000).

## Legacy

Further development in 2022 of a legacy measurement methodology that can validate, qualify and quantify legacy cases under the auspices of the Copenhagen Legacy Lab.

The project will contribute to an increased number of converted bids in 2022+.

## Membership

Overall member satisfaction in 2022 of at least 4.0 on a scale of 1-5.

## Sustainability

Ambition to become the world's leading sustainable destination (GDS Index, 2022+).

Further development and deployment of the sustainability guide in 2022 to membership, and implementation in bids to international clients.

Certification of at least 10 partners in Meetingplace in 2022.

Actions will help increase the number of winning bids and ensure more sustainable meetings, congresses and events at the destination in 2022+.

The targets will be revised and concretised for 2023 during 2022.

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