

CULTURAL TOURISM VISION FOR
COPENHAGEN 2022-2030

COPENCORE

A metropolis with culture at the core

WONDERFUL
COPENHAGEN





COPENCORE

A metropolis with culture at the core
Cultural tourism vision for Copenhagen 2022-2030

Developed in collaboration with Wonderful Copenhagen, the Ministry of Industry, Business and Financial Affairs, the Ministry of Culture, and Copenhagen Municipality

March 2022





Photo: Signe T. Lundgren

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FOREWORD

Culture is what sets Copenhagen apart. That goes for Danish and international visitors alike.

A total of 58% of international visitors travel to Copenhagen for the capital's cultural side.¹ Copenhagen is the cultural metropolis for the Danes. The capital is also Denmark's cultural metropolis internationally. The cultural life attracts visitors to the region and generates revenue for cultural institutions, hotels, restaurants, cafés, and shops.

Not only are cultural guests more active, they are also more curious about what the area has to offer. What brings them here? What is our culture? What is the core that creates and will continue to create unique and attractive experiences? The answers are the foundation of CopenCore: a vision that looks to the future and shines the spotlight on culture in Copenhagen and the capital's position as a cultural metropolis. A vision that frames the development of our cultural strengths and strengthens us internationally - as a metropolis with culture at the core.

Various destinations around the world, such as Oslo, Berlin, and Amsterdam, are betting big on the coveted

cultural guests. We are, too, but in our own way. We point our guests in the direction of the things that motivate us. It isn't easy, but it is important. This is why we've brought together the strongest players in the capital to develop and improve Copenhagen's position as a competitive cultural destination in Europe. Together, we will develop and signal our cultural strengths and what sets us apart from other international cities.

CopenCore is about Copenhagen's unique atmosphere and cultural features. It's an invitation to help develop the capital, based on our shared values that set the tone for the city's cultural narrative: We're open, sharing, and local, we have opinions about society and the world, and we meet people where they are. We want to inspire and share our collective experiences and values with our guests. We share this city, making life within it an experience and an inspiration. The locals aren't extras in the city, but rather its ambassadors. They are the bridge and the gate to understanding our daily lives. A safe and secure city and destination, where everyone is respected. This is at the core of our cultural development. This is CopenCore.

¹ VisitDenmark (2016): "Cultural tourism in Denmark".

The vision must set the course and bring us together. It must be brought to life. The vision's strength is that we stand together because we spend time together, live together, and experience the capital together, both at its heart and on its outskirts. The keyword is collaboration.

CopenCore is developed in collaboration with Wonderful Copenhagen, the Ministry of Industry, Business and Financial Affairs, the Ministry of Culture, and Copenhagen Municipality and builds on extensive knowledge work. The vision came into existence through a series of workshops, where the capital's cultural, tourism, and creative stakeholders contributed their perspectives on potential opportunities and challenges.

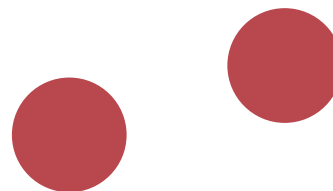
The vision is developed in collaboration with Wonderful Copenhagen, the Ministry of Industry, Business and Financial Affairs, the Ministry of Culture, and Copenhagen Municipality

The success of the vision depends on the long-term collaboration between culture and tourism and on everyone taking ownership, whether they have a background in cultural life or in the tourism sector in general. Together, we can realise the potential of culture and tourism.

CopenCore is at the core of the cultural experience and a perspective on life that sets us apart from other cultural destinations - and it's what we want to share with the world through our guests.



Mikkel Aarø-Hansen
CEO, Wonderful Copenhagen



COPENCORE

VISION

CopenCore is a metropolis with culture at the core. A capital that makes space and creates the right conditions for developing our combination of cultural heritage, lifestyle and atmosphere. Together, we can take our cultural strengths to new heights.

A metropolis with culture at the core

MISSION

Culture creates intimate experiences that bring us together and make their mark on locals and visitors alike.

A NEW UNDER- STANDING OF CULTURAL TOURISM





Photo: Mellanie Gandø

We need a new understanding of cultural tourism if we want to realise and maximise Copenhagen's potential.

Knowledge base developed by Seismonaut

The definition of cultural tourism has been a subject of debate for over 40 years, and the debate isn't finished. What counts as a cultural experience, and to what degree should culture be part of the visitor's motivation for travelling before we label them as cultural tourists?

The consumption of culture – and, by extension, cultural tourism – has changed significantly over time. In the 18th, 19th, and the first half of the 20th century, cultural experiences and recreational travel were typically reserved for a wealthy minority. The cultural industry and tourism sector exploded in the wake of the Second World War. It became a mass market, and going on holiday – even an international one – became more accessible.

In the early 2000s, a third wave of cultural tourism emerged, and Greg Richards, one of the leading researchers in the field, coined the term 'cultural tourism 3.0'.

The historical division between high and popular culture breaks down in cultural tourism 3.0. We create our cultural tastes, to a greater extent, through our friends and social media, and we become co-creators of our cultural experiences. As daily life is one of the main attractions in cultural tourism 3.0, creating experiences for the visitors involves a wider range of players.

The key players and experts setting the tone in the debate agree that cultural tourism must have a wide definition that covers the range of tangible and intangible cultural opportunities and experiences that a destination offers.

This range spans from cultural institutions to the culture one experiences at a destination in general.

The shift towards a wider understanding of the term also highlights the multifaceted significance of culture for tourists. It covers cultural heritage, experiences, gastronomy, and creative institutions, but it also extends to our lifestyle, behaviour, and the atmosphere in different areas around the city.

Based on this, we have adopted the following understanding of cultural tourism.

Photo: Martin Heiberg



CopenCore - a metropolis with culture at the core

DEFINITION

Cultural tourism is a kind of travel where the primary motivation of the visitor is to discover and explore a destination's cultural experiences.

This is based on the definitions used by VisitDenmark and UNWTO, which underscore that cultural experiences are worth travelling for and that the guest's motivation is to discover and explore these experiences.

Cultural tourism refers to both the wider cultural experiences that exist in cities, traditions and lifestyles, and to various cultural domains, including cultural heritage and experiences, events, gastronomy and creative institutions. These four domains are Copenhagen's trademark strengths, and they bridge the gap to other areas of cultural tourism that don't cover things such as sports.

A broad understanding of cultural tourism is ideal from a development perspective, as it allows the opportunity to consider lateral contexts and synergies that draw on different players in the value chain.



"... one of the biggest spatial shifts is from the development of cultural tourism in specific tourism or cultural spaces towards greater integration into the everyday life and culture of the destination."

UNWTO: Tourism and Culture Synergies, 2017

"Culture is not just an event. It's the contact you have with the local culture when you walk through the streets and experience these cultural surprises you don't expect to be there."

Martin Schobert, Saint Elmo's Tourismusmarketing, 2021



Photo: Giuseppe Liverino

GREAT POTENTIAL





International analyses and experts indicate that the capital has great potential as a cultural destination but that it isn't currently known for its cultural life. The international competition in this area is intense.

The challenge facing Copenhagen - even before the pandemic - is that it doesn't stand out as a particularly attractive cultural destination compared to other European cities. A study from 2018 showed that people were less familiar with Copenhagen as a cultural destination compared, for example, to Amsterdam, Berlin, and Stockholm.

COPENHAGEN TO BE A CULTURAL DESTINATION WITH WIDER APPEAL

The latest benchmark analysis from TCI Research (2021) shows that Copenhagen still ranks low when it comes to the volume of culture-related discussion on the internet. But the vast majority of the discussion that exists is positive. This is further supported by a study of Copenhagen as an outdoor destination, which shows that there is great demand for cultural experiences. Cultural experiences are the most important factor in the choice of holiday

Photo: Daniel Rasmussen

destination according to 66% of those who have visited Copenhagen and 77% amongst potential visitors. Greater significance is also ascribed to culture than to other city experiences, such as shopping, dining, hikes and walks in the city, including its parks and gardens. The analysis indicates that there is great potential in linking up outdoor city space and cultural experiences.

VisitDenmark's study of cultural tourism from 2016 also supported the notion that culture is a motivating factor when it comes to choosing a destination for a city break. The study showed that cultural experiences impacted the choice of destination for more than half of the visitors to the Danish capital (58%). Meanwhile, other studies indicate that cultural tourists tend to stay longer than the average city tourist and that they often have higher daily spending. In conclusion, culture has a deciding impact on the capital's status as an attractive holiday destination. Tourism also creates new opportunities for local people through new experiences, dining options, etc.



Photo: Kim Hansen

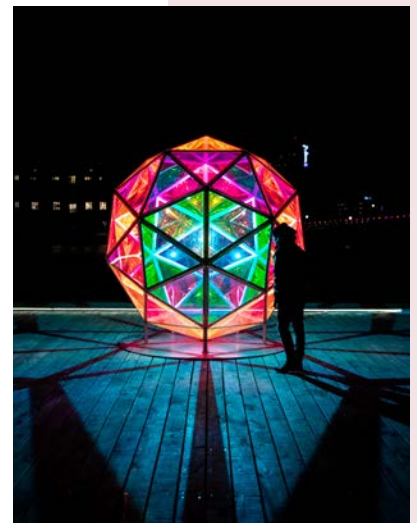


Photo: Daniel Rasmussen

“Copenhagen is not on the same level as Stockholm and other similar capitals in terms of being a cultural destination, but the scope for working with cultural tourism in Copenhagen is huge.”

Greg Richards, Tilburg University, 2021

“Given the difference in relative sizes, Copenhagen generates five times less culture-related social conversations on the web, compared to the average of the competition, but reaches a volume close to Stockholm, Lisbon or Prague. The polarity of culture-related social content is, moreover, highly positive and competitive.”

TCI Research, Copenhagen Competitive Assessment for Culture and Sustainability, 2021



MAJOR INTERNATIONAL COMPETITION

If Copenhagen is to be more competitive with other major European cities, the capital needs to strengthen its position as an attractive cultural destination to make it relevant to more international visitors. From a competitive perspective, however, Copenhagen is far from the only capital positioning itself as a cultural destination.

For decades, culture has been a crucial parameter in the competition for city tourists' attention. The UNWTO estimates that cultural tourism represents 47% of the global tourism market and that the sector was growing at a rate of up to 15% per year pre-pandemic.² Overall, there's fierce competition for cultural tourists, and many destinations, large and small, are working strategically to develop new initiatives and experiences targeted at tourists interested in culture.

Metropolises like New York, London, and Paris have been stepping up their efforts to target cultural tourists in recent years. Over the course of the 2010s, for example, New York has successfully increased its number of cultural tourists by 50%, and in 2015, London presented a comprehensive vision to boost cultural tourism in the city.

Copenhagen's direct cultural competitors and the destinations to which the capital is compared are Amsterdam, Berlin, and Stockholm. These three capitals are characterised by their successful tourism strategies, particularly high levels of cultural opportunities, and strong positions in terms of cultural tourism.

For Copenhagen to strengthen its position in this area, the wider cultural public must have a clearer picture of what the capital has to offer and what sets the city apart from its competitors.

² UNWTO (2018) "Tourism and Culture Synergies".

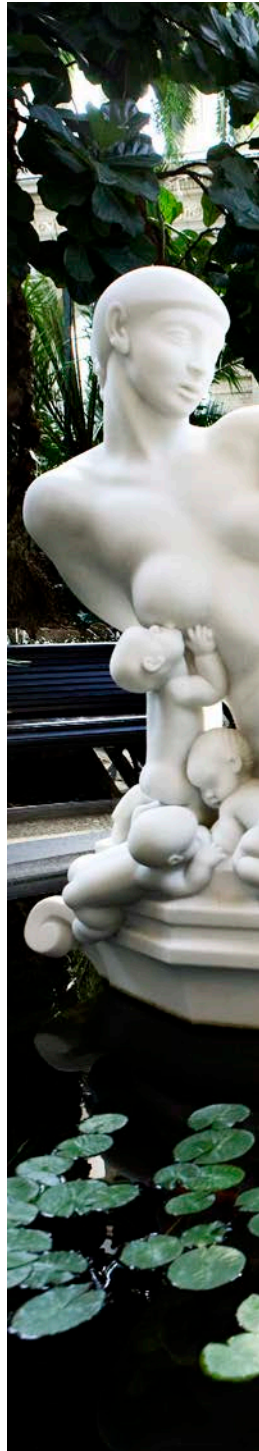




Photo: Ty Stange

“Cultural tourism is set to remain one of the key tourism markets in the future. The expanded range of cultural phenomena consumed by tourists will also increase the range of stakeholders involved in this market, with local communities becoming one of the keys to the sustainable development of cultural experiences.”

UNWTO: Tourism and Culture Synergies, 2018

“It’s difficult for us to attract visitors to the city when attractions and museums are closed, as they have been during the pandemic. It means that the tourist experience for potential tourists isn’t particularly attractive.”

Charlotte Yde, Sales Manager, Skt. Petri Hotel



COPENHAGEN'S POTENTIAL

Tourism is an integrated part of the city's life and development and contributes financially, as well as by creating an international atmosphere and activity. International visitors help make the capital a more diverse and attractive place to live and visit.

Cultural tourists are an attractive target group

Culture is a key motivator for city tourists, and the international market is substantial. Cultural tourists are thus an attractive target group. At the same time, they want to explore the city, and since they are more active, they contribute positively to the city as a cultural metropolis.³ Cultural tourists' interest in seeking out and experiencing local life and becoming part of the city makes them more attentive to respecting and caring for the city and its unique cultural qualities. They thus contribute to sustainable tourism.

Kulturturister bidrager til en levende by

The importance of international visitors has become particularly clear during the pandemic, where many cultural institutions have seen a significant decline in visitors. However, the absence of international visitors doesn't just impact the established cultural operators. Smaller cultural operators, hotels, restaurants, cafés, bars, clubs, etc. have also been affected by the lack of visitors. A rich and varied cultural offer is dependent on visitors coming to the city and visiting cultural destinations and participating in events. Overall, international visitors contribute to the capital's wide and varied range of experiences.

Figur Increased turnover, job creation, and entrepreneurship

Cultural tourism helps create jobs and economic growth across a range of sectors. From 2008 to 2018, the number of overnight stays in Copenhagen increased by 88%, and tourism turnover grew by 52%, a large part of which is

³ Ministry of Culture and Ministry of Trade, Industry and Fisheries (2019): "Strategy for Culture and Travel. Norway as an attractive cultural destination" and World Tourism Organization (2018): "Tourism and Culture Synergies".

thanks to international visitors. In 2018, international tourism in Copenhagen generated DKK 21.3 billion, and almost 35,000 jobs were created as a result of tourism to the capital.

International visitors help stimulate the development of new experiences and cultural activities, which in turn supports the market for entrepreneurs in the cultural and experience industries. Cultural tourists' consumption contributes to increased turnover and, as a result, job creation and growth, not only in the cultural sector, but also in related professions.⁴

⁴ Centre for Regional and Tourism Research (2020):
Copenhagen in the national tourism economy.

Photo: Visit Copenhagen



"Tourists seek out authentic experiences that arise from interacting with the locals. Meanwhile, locals need tourists in order to maintain the high level and range of cultural experiences. Together, Copenhageners and tourists can ensure that the capital continues to offer world-class experiences. So, as cultural operators, we need to create experiences that are relevant to locals and ensure that tourists also feel welcome and help them understand the experience."

Stine Lolk, Festival Director, Copenhagen Cooking

COPENCORE - THE CULTURAL TOURISM VISION FOR COPENHAGEN





The long-term vision for cultural tourism in Copenhagen is to be a cultural metropolis that offers a combination of heritage, lifestyle, and atmosphere. Together we can take our cultural strengths to new heights.

The capital doesn't have a classic, iconic attraction that draws in international visitors on a scale comparable with the Louvre or the Eiffel Tower in Paris, St Peter's Basilica in Rome, the Tate Museum in London, or the Guggenheim in Bilbao. Although the capital has cultural attractions and activities of high international standard, this is not where it stands out. This is also reflected in the content that visitors share from the capital when they're here. A recent competitor analysis underscores, that what makes Copenhagen stand out isn't its traditional cultural institutions, but rather its unique light, sense of place, and the feeling of freedom and tolerance.⁴ Visitors feel enriched and inspired by the city's atmosphere and by the local life, which exudes innovation and creativity.

As a result, the narrative surrounding the capital as a cultural metropolis has to be different. It should paint Copenhagen as a place and an attractive experience in itself. The human scale of the city and region and its relaxed atmosphere and ambience are what set the capital apart from other cultural metropolises.

⁴ CI Research (2021): "Copenhagen Competitive Assessment for Culture and Sustainability".

The potential to differentiate Copenhagen from other cultural destinations and become world-famous lies in our lifestyle and the capital's unique atmosphere. CopenCore is about developing the capital's distinctive character and the unique interaction between all aspects of our culture that makes up the core of the tourism experience. It's an open invitation to choose and compose the experiences yourself and with that in mind; the sum of special micro-moments and experiences. The key message is respect and openness to cultural co-creation. It is an invitation to a mental bike ride that may require effort, but where you decide the speed and direction yourself.

CopenCore is Copenhagenize, extended beyond bicycles. The vision centers on a better and greener world inspired by the Danish capital. The experience makes a difference because you're physically and mentally part of the journey from start to finish.

Visitors will experience the atmosphere of the medieval city, brimming with exciting cultural heritage, the urban creativity and vibrancy of the iconic Østerbro, Vesterbro, and Nørrebro areas, and life in and around the water, where people swim in the harbour baths and along the coast all year-round. It's the small oases and urban environments dotted around the city, like Christianshavn's canals, Reffen, the Rosenborg Castle Gardens, and Kastellet.

It's the natural places in and outside the city, with Amager Common, Sydhavns-tippen, and Royal North Zealand National Park, with its many castles, large forests and lakes, and UNESCO-listed hunting landscape. It's the modern art galleries and the world's oldest monarchy. The capital offers classic culture and historic underground buildings, alongside modern architecture, and design.

CopenCore sets the course for where we want to go with cultural tourism, across key players and organisations. It's based on the belief that cultural experiences are essential for locals and visitors alike. The vision expresses a fundamental intention shared by the capital's cultural institutions, municipalities, tourism operators, businesses, and other partners. It's about offering enriching cultural experiences that contribute to learning and communities and make a lasting mark on us as human beings.

“The potential for Copenhagen lies in visitors wanting to experience the dream of Scandinavia and experience the uniqueness of Nordic culture. I also believe that more people will participate and live as locals, in a way. They want to be Copenhageners for a while - rather than spectators at cultural attractions.”

Christian Pagh, Oslo Architecture Triennale, 2021

“In recent years, Copenhagen has established itself as a ‘cool’ Scandinavian capital, with a relaxed cosmopolitan lifestyle and international cultural institutions. Part of the growing attractiveness of the city lies in its recent internationalisation and cosmopolitanisation, including the result of recent increases in migration and tourism.”

Greg Richards & Lénia Marques, 2018



COPENCORE

Four strategic themes

THEME 1

COEXISTENCE

Copenhagen's DNA and the Danish lifestyle

THEME 2

CONNECT

The city reaches out and becomes a cultural experience

THEME 3

COMMUNITY

Cultural experiences that create community

THEME 4

CONVERSATIONS

Cultural experiences that set the agenda

There are four themes setting the course for Copenhagen's development into a metropolis with culture at the core. The city reaches out, and the entire capital provides the setting for cultural experiences that naturally build community or set the agenda, while exploring the capital's DNA and the Danish lifestyle.

Each theme can be read as an agenda that the vision's stakeholders are working together to address.

The themes have a number of underlying dimensions and cases that can inspire action-oriented initiatives.

THEME 1

COEXISTENCE

Photo: Viggo Lundberg



Photo: Daniel Rasmussen

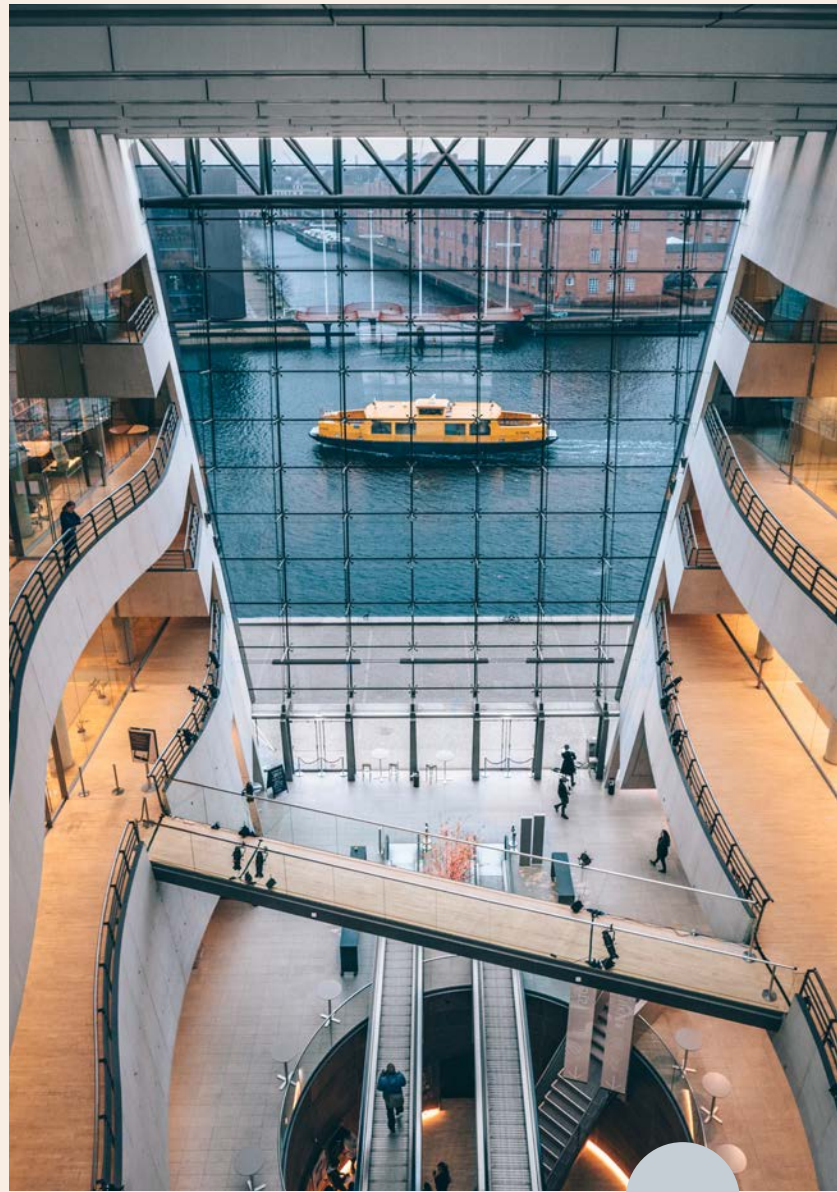


Photo: Daniel Rasmussen

CopenCore - a metropolis with culture at the core

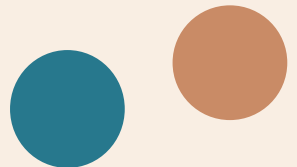
Copenhagen's DNA and the Danish lifestyle

Our cultural heritage points to the future and plays out as iconic experiences unique to the Nordic region and Copenhagen. This must be done with a uniquely Copenhagen perspective that manifests the values and characteristics defining our society - from equality, tolerance, and accessibility to security, 'hygge', and democracy. These things exist in other places too, but there's something unique about how they play out in Copenhagen and permeate the experience of the city.

Our Royal Family, fairy tales, playfulness, creativity, architecture, design, and cuisine are famous around the world. That much should be clear to potential visitors, both before their visit and once they're here. The experiences must be connected, to inspire visitors to increase their cultural consumption. This is possible using tourism as the reason, the creative industries as the means, and culture as the communication channel.

CopenCore Coexistence explores and develops the capital's DNA and the Danish lifestyle and cultural heritage, which are:

- lived through strong cultural experiences;
- communicated through innovative, high-quality experience formats;
- elevated by regional, national and international partnerships and collaborations;
- key to positioning the capital as a metropolis with culture at the core.



"The smell of quiet rain in Copenhagen is magical. The lovely drops of water in canals that wind their way between historic buildings and embrace you with more than 850 years of life lived. Everyday life in Copenhagen is like a fairy tale - and it's precisely this unpretentious and exclusive, yet inviting, atmosphere that we want to support with our cultural activities. We must cultivate our uniqueness to make more tourists want to visit 'the little city', unlike any other place on the planet."

Rane Willerslev, Director, the National Museum

"We don't have the Eiffel Tower or the Arc de Triomphe, but we have a Danish way of coexisting - a democratic society, and one of the most equal, and that way of life appeals to a lot of people around the world. If we're generous and share how our society is put together, and how we use the physical environment to support the life we want to live, we can accomplish a great deal."

Jane Sandberg, Director, Enigma - Museum of Post, Tele, and Communication

CASES

Opportunities within Coexistence

PRODUCT DEVELOPMENT ROOTED IN OUR DNA

One obvious area of action is to decipher Copenhagen's unique DNA and work these elements into the cultural experiences. An example is our cycling culture, which is essential to the capital's infrastructure and everyday life. Some art institutions already have valuable experience organising guided bike tours focused on arts and architecture in the urban space. Similar concepts could be developed in other areas, such as Copenhagen's world-famous food scene, the capital's history, film tourism, and many more. Another option could be taking a closer look at the capital's unique neighbourhoods and areas, each offering a wealth of local stories and cultural features that visitors can explore - all while mixing with the local people.

BRING THE HIDDEN STORIES INTO THE LIGHT

Another approach to the theme of Coexistence could be to inspire key players in the cultural and tourism sectors to identify and tell the great stories that are often hidden in the things we take for granted. For international visitors, it's not a given that it's safe to swim in the harbour's clean water. That they can move around the city safely and freely. That they can bump into a minister, a mayor, or the Crown Princess with their children in a cargo bike on the bike path. That there's a direct way of speaking and being in the Danish capital but that it isn't an expression of bad parenting, but rather of the citizens having grown up with flat structures that don't emphasise formal hierarchies. All these latent conditions can be activated to turn simple experiences like having a cup of coffee at a café into teaching moments about the Danish culture and way of life.

THEME 2

CONNECT



Photo: Daniel Rasmussen



Photo: Daniel Rasmussen

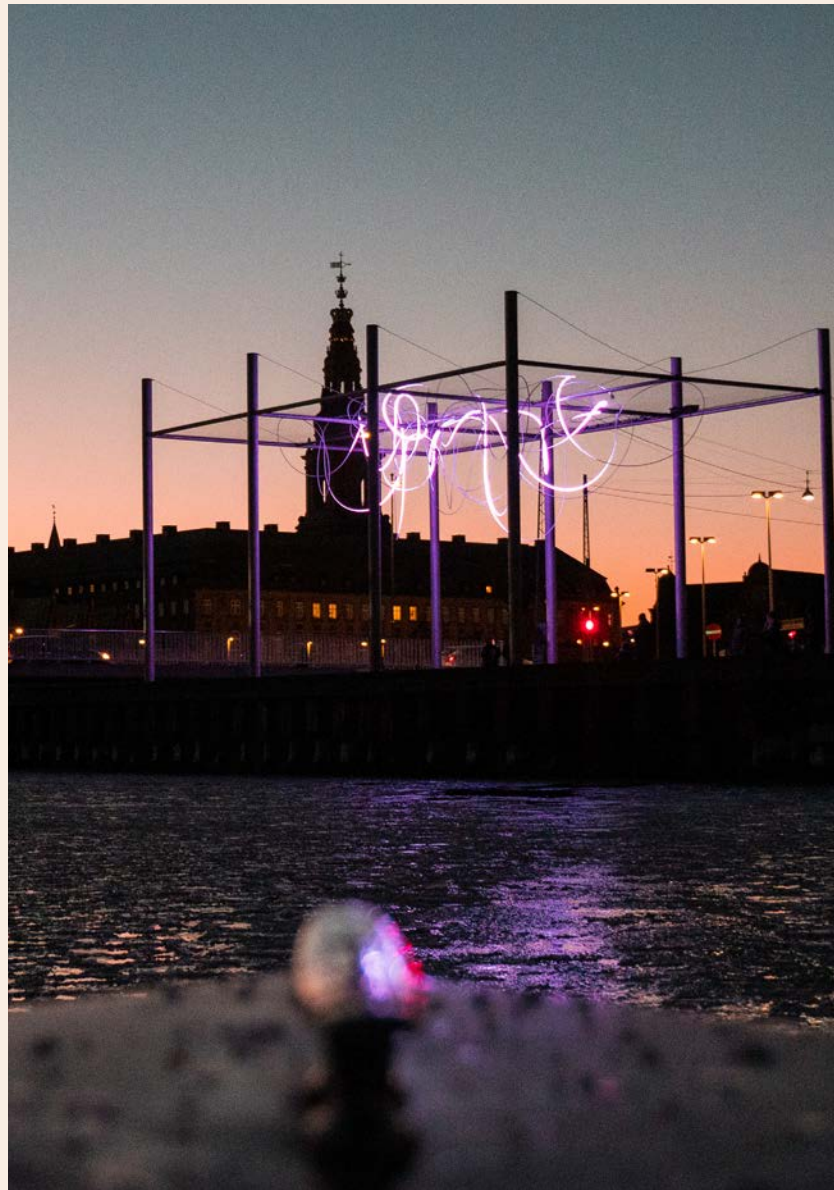


Photo: Daniel Rasmussen

The city reaches out and becomes a cultural experience

CopenCore Connect is culture at the international level. The unique atmosphere of the capital, where the city becomes the structure and the visitor the actor. There are no set bucket lists, only paths and directions that the visitor can take to create their own experience.

Where the capital is a mosaic of culture, not a cathedral of culture. Lifestyle and atmosphere, in and of themselves, create opportunities for self-enrichment for visitors. The various cultural experiences in the urban space, meeting with local people from Vesterbro to Helsingør, and cultural institutions that open and invite the city and region inside. This is where the magic happens. The environment is international, and you can feel the innovation and creativity in the experiences. A metropolis with culture at the core - we want something better for our society, home and culture. And we pass that on to those who visit the capital.

CopenCore Connect aims to create an international cultural metropolis that:

- embraces the entire geography and plays out at cultural institutions and in urban spaces alike;
- has an infrastructure that supports physical and digital accessibility;
- is characterised by its strong international mindset;
- makes culture and experience accessible to a wider audience.

"We need to make cultural experiences accessible to a much wider audience by putting the urban space to use. This is an important part of rethinking the relevance of cultural institutions, which should no longer exclusively target customers who, for example, go to the theatre. By using the entire city as a framework, we can expand and rethink the institution's modes of expression and ensure that art and culture play a role in more people's lives."

Kasper Holten, Head of Theatre, the Royal Danish Theatre

"Going forward, we need to create a better link between the city and culture and offer combined experiences, such as gastronomy and museums. Niche areas and cultural environments have grown in recent years and spread to every corner of the capital in a different way to what I see in other European cities. We need to strengthen, support, and tie this together."

Jonas Grøn, Administrative Director, Villa Kultur



CASES

Opportunities within Connect

DATA COLLABORATION AND CULTURAL EXPERIENCES ACROSS INSTITUTIONS

CopenCore Connect can be about creating greater interaction and coherence between cultural experiences. This can be done by exploring tourist behaviour and demand through new data collaboration and exchange. Which cultural experiences do the same tourists experience and request? Which cultural experiences can be bundled for tourists in terms of access, infrastructure, and demand? And can we make it easier for the tourist to pursue their curiosity from one relevant experience to the next, using the right hosting tools, services, and infrastructure?

STAGING OF PHYSICAL URBAN SPACES

Another approach to this theme could be looking at physical urban spaces, such as institutions in selected neighbourhoods or the city as a whole. What measures can we take to make the city's cultural life and experiences visible to visitors? What measures can we take on an institutional level to create urban spaces that sustain and extend the experience before and after the tourist's visit? Can cultural buildings be opened in new and innovative ways that interact with the surrounding physical environment? And how can cultural experiences in urban spaces lead to more visits to cultural institutions?

An obvious way to answer these questions is to use events like World Capital of Architecture 2023 as a framework for carrying out new experiments.

THEME 3

COMMUNITY



Photo: Céline Au détour d'un chemin



Photo: Rasmus Flindt Pedersen




Photo: Daniel Rasmussen

Cultural experiences that create community

CopenCore Community opens up for conversation and interaction. The capital is home to many cultural experiences that reach out to a wide variety of people. It's community-building and pluralistic by nature. Our strength is the open cultural experience, where the visitor becomes an active and co-creating party on an equal footing with the locals. Community and participation must be understood in a broad context, and there are many ways to engage in communities. This includes having difficult conversations across the spectrum of attitudes and differences. What makes a visit to Copenhagen special is that you can bump into the Museum Director on the show floor and come across children in reception on their way to unleash their creativity in the museum's open workshop. Whether we're talking about the reception at our cultural institutions, hotel receptionists, or AirBnB hosts, we're good at hosting. What makes us special is our ability to meet people where they are, whether they're locals or visitors. Here, your background and social status don't matter as much. Anyone can sit down at Islands Brygge with a take-away meal or a cold beer on a sunny day. There's room for everyone.

With CopenCore Community, we can create enriching and open cultural experiences that:

- inspire active participation and contribution;
- are inclusive, nearby, and for everyone;
- create spaces for people to meet - citizens and visitors alike;
- are imbued with impeccable service and hospitality.



"The cultural experiences that we need to be known for internationally are those that centre on social community. The experience where you have a nice time together. By creating cultural experiences that are accessible to all, Copenhagen can distance itself from the more elite cultural destinations."

Ulla Tofte, Director, M/S Maritime Museum of Denmark

"Both tourists and locals gain something from coming together to enjoy shared cultural experiences. Tourists get a deeper sense of the city because they do more than just look at tourist attractions. Locals get the opportunity to take ownership of the city and see it through new eyes. It's a great advantage that the tourists are naturally closer to the locals as they move through Copenhagen than they would be, for example, in London. But cultural institutions must get better at facilitating activities where tourists and locals interact with one another."

Alexander Prout, Director, Folkehuset Absalon



CASES

Opportunities within Community

FROM EXPERIENCES TO MEETING PLACES

CopenCore Community is about creating the opportunities and physical framework for the capital's lived life to blend with its visitors. The essence of the theme is to create experiences that bear witness to the openness and accessibility of our society, where locals and visitors are enriched by one another. The open atmosphere is already present all over the capital, such as in creative office environments, art environments, youth environments, and in certain restaurants, festivals, and food markets. The ability to create a framework that allows people to meet can also be an asset to the capital's cultural and tourism operators. This is where the untapped potential lies.

An obvious option would be to create a framework for experience sharing, where the environments and key players that have already experienced great success in creating meeting places distil their experiences and share these with other cultural actors. Another obvious measure would be to involve local citizens and businesses in the development of signature experiences that accurately portray the local environment of which they are part.

THE GUESTS' GUIDE TO THE LOCAL ENVIRONMENT

Another approach to the theme could be to create service and dissemination concepts that help visitors find these venues and navigate the social codes that might otherwise be a barrier to participation. Jumping into the harbour with the locals at the winter swimming club might be fun, but it does require being prepared for different behavioural norms.

This will also help teach visitors to be good guests. It's not just about developing our hosting skills and fostering a sense of hospitality amongst local citizens. It's also about addressing the skills that guests need in order to move around the local environment as valued guests in the community.

THEME 4

CONVERSATIONS

Photo: Thomas Høyrup Christensen



Photo: Daniel Rasmussen



Photo: Martin Heiberg

CopenCore - a metropolis with culture at the core

Cultural experiences that set the agenda

CopenCore Conversations is about the understated global impact of the wind turbines on the approach to Copenhagen Airport, the network of bike paths spread across the city, the trust-based community created by the welfare state, and the expansive internationalism of the Vikings. We want to impact the world by sharing ours. Make a mark and set an agenda. CopenCore Conversations is about culture that fosters hope for the climate, welfare state, and democracy. Culture shapes people and pushes boundaries. We want to create a better world through cultural experiences that set the agenda. Cultural experiences leave a lasting impression on visitors, thanks to our unique blend of welfare state, history and lifestyle, where cultural institutions reveal their attitudes towards the world and society through experiences. In meeting with Copenhagen's cultural life, we have the opportunity to make our mark and inspire change - even beyond Danish borders. The goal is to develop experiences and narratives that are relevant and meaningful and have a potentially positive transformative effect on international visitors, which can become a source of pride for the local population.

Through CopenCore Conversations, we create transformative cultural experiences that:

- communicate our society, welfare state, and lifestyle;
- take a stand and have an opinion - sometimes by retelling the story;
- challenge and ask questions;
- leave a lasting impression and inspire citizens and visitors to lead better lives;
- deliver sustainable products and services.

“The cultural institutions must do a better job of showing that they are shaped by an open democratic society, defined by the freedoms of expression and assembly. These are not universal and given values, so we must highlight them in the cultural experiences we create and the way we brand ourselves. We must get better at showing how a society characterised by democratic conversation and trust in the authorities and each other deals with global challenges, such as the climate crisis and economic inequality.”

Søren Bak-Jensen, Director, The Workers' Museum

“It's important for cultural institutions to exhibit the same courage as the arts by constantly questioning themselves and the world around them. Arts and culture are vital to safeguarding our shared citizenship. At cultural institutions, we can create unique opportunities to bring together people of all ages, cultures and educational backgrounds.”

Marie Nipper, Director, Copenhagen Contemporary



CASES



Opportunities within Conversations

NEW WAYS TO STUDY COPENHAGEN'S IMPACT ON VISITORS

What do people remember after their visit to the capital? What memories come to mind, and what impetus has been instilled through the visit to the capital? Has the experience of the capital given the tourists cause for reflection? Have the tourists learnt something new about social issues, other people, or themselves? A lasting impression forges a bond between the place and the tourist. Bonds like these increase the tourist's motivation to come back. But we don't know much about the thoughts, reflections and impressions that tourists take with them when they leave. To study them, we need to develop new ways to collect data from tourists before, during and after their visit.

SHARED STORYTELLING

Another approach to the CopenCore Conversations theme could be how to create greater coherence and a stronger common thread through the stories we tell tourists as they move around the city in search of cultural experiences. As shown under the first theme, CopenCore Coexistence, there are many relevant agendas that can be addressed. Green mobility, gender equality, transparency, democracy, children's culture, and much more are amongst the agendas that can be linked to Copenhagen's DNA and the Danish way of life. In this regard, there's an argument for supporting a stronger common emphasis across the spectrum of cultural actors. Parallels can be drawn to festivals, exhibitions, and other major events with a theme that tends to change from year to year. A similar concept can be applied to cultural tourism, where we could work with changing overarching themes that different cultural and tourism actors in Copenhagen can explore in greater detail, depending on their resources and target audience.

COPENCORE

A metropolis with culture
at the core

Success metrics on the way to 2030

→ **GUEST SATISFACTION**

The cultural activities in Copenhagen must be in the international visitors' Top 3 compared to our main international competitor cities.

→ **CITIZEN SUPPORT**

Citizens must feel that tourists contribute positively to the attractive cultural activities in the capital.

→ **GREEN DESTINATION**

International visitors must experience the capital as an environment- and climate-friendly destination compared to similar international cities.

→ **MORE CULTURAL VISITORS**

The number of tourists visiting the capital for cultural reasons must increase.

→ **INCREASED CONSUMPTION**

The individual cultural visitor must increase their cultural consumption.



WONDERFUL
COPENHAGEN

