



visit
copenhagen

CopenPay

Sustainability as a currency

Visit Copenhagen created the biggest tourism news story in the world during the high season by turning sustainability into a currency. For instance, tourists could pay with sustainable transportation, cleanup projects, or urban gardening in return for free entry to museums,

guided tours, or free vegetarian food. This approach turned contributing to the city's well-being and environmental health into an attraction in itself, becoming a central aspect of the Copenhagen brand experience while mitigating the environmental impact of tourism in the city.

News stories

4859

International
media budget

0\$

Participant
satisfaction

98%

Earned
media

111 mil\$

Trash
collected

1.224^{ton}

Sustainable
transportation

+21%

ROI

14020%