



The total contribution of travel and tourism to Denmark's GDP in 2023 amounted to over 26 million USD which was an increase from 2021 of 9.6 million USD (statista)

Leisure travel spending within Denmark (inbound and domestic) generated 64.7% of total internal spending in 2022

Local jobs supported by travel and tourism in 2022- 295 million (world travel and tourism council)

DENMARK CASE STUDY 2025

WELLNESS SNAPSHOT

Global Wellness Institute -
Wellness Destination Tourism Initiative

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WELLNESS TOURISM INITIATIVE





A PLACE WHERE *WELLBEING* IS PART OF THE CULTURAL VALUES

Marketing itself as one of the happiest and most livable countries globally, Denmark attracts wellness tourists by emphasizing its unique cultural approach to well-being

Denmark boasts a significant framework that supports social, environmental, and economic well-being, driving many of its successful wellness tourism initiatives. This philosophy is deeply embedded in Danish culture, rooted in the concept of "*hygge*," a way of life that fosters happiness and contentment.

The country's wellness tourism strategies aim to establish Denmark as a leading destination by leveraging its natural beauty, sustainable practices, and holistic health approach. Denmark's abundant natural resources draw visitors to remote and rural locations, where the therapeutic use of landscapes such as coastal areas, forests, and lakes promote health and well-being. Activities like forest bathing, cycling, and hiking enhance both physical and mental wellness, making the most of Denmark's stunning natural environment.

Denmark's natural surroundings lend themselves to a holistic approach to wellness services. Nordic bathing rituals, including thermal baths, cold-water swimming, and saunas, provide ideal settings for visitors to disconnect from external stress, decompress, and recharge.

A strong commitment to sustainability is evident in Denmark's policies, which include the use of renewable energy, organic fresh produce, and waste reduction measures. The "Good Life" framework, initiated in Southern Denmark in 2013, exemplifies best practices in promoting individual and societal happiness. Tourists are encouraged to engage in responsible tourism, respecting and preserving natural environments, thereby contributing to Denmark's sustainable tourism model.

These experiences combined, make Denmark, a prime location for dedicated wellness, yoga, and health retreats.

"WE ARE STRIVING TO BE THE MOST ENVIRONMENTALLY FRIENDLY TOURIST DESTINATION IN NORTHERN EUROPE BY 2030. OUR FOCUS ON SUSTAINABLE PRACTICES ENSURES THAT VISITORS CAN EXPERIENCE DENMARK'S NATURAL BEAUTY WHILE MINIMIZING THEIR ENVIRONMENTAL IMPACT. WELLNESS TOURISM PLAYS A VITAL ROLE IN THIS VISION BY PROMOTING "NATURE-BASED EXPERIENCES THAT ENHANCE PHYSICAL AND MENTAL WELL-BEING WHILE ALIGNING WITH ECO-FRIENDLY PRINCIPLES"

"Copenhagen has seen a surge in wellness tourism, with visitors seeking not just spa treatments, but also sustainable, immersive experiences that connect them with nature. We offer a harmonious blend of city and nature-based wellness, making Denmark a unique destination for holistic well-being."

Signe Jungersted, CEO of Group NAO

KEY SUCCESSSES

SOCIAL SUPPORT

In Denmark, taxes are around 55%, a rate that citizens are content to pay due to the extensive social benefits provided. This high level of transparency in tax usage fosters trust among the population. The tax revenue funds universal healthcare, education, and universities, reflecting the cultural belief that everyone should contribute to and benefit from the community.

WORKLIFE BALANCE

Denmark is renowned for its exceptional work-life balance, a cornerstone of its high quality of life. Central to this balance is the 37-hour work week, with a cultural emphasis on not extending working hours unnecessarily. Danish employers and society at large encourage employees to leave work on time and prioritize time with their families, fostering a healthier work-life integration.

DIGITALIZATION

Denmark is a highly digitalized country, embracing a "digital by default" approach that ensures the safe and secure use of technology. As pioneers in digital tech, Denmark has established a robust framework for research, education, and innovation to continually enhance technological advancements. The country promotes collaboration to develop digital solutions, ensuring that everything can be done online while being mindful of preserving employment opportunities.

MASTERPLANNING- COMMUNITY DRIVEN

The proximity of hospitals to towns ensures safety and security, while careful spatial planning of schools emphasizes their importance within communities. This approach underscores Denmark's commitment to collective well-being and social responsibility.

ENVIRONMENTAL WELLBEING

Denmark emphasizes global environmental collaboration with other Nordic countries, implementing environmental taxes to ensure compliance with established goals. Recognized as having one of the most advanced environmental democracies among OECD countries, Denmark focuses on five key areas of environmental well-being: air management, chemical products and waste management, water management, and nature conservation.

INTEGRATION OF WELLNESS WITH NATURE & SUSTAINABILITY

Denmark has made excellent use of its natural landscapes—coastal areas, forests, and fjords—to create wellness experiences that emphasize nature-based therapies and eco-friendly practices.

WHEN COUNTRY VALUES BECOME THE DRIVING STRATEGY FOR ATTRACTING A WELLNESS TOURIST

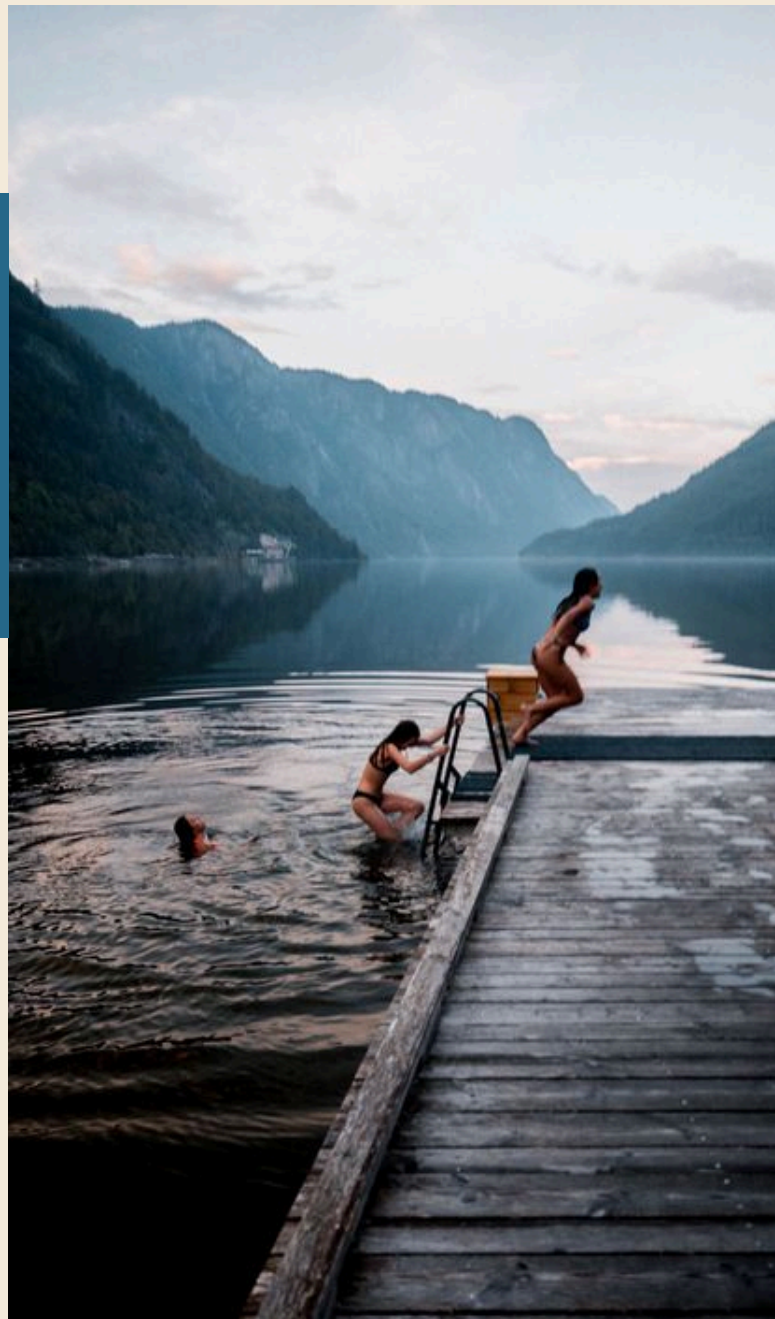
KEY LEARNINGS FROM GREEN TRAVEL

Copenhagen is a global leader in combining sustainability with a high quality of life, offering numerous ways to take sustainable actions while enjoying the city.

Denmark's New Nordic Cuisine movement emphasizes healthy, local, and seasonal food, which aligns with wellness tourism, reinforcing Denmark's reputation as a hub for sustainable and health-conscious food tourism.

Beyond food, the city provides **green transportation** options, eco-friendly accommodations, sustainable shopping, and a dedicated "sustainable Copenhagen" campaign. The city's commitment to sustainable urban development is further demonstrated by its partnerships with 12 organizations to promote a greener future.

Denmark's hotel industry is pioneering **green certification programs**. Wellness resorts can follow this trend by achieving eco-labels such as **Green Key certification**, which appeals to conscious travelers.



DENMARKS VISION 2030

Vision for 2030: Sustainable Tourism Leadership

Denmark's national vision for growth in sustainable and wellness tourism plays a central role to the country's vision for 2030. The aim is to balance growth in visitor numbers with the preservation of its environment and community well-being by promoting low-impact, high-value tourism that supports local economies while prioritizing mental and physical health.

VisitDenmark's Focus on Wellness and Sustainability

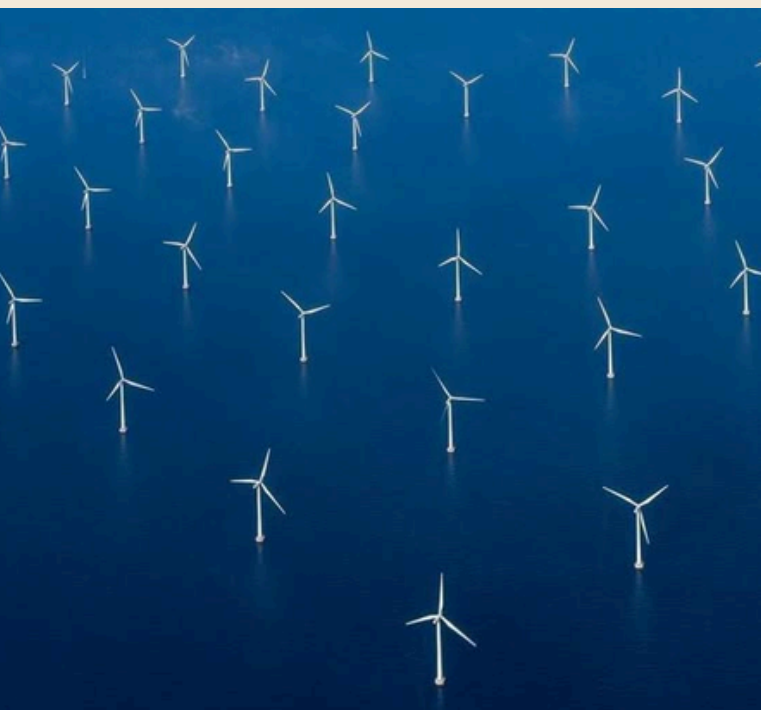
VisitDenmark, the national tourism organization, has increasingly shifted focus towards experiences that are sustainable, innovative, and tailored for high-value travelers. Wellness tourism is becoming part of their broader strategy to market Denmark as a sustainable destination.

Regional Wellness Projects

Several regions in Denmark are exploring wellness-specific development projects focusing on combining nature experiences with wellness tourism. North Jutland and Southern Denmark are promoting activities like hiking, cycling, and relaxation in nature along with spa treatments and healthy living retreats.

Sustainability Leadership

Denmark aims to be one of the world's most sustainable nations by 2030 encompassing initiatives such as the Green Energy Transition, with a goal to phase out fossil fuels and shift to renewable energy including wind, solar, and biomass. .



OPERATOR EXCELLENCE



Denmark offers a diverse range of wellness tourism assets, from luxury spa hotels and urban wellness centers to nature retreats and eco-friendly experiences. These destinations reflect Denmark's commitment to sustainability and quality of life, blending Nordic traditions, nature-based therapies, and innovative wellness programs for unique, memorable experiences that enhance physical and mental well-being.

Bornholm Island Wellness Experiences

<https://visitbornholm.com/en/bornholm/explore/bornholm>

Thy National Park

<https://eng.nationalparkthy.dk/>

Løvtag Treetop Cabins (Aalborg)

<https://www.lovtag.dk/hytterne/>



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