

Partnership for International Train Tourism

Joint action for more international train tourism

WHY INTERNATIONAL TRAIN TRAVEL - NOW?

Interest in international train travel is growing significantly in Europe, driven in part by:

- Comfort and travel experience
- Climate awareness
- Increasingly better connections and standardization
- More direct routes and night trains

Copenhagen is strategically well-positioned on the EU's overall rail network. Many of the city's international visitors already come from nearby European markets that can reach Copenhagen in 6–8 hours by train.

THE CHALLENGE

Despite the potential, many international tourists continue to choose other modes of transport over the train. The reasons are well-known:

- Complex travel planning across operators and countries (tickets, transfers, information)
- Lack of a cohesive travel experience across transport and destination
- Limited coordination and knowledge-sharing among stakeholders
- Fragmented communication and information, making the train invisible or hard to identify as a real option.

As a result, the train is often bypassed, even when it is a realistic alternative.

PARTNERSHIP FOR INTERNATIONAL TRAIN TOURISM

To realize and address the potential and challenges in practice, a new Partnership for International Train Tourism has been established.

The partnership brings together public and private actors in Denmark and key nearby markets around one common ambition:

To make international train travel to, via, and from the Copenhagen metropolitan area more attractive and competitive for business and leisure travellers.

WHAT VALUE DO YOU GET AS A PARTNER?

International train tourism requires joint action. The partnership gives you the opportunity to:

- Influence development early – both nationally and across Europe
- Share knowledge, risks, and resources in a new and growing market
- Achieve a strengthened market position as a frontrunner in sustainable mobility
- Participate in co-branded pilot initiatives and gain increased visibility in Europe
- Access a cross-sectoral network of decisionmakers in mobility, transport, and tourism
- Contribute to solutions that have a real impact on international demand.

EUROPE INVESTS BIG IN RAIL

Massive investments are being made in Europe's rail infrastructure and shared digital systems, which gradually make international train travel more coherent and reliable. With shorter travel times, more direct routes, and a growing offering of night trains, the train is becoming increasingly competitive.

The development is supported by new projects such as the Fehmarn Belt connection, which further links Scandinavia more closely with the Central European network and significantly shortens travel times.

VISION

To make Copenhagen and Denmark the natural hub for international train tourism in Northern Europe – a strong and competitive choice for both business and leisure travellers.

MISSION

Our mission is to unite transport operators, destinations, tourism organizations, businesses, and other key public and private stakeholders to strengthen, promote, and advance international train travel to, from, and through Copenhagen. Together, we drive targeted marketing, coordinated advocacy, and enhanced travel experiences that inspire and increase international train tourism for both business and leisure travellers.

WHAT THE PARTNERSHIP WORKS ON?

- **Knowledge and insights**

Joint analyses of markets, travel patterns, barriers, and potentials for international train tourism.

- **Coordination and joint solutions**

Collaboration across destinations, transport companies, and tourism actors to improve coherence in offerings, information, and customer experience.

- **Development and pilot projects**

Testing and developing concrete initiatives e.g. new services, communication, or products aimed at international train travellers.

- **Positioning trains as a form of tourism travel**

A shared and strengthened narrative, especially towards the media and political decision-makers, about trains as a comfortable, efficient, and sustainable travel experience, with arrival directly in the city centre.

CONTACTS



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