

PARTNERSHIP FOR INTERNATIONAL TRAIN TOURISM CONFERENCE

COPENHAGEN | 16-17 NOVEMBER 2026

16 November

Partner Networking Programme

AFTERNOON - PARTNER EXPERIENCES AND NETWORKING

16:00-17:00

Optional DSB Site Visit

Hosted by DSB

Copenhagen Central Station, Past & Future

Participants will experience Copenhagen Central Station from two perspectives: its history, architecture, and role in connecting Copenhagen with Denmark and Europe, as well as its ongoing redevelopment and plans for the future. Participants will rotate between both guided experiences.

- *Capacity is limited and places will be allocated on a first-come, first-served basis.*
- *Copenhagen Central Station is currently undergoing extensive redevelopment works. Participants are encouraged to wear comfortable footwear. High heels are not recommended.*

EVENING - HOSTED PARTNER DINNER

18:00-21:00

Hosted Partner Dinner for all participants

Restaurant Donna | Vester Voldgade 25, 1552 Copenhagen V

Casual business attire

The dinner provides an opportunity to continue conversations and connect with partners from across the rail, tourism, and public sectors in an informal setting ahead of the conference.

17 November

Partnership Conference

CONFERENCE VENUE

DGI BYEN | Tietgensgade 65, 1704 Copenhagen V, Denmark

MORNING - WELCOME, CONTEXT AND INSPIRATION

08:15-09:00

Registration, Breakfast & Networking

Arrival, breakfast and informal networking.

09:00-09:05

Welcome

Klaus Bondam | Director of Connectivity, Culture and Destinations, Wonderful Copenhagen

Welcome to Copenhagen

09:05-09:15

Setting the Scene - The Partnership for International Train Tourism

Lisa Boch-Andersen | Head of Mobility, Wonderful Copenhagen

An update on the Partnership and the objectives for the conference.

09:15-09:20

Introduction to the programme and speakers

Trine Sick | Moderator

Introduction to the day's programme and speakers.

09:20-10:00

Keynote Address

Per Haugaard | Head of the European Commission Representation in Denmark

Europe's Opportunity: Rail, Mobility and Cross-Border Collaboration

Europe's changing mobility landscape, international rail corridors and why cooperation across borders is essential to unlocking the growth potential of sustainable tourism.

10:00-10:10

Political Opening

Sisse Marie Welling | Lord Mayor of Copenhagen

Cities as Drivers of Sustainable Mobility

The role of cities in accelerating sustainable transport choices and creating better conditions for low-carbon travel.

10:10-10:40

The Traveller Perspective

Mark Smith | Founder, The Man in Seat 61

Why Travellers Choose Rail - and Why They Don't

Insights into traveller behaviour, decision-making and the opportunities and barriers shaping international rail travel.

10:40-11:00

Coffee Break

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MIDDAY - BEST PRACTICE AND WORKING SESSIONS

11:00-11:30

European Best Practice Case

Matthias Albrecht | Director Nordics, Switzerland Tourism

Integrating Rail into the Tourism Product

How rail became an integral part of Switzerland's tourism offer and what Copenhagen and Northern Europe can learn from the Swiss approach.

11:30-11:40

Introduction to the working sessions

Lisa Boch-Andersen | Head of Mobility, Wonderful Copenhagen

Presentation of the partnership's three priority areas and the key questions for discussion.

11:40-12:40

Working Sessions

Partner discussions on strategic priorities and concrete collaborative initiatives for 2027.

Breakout 1: Grow the Market

How do we inspire more international travellers to choose rail?

Breakout 2: Build Rail Destinations

How can rail strengthen destinations and the visitor experience?

Breakout 3: Strengthen the Ecosystem

What can we achieve together that none of us can achieve alone?

12:40-13:00

REPORTING BACK IN PLENARY

Presentation of key recommendations and project ideas from each working group.

13:00-13:45

Lunch & Networking

AFTERNOON - PANEL AND NEXT STEPS

13:45-14:45

Panel Discussion

Unlocking Growth in International Rail Tourism: Where Can We Create the Greatest Value Together?

How can destinations, rail operators and tourism organisations work together to unlock growth in international rail tourism?

- Trine Sick, Moderator, Journalist & Communications Advisor

Confirmed panellists

- Jens Visholm, Chief Commercial Officer, DSB
- Marco Andersson, Chief Commercial Officer, Snälltåget
- Niklas Hellblom, Senior Advisor, Greater Copenhagen
- Kavita Kooijman, Brand Lead, Interrail

14:45-15:00

Closing Remarks and Next Steps