

MEDIA KIT

ABOUT US

VisitOdense works to showcase the city's many experiences – from cultural events and historical attractions to gastronomy and nature.

We provide a comprehensive overview of all that Odense has to offer and inspire visitors to discover the city's many facets.



ANE

Teamlead
Marketing & City
Branding
aneka@odense.dk



LINE

Content Marketing
Manager
lislo@odense.dk



JOAN

Digital Marketing
Manager
jmjen@odense.dk

INSTAGRAM

@visitodense

+30.000

followers

+20.000

monthly interactions

1 mio.

monthly views

9,1%

engagement

FOLLOWERS

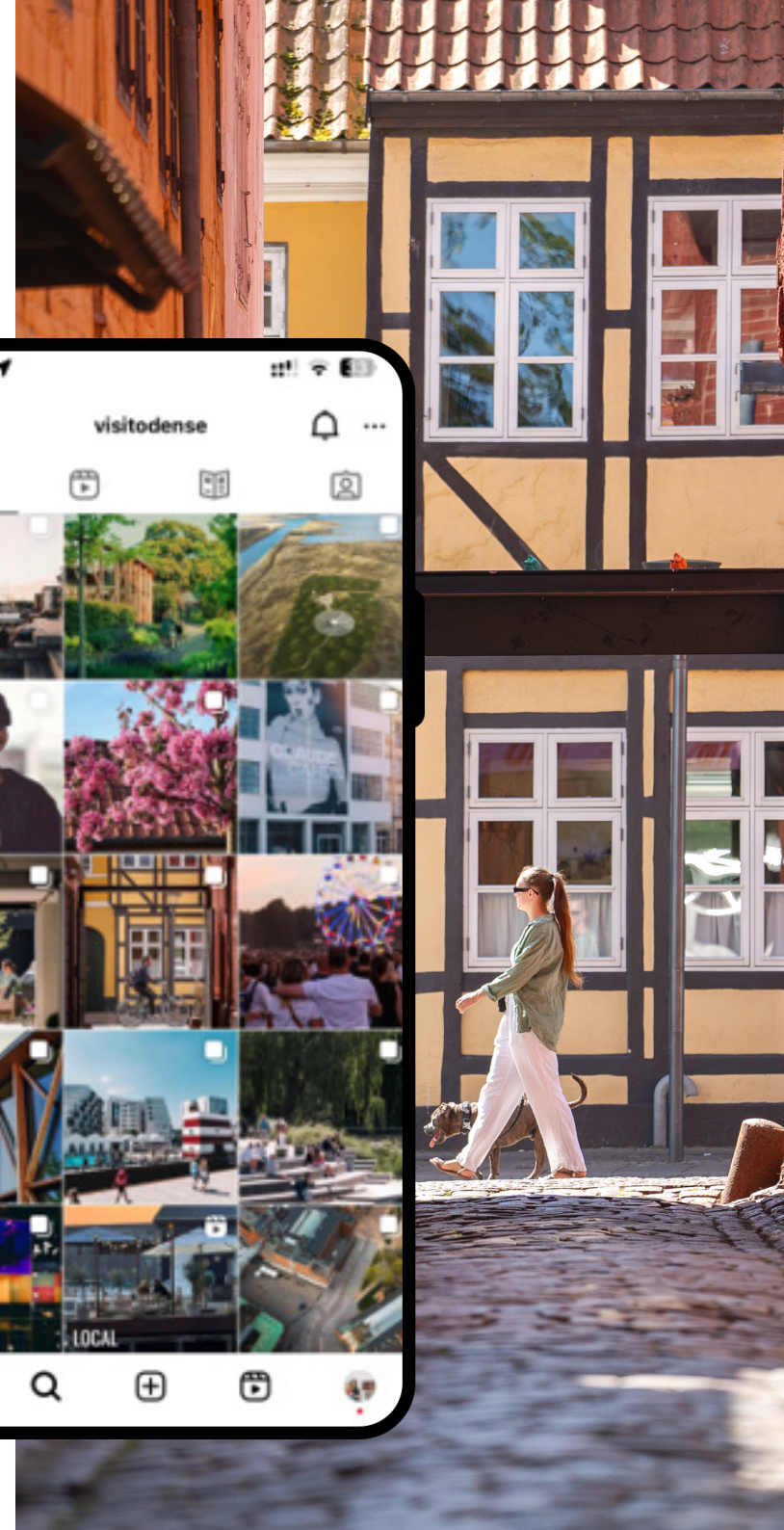
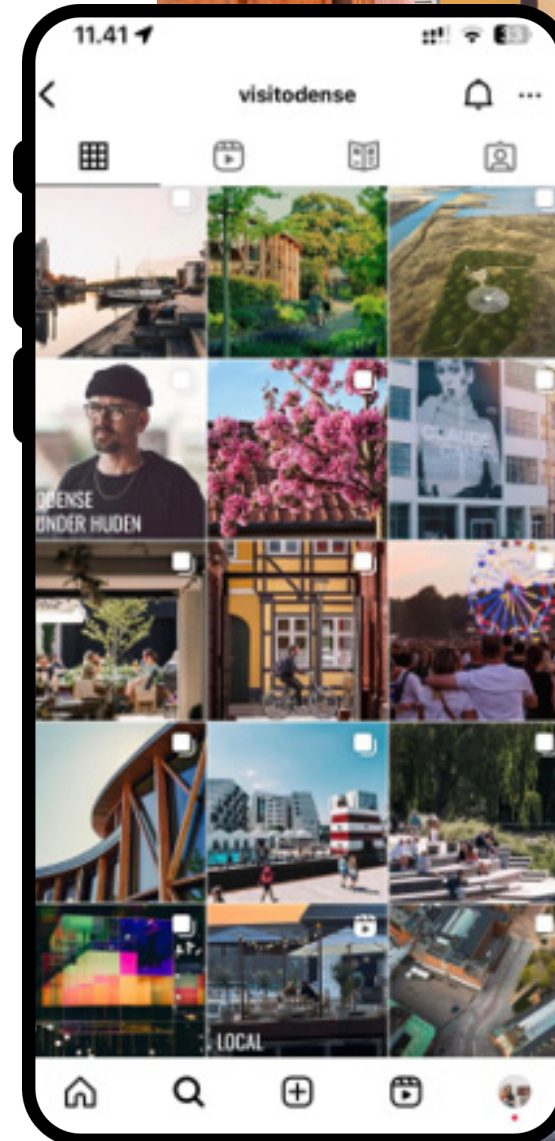
🌐 Denmark 63,2%

🌐 Germany 5,5%

🌐 Italy 4,9%

👩 Women 69,8%

👨 Men 30,1%



NEWSLETTER

+21.000

Subscribers

+50%

Open rate

+5%

Click through
rate

TYPES OF NEWSLETTERS

Weekly events

Monthly themes

Monthly seasonal content



FACEBOOK

VisitOdense

+27.000

Followers

+50.000

Monthly
views

+2.000

Interacting accounts
per month

FOLLOWERS

🌐 Italy 37,3%

🌐 Denmark 25,2%

🌐 GB & Ireland 10,5%

👩 Women 71,5%

👨 Men 28,5%



LINKEDIN

VisitOdense

+1.500

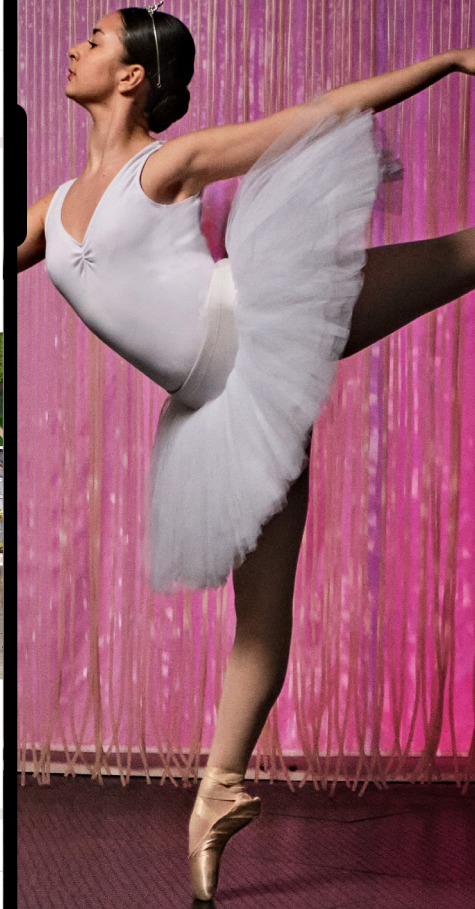
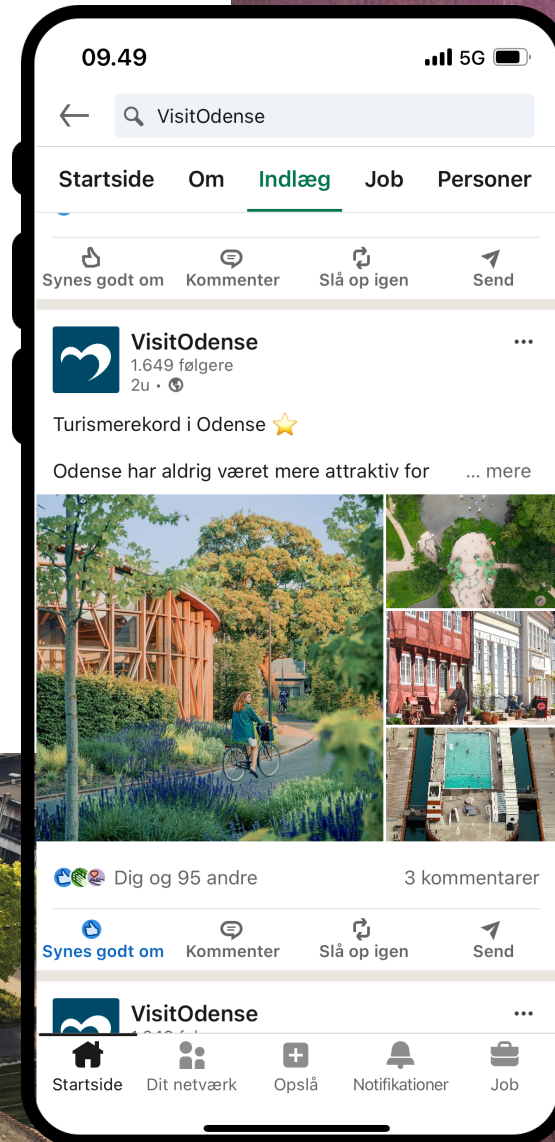
Followers

+6.400

Monthly
views

7,2%

Engagement



PINTEREST

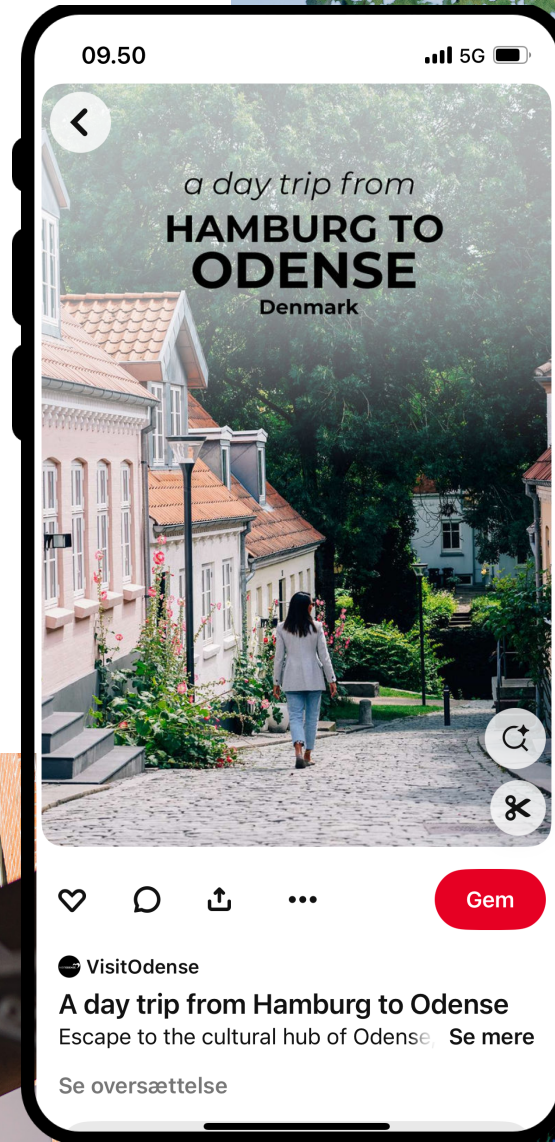
VisitOdense

+600.000

Monthly
views

+11.000

Clicks



WEB

www.visitodense.dk | .com | .de

+125.000

Avr. monthly
sessions

+14.000

Avr. monthly **clicks**
to partners

+7.000

Avr. monthly **clicks**
on book

5 seasonal campaigns -
spring, summer, fall, Chris-
mas and winter.





At VisitOdense, we highlight the full spectrum of what the city has to offer – from one-of-a-kind experiences to its top attractions.

We strive to include everyone relevant to tourism and work to strengthen Odense's overall city branding, positioning it as an attractive destination.

Participation in our marketing efforts is free of charge.