

Accelerate your start-up in tourism

Do you have a sustainable or digital business idea that you want to scale? Seize the opportunity to grow and scale your business idea with the Tourism Startup Accelerator.

Gain insight into the market and meet potential customers

Maybe your idea has potential in the tourism industry? The Hub for Innovation in Tourism can help accelerate your business through market insights and expert advice. In a four-month programme, you will meet other start-ups, potential customers, and business partners.

Develop your business idea

The Startup Accelerator provides you with an advisor; and you will be coached by specialists with extensive knowledge of the industry and networks within tourism. Your programme is organized individually according to your business and your needs. You will develop your business idea through testing, validation, and feedback on the market potential.

Who are you?

- You dream of growing and scaling your business.
- You want to initiate green and sustainable tourism.
- You are passionate about developing new technology - or digital disruption.
- You have a company with a Danish CVR number, registered after 1 June 2016 - or have a business idea, but have not yet obtained a CVR number.

Sign-up at innohub.dk

Hub for innovation in Tourism is a partnership between Dansk Kyst og Naturturisme, MeetDenmark and Dansk Storbyturisme, the last two have their secretariat at Wonderful Copenhagen. Erhvervshusene, Danske Destinationer and AAU Innovation are partners in the project. The Danish Board of Business Development has allocated funds from REACT-EU to the project.

Startup Accelerator offers

- Individual advice
- Specialist workshops
- Prototyping
- Market test
- Events and conferences
- Networking

Application and process

1. Send your application. Based on your application, we select participants for a Pre-accelerator.
2. Selected entrepreneurs are invited to participate in the pre-accelerator, which is a two-day workshop. Based on the workshop, applicants are selected to participate in a four-month programme starting immediately afterwards.
3. Finally selected entrepreneurs from the workshop participate in an acceleration programme of four months.

Financing conditions

The accelerator program is co-financed by EU-REACT, the Social Fund and is therefore covered by the EU's de minimis rule. This means that the maximum amount of aid awarded to a company must not exceed EUR 200,000 over any period of three fiscal years. Your participation in the project constitutes aid estimated at DKK 95,000.