



hub for  
innovation in  
tourism



Danish Board of  
Business Development



Co-funded by  
the European Union

# Accelerate your growth in tourism

Do you have a digital or sustainable solution that creates value for tourism and its stakeholders? Seize the opportunity to accelerate your growth in Spring 2026.

[Sign up at innohub.dk](https://innohub.dk)

The goal of Hub for Innovation in Tourism's acceleration program is to assist innovative startups in growing within the tourism industry.

You will go through a 5-month acceleration program with high pace and quality. Here, there is knowledge and insight about the tourism platform to guide the decisions you need to make along the way. The program's framework is flexible and tailored to your startup.

## Hub for Innovation in Tourism's startup accelerator offers

- Individual counseling
- Masterclasses
- Events and conferences
- Community & networking

## Get Expert Guidance

Perhaps your idea has potential in tourism? Hub for Innovation in Tourism can help accelerate your business with expert guidance. In the process, you will be assigned an advisor with expertise in business development.

## Gain insights into the market

Through masterclasses, you will gain insights into the value chain, customer groups, and behavior patterns in tourism. Tourism stakeholders will provide a unique insight into trends and tendencies in the tourism industry, and experts in areas such as AI, B2B-sales and pricing will advise you.

## Expand your network

You get a valuable network that can give you a foothold in tourism. This happens through community events and contact with companies from the industry, DMO's and other tourism startups.

## Who are you?

- You aim to grow your business in tourism and have a scalable business model.
- You want to create sustainable solutions (green, social, and/or economic).
- You are working to develop new digital solutions

## Criteria for participating

Your company is a maximum of seven years old (applicable from the application deadline 21.01.2026).

You can also participate if you do not yet have a CVR number - but are planning to establish one.

**Send us your application no later than 21 January 2026.**

## Read more about selection criteria on [innohub.dk](https://innohub.dk)

## Terms for financing your participation.

You are required to co-finance with hours in the project, equivalent to approximately 130 hours from your company over the course of 5 months. Therefore, it is a requirement that time registration for hours used in the project is submitted regularly. The program is subject to EU's de minimis rules. This means that a company can receive a maximum of 300,000 EUR in support over the past three fiscal years. Your participation in the project constitutes state aid estimated at 70,000 DKK.

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