

Nordic Economic Pulse: 2026 Festivals, Sustainable Fashion, and Tourism Trends

Nordic Economy & Events · Answer Key · 3 Questions

1. Copenhagen Fashion Week, celebrating its 20th anniversary in 2026, has solidified its reputation as a leader in sustainable fashion. What was a significant economic indicator of the Danish fashion industry's growth, closely tied to CPHFW's influence by early 2026?

- A) Fashion exports increased by 10% of Denmark's total merchandise exports.
- B) Total industry revenue decreased by 5%.
- C) Fashion exports grew by 84%, representing 5% of Denmark's total merchandise exports.**
- D) The domestic market became the sole focus, reducing exports.

2. Flow Festival Helsinki, scheduled for August 2026, continues to pioneer sustainability. What new economic or environmental measure did the festival implement for 2026 concerning international artist travel?

- A) Introduced a luxury tax on all artist merchandise sales.
- B) Implemented a mandatory carbon levy on international artist travel to support local renewable energy projects.**
- C) Required all artists to donate a portion of their fees to a global climate fund.
- D) Banned all international artists to reduce carbon footprint.

3. Øyafestivalen in Oslo, Norway, is renowned globally for its sustainability efforts. What percentage of its attendees are reported to arrive by foot, bike, or public transport, reflecting a key market trend in sustainable event attendance?

- A) Approximately 50%.
- B) Around 75%.
- C) Nearly 98%.**
- D) Less than 30%.