



COCO Hotel

Copenhagen FIND OUT MORE - www.coco-hotel.com

Business in Numbers

Properties: 1, Social media reach; 27k, First opened; 2020, Number of rooms; 89, Renewable energy coverage; 100%

More on Coco Hotel

Coco Hotel is an 89-room boutique in Copenhagen's Vesterbro, centered on a quiet courtyard. It is Green Key certified, powered by Cofoco's solar park, and offers a mobile-first stay (check-in/out, payments, digital keys) to cut queues while keeping service personal. This model fits clear market demand in Copenhagen for design-led, eco-minded, self-service hotels, appealing to urban leisure guests, digitally confident business travelers, and eco-aware visitors who want a smooth, smartphone-driven experience

References: <https://coco-hotel.com/sustainability/> and <https://copenhagen.dk/en/news/coco-hotel-in-copenhagen-green-key-certified/> and <https://www.bumblebeemagazine.com/en/blog/hotels/copenhagen/coco-designhotel>

How is sustainability visible in daily operations?

Powered by Cofoco's solar park (renewable electricity).
Green Key certified with clear guest guidelines.
In-room waste sorting and low-plastic amenities.
Water/energy-saving fixtures from the recent renovation.
Bike-friendly: rentals on site and a small discount for cyclists;
EV ride options.
Bookings support Eden Reforestation Projects.

How is food waste monitored or reduced?

Menu-led breakfast vs. full buffet. Café Coco mainly serves à la carte / fixed selections (with a short buffet-style "Breakfast Selection" window), which supports portion control and less over-production. Operational stance (parent group). Cofoco states they work actively each day to reduce unnecessary food waste across operations. Seasonal, simple offer. The café's small plates / limited menu format helps align prep to demand and cut leftovers.

What is the role of local sourcing?

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How is digital used to grow and promote the business?

Coco Hotel uses a mobile-first journey to drive direct bookings, collect email consent, and offer simple in-app upsells. A clear, SEO-friendly website and active Instagram, supported by press and influencer stays bring in traffic. Email/CRM automate pre-, during- and post-stay messages, with quick review replies boosting trust. Metasearch, tidy OTA listings, local partnerships, and constant analytics/A/B tests refine performance, while Green Key and solar-power proof points differentiate the brand. Bookings support Eden Reforestation Projects.

What data is informing key decisions?

Coco Hotel bases decisions on a small, clear set of numbers. For revenue, they track occupancy, ADR, RevPAR, pickup and booking window to set prices and run offers, and they watch channel mix and metasearch costs to control distribution spend. On digital, website conversion and drop-offs guide SEO and page tests, while app metrics, mobile check-in, digital key use and upsell take-rate shape the guest journey; email and CRM opens/clicks steer remarketing. Guest feedback (review scores, themes, chat response times and common requests) drives service fixes and staffing. Operations use housekeeping productivity and turnaround times for rota planning, and F&B sell-through and wastage to size menus and orders. Sustainability data, energy and water per guest-night, plus waste-sorting rates sets targets and retrofit priorities.

How is Social Media shaping Customer Relationships?

On social, Coco Hotel treats followers like future guests. Stories and Reels give a feel for the stay—room vibes, courtyard moments, breakfast plates—so people can picture themselves there. Guest posts are reshared as social proof, and quick replies to DMs resolve questions about arrivals, keys or late check-out in minutes, easing pre-stay anxiety. Polls and Q&As invite guests to vote on playlists, pastries or local tips, then the hotel reflects those choices on site, creating a sense of co-creation. After checkout, photo reshares and thank-you messages extend the experience, turning a good stay into an ongoing relationship.

Use of AI

Coco Hotel publicly documents Green Key certification, an environmental policy, and renewable electricity from Cofoco's solar park. Day to day, they have in-room waste sorting, and they state that the group works actively to reduce unnecessary food waste. Energy and water use are reduced through efficiency measures from the 2019 renovation (e.g., low-consumption fixtures). They have not named any specific metering or food-waste systems, so the visible practices are certification-led reporting, renewable power, in-room sorting, and operational efficiency measures.

What are the challenges of going digital in a rural setting?

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How does community involvement support sustainability?

Community involvement strengthens sustainability by buying locally, which cuts food miles, keeps money in the area, and builds resilient supply chains. Joint schemes with neighbours—recycling, repair, bike use, clean-ups—lift participation and reduce waste. Local hiring and training lowers commuting impacts and supports fair work, while guest education (tours, tips, clear signage) nudges low-impact choices. Promoting local crafts and events preserves culture and avoids shipped-in products. Regular resident feedback guides better policies, and mutual aid in tough moments reduces waste and speeds recovery, backed by transparent reporting that builds trust.

