

TOURISM FOR GOOD

***AN INVITATION
TO A JOURNEY TOWARDS
SUSTAINABLE
TOURISM BY 2030***

***»Wonderful Copenhagen's ambition
for 2030 is that tourism in Greater
Copenhagen positively impacts local
and global sustainable development.«***

TOURISM FOR GOOD

INTRODUCTION

THE FIRST STRATEGY PERIOD 2018-2021

When Wonderful Copenhagen set out the strategic direction for making tourism a force for positive change in Denmark, sustainability was still an emerging field among DMOs. Now, sustainability has become a major theme in tourism development across the world, in both rural and urban destinations. Cross-border cooperation and international benchmarking have grown in importance and the global tourism community is sharing ideas, methods, and indicators to help each other achieve a sustainable future in their specific context.

THERE IS A COMMON UNDERSTANDING THAT SUSTAINABILITY MATTERS MUST BE SOLVED JOINTLY

At the same time scientists' warnings of a warming globe, biodiversity crises and social injustices are becoming ever more severe, stressing the need for a cooperative approach to sustainable change around the world.

What a strange number of years it has been since the pandemic started. When the Tourism for Good strategy was made, there were growing concerns across Europe of visitor pressure, and pushback from locals against congestion in tourism hotspots in their city and the gentrification of local neighborhoods. At the time, nobody could have foreseen the COVID-19 pandemic that followed and the complete absence of tourism that it caused. This completely changed the context of Tourism for Good, as it made it painfully

clear that an absence of tourism leads to closed restaurants, empty hotel rooms, meeting & congress facilities and fewer cultural experiences for locals. The deeply rooted human need for interaction and exploration suffered in all of us during the pandemic. Mid 2022 marked new serious events across Europe, but also a return of tourism. It was a joyful return, as most of us had missed both travelling and welcoming guests to our cities. This meant that issues of visitor pressure and congestion retook the center stage, but in a different context.

IMPORTANT BALANCE BETWEEN VISITORS AND LOCAL CITIZENS

We are now working towards creating a balance between visitors and local citizens, as this is a focal point for the future of tourism in destinations. Things have changed, following the pandemic, and new questions have arisen. How have our perceptions of crowds changed from the years of social distancing? How will the tourism industry and local DMOs succeed in getting back to having healthy businesses across value chains with sustainability as a motivational driver for development? This makes it more relevant than ever to work with all three bottom lines and highlight the importance of socially sustainable tourism in a constructive manner.

ACROSS THE TOURISM COMMUNITY THE CONVERSATION ON SUSTAINABILITY IS SHIFTING GEARS

Inspired by the rest of the business world and our stakeholders, the terminology of regeneration is in

many cases substituting the term sustainability. This reflects a shift towards an ambition of having a real positive impact, rather than lessening the negative impact. This ambition was already integrated into the first framework of Tourism for Good – which is evident from the title. Our ambition has always been clear: Make a positive impact, both locally and globally. Copenhagen is a wonderful destination, and tourism holds the potential of real positive impact in the city. When these two factors are put to use together, only the sky is the limit.

Even though the ambition has always been regenerative, we have chosen to keep the terminology of sustainability throughout our strategy and our other publications. This is a choice we have made to ensure continuity and to be in line with our industry partners in Copenhagen and other global destinations. Together with the need to strengthen our focus on factors such as quality of life, well-being, biodiversity, circular economy models and environmental issues, we will continue to explore the field of regeneration as a paradigm together with colleagues, industry peers and experts.

To sum up, after the first strategy period, the only conclusion must be: Much has changed and much has stayed the same. The world has changed in many ways, but the themes we set out to pursue in the first strategy period have only gained relevance and importance. Even more so with the second edition of the recovery plan “Comeback Copenhagen 2022-2023”, where sustainability and positive local impact are key cornerstones of the efforts to rebuild tourism in Copenhagen after the recent turbulent years in the industry.

HOW DID WE DO SO FAR?

Wonderful Copenhagen has maintained its position in the top three in the Global Destination Sustainable Index (GDSI) of the world’s most sustainable destinations according to this specific benchmarking tool.

With the strategy “Localhood” there has been an increased focus on creating opportunities for locals to

be involved in tourism development, which is ongoing and evolving continuously and we need tourism to be supported by at least 72 percent of local citizens in order to succeed with having a balanced tourism development in the city.

Wonderful Copenhagen is working intensively with the projects “Sustainable Choice” and “Partnership for Sustainable Tourism Development” with dedicated and targeted efforts towards hotels, venues and tourism suppliers in the city obtaining sustainability certifications.

Sustainability is considered a core element in all of Wonderful Copenhagen’s new projects and partnerships. Wonderful Copenhagen has implemented this focus with new policies, strategies and collaborations.

We have reached most of our KPIs, albeit some of them are not easy to measure, and it is still relevant to continue to work with these KPIs in this extended strategy period from 2022-2025.

HOW TO READ THIS STRATEGY

This strategy introduces Wonderful Copenhagen’s ambition, targets and actions to further sustainable tourism and destination development 2022-2025. The strategy consists of a guiding long-term ambition for Greater Copenhagen as a destination. With the ambition, we are thinking further ahead — as far as 2030. The account of our ambition is followed by an outline of our four focus areas. The four focus areas define where we will prioritise our efforts in 2022-2025 in order to create the foundation, the partnerships, the knowledge and the initiatives that will realise our long-term ambition. The four focus areas have defined targets and actions. Wonderful Copenhagen will use the fulfilment of the targets to measure whether the strategy has been successfully implemented. In the actions, we find inspiration and examples of how to reach the targets. Every focus area also includes relevant Sustainable Development Goals and defines the relevant stakeholders that will be involved going forward.

»The key idea is that tourism is not a goal in itself; tourism is a means to a sustainable end — a reality where tourism contributes positively to society, to building better cities and destinations for locals and visitors alike and where tourism is a driver of positive change.«

THE STRATEGY PERIOD AHEAD

The four original themes from the Tourism for Good strategy remain the same, however the targets and actions have been updated to reflect the changing environment of the sustainable development within the tourism industry in Copenhagen. This means that we still organize our sustainability efforts within the following themes:

- 1) **Broadening tourism**
- 2) **Tourism choices matter**
- 3) **Partnerships for good**
- 4) **Leading by example**

BROADENING TOURISM

All of the original themes outlined in this focus area are still relevant and have only gained even more importance in the coming strategy period. Showcasing experiences outside the center city and improving links between Copenhagen and the local destinations around us is still a pivotal part of Wonderful Copenhagen's work. The actions in the new action plan are a direct extension of the actions in the original strategy.

PARTNERSHIPS FOR GOOD

The dynamics of this focus area have spread through society and businesses since the first strategy period, with more and more actors recognizing the need for radical collaboration to meet sustainability challenges.

The actions in this focus area have been adjusted to include a more active role for Wonderful Copenhagen in engaging industry partners, most prominently by the formulating of a common manifesto for sustainability across the industry.

LEADING BY EXAMPLE

Setting high standards for our own operations is more important than ever. With higher levels of scrutiny from our stakeholders, visitors and citizens, we must always be pushing our own ambitions to lead by example. Also setting the bar high makes it easier for us to understand the situation of our partners when they raise the bar. The actions in this focus area have been adjusted to meet new needs, such as focusing more on working with diversity and inclusion on a strategic level and including more factors of sustainability in general.

FUTURE UPDATES AND INTERNAL GOVERNANCE

The world moves fast, and even more so within the field of sustainability and regeneration. To make sure that our strategy and action plan are agile, and in line with the expectations of our stakeholders, we have decided to change the structure of the action plan. This means that from here on, the list of actions will be reviewed and updated yearly rather than outlined for the entire strategy period, but the four pillars and the overall strategic direction remain the same.



TOURISM FOR GOOD

A JOURNEY TOWARDS SUSTAINABLE TOURISM BY 2030

WONDERFUL COPENHAGEN'S AMBITION FOR 2030 IS THAT...

TOURISM IN GREATER COPENHAGEN POSITIVELY IMPACTS LOCAL AND GLOBAL SUSTAINABLE DEVELOPMENT

THIS MEANS THAT BY 2030,

... **tourism in Greater Copenhagen sets a true world-leading example** on how a sector can develop its potential by contributing positively to environmental, social and economic sustainable development and thereby to the Sustainable Development Goals.

... **sustainability is a key aspect** of any development of the tourism sector and the sector contributes positively to the achievement of local sustainability targets and ambitions.

... **the urban and regional development of Greater Copenhagen fully integrates** the sustainable development of tourism.

... **visitors are empowered to make sustainable choices throughout their visit** and the environmental impact of the destination's tourism activities is reduced to a minimum.

... **a visit to Greater Copenhagen positively impacts global sustainable development.** Visitors are inspired to act in a more sustainable manner both during and beyond their visit.

... **growth in tourism is supported** by at least 72 per cent of local residents.

... **Copenhagen is in the top three of urban destinations** measured against international sustainability benchmarks.

FOCUS AREA 1

BROADENING TOURISM



We want to avoid a future where too many visitors overcrowd only a few central attractions at the same time and season. A future where locals are alienated from certain places, while other places see none of the benefits of tourism. Tourism should instead have a positive impact on urban development in Greater Copenhagen. We will approach this issue from two different perspectives.

First, there are many wonderful experiences outside central Copenhagen, outside the main attractions, outside high season, at all times of day. Wonderful Copenhagen will promote these experiences to broaden the use of Greater Copenhagen geographically, time-wise and in terms of the interests catered for. Many urban travellers would welcome experiences outside the city centre provided they are accessible, even just for a day. The city centre, its neighbourhoods and the countryside are not opposites but may be connected to create a richer and more holistic tourism experience.

Second, the city's facilities must also be used in a wider way, and benefit locals and travellers alike. Many travellers come to Copenhagen to experience the destination as temporary locals. Therefore, we must avoid creating facilities solely for visitors, and instead create synergies that also benefit locals. This double-sided function creates interaction between locals and travellers in public transport, attractions, restaurants, hotels, meeting facilities, etc. To this end, tourism must be part of a bigger conversation and Wonderful Copenhagen will establish a dialogue outside the tourism sector with, for example, urban planners, architects and locals in the city.

Thus, the goal is not fewer visitors, but that they make broader use of the destination. If the destination is developed to be used in a broader way, travellers will get a richer experience which in turn is likely to result in higher visitor satisfaction. It will also prevent the feeling of tourism pressure in the city, distribute tourism revenue more broadly and make more space for people in the city, whether locals or temporary locals.

»The goal is not fewer visitors, but that they make broader use of the destination. If the destination is developed to be used in a broader way, travellers will get a richer experience which in turn is likely to result in higher visitor satisfaction.«

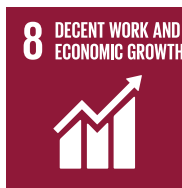


SDGs

Contribution to the Sustainable Development Goals:

Through a broad distribution of the tourism revenue in terms of geography, time and interests, tourism will create decent work and positive economic, social and environmental links between urban, peri-urban and rural areas. When we develop the destination's facilities to benefit both travellers and locals, tourism will contribute to inclusive and sustainable urbanisation with sustainable infrastructure and universal access.

SDG TARGETS



8.5



9.1



11a · 11.3 · 11.7

TARGETS

By 2025, Wonderful Copenhagen want to achieve:

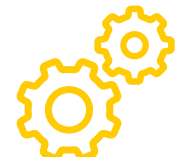
- The share of locals who think that tourism has more positive effects than negative must be higher than 72 per cent (2021 level) by 2025.
- Every new project or large initiative within destination development must include a component of local involvement.
- The number of bed nights in the capital region outside the City of Copenhagen must be 2,738,157 (2019 level) or higher by 2025.



ACTIONS

Until 2025, Wonderful Copenhagen will:

- Conduct a monthly analysis of the locals' view on tourism and tourism development.
- Continue broadening the city's geography through stronger connections between experiences and break down barriers to increased mobility, thereby creating opportunities for visitors to discover and experience less known and alternative attractions.
- Continue promoting the use of environmentally friendly transport and visits to a wider range of attractions, for example through wider use of the Copenhagen Card.
- Continue integrating tourism in other development agendas, through participating in projects and partnerships outside the tourism industry, e.g. urban planning, transport, architecture, as well as other environmental and social issues and agendas.
- Continue promoting the potential for MICE tourism in the entire Greater Copenhagen area.



STAKEHOLDERS

Wonderful Copenhagen will involve:

Tourism organisations and DMOs, attractions, transport and tour operators, local authorities, sleeping facilities, urban planners, architects, civil society.



FOCUS AREA 2

TOURISM CHOICES MATTER



Like any other consumption and behaviour, tourism consumption and behaviour have negative sustainability impacts if not managed responsibly. If you look close enough at the value chains of tourism globally, you will find social issues, over-consumption of natural resources and impacts on climate change. The consumption and behaviour of visitors make a difference and Wonderful Copenhagen will turn this around by approaching the issue from three different perspectives.

First, the experiences and products that are available to the visitors must take sustainability into consideration. All sections of the tourism industry's value chains can act responsibly in the way they operate. Wonderful Copenhagen must support and encourage the tourism sector to develop sustainable tourism products and infrastructure. This may be done through playing an active part in development projects and encourage the use of third-party sustainability certifications in the tourism sector.

Second, in order to ensure long-term sustainable development of the destination, Wonderful Copenhagen must create coherence between international marketing targeting potential travellers, travellers' behaviour and consumption during their visit and sustainable destination development. There must be greater coherence between the segments we choose to attract and the destination we envision.

Third, sustainability is already one of Wonderful Copenhagen's core stories about the destination. This core story will be continued, developed further and strengthened. We will achieve this by prioritising communication about the sustainable choices visitors can make and the sustainable experiences they can have. Communication can also be one of many tools to influence the flow of tourism at the destination and thus contribute to broadening tourism as described in focus area 1.

If tourism consumption and behaviour are managed responsibly, we will lower the negative environmental, social and economic impacts of tourism. The choices available to visitors will be largely responsible ones. The visitor's perception of the quality of the destination will improve and thereby the likelihood that the visitor will recommend the destination to others.

»If tourism consumption and behaviour are managed responsibly, we will lower the negative environmental, social and economic impacts of tourism. The choices available to visitors will be largely responsible ones.«



SDGs

Contribution to the Sustainable Development Goals:

Influencing tourism choices can contribute to inclusive and sustainable destination development and negative environmental impacts may be reduced. By focusing on the consumption, tourism can contribute to more efficient resource consumption and reduce water and fossil fuel usage, food waste, general waste and other environmental impacts. As a tourism organisation Wonderful Copenhagen can include sustainability information in its reporting cycles.

SDG TARGETS



6.4



7.2 · 7.3



11.3 · 11.6



12.3 · 12.5 · 12.6



14.1

TARGETS

By 2025, Wonderful Copenhagen want to achieve:

- By 2025 Copenhagen must be number 1 compared to competitors based on international visitors' rating of the destination as a sustainable destination.
- 75 per cent of all hotels in Copenhagen and 100 per cent of large convention venues have a third party sustainability certification by 2025.
- To further develop a content strategy, that will nudge travellers to more diverse sustainable experiences and consumption patterns.



ACTIONS

Until 2025, Wonderful Copenhagen will:

- Continuously collect data and knowledge on relevant travel segments and target the segments that are considered to contribute most positively to sustainable destination development.
- Use marketing as a tool to create positive interaction between locals and travelers and to remedy potential friction points.
- Use local ambassadors to strengthen the interaction between locals and travelers.
- Everyday offers in the capital city including culture, experiences and restaurant must be strengthened for the benefit of both citizens and visitors.
- Continue supporting, encouraging and enabling the tourism sector to develop experiences and products which make positive impacts on a sustainable transition by developing tools and showcasing best practices.
- Take an active part in the ongoing initiatives on tourism and traffic in general and specifically on tourism and bicycle culture.



STAKEHOLDERS

Wonderful Copenhagen will involve:

Tourism organisations and DMOs, industry organisations, hotels and conference centres, certification systems, local authorities, transport and tour operators.



FOCUS AREA 3

PARTNERSHIPS

FOR GOOD



Without information, it is impossible to know how to make the biggest sustainable impact. Without measurements, it is impossible to know whether it is worth the effort. Without bringing that knowledge into partnerships, we will find it impossible to create sustainable change that is bigger than ourselves. Wonderful Copenhagen will foster informed partnerships and we will achieve this by approaching the issue from three different perspectives.

First, Wonderful Copenhagen and the tourism industry must make sustainable choices with the best possible knowledge at hand. Wonderful Copenhagen must be able to identify the positive and negative impacts of tourism at the destination. Wonderful Copenhagen must also be well informed about the sustainability work and needs of the tourism industry to support a sustainable transition in the best possible way. Wonderful Copenhagen will measure and document results both in isolation and against other destinations in an international context. This knowledge is crucial to create results in the strategy's three other focus areas.

Second, this knowledge should be activated in Wonderful Copenhagen's unique position between public sector, private sector and civil society. In this position, Wonderful Copenhagen must set the agenda for collaborations and promote sustainable tourism specifically and a sustainable transition in general. These collaborations may involve any relevant organisations, whether public sector, private sector or civil society. The knowledge can be activated to promote sustainability outside Wonderful Copenhagen's own destination.

Third, collaborations around major events in the city where sustainability is a central theme can support sustainable tourism development through the event's consumption and the attention on the subject which the presence of the event provides. Wonderful Copenhagen will therefore work actively to attract these types of events. This will lead to a positive chain of events where sustainable tourism development makes Copenhagen a more attractive host city for major events on sustainability and such major events contribute to sustainable tourism development.

If Wonderful Copenhagen collects, activates and distributes knowledge about sustainability in partnerships and events, it will contribute to sustainable destination development.

»Without information, it is impossible to know how to make the biggest sustainable impact. Without measurements, it is impossible to know whether it is worth the effort. Without bringing that knowledge into partnerships, we will find it impossible to create sustainable change that is bigger than ourselves.«



SDGs

Contribution to the Sustainable Development Goals:

With the right knowledge about tourism and sharing this knowledge in partnerships, the tourism industry can improve positive economic, social and environmental links between urban, peri-urban and rural areas. By measuring sustainable tourism, Wonderful Copenhagen can monitor sustainable destination development and provide data for including sustainability information in its reporting cycles.

Wonderful Copenhagen is in a unique position to promote effective public, public private and civil society partnerships which will promote a sustainable transition, both in general and in terms of conference and event tourism.



11.3 - 11a



12.6 - 12b



17.17

SDG TARGETS

TARGETS

By 2025, Wonderful Copenhagen want to achieve:

- All strategies and policies have a high sustainability ambition as a core element, and this is supported by concrete KPIs on sustainability.
- Copenhagen reaches a score of over 90 per cent and a no. 1 ranking in the Global Destination Sustainability Index of the world's most sustainable destinations by 2023.
- Wonderful Copenhagen is the primary source for relevant knowledge on sustainable tourism and destination development.



ACTIONS

Until 2025, Wonderful Copenhagen will:

- Continue staying up to date with the latest knowledge on sustainable tourism through participation in conferences, networks etc. and stay up to date with the work and needs of the tourism industry.
- Promote tools for planning and executing sustainable events, as well as attaining third party verified certification for sustainable events.
- Participate in developing a set of indicators for sustainable tourism in Greater Copenhagen, incorporating both people, planet and profit bottom lines.
- Continue promoting sustainability as a subject in the national status analysis for Danish tourism.
- Continue promoting co-operation and knowledge on how tourism can contribute to social cohesion and the implementation of social policies.
- Continue providing relevant analyses and facts in order to qualify and clarify debates and myths about tourism and sustainability.
- Engage and enable the events in the city to integrate the sustainability agenda into their activities and strategy.
- Promote Copenhagen as a host city for major events focusing on sustainable development and execution.
- Ensure that results, best practices, and knowledge are made available online in English.
- Utilize partnerships and create positive long-term impact through conferences and events e.g. Copenhagen Legacy Lab.
- Collaborate with the tourism industry to formulate a shared manifesto for sustainable tourism with concrete actions.

STAKEHOLDERS

Wonderful Copenhagen will involve:

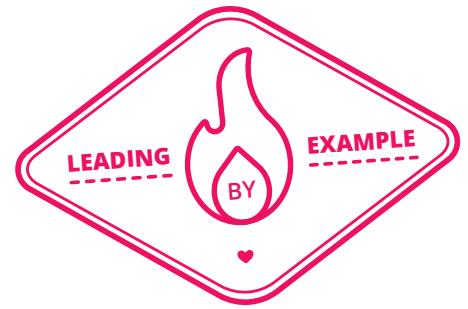
Tourism organisations, universities and scientific communities, PCOs, national and international NGOs, hotels and conference centres, local authorities, industry organisations.



FOCUS AREA 4

LEADING BY

EXAMPLE



Wonderful Copenhagen, as an organisation, consumes resources on account of its daily operation and procurement. As an employer, Wonderful Copenhagen is also responsible for contributing to a socially conscious labour market. Thus, Wonderful Copenhagen must take the greatest possible sustainability considerations in its own operations to become a leading example. We will approach this issue from three different angles.

First, the organisation's procurement, operation of offices, transport habits and the events which Wonderful Copenhagen organises all have negative environmental impacts that must be reduced.

Second, Wonderful Copenhagen must create a culture in the organisation where sustainability considerations are naturally incorporated into projects, partnerships, collaborations, campaigns, events, recruitment and other activities initiated.

Third, Wonderful Copenhagen must work methodically with sustainability management through annual targets and implementation plans and sustainability reporting as well as environmental certification of the organisation's operations.

By taking substantial sustainability considerations in its own operations and managing the work in a professional manner, Wonderful Copenhagen may be seen as a sustainability role model which others may choose to follow.

»Wonderful Copenhagen must take the greatest possible sustainability considerations in its own operations to become a leading example.«



SDGs

Contribution to the Sustainable Development Goals:

Focusing on its own operations, Wonderful Copenhagen can contribute to more efficient resource consumption and reduce water and fossil fuel usage, food waste, general waste and other environmental impacts. Through environmental targets, implementation plans and documentation, Wonderful Copenhagen can include sustainability information in its reporting cycles.

SDG TARGETS



6.4



7.2 · 7.3



12.3 · 12.5 · 12.6

TARGETS

By 2025, Wonderful Copenhagen want to achieve:

- Maintain a third-party sustainability certification of own operations and obtain a destination wide sustainability certification
- Track our progress and commit to a yearly increase in our share of:
 - organic food and beverage procurement
 - locally sourced food procurement
 - plant-based food consumption

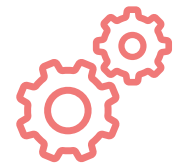
And a yearly decrease in food waste. Implement a policy for diversity and social inclusion and follow up on performance regularly.



ACTIONS

Until 2025, Wonderful Copenhagen will:

- Set annual environmental targets, make implementation plans and provide sustainability reporting as part of having a sustainability certification.
- Catalyze, monitor and evaluate social economic, and cultural value that Wonderful Copenhagen creates from selected activities, whenever possible.
- Focus on sustainability in all phases of Wonderful Copenhagen's own events, projects and collaborations and share the experiences from that.
- Regularly measure employees' sentiments towards sustainability in general and regarding concrete sustainability measures.
- Enforce and regularly update Wonderful Copenhagen's procurement and travel policy on sustainability considerations.
- Measure and take actions to reduce food waste and increase the use of organic produce, locally produced foods, and plant-based foods, without declining employee satisfaction levels.
- Inclusion and Diversity — a strategic direction with actions will be developed and it will be our starting point.
- Focus on mutual local and global partnerships that support 'quality of life' developing our destination for the benefit of our citizens and in respect to both users of our workplaces, welfare system and cultural institutions which will influence the society at large.



STAKEHOLDERS

Wonderful Copenhagen will involve:

Wonderful Copenhagen's suppliers, certification systems



APPENDICES

1. TOURISM FOR GOOD AND THE SUSTAINABLE DEVELOPMENT GOALS



A SUMMARY OF WONDERFUL COPENHAGEN'S STRATEGY FOR SUSTAINABLE TOURISM

TOURISM FOR GOOD

AN INVITATION TO A JOURNEY TOWARDS SUSTAINABLE TOURISM BY 2030

«Wonderful Copenhagen's ambition for 2030 is that tourism in Greater Copenhagen positively impacts local and global sustainable development.»

WONDERFUL COPENHAGEN WILL WORK TOWARDS THE ABOVE AMBITION THROUGH 4 FOCUS AREAS

BROADENING TOURISM

The goal is not fewer visitors, but that they make broader use of the destination. If the destination is developed to be used in a broader way, travellers will get a richer experience which in turn is likely to result in higher visitor satisfaction. It will also prevent the feeling of tourism pressure in the city, distribute tourism revenue more broadly and make more space for people in the city, whether locals or temporary locals.

TOURISM CHOICES MATTER

Like any other consumption and behaviour, tourism consumption and behaviour have negative sustainability impacts. If tourism consumption and behaviour are managed responsibly, we will lower the negative environmental, social and economic impacts of tourism. The choices available to visitors will be largely responsible ones. The visitor's perception of the quality of the destination will improve and thereby the likelihood that the visitor will recommend the destination to others.

PARTNERSHIPS FOR GOOD

Without information, it is impossible to know how to make the biggest sustainable impact. Without measurements, it is impossible to know whether it is worth the effort. Without bringing that knowledge into partnerships, we will find it impossible to create sustainable change that is bigger than ourselves. If Wonderful Copenhagen collects, activates and distributes knowledge about sustainability in partnerships and events, it will contribute to sustainable destination development.

LEADING BY EXAMPLE

Wonderful Copenhagen, as an organisation, consumes resources on account of its daily operation and procurement. As an employer, Wonderful Copenhagen is also responsible for contributing to a socially conscious labour market. Thus, Wonderful Copenhagen must take the greatest possible sustainability considerations in its own operations to become a leading example.

WONDERFUL COPENHAGEN WANT TO ACHIEVE FOLLOWING TARGETS BY 2025

- The share of locals who think that tourism has more positive effects than negative must be higher than 72 per cent (2021 level) by 2025.
- Every new project or large initiative within destination development must include a component of local involvement.
- The number of bed nights in the capital region outside the City of Copenhagen must be 2,738,157(2019 level) or higher by 2025, interests and time.

Supported by 5 specific actions defined in the strategy

- By 2025 Copenhagen must be number 1 compared to competitors based on international visitors' rating of the destination as a sustainable destination.
- 75 per cent of all hotels in Copenhagen and 100 per cent of large convention venues have a third party sustainability certification by 2025.
- To further develop a content strategy, that will nudge travellers to more diverse sustainable experiences and consumption patterns.

Supported by 6 specific actions defined in the strategy

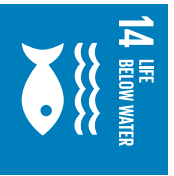
- All strategies and policies have a high sustainability ambition as a core element, and this is supported by concrete KPIs on sustainability.
- Copenhagen reaches a score of over 90 per cent and a no. 1 ranking in the Global Destination Sustainability Index of the world's most sustainable destinations by 2023.
- Wonderful Copenhagen is the primary source for relevant knowledge on sustainable tourism and destination development.

Supported by 11 specific actions defined in the strategy

- Maintain a third-party sustainability certification of own operations and obtain a destination wide sustainability certification.
- Track our progress and commit to a yearly increase in our share of:
 - organic food and beverage procurement
 - locally sourced food procurement
 - plant-based food consumption
- And a yearly decrease in food waste. Implement a policy for diversity and social inclusion and follow up on performance regularly.

Supported by 8 specific actions defined in the strategy

WITH THIS STRATEGY WE WILL CONTRIBUTE POSITIVELY TO THESE UN SUSTAINABLE DEVELOPMENT GOALS



SDG TARGETS
 6.4-7.2 · 7.3 · 8.5
 8.9 · 9.1 · 11.3 · 11.6
 11.7 · 11a · 12.3 · 12.5
 12.6 · 12b · 14.1 · 17.17