



Creating connections between residents and visitors

Reflections from Scandinavia
and New Zealand
Lynette Bergin research

Madeleine
Sawyer



📍 Inner Harbour, Copenhagen, Denmark



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Today's inspiration

**Why we need to
consider the
community when
developing tourism**

**An insight into
global best
practice**

**Invitation for
impact and
action**

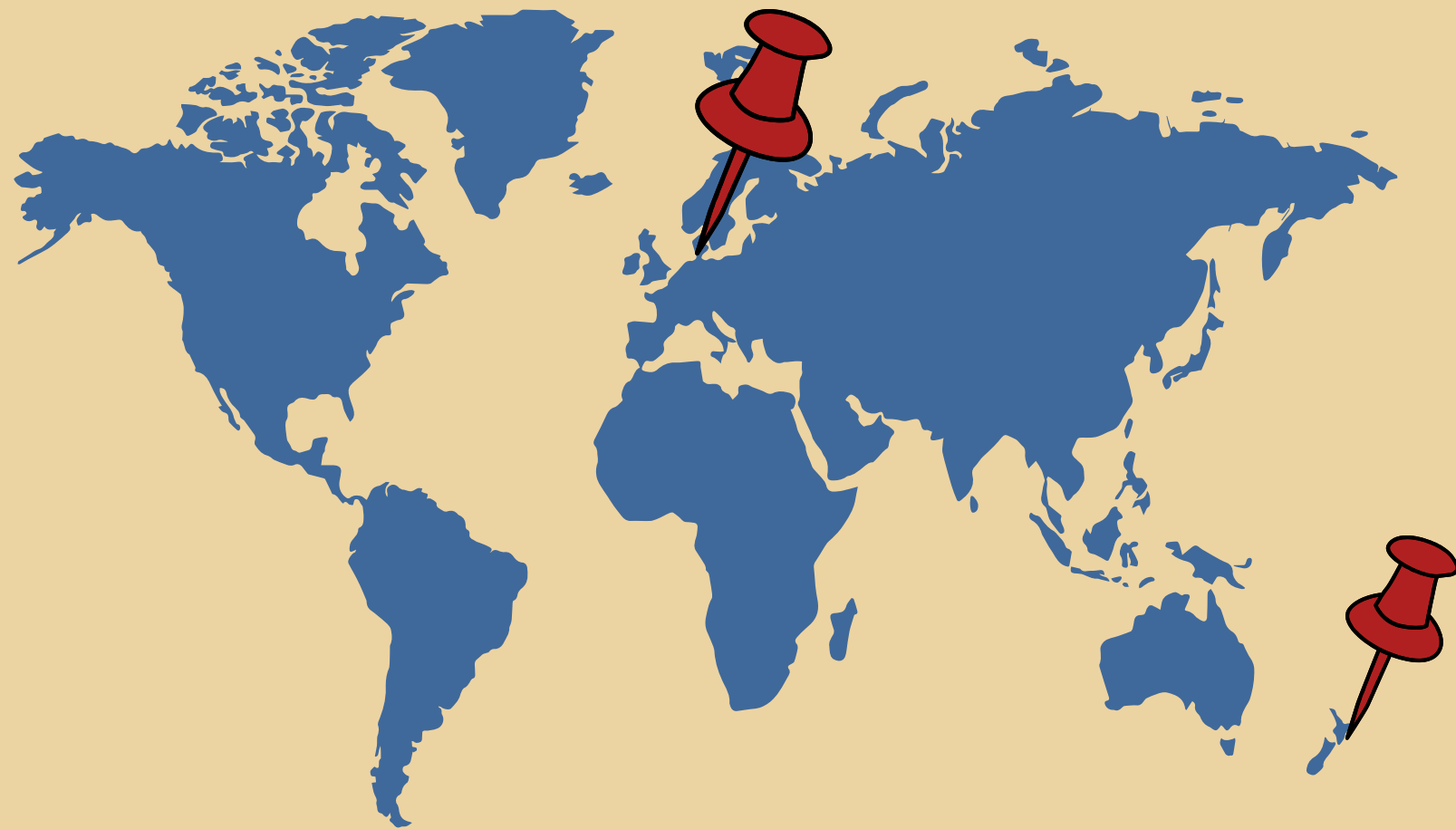


Who really benefits from tourism?

📍 Gamla Stan, Stockholm, Sweden

What if we flip our thinking?

Tourism for good in New Zealand and Scandinavia?



The shift from
Destination Marketing Organisation
to
Destination Management Organisation

What makes you proud of the place you live?

Create a sense of
place and foster
civic pride



 Green Bike Tours, Copenhagen, Denmark

A good place to
live is a good place
to visit




📍 Harbour restoration and activation, Copenhagen,
Denmark

How are we making it easier for visitors to do
good?

Making better
choices easy

CO ₂ MENU		
OUR BURGERS VARY A LOT IN THEIR CARBON/CO ₂ COST. WE RECOMMEND THAT YOU TRY OUR LESS CO ₂ -HEAVY BURGERS FOR A BETTER FUTURE!		
	BURGER + COMBO	
		
VEGAN CHEESEBURGER	125 0,67 KG/CO ₂	175 1,95 KG/CO ₂
VEGAN FALAFELBURGER	125 0,89 KG/CO ₂	175 2,17 KG/CO ₂
CHEESEBURGER	125 5,99 KG/CO ₂	175 7,27 KG/CO ₂
BACON CHEESEBURGER	125 6,47 KG/CO ₂	175 7,75 KG/CO ₂
OXBURGER PULLED BEEF	125 9,90 KG/CO ₂	175 11,18 KG/CO ₂
FRIES INCL. 1 DIP	50 1,10 KG/CO ₂	
SODAVAND	25 0,18 KG/CO ₂	
SHAKE 	65 0,95 KG/CO ₂	SHAKE UPGRADE +40
STRAWBERRY CHOCOLATE VANILLA COFFEE		
EXTRA DIP	5	
CHILL IN A JAR LARGE / SMALL	60	30

 Kristinedal Burgers, Copenhagen, Denmark

Reflect local values
and encourage
respect



Conserve culture and the environment



Tio Ōhiwa Oysters, Bay of Plenty, New Zealand

Showcasing innovation



GSTC Conference, Stockholm, Sweden

When have you experienced authentic
connection on a trip?

Fostering deeper social connection



Espresso House, Denmark

Inspiring positive change

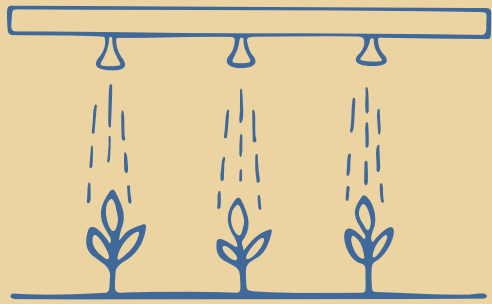


📍 Refshaleøen, Copenhagen, Denmark

We're all in this together



Industry collaboration at Royal Djurgården, Sweden



The Green Room, Tourism Bay of Plenty



Passion Groups, Tourism Bay of Plenty



CopenPay, Wonderful Copenhagen

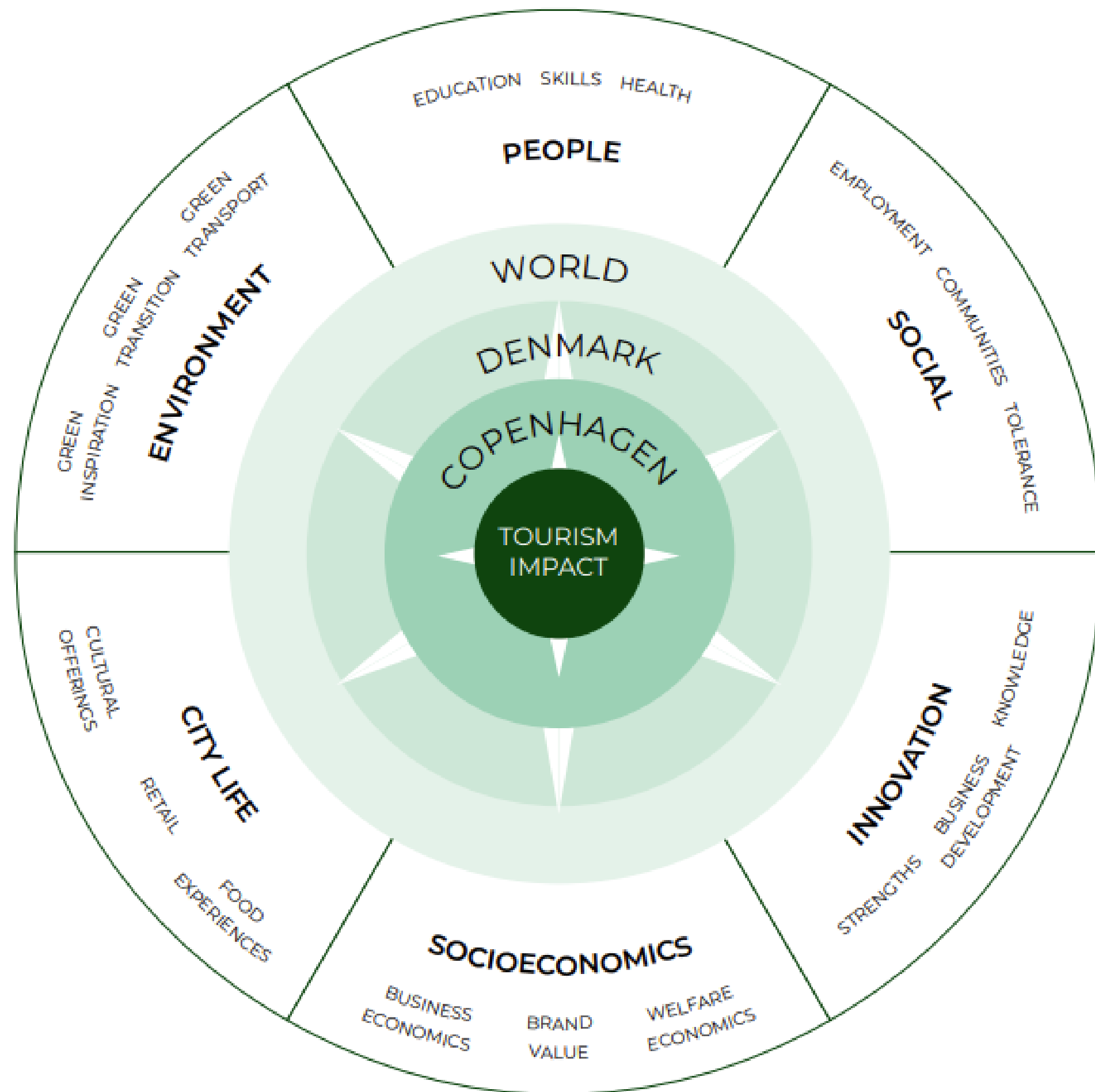


What are our measures of success?




Facts about Copenhagen

- Population in Copenhagen: 602 t. residents
- Bicycles: 750,000 (4 times more than cars)
- Commuting: 62% of all citizens commute by bicycle
- Copenhagen drew 12 million international overnight stays in 2023.
- Cycling infrastructure: 382 km of cycle lanes
- Hotels: Majority of hotel rooms in the city are eco-certified
- Tap water: Potable and safe to drink
- Canals: Clean enough for swimming
- Electricity: More than 70% sourced from renewable energy
- District heating: Primarily powered by biomass



Source: Wonderful Copenhagen



Changing
the World,
Starts with
Me

Enablers for success



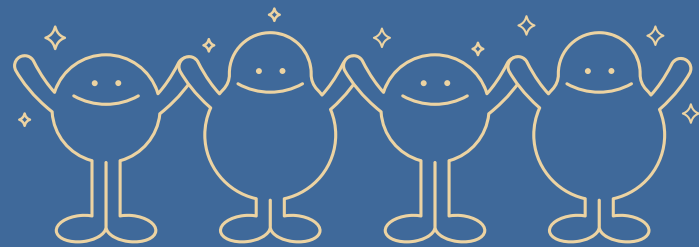
Connecting an
ecosystem of shared
benefit



Making doing good
easier



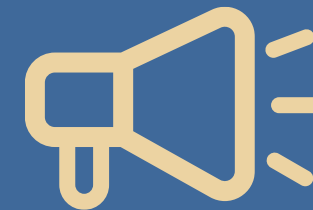
Cushioning the risk
in innovation



Unity through
shared solutions



Success where value
is pursued over
volume



Communicating the
value of tourism

What is the future of tourism in your destination?



Read the full report
and keep the
conversation going

