



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?

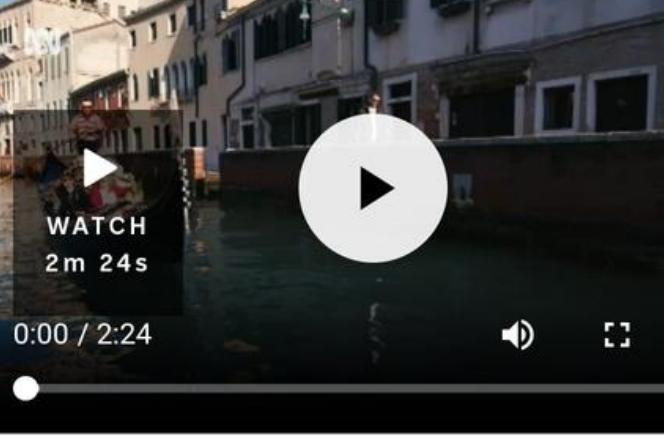
 Gamla Stan, Stockholm, Sweden

abc.net.au/news/2024-C

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Venice is facing multiple tourism threats and many Venetians now want controls on visitors

Foreign Correspondent /
By Samantha Hawley and Bronwen Reed in Venice
Posted Mon 11 Mar 2019 at 8:05pm, updated Mon 11 Mar 2019 at 11:47pm



Venetians are concerned the city's 1000-year history could be at risk due to the escalating levels of tourism - especially large cruise ships.

They used to say "see Venice and die". The impossible city-on-the-sea has long been a bucket list staple for travellers lured by its water and its stone.

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nytimes.com/2024/04/18

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



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

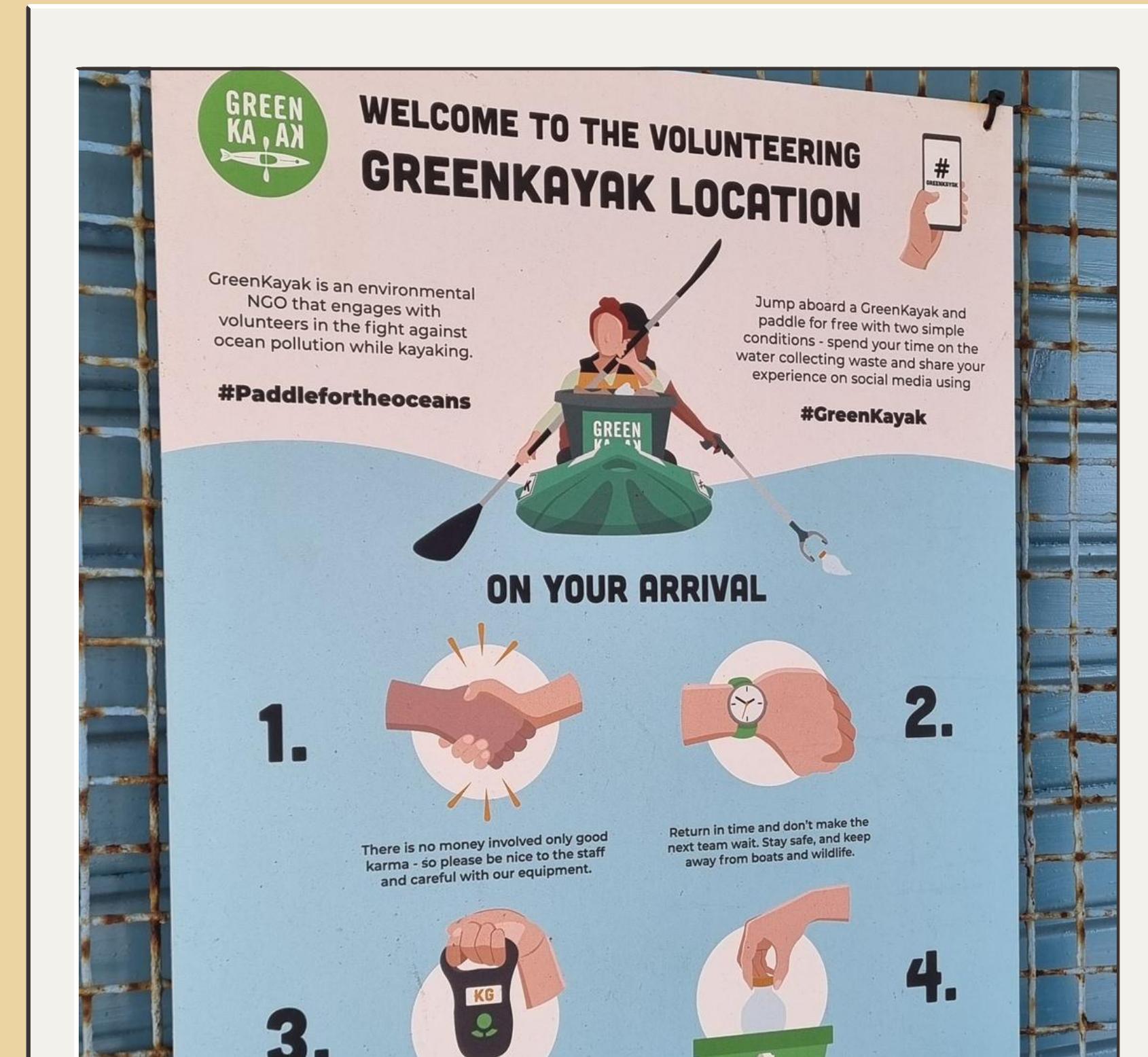
When have you experienced authentic connection on a trip?

Fostering deeper social connection



Espresso House, Denmark

Inspiring positive change

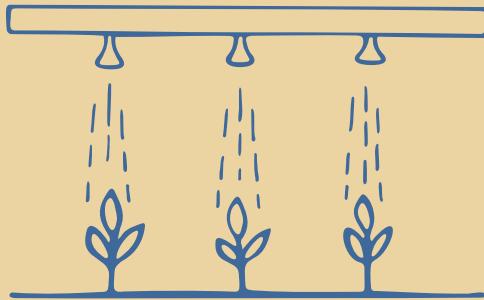


Refshaleøen, Copenhagen, Denmark

We're all in this together



Industry collaboration at Royal Djurgården, Sweden



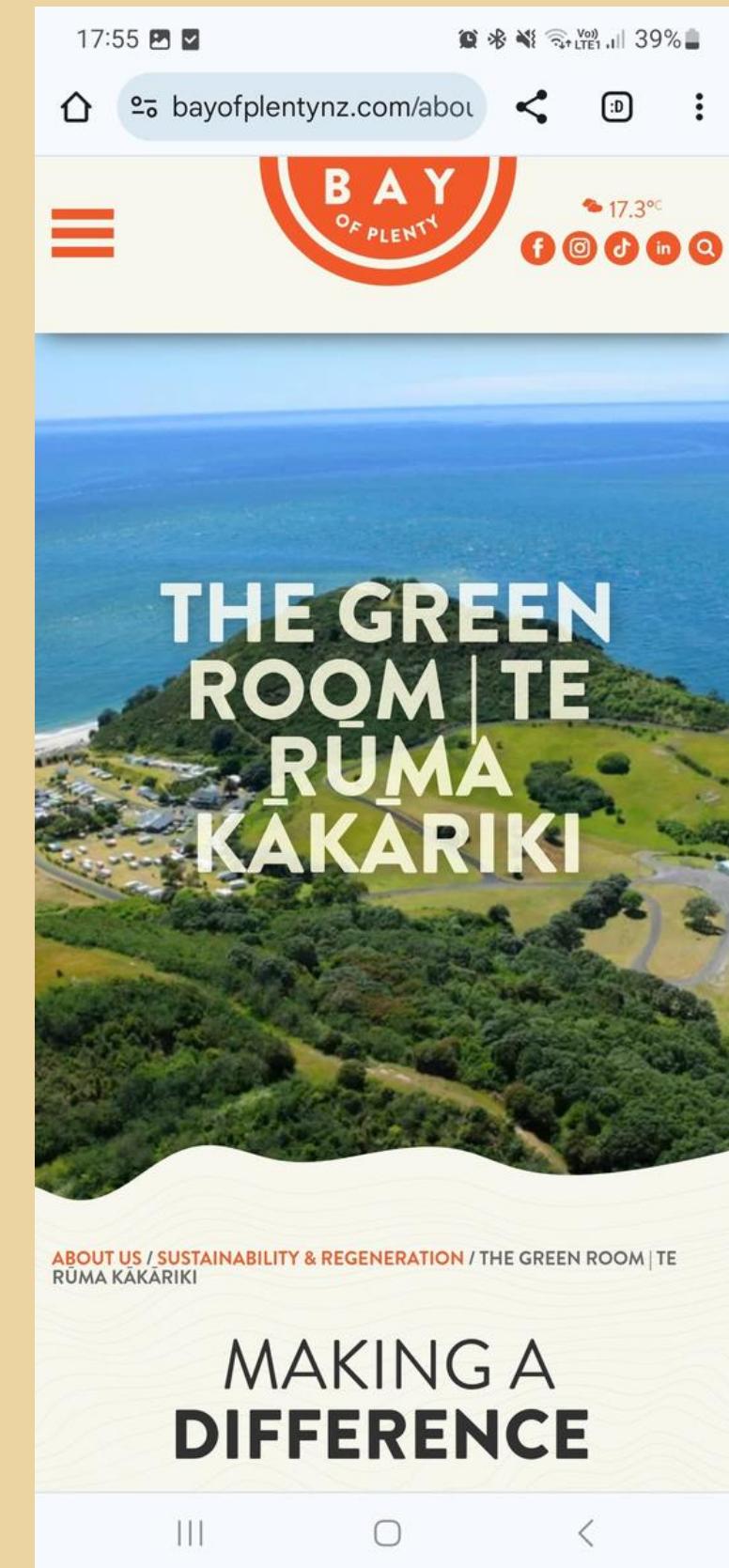
The Green Room, Tourism Bay of Plenty



Passion Groups, Tourism Bay of Plenty



CopenPay, Wonderful Copenhagen

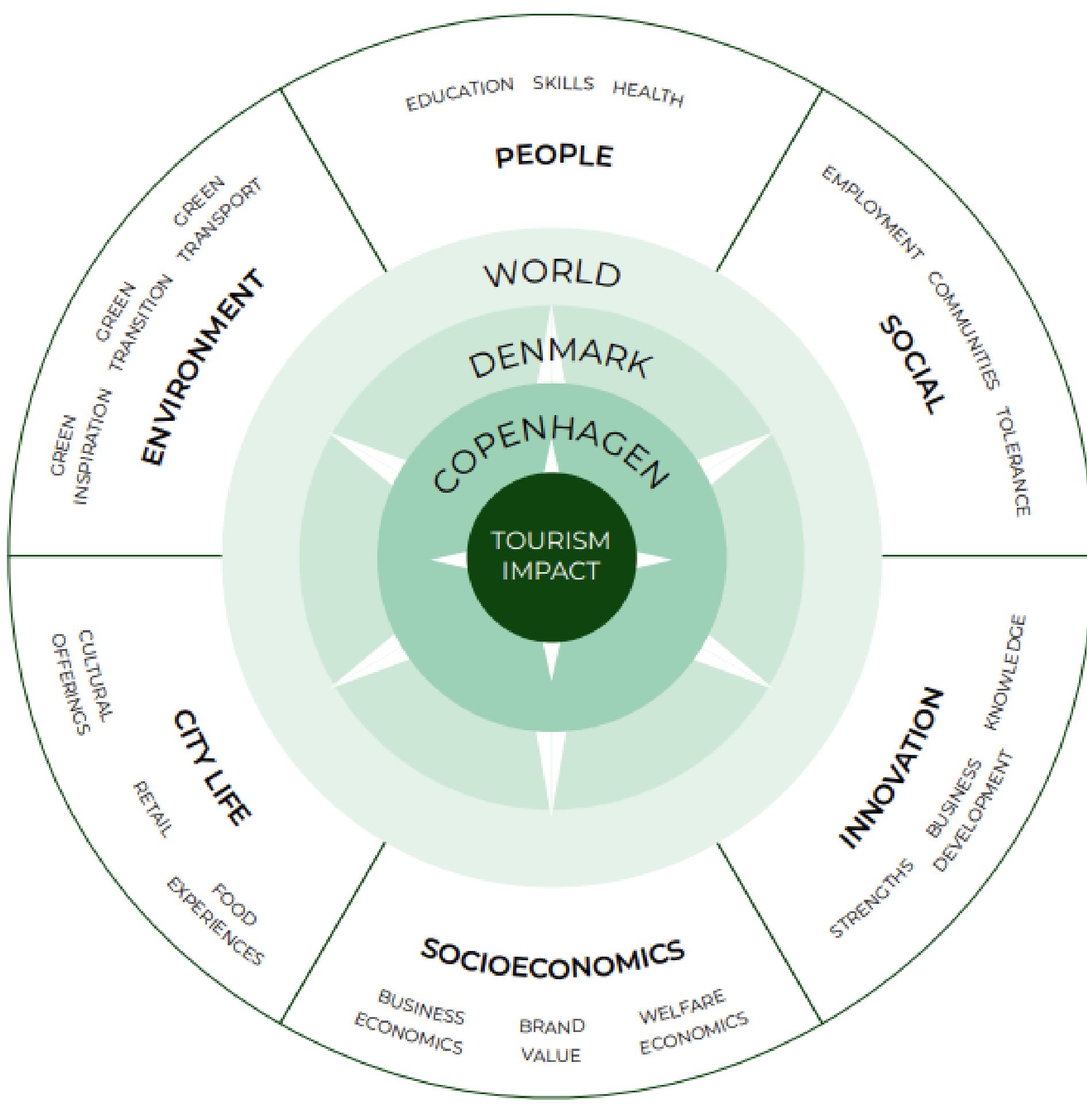


What are our measures of success?



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



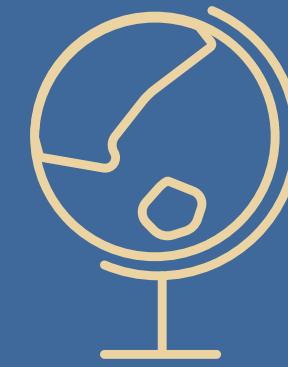
Source: Wonderful Copenhagen

Changing
the World,
Starts with
Me

Enablers for success



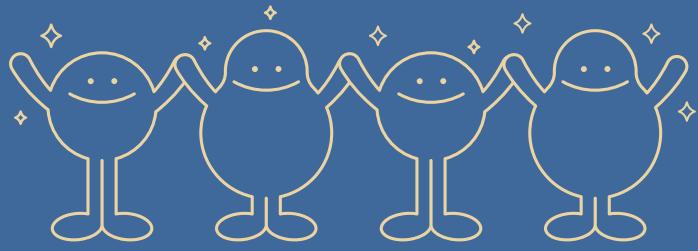
Connecting an ecosystem of shared benefit



Making doing good easier



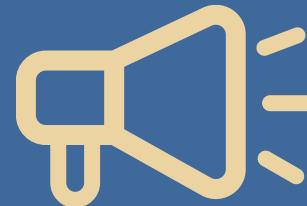
Cushioning the risk in innovation



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

