

»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 2021**

- Continued growth in tourism is supported by at least 80 per cent of local residents.
- Creating regular opportunities for locals to be involved in tourism development.
- Developing a method to measure broader tourism in terms of geography, interests and time.

*Supported by 5 specific actions defined in the strategy*

- 77 per cent of visitors intend to recommend the destination.
- 100 per cent of large convention venues and 90 per cent of large hotels have third-party sustainability certification.
- To develop a detailed content strategy, that will nudge travellers to more diverse experiences in term of geography, season, time and interests.

*Supported by 6 specific actions defined in the strategy*

- Sustainability must be considered a core element in all of Wonderful Copenhagen's new projects and partnerships.
- Copenhagen maintains a score of over 90 per cent and a top three ranking in the Global Destination Sustainability Index of the world's most sustainable meeting and conference destinations.
- Wonderful Copenhagen has established itself as the primary source for updated knowledge on sustainable tourism and destination development.

*Supported by 9 specific actions defined in the strategy*

- Having a third-party environmental certification of own operations in 2018-2021.
- An organic conversion of own food and beverage procurement: 30 per cent in 2019, 60 per cent in 2020 and 90 per cent in 2021.
- Being an organisation that consider social inclusion in its recruitment.

*Supported by 6 specific actions defined in the strategy*

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

<p><b>6</b> CLEAN WATER AND SANITATION</p> 	<p><b>7</b> AFFORDABLE AND CLEAN ENERGY</p> 	<p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p> 	<p><b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> 	<p><b>11</b> SUSTAINABLE CITIES AND COMMUNITIES</p> 	<p><b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION</p> 	<p><b>14</b> LIFE BELOW WATER</p> 	<p><b>17</b> PARTNERSHIPS FOR THE GOALS</p> 
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**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