

# TOURISM FOR GOOD

2021 KEY PERFORMANCE INDICATOR STATUS

WONDERFUL  
COPENHAGEN



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

# INTRODUCTION

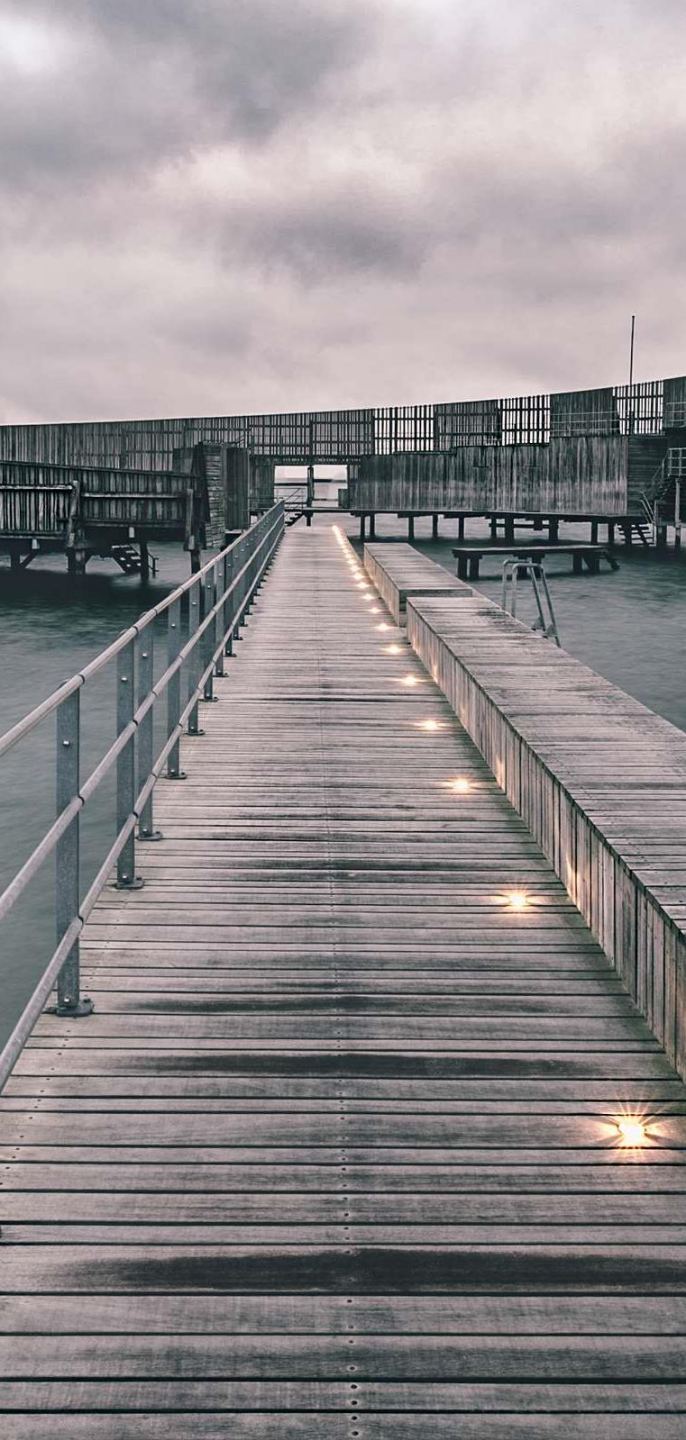
As part of Wonderful Copenhagen's sustainability strategy, Tourism for Good, we, as an organisation, are dedicated to achieving our targets for the key performance indicators laid out in the strategy.

To be able to achieve these targets, we have to continuously measure our progress towards them and this report presents the current status for the progress towards each target, as of July 2021.

Keep in mind, that the targets laid out in the Tourism for Good strategy are set for ultimo 2021.

In 2022 a strategy guiding our sustainability efforts for the coming years will be presented as a successor for Tourism for Good.

For more information on our Tourism for Good strategy, please visit [Tourism for Good](#).



***FOCUS AREA 1***  
***BROADENING***  
***TOURISM***



## KPI: CONTINUED GROWTH IN TOURISM IS SUPPORTED BY AT LEAST 80 PER CENT OF LOCAL RESIDENTS

Based on a resident sentiment analysis conducted amongst Copenhagen citizens in 2020, 72% of local residents currently support continued growth in tourism in the city.

For more information, please visit the [10xCopenhagen website](#).





# KPI: CREATING REGULAR OPPORTUNITIES FOR LOCALS TO BE INVOLVED IN TOURISM DEVELOPMENT

We are very focused on taking locals' opinions and suggestions into account, when working to improve the tourism industry in Copenhagen and, as such, have taken several steps towards understanding how the locals feel about tourism in the city:

- In 2018 and 2020, we conducted resident sentiment analyses amongst locals in Copenhagen, the results of which can be found at the [10xCopenhagen website](#).
- In 2019, we conducted in-person interviews with locals, tourists and business owners in the area of Ørestad in relation to a development project conducted in the area, which was focused on making Ørestad a more attractive area for tourist, while ensuring that the development of the area also benefits the locals.
- In 2020, we conducted in-person interviews with locals and business owners in the area of Indre By to understand how the spread of COVID-19 has affected the locals' opinion on, and use of, the city, including what their experiences have been with the decrease in tourism as a result of the world's governments' efforts to manage the spread of the virus. This analysis will be repeated in the last half of 2021.
- In 2021, we are also conducting an analysis amongst Danish respondents to gauge their experience visiting cultural attractions in Denmark, as well as an analysis to gauge both Danish and International respondents opinion of the outdoor activities in Copenhagen and their opinions about what makes an outdoor place/activity attractive to visit/participate in.

# KPI: DEVELOPING A METHOD TO MEASURE BROADER TOURISM IN TERMS OF GEOGRAPHY, INTERESTS AND TIME

We are currently in the middle of the development process for this method, which will allow us to measure tourism flow throughout the city and better understand what areas of the city are most used by tourists at different times of day.



# CONTRIBUTING TO THE UN'S SUSTAINABLE DEVELOPMENT GOALS

The KPIs in focus area 1 of our sustainability strategy aim to contribute to the following sustainable development goals:



**SDG 8.5:** The tourism industry created a total of 42,064 jobs in the city in 2019. Ensuring locals' support for continued growth, will allow for further job creation in the years to come.

**SDG 9.1, 11a, 11.3 & 11.7:** In 2019, tourism generated 38.5 billion DKK in revenue in the city. By ensuring locals' support for continued growth and taking into account locals' opinions on the development of tourism in the city, this figure can be increased in the future and provide support for the further sustainable development of the city.





***FOCUS AREA 2***  
***TOURISM***  
***CHOICES***  
***MATTER***



## KPI: 77 PER CENT OF VISITORS INTEND TO RECOMMEND THE DESTINATION

The latest study amongst international visitors in the city showed that 75% found it to be likely or very likely that they would revisit Copenhagen on a city break vacation in the future.

In the [competitive index analysis](#) conducted in 2018, 73% of respondents showed intent to recommend Copenhagen as a travel destination.

## **KPI: 100 PER CENT OF LARGE CONVENTION VENUES AND 90 PER CENT OF LARGE HOTELS HAVE THIRD-PARTY SUSTAINABILITY CERTIFICATION**

Currently, 100% of large convention venues in the city and 72% of the hotel rooms in the city have a third-party sustainability certification.

In 2019 and 2020 a lot of new hotel room capacity has been constructed in Copenhagen, or is currently being constructed, which is not yet certified. However, these hotel rooms are expected to become certified as the construction completes and the rooms become available for use by locals and tourists.

# **KPI: TO DEVELOP A DETAILED CONTENT STRATEGY, THAT WILL NUDGE TRAVELLERS TO MORE DIVERSE EXPERIENCES IN TERM OF GEOGRAPHY, SEASON, TIME AND INTERESTS**

The content strategy has been developed and implemented. The new strategy has an increased focus on broadening the tourists' geographic use of the city, by focusing on experiences outside of the Inner City district as well as promoting activities and experiences in the city that tourists can participate in throughout the year.

For examples on new content, please see links below:

- [\*\*A sustainable guide to visiting Copenhagen\*\*](#)
- [\*\*A guide for going on daytrips outside of the city's boundaries\*\*](#)
- [\*\*A comprehensive guide to exploring Copenhagen's different neighbourhoods\*\*](#)
- [\*\*A guide to Copenhagen's innovative food scene\*\*](#)
- [\*\*A guide to design, culture and architecture in Copenhagen\*\*](#)



# CONTRIBUTING TO THE UN'S SUSTAINABLE DEVELOPMENT GOALS

The KPIs in focus area 2 of our sustainability strategy aim to contribute to the following sustainable development goals:



**SDG 6.4, 7.2, 7.3, 11.6, 12.3, 12.5, 12.6 & 14.1:** By supporting and encouraging the tourism sector to develop experiences and products that positively impacts sustainable transition, we will then contribute to these goals.

**SDG 11.3:** Creating content that nudges travellers to visit more diverse geographies will help spread the impact of tourism throughout the city and region.



***FOCUS AREA 3  
PARTNERSHIPS  
FOR GOOD***



# KPI: SUSTAINABILITY MUST BE CONSIDERED A CORE ELEMENT IN ALL OF WONDERFUL COPENHAGEN'S NEW PROJECTS AND PARTNERSHIPS

Wonderful Copenhagen is committed to increasing sustainability within the city's tourism industry, as shown in our Tourism for Good strategy, and is already incorporating sustainability into our new projects and partnerships.

For examples of our work to promote and incorporate sustainability into our work, please see links below:

- [Go green: A sustainability guide to Copenhagen](#)
- [Guide to sustainable events](#)
- [TourismX Toolbox: Fremtiden er grøn](#)
- [Sustainable cruise tourism](#)
- [Comeback Copenhagen](#)

# KPI: 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

Copenhagen achieved a score of 83% in the 2020 Global Destination Sustainability Index. Reporting for the 2021 Global Destination Sustainability Index is currently underway and, as such, the score for 2021 is not yet available.





# KPI: WONDERFUL COPENHAGEN HAS ESTABLISHED ITSELF AS THE PRIMARY SOURCE FOR UPDATED KNOWLEDGE ON SUSTAINABLE TOURISM AND DESTINATION DEVELOPMENT

We provide information about sustainable tourism throughout our websites, partnerships and projects. For examples, please see:

- [Go green: A sustainability guide to Copenhagen](#)
- [Sustainable Copenhagen](#)
- [Guide to sustainable events](#)

We also, continually, conduct research projects to measure the economic, social and environmental impacts of tourism. Some of these results can be found here at the [10xCopenhagen website](#).

We work closely with a wide range of stakeholders within the city to help improve the tourism industry's overall sustainability. Sharing knowledge about sustainable initiatives and methodologies, is a natural part of our work and communication with stakeholders in general.

We have also developed a new tool called the [Copenhagen Congress Compass](#), which is a dialogue tool that helps associations and organizers starting a conversation about how to best implement the Sustainable Development Goals in their congresses.

# CONTRIBUTING TO THE UN'S SUSTAINABLE DEVELOPMENT GOALS

The KPIs in focus area 3 of our sustainability strategy aim to contribute to the following sustainable development goals:



11.3 · 11a



12.6 · 12b



17.17

**SDG 11.3, 11a, 12.6, 17.17:** Publishing information about sustainable initiatives and ensuring that these are incorporated in our own partnerships and projects, will help ensure a more sustainable use of, and development in, the city.

**SDG 12b:** By committing to reporting to, and score highly in, the Global Destination Sustainability Index and the Green Tourism Organisation certification, we continually keep track of our own, and the city's, performance on sustainability issues, thus creating a data-based foundation for future improvement.



***FOCUS AREA 4  
LEADING BY  
EXAMPLE***



## KPI: HAVING A THIRD-PARTY ENVIRONMENTAL CERTIFICATION OF OWN OPERATIONS IN 2018–2021

Wonderful Copenhagen was the first DMO to receive the Green Tourism Organization certification in 2019 and has renewed the certification in both 2020 and 2021.

An initiative that supports the sustainable tourism development in Copenhagen and beyond.

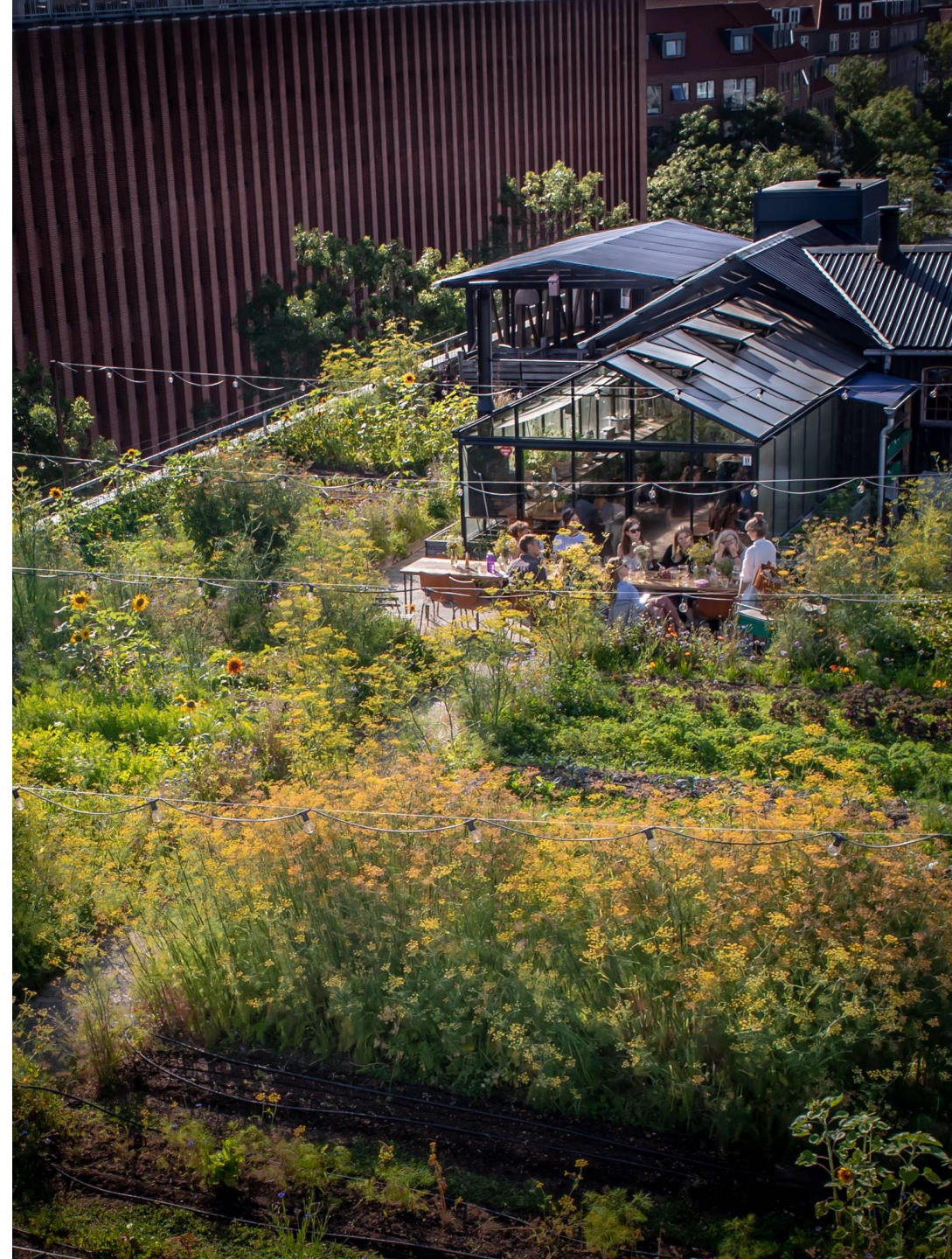
Denmark reaffirms its position as a frontrunner in sustainable development as the DMOs in the country's largest cities, VisitAarhus, VisitAalborg and Inspiring Denmark, join Wonderful Copenhagen as certified Green Tourism Organizations. Read more [here](#).





# KPI: 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

As of 2020, 24% of food and beverages consumed in our offices were organic, however, we are dedicated to improving this figure going forward, in an attempt to achieve the goal outlined in the Tourism for Good strategy.





## KPI: BEING AN ORGANISATION THAT CONSIDERS SOCIAL INCLUSION IN ITS RECRUITMENT

Social inclusion is an important part of our recruitment process and we are dedicated to maintaining the importance of social inclusion in recruitment processes.



# CONTRIBUTING TO THE UN'S SUSTAINABLE DEVELOPMENT GOALS

The KPIs in focus area 4 of our sustainability strategy aim to contribute to the following sustainable development goals:



**SDG 6.4, 7.2, 7.3, 12.3 & 12.5:** Committing to achieving a third-party certification of our own activities will ensure that we meet efficiency standards and sustainability standards for use of water and electricity. It will also ensure that we meet sustainable waste management standards and lower our organisation's overall waste generation.

**SDG 12.6:** Committing to achieving a third-party certification of our own activities will ensure that information on sustainability is an integrated part of our reporting cycle.

# SUMMARY

WONDERFUL<sup>®</sup>  
COPENHAGEN





*»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*

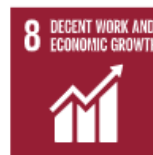
- Sustainability must be considered a core element in all of Wonderful Copenhagen's new projects and partnerships.
- Copenhagen maintains a score of over 90 per cent and a top three ranking in the Global Destination Sustainability Index of the world's most sustainable meeting and conference destinations.
- 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**



**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

**FOR INQUIRIES, PLEASE CONTACT  
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**WONDERFUL  
COPENHAGEN**

