

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

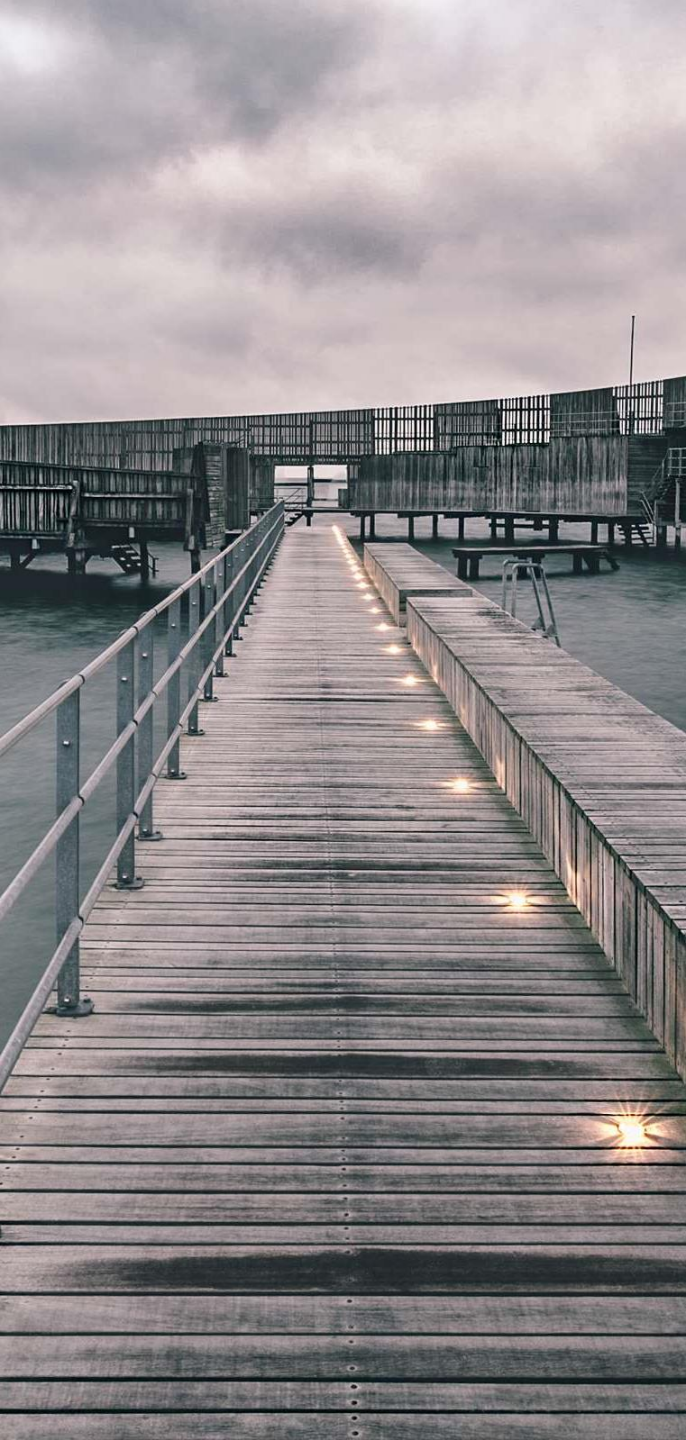
As part of Wonderful Copenhagen's sustainability strategy, Tourism for Good, we, as an organisation, are dedicated to achieving our targets for the key performance indicators laid out in the strategy.

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 May 2022.

An update to the Tourism for Good strategy will be released during the summer of 2022 and, as such, future progress reports will show our performance relative to the new KPIs included in the updated version of the strategy. However, as the update is only just about to be released, this progress report will show our performance towards the KPIs previously included in our Tourism for Good strategy.

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

An overview of the new KPIs can be found at the end of this presentation.



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 2,252 Copenhagen citizens in 2022, 78% of local residents currently support continued growth in tourism in the city.



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.
- Throughout 2022 we are conducting monthly interviews with citizens in Copenhagen to gauge their opinion on the development of tourism within the city. As of May 2022, a total of 2,252 interviews have been conducted.

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.

This is being achieved through both data from telecommunications companies as well as wifi-sensors in the city. Both solutions are currently in beta phases.



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.

An update to this analysis will be conducted during the summer of 2022.

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 65% 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](#)

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](#)
- [Sustainable Copenhagen](#)
- [TourismX Toolbox: Fremtiden er grøn](#)
- [Sustainable cruise tourism](#)
- [The 2023 Comeback Plan for 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 85% in the 2021 Global Destination Sustainability Index. Reporting for the 2022 Global Destination Sustainability Index is currently underway and, as such, the score for 2022 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 of information about sustainable tourism throughout our websites, partnerships and projects. For examples, please see:

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

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](#). Furthermore, the analysis section of our website is currently being improved and once the new design is ready, it will launch with wide range of new data that has been collected over the recent, and coming, months.

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 are currently in the proces of developing a manual for sustainable events.

We have also developed a new tool called the [Copenhagen Congress Compass](#), which is a dialogue tool that helps associations and organisers 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 scoring 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 2018–2022

Wonderful Copenhagen was the first DMO to receive the Green Tourism Organization certification in 2019.

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

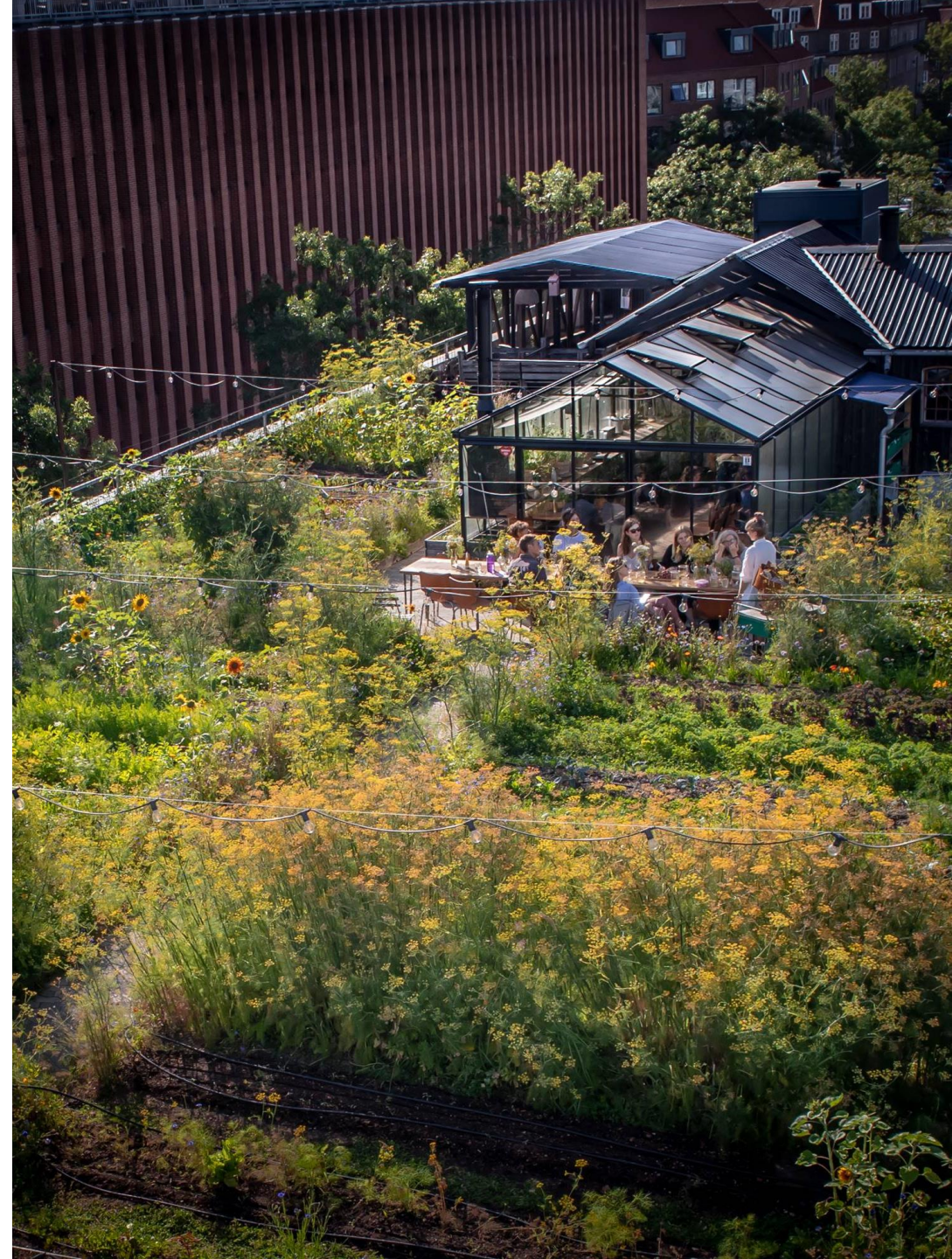
Denmark reaffirms its position as a frontrunner in sustainable development as the DMOs in the country's largest cities, VisitAarhus, VisitAalborg and Inspiring Denmark, join Wonderful Copenhagen as certified Green Tourism Organizations. Read more [here](#).



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

We have implemented sustainable purchasing requirements in our internal procurement policy and strive to ensure that the majority of our food and beverages suppliers deliver organic food and beverage products.

Currently, 28% of our drinks and food is organic, but we are in the process of working with suppliers to increase the percentage.



KPI: BEING AN ORGANISATION THAT CONSIDER 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.

We are currently in the process of developing a detailed DEI strategy, which will be published at a later date.



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[®]
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

New KPIs

New KPIs and method for new actions

Wonderful Copenhagen has in 2022 updated the Tourism For Good strategy with revisited KPIs and actions for the period 2022-2025. The overall ambition remains the same:

“Wonderful Copenhagen’s ambition for 2030 is that tourism in Greater Copenhagen positively impacts local and global sustainable development”.

Due to the rapid changing development within the field of sustainability we have decided to change the methodology on how to approach the actions following the strategy for the coming years. KPIs are presented in the following pages where we will in June 2022 will publish new actions for 2022. For the coming years actions will be revisited yearly to adapt to the latest development and raise the bar for our own actions.

New KPIs 2022-2025

KPI definition for Broadening Tourism
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.



New KPIs 2022-2025 continued

KPI definition Tourism Choices Matter
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 3rd party sustainability certification by 2025
To further develop a content strategy, that will nudge travellers to more diverse sustainable experiences and consumption patterns.



New KPIs 2022-2025 continued

KPI definition Partnerships For Good
All strategies and policies have a high sustainability ambition as a core element, and this is supported by concrete KPI's on sustainability.
Copenhagen reaches a score of over 90 per cent and a nr. 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.



New KPIs 2022-2025 continued

KPI definition Leading By Example
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: <ul style="list-style-type: none">• 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.



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