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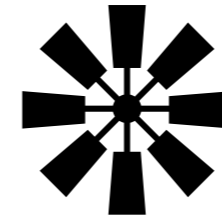
*A joint manifesto for the world's
most sustainable destination*



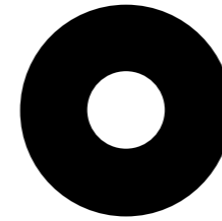
Copenhagen aims to be the world's most sustainable destination. A destination that, through high ambitions and specific actions, makes a positive contribution to a sustainable future, both locally and globally. The goal is a tourism sector, which is socially, economically, and environmentally sustainable at the same time.

Through tourism, Copenhagen can and must inspire to action for a sustainable world. We must develop a destination that business and leisure visitors worldwide experience as something truly special. A destination where one is inspired to make sustainable choices before, during, and after one's stay. A destination that stands together with a clear ambition to take responsibility for our planet. That is why our destination's joint manifesto is called *Planet Copenhagen*.

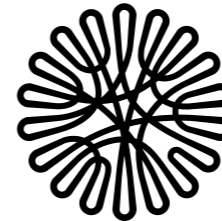
Together and individually, we commit to making an effective and visible difference to achieve the following joint objectives towards 2030:



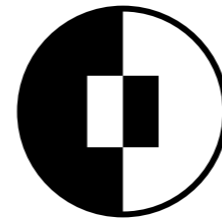
1 — We want to create the world's most sustainable tourism destination overall — for the benefit of Copenhagen and as an inspiration to the rest of the world.



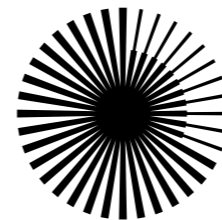
2 — We want to create a destination that is perceived the number 1 environmentally friendly travel destination in the international visitors' view — as they are inspired to and can effortlessly make sustainable choices in Denmark's Capital Region.



3 — We will create tourism development with strong local support — by developing tourism in balance with the needs of the citizens, making the locals co-creators of a sustainable tourism destination, and taking greater social responsibility as a tourism industry.



4 — We want to turn sustainability into business and vice versa — by tourism contributing to an even greater extent to lifting the local economy, continuously creating new sustainable products and solutions, and manifesting Copenhagen's sustainable leadership position internationally.



5 — We will take co-responsibility to ensure that Copenhagen and Denmark can achieve the ambitious local goals and national goals, within climate, environment, and nature — by reducing our CO2 emissions and other harmful emissions and by promoting consideration for nature and biodiversity, both in our direct business and through our subcontractors.

We are all different contributors within the tourism industry, large and small, with different target groups, business areas, skills, and resources. Yet, we are together for the destination, and together we will create positive change — for the benefit of the climate, the environment, the citizens, the visitors, and industries. As signatories to this manifesto, we commit ourselves individually to developing an action plan that will contribute to the achievement of the above five objectives towards 2030. The action plan will be made available externally for inspiration. We work towards and hope that as many contributors as possible will take responsibility for a sustainable tourism sector.

Why a manifesto?

As contributors to the tourism industry, we see it as a mutual task to contribute to the sustainable development of the Capital Region of Denmark. Climate, environment, and social justice are our agenda. That is why we have created a joint manifesto about the difference we want to make through the development of sustainable tourism.

In 2019, more than 1.4 billion international arrivals were registered worldwide. The UN expects international tourist arrivals to reach 1.8 billion in 2030. Millions of guests visit Denmark's Capital Region and more are expected to come in the future. Likewise, the Danes are happy to travel out of Copenhagen and visit other destinations around the world. Travel is a part of life. We are all tourists.

Tourism is a key job creator and crucial for our economy in terms of both turnover and public revenue, that is reinvested into our welfare society. But tourism also leaves a negative imprint on the environment and nature, and tourism could benefit more people than it does today. Overall, tourism isn't currently sustainable. Yet, as an industry, we have both an interest in and an obligation to ensure a sustainable transformation.

We, who directly or indirectly work professionally within Copenhagen's tourism sector are the originators of this manifesto. That means those of us who consider it a central part of our profession to attract, welcome or deliver services and products to people from near and far who visit our capital region and from there often other parts of Denmark, too. Sustainable tourism is our responsibility and goal.