



## Accelerating Climate Action in Danish Tourism

# *Denmark's approach to climate smart destination management*

2. October 2025



Danmarks  
Erhvervsfremmebestyrelse

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# DANSKE DESTINATIONER

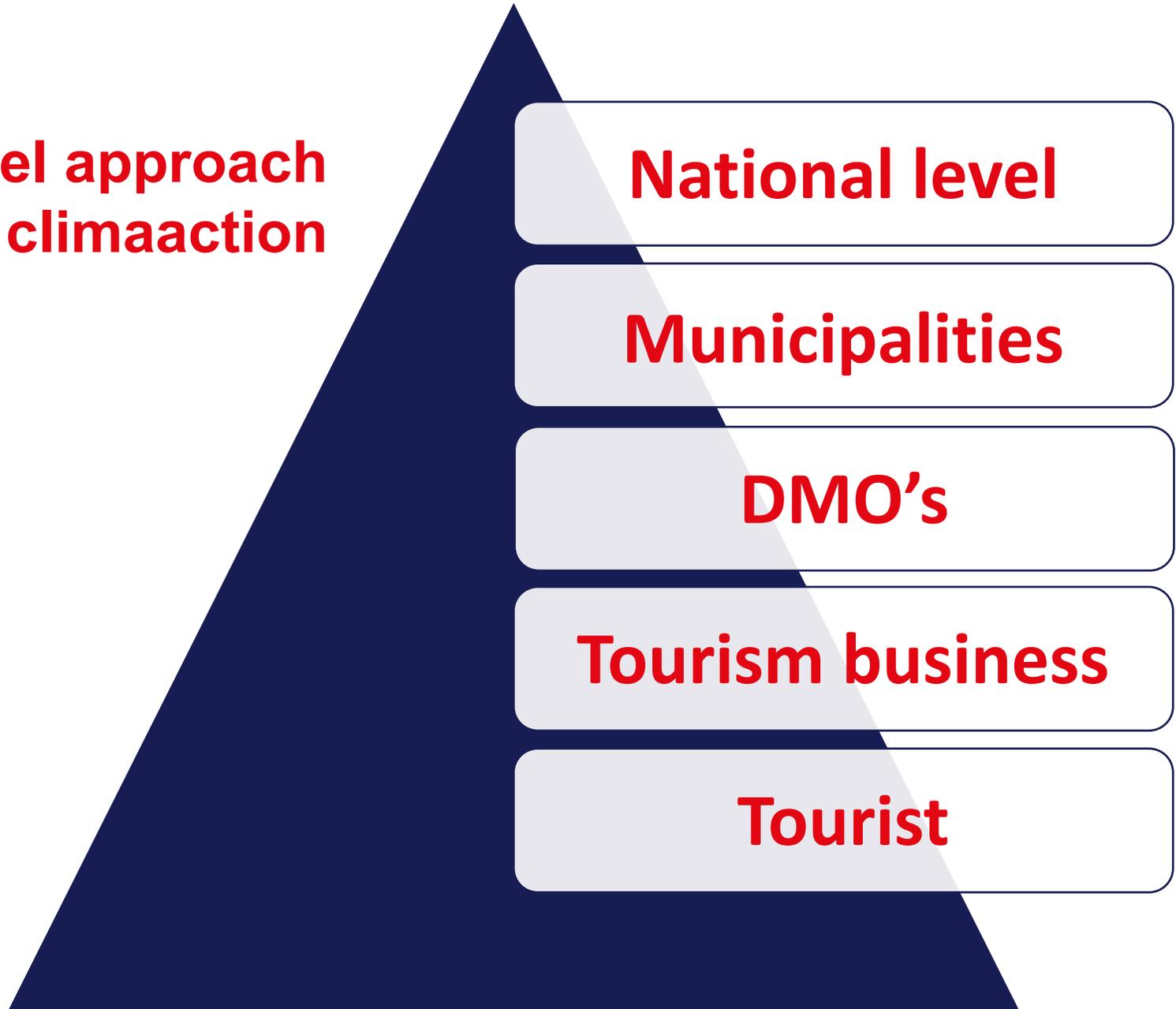
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**The national level approach  
– the contest of climaaction**





## The national level approach - how it affects the work at destination level

### National Target

70 pct. CO2-reduction by 2030.

Ambitious **municipality level** – all  
98 municipalities has climate  
actionsplan (DK2020)

**DMO's** (regional) climate action  
plans and CO2-roadmaps

Engage some of or all **Tourism  
business** in the region

**Tourist** demand for sustainable or  
climate-neutral destinations



# Sustainable Destinations in Practice 2.0 - Facts

- **January 1, 2025 – December 31, 2027**
- **Partners:** 16 destinations DMO's, Visit Denmark, and DKNT (Danish Coastal and Nature Tourism).
- **Supported by:** The Danish Board of Business Development



- **Project budget:** DKK 9 MILLION
- **Key collaboration partners:** Partnership for Sustainable Tourism Development, the Business Hubs, and KL (Local Government Denmark)





## Project Objectives

- Reduce tourism's CO<sub>2</sub> footprint
- Contribute to Denmark's climate goals for 2030, 2035 and 2050
- Make sustainability a core part of destination strategies



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## Key Activities

- 16 CO<sub>2</sub>-roadmaps and Climate Action plans
- Masterclasses and knowledge-sharing sessions
- Sustainability certification
- GTO-certification
- Workshops to enhance collaboration and role clarity
- Local initiatives for green business transformation – Climate Action



## Strategic Approach

- Based on six dogmas for sustainable destination development
- Data-driven decision-making
- Local implementation with national alignment
- Focus on scalable and replicable solutions

## Expected Impact

- Tangible climate actions at destination level
- Increased number of certified tourism businesses
- Stronger cross-sector collaboration
- Enhanced public and stakeholder engagement



## Specific challenges

- Setting goals is one thing – difficult to measure concrete actions
- 16 different destinations – 16 different ideas on what we are aiming for
- Resources and competencies in DMO's in relation to working with clima and sustainability as a subject area
- Growth agendas can be a hindrance
- Other competing agendas (and projects) steal time and focus
- What is the actual scope of action – and where can we affect most





## Biggest challenges in a Danish context

- Environmental Impact
- Overtourism in Popular Areas
- Balancing Economic and Social Sustainability
- Preservation of Cultural and Natural Heritage



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## Biggest opportunities...

- Eco-Friendly Travel and Infrastructure
- Innovation and Leadership
- Local Engagement and Co-Creation
- Education and Awareness



## Next Steps

- Roadmap and action plan development
- Expand certification efforts
- Share best practices across destinations
- Monitor and evaluate progress





## Contact & Collaboration

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- Call to Action: Join us in shaping a greener future for Danish tourism

