BALTIC SEA TOURISM FORUM 2026 · HELSINGØR

Session 1 · Changing tourism behaviour at scale · 3 November 2026

Big is Better.

Why climate action in tourism should not be afraid of the masses and volume.

Petteri Lillberg

Strategist · Author · Speaker

THE POINT OF VIEW

We have fallen in love with the small.

The eco-lodge. The slow-travel niche. The pilot with forty guests. Beautiful case studies – that barely move the needle.

01 · THE ARITHMETIC

8.8%

of global greenhouse gas emissions come from tourism.

From 3.7 to 5.2 billion tonnes in a decade. Growing twice as fast as the global economy.

Source: Sun, Lenzen, Gössling et al. (2024), Drivers of global tourism carbon emissions, Nature Communications

01 · THE ARITHMETIC

Technology alone is not keeping up

0.3%

yearly efficiency gain – while demand grew 3.8% a year

>10%

yearly cut to 2050 that tourism needs to meet the 1.5°C goal

¾

of the global footprint comes from just 20 countries

Source: Sun, Lenzen, Gössling et al. (2024), Nature Communications

Impact =
what you change ×
how many people it reaches.

01 · TWO LOGICS

Volume is not the problem.

NICHE LOGIC

Perfect the few

Purity of the product

The already convinced

Sacrifice and virtue

Pilots

Volume is the lever.

Not more flights. Less carbon per trip – where the trips already are.

MASS LOGIC

Shift the many

Tonnes avoided

Everyone else

Fun and ease

Systems

02 · HOW MASS MARKETS MOVE: DEFAULTS OVER PERSUASION

Defaults.
Availability.
Fun.
Repetition.

Masses are not converted.
They are designed for.

02 · THE BEHAVIOURAL LEVER

Change the default, not the person

≈10×

more people chose a pricier green tariff when it was the default.

Ebeling & Lotz (2015), Nature Climate Change

70%

of CopenPay participants say they plan to keep their green habits at home.

Wonderful Copenhagen, CopenPay 2025

03 · LESSONS FROM CLINEDEST

Less Carbon, Double the Fun.

Every company can make a big change.

Free, open and built for the ordinary tourism business – not just the pioneers.

Change
Emissions, numbers, a profitable business case

Design
Experiences that are low-carbon by default

Sell
The right customers, without greenwashing

+ Prove in all three – plus the first AI Assistant for climate-smart tourism.

CliNeDest · Interreg Baltic Sea Region ·· climatesmarttourism.com

03 · THREE LESSONS FOR SCALE

What it takes to reach the masses

01

Make it the default

The low-carbon option is the standard package, not the eco add-on.

02

Make it double the fun

Sell the better experience. Low carbon is the means.

03

Make it provable

Claim + number + scope + source. Or it’s greenwashing at scale.

04 · THE ASK TO THIS ROOM

Make volume default.

Design for the majority.

Measure tonnes, not purity.

Fund systems, not pilots.

THE TAKE-AWAY

Big is better – when better becomes the default.



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