

Destination Limfjorden will be among the most sustainable destination in Denmark in 2025

Destination Limfjorden has a sustainability strategy that sets the framework and direction for how we as a destination can support the development of a sustainable holiday destination with a wide range of sustainable holiday offers and products.

The strategy sets the direction for how to help the tourism industry to become even more sustainable. However, our guests do not only meet the tourism industry on their holiday in our destination. They also buy groceries, shop in stores, refuel the car, visit beaches, and much more. Therefore, the tourism actors cannot alone create a sustainable destination. It also requires that municipalities and other actors support and develop the elements that the guests meet in our destination.

Efforts

A total of six different initiatives will support the development and realization of a sustainable destination.

1. Green tourist actors

To succeed in this, we offer help and guidance in both collective courses and in individual courses.

More precisely, we want to help the tourism actors with:

- Concrete improvements related to the company and its products
- Ecolabelling, such as Green Key or the EU Flower
- Communication of sustainable activities of actors



2. Green tourist products and experiences

We will support product development and entrepreneurship in relation to offering experiences that have a lesser impact on nature and the environment. It can be outdoor experiences such as hiking and cycling, but also accommodation products and experiences where guests contribute to the local community or gain knowledge and skills to act and behave more sustainably.

3. Green guests

We will help guests make green choices by informing about the possibilities for:

- being a green and gentle tourist, for example by conveying tips to guests and giving them the opportunity to choose and book experiences and accommodation that have a lesser impact on nature and the environment.
- travelling sustainable to the destination and around the destination (e.g., public transport, carpooling, cycling, and walking)

4. Green destination company

Destination Limfjorden helps the tourism industry to become more sustainable, and we will try to become a Green Tourism Organization or similar. As a green destination company, we think about sustainability in our:

- Operations, including shopping, meeting activity, transportation, and the daily conduct used at the office.
- Guidance and advice to the tourism industry in our destination.
- Marketing activities and visibility of the destination's actors and experiences

5. Green cooperation and knowledge

Destination Limfjorden will embark on a green journey together with the other Danish destinations in the project "Sustainable destinations in practice". The project has three initiatives, which together give the destinations the opportunity for a knowledge-based destination development based on measurable indicators:

- Green and sustainable tourism: Common indicators and monitoring of sustainable destination development
- Strategic coherence and cross-cutting collaborations: Cross-cutting destination collaboration on sustainable tourism
- Knowledge and database development: Common indicators and monitoring of sustainable destination development

6. Green municipalities

We will invite the municipalities to a collaboration where we improve the elements that are important for the guests' perception of the destination as sustainable destination, as well as the elements that influence the actors' ability to offer sustainable products and services.

Topics for a meeting with the municipalities will be to improve the following:

- The possibility for waste sorting at tourist hotspots and holiday house areas.
- The accessibility and information on public transport.
- The outdoor infrastructure, including cycle paths and routes as well as hiking trails and routes.
- The infrastructure in terms of charging stations for electric cars and electric bicycles.