

# MANAGING SUCCESS

## *5 Steps to Managing Your Success*



Nick Hall, Founder  
Digital Tourism Think Tank

# OVERTOURISM & HOTSPOTS

*“love ♥ your visitors  
let them love you”*

**#1**







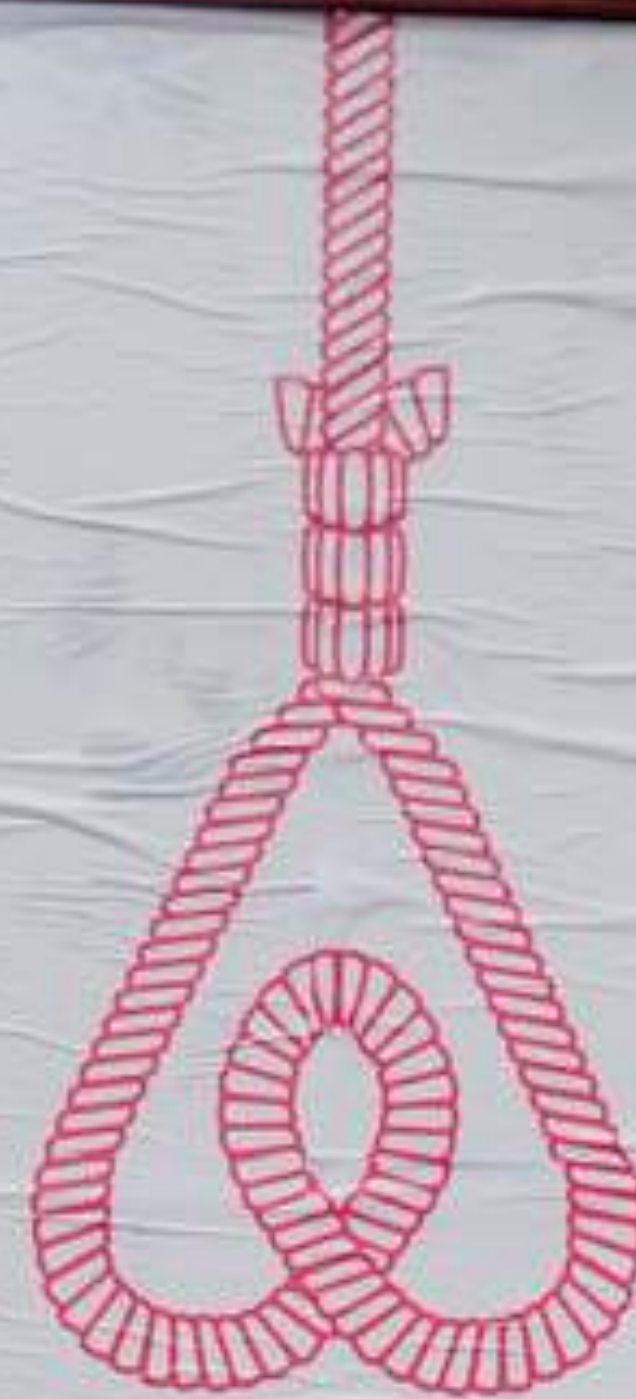
amsterdam marketing

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**Campaign Enjoy & Respect**

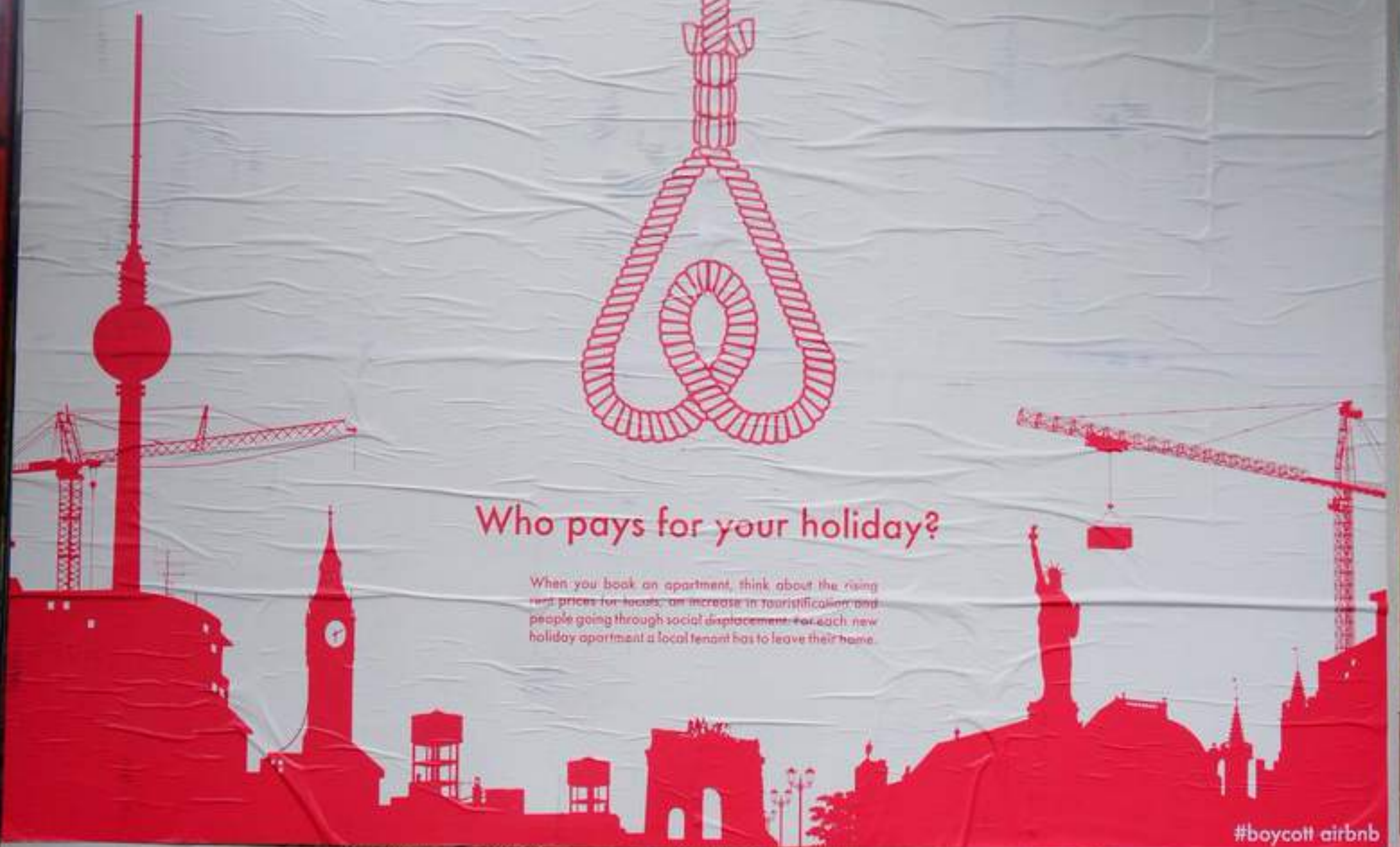
TOURISTS  
GO HOME





## Who pays for your holiday?

When you book an apartment, think about the rising rent prices for locals, an increase in touristification and people going through social displacement. For each new holiday apartment a local tenant has to leave their home.



#boycott airbnb

DON'T  
DRINK  
AND  
DRIVE



Castrate gentrification.

When you book an apartment, think about the rising rent prices for locals, an increase in touristification and people going through social displacement. For each new holiday apartment a local tenant has to leave their home.

ICM BI

# SOCIAL & ECONOMIC BENEFITS

*“dare to define success  
in a society in crisis”*

#2



***THE END  
OF  
TOURISM  
AS WE KNOW IT***



## ***HOW DO YOU FEEL ABOUT THE FUTURE OF TRAVEL?***



## ***CURIOUS FOR MORE?***

Well, then you've come to the right place. See for yourself in our strategy towards 2020.

[Download our new strategy](#)

The image shows the cover of a report. It has a dark blue background. In the center, there is a white-bordered box containing the text 'THE END OF TOURISM AS WE KNOW IT' in a bold, red, sans-serif font. The word 'OF' is smaller and positioned between 'END' and 'TOURISM'.

***THE END  
OF  
TOURISM  
AS WE KNOW IT***

# 10xCopenhagen - rethinking tourism in Copenhagen towards

# 2030

Start exploring



## How Copenhageners experience tourism

67% of local residents in Copenhagen experience no problems with the city's tourism and overall are positive about welcoming even more visitors to Copenhagen in the

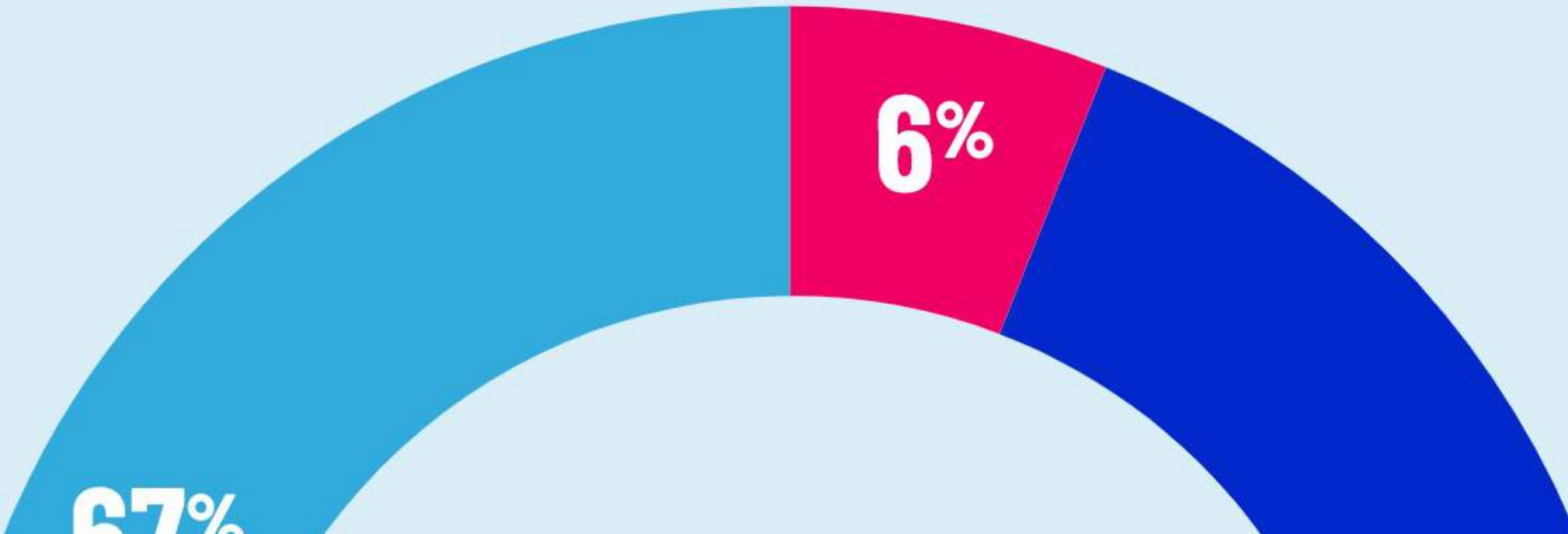
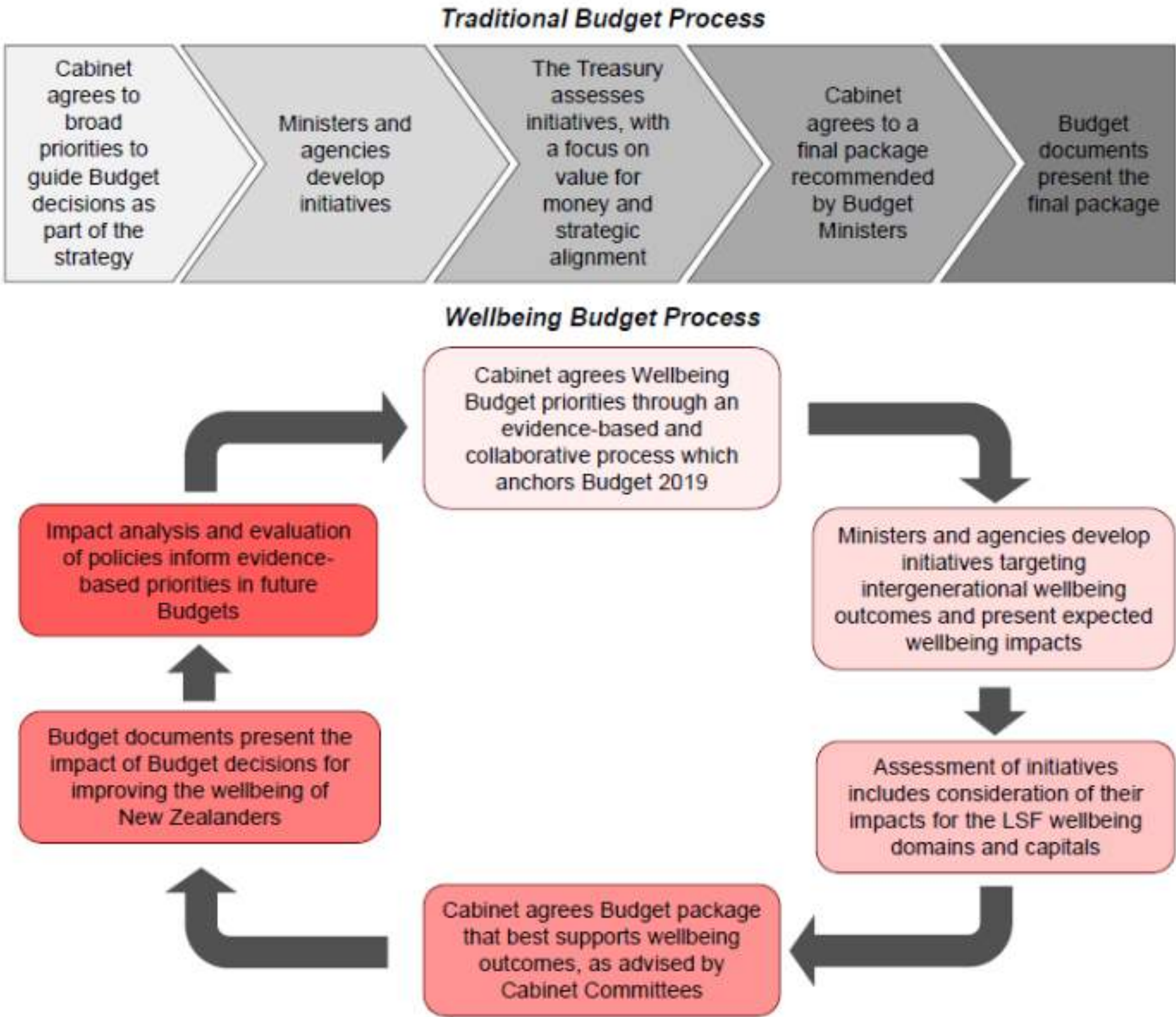




Figure 1 - Development of initiatives in a Wellbeing Budget



# SHIFTING DEMAND

*“be part of creating the  
new insta-moments”*

#3



CONCERTS

CIRCUS

CABARET

THEATRE/COMEDY

MUSICALS

FAMILY SHOWS

FROM 25 FEB TO 10 MAR 2019

BUY  
1 TICKET  
GET  
1 FREE

# Showtime in PARIS

ENJOY THE BEST SHOWS AT PARIS' MOST PRESTIGIOUS VENUES

ALL SHOWS ACCESSIBLE TO NON-FRENCH SPEAKERS

[SEE ALL SHOWS](#)



TICKETS AVAILABLE IN:

40  
DAYS

19  
HOURS

50  
MINUTES

30  
SECONDS

# Offbeat Nightspots in Paris

## Offbeat Nightspots in Paris



**Comptoir Général**  
80 Quai de Jemmapes, 10<sup>ème</sup> arrond.

**La Vénus Noire**  
25 Rue de l'Hirondelle, 6<sup>ème</sup> arrond.

**La Bellevilloise**  
19-21 Rue Boyer, 20<sup>ème</sup> arrond.

**Chez Bouboule**  
26 Avenue Jean Aicard, 11<sup>ème</sup> arrond.

**Maison Souquet**  
10 Rue de Bruxelles, 9<sup>ème</sup> arrond.

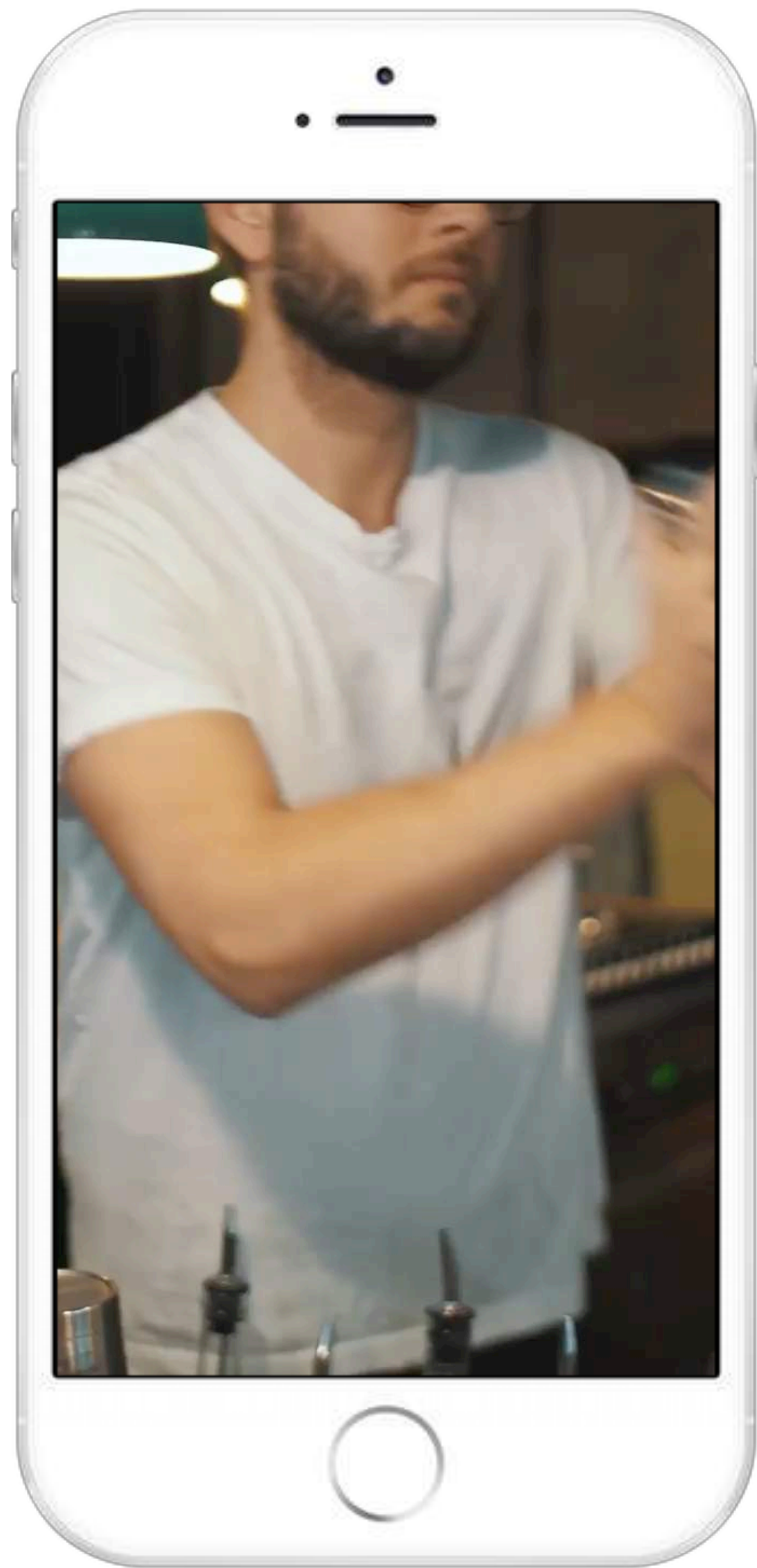
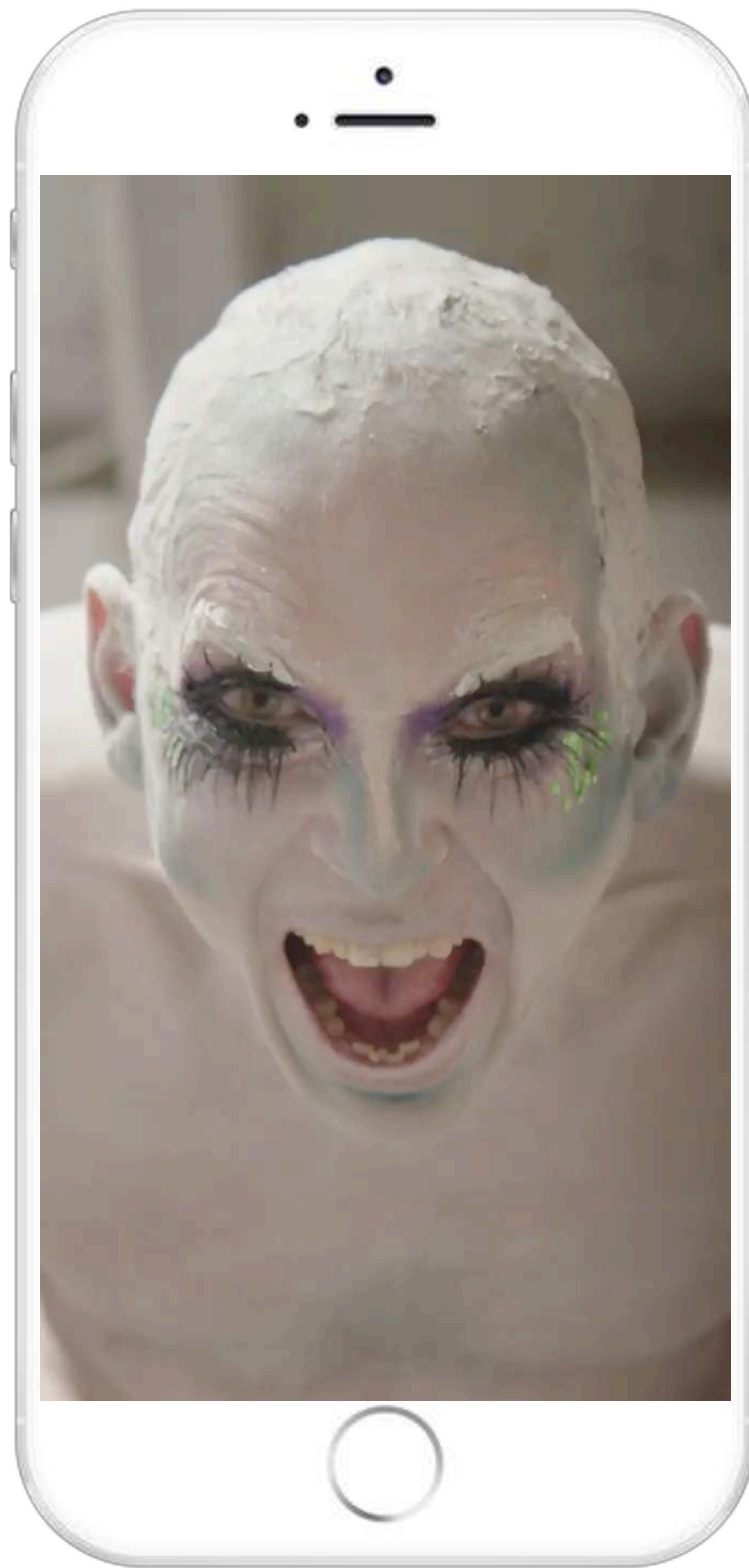
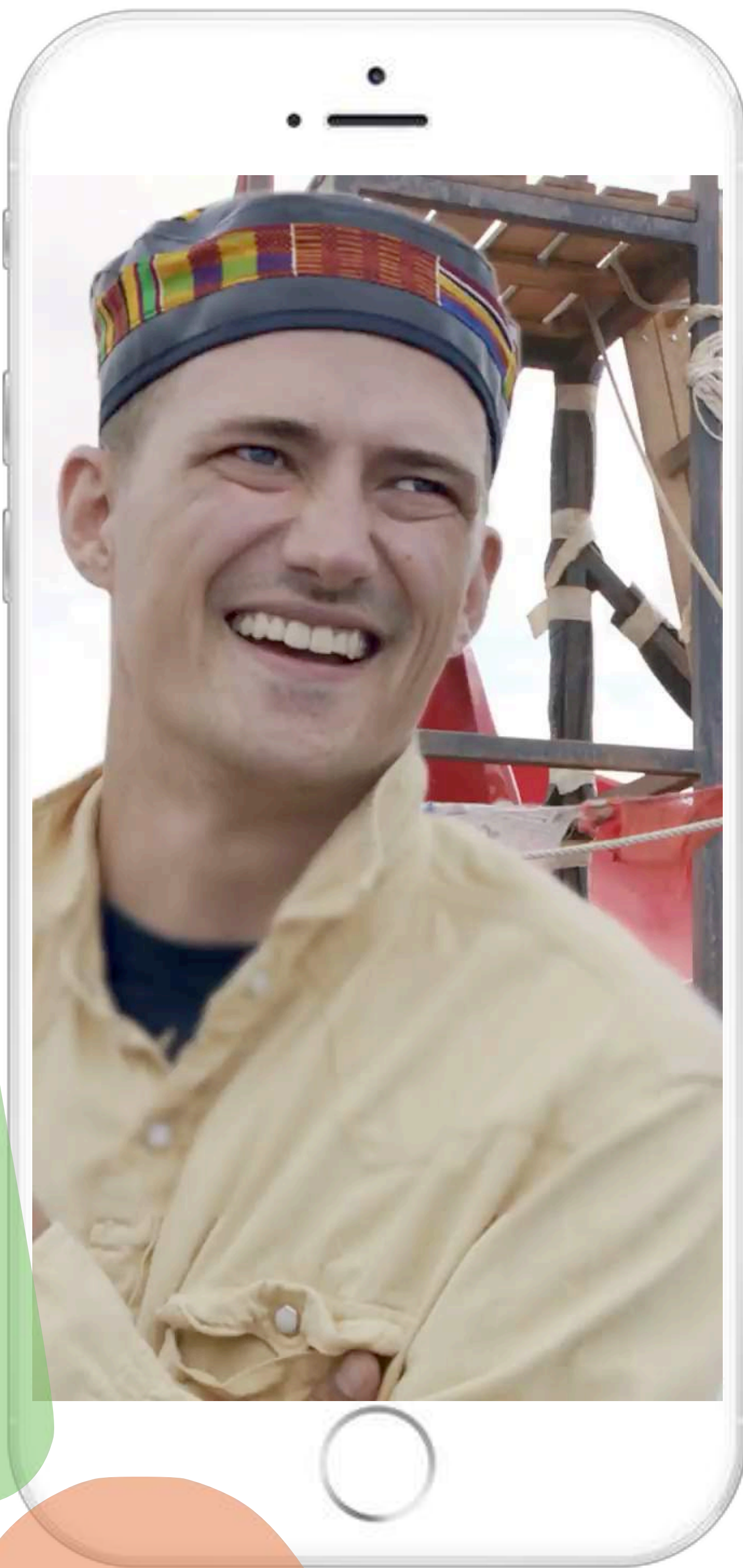
**La recyclerie**  
83 Boulevard Ornano, 18<sup>ème</sup> arrond.

**Zéro de conduite**  
102 Rue du Théâtre, 15<sup>ème</sup> arrond.

**Lavomatic**  
30 Rue René Boulanger, 10<sup>ème</sup> arrond.

**Le Lipstick**  
5 Rue Frochot, 9<sup>ème</sup> arrond.

**Germain & Club Paradisio**  
25 Rue de Buci, 6<sup>ème</sup> arrond.







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# CONSCIOUS TRAVEL

*“embrace consciousness  
by giving visitors choice”*

**#4**



ICELAND  
**ACADEMY**

INSPIRED BY ICELAND

Play video



# THE ICELANDIC PLEDGE



**I PLEDGE TO BE A RESPONSIBLE TOURIST.**

**WHEN I EXPLORE NEW PLACES,  
I WILL LEAVE THEM AS I FOUND THEM.**

**I WILL TAKE PHOTOS TO DIE FOR,  
WITHOUT DYING FOR THEM.**

**I WILL FOLLOW THE ROAD INTO THE UNKNOWN,  
BUT NEVER VENTURE OFF THE ROAD.**

**AND I WILL ONLY PARK WHERE I AM SUPPOSED TO.**

**WHEN I SLEEP OUT UNDER THE STARS,  
I'LL STAY WITHIN A CAMPSITE.**

**AND WHEN NATURE CALLS,  
I WON'T ANSWER THE CALL ON NATURE.**

**I WILL BE PREPARED FOR ALL WEATHERS,  
ALL POSSIBILITIES AND ALL ADVENTURES.**



Artwork by Jerraldine Masten Hansen

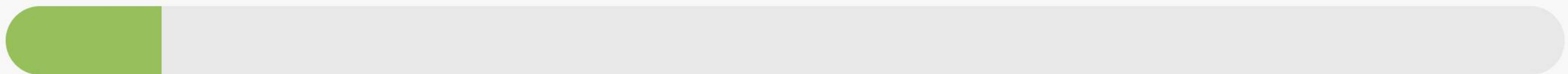
Zip Code

Your Email

Pledge

Put the pledge into action by visiting [www.BigSurVisitorGuide.com](http://www.BigSurVisitorGuide.com)

## Number of Pledges



100,000 Pledge Goal



Enric Sala/National Geographic

**What we hope is  
that the world will  
take notice.**

”

KEOBEL SAKUMA,  
DIRECTOR OF THE PALAU  
NATIONAL MARINE SANCTUARY

A black and white signature of Keobel Sakuma, enclosed in a rectangular box.

PALAU PLEDGE

# Declare something worthwhile at customs.

Palau is the first nation on earth to change its immigration laws for the cause of environmental protection. Upon entry, visitors need to sign a passport pledge to act in an ecologically responsible way on the island, for the sake of Palau's children and future generations of Palauans.





# A Global Community of Leaders

**2,852**

Companies

**150**

Industries

**64**

Countries

**1**

Unifying Goal

Certified B Corps are a new kind of business that balances purpose and profit. They are legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment. This is a community of leaders, driving of a global movement of people using businesses as a force for good.





media courtesy of visitfaroeislands.com



# LEADERSHIP

*“be bold, steer the ship in  
a different direction”*

#5



Think Sustainably  
- Good living in  
Helsinki

[Read more](#)

[HOME](#) > [THINK SUSTAINABLY](#)

**Helsinki is committed to promoting a more sustainable way of life – for everyone. Our new service helps you make more sustainable lifestyle choices. No task is too small. We need to take action now. Climate change affects us all.**



## Make steps towards a better life through your everyday choices – see the sustainability criteria.

There are 17 Think Sustainably criteria in the restaurants, cafes and bars category. The suppliers presented by the Think Sustainably service fulfil at least 10 of them.

[GIVE US FEEDBACK](#)

## Food and beverage service

- ✓ The establishment serves only “Best Choice” seafood dishes that follow WWF’s Sustainable Seafood Guide. ✓
- ✓ Locally produced items are easy to find. ✓
- ✓ More than one balanced vegan meal on the menu. ✓
- ✓ The premises have tap water on offer. ✓
- ✓ The establishment does not use disposable plates, cups, utensils or other tableware. ✓
- ✓ Organic or Fairtrade labels are easy to find on products or meals. ✓
- ✓ Leftover food is donated to an operator in the voluntary sector or sold directly to the customer at a reduced price or via an application. ✓

## Energy

- ✓ If the place has its own heating contract and an option to use district heating, then the heating is supplied by renewable district heating. ✓
- ✓ If the establishment has its own electrical contract, 100% of the electricity used is sourced from solar, water, bio, or wind energy. ✓
- ✓ The establishment has a measurable plan to reduce of energy consumption that can be monitored. ✓

## Social sustainability

- ✓ The operator employs people who may otherwise be difficult to place. ✓
- ✓ Both visitors and staff have guidelines on how to report and deal with inappropriate behaviour. ✓
- ✓ Information about accessibility to the premises is easily available. ✓

# Give us feedback on the Think Sustainably service

The Think Sustainably service helps you make more sustainable choices when it comes to being, living, and spending time in Helsinki. As a city we want to give everyone who lives in, and visits, Helsinki the opportunity to make better lifestyle choices. The service is built on criteria that provide companies with the tools they need to become more responsible and encourage others around them to do the same. By using the service and giving us your feedback, you can become a part of the solution and help us develop the criteria and the entire service.

## Feedback on the sustainability of an individual supplier

WHICH SUPPLIER ARE YOU GIVING US FEEDBACK ABOUT?

Supplier's name

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- In my opinion the supplier is exemplary
- The supplier does not fulfil the required criteria or their operations fail to be sustainable in some other way
- I do not have enough information about how the supplier fulfils the criteria

## Feedback about the Think Sustainably service

- The importance of the service
- The understandability of the service
- The breadth of the service
- The functionality and reliability of the service

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*thanks for your attention!*



Nick Hall, Founder  
Digital Tourism Think Tank