

VISION VIEW VIGILANCE

ACTION PLAN
APRIL 2022



Photographer: Daniel Brandt Andersen.

COASTAL AND NATURE TOURISM GAINS MOMENTUM

By setting the right priorities, coastal and nature tourism has emerged strengthened from the covid-19 crisis. Nature is our main attraction and guests ask for experiences close to nature. They want space and widths as well as green and sustainable holiday forms.

These trends have become popular over years and have accelerated by covid-19. And they are trends that coastal and nature tourism embraces with a varied range of possibilities. Trends that make it possible to extend and increase the competitiveness of companies within coastal and nature tourism.

Our ambitions are high. We want to create the strongest, most attractive and leading destinations in Northern Europe. Internationally competitive destinations with coherent experiences and a clear profile. Our ambitions require manoeuvrability and priorities. Our ambitions require vision.

This action plan contributes to fulfilling this ambition by setting a joint and focused direction for the development of coastal and nature tourism, based on the future national strategy for sustainable growth in Danish tourism. The programmes and initiatives of this action plan are further based on the latest knowledge. We have an international perspective and keep a close eye on development on foreign markets. And we also keep a close eye on other industries. Dansk Kyst- og Naturturisme has a view.

Sustainability is a central concept in the work of Dansk Kyst- og Naturturisme. This means that we ensure lasting anchoring by integrating sustainability in all action plan initiatives. We prioritise initiatives that result in a long-term economic effect. We plan initiatives for the benefit of guests and residents and initiatives that have a positive impact on local community. We use ambitious sustainability standards and support the level of innovation within the green conversion of tourism. We are vigilant.

This action plan paves the way for significant and responsible continuous development of coastal and nature tourism. We take the lead and show how to realise the growth potential. We further invite all relevant stakeholders to cooperate on sustainable growth.

The ambition is to create strong destinations for the benefit of guests, companies and residents.

On behalf of Dansk Kyst- og Naturturisme.

Jens Hausted
CEO

INTRODUCTION AND BACKGROUND

Photographer: Nicolas Jægergaard.

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Photographer: Mitch Wiesinger.

A TWO-LEVEL PLAN

It requires direction and priorities to exploit the potential of coastal and nature tourism.

Therefore, the action plan has two levels:

....

STRATEGIC BASIS

The strategic basis describes challenges and possibilities in fulfilling the ambitions of Dansk Kyst- og Naturturisme with the action plan. The ambition is underlined by four strategic objectives that set the direction of the initiatives in the action plan.

....

ACTION PLAN

We launch programmes and initiatives, which we will implement alongside other stakeholders over the next years.

WHAT DOES COASTAL AND NATURE TOURISM MEAN TO DENMARK?

Coastal and nature tourism accounts for 39.7m bednights in 2019, making it the biggest segment within Danish tourism, equivalent to 71% of all bednights in Denmark.

Revenues of DKK67.5bn makes coastal and nature tourism a significant factor for growth and development throughout Denmark.

Coastal and nature tourism contributes to economic and social sustainability by creating breeding grounds for economic growth, jobs and towns worth visiting and living in.

BEDNIGHTS WITHIN COASTAL AND NATURE TOURISM:

39.7m

Total in DK: 56.1m (2019)

REVENUES WITHIN COASTAL AND NATURE TOURISM:

DKK67.5bn

Total in DK: DKK139.1bn (2019)

EMPLOYMENT WITHIN COASTAL AND NATURE TOURISM:

63,837 Full-time jobs

Total in DK: 171,355 Full-time jobs (2019)

THE IMPORTANCE TO LOCAL WELFARE AND GROWTH

Tourism should be developed in synergy with the surrounding community. Coastal and nature tourism creates viable local communities, which provide value to residents all year through and to guests on holiday or visiting.

Visiting guests enable the existence of local stores, restaurants and activities. This means that more people settle and support the identity of the region. Over time, the visits of guests may also facilitate investments in infrastructure and recreational facilities, which is also for the benefit of local residents. Tourism development should therefore go hand in hand with local sustainability and inclusion of local companies and residents.

The contribution of tourism to the communities from jobs created is a good and important source for overall municipal economy.

Tourism therefore contributes to increased wealth and welfare and more jobs.

Photographer: Lars Krogsgaard.

WHO IS DANSK KYST- OG NATURTURISME

Dansk Kyst- og Naturturisme (Danish Coastal and Nature Tourism) is a national commercial foundation with the purpose of developing coastal and nature tourism. The foundation sets a joint agenda for development with visions, ambitions, direction, priorities and focus.

Dansk Kyst- og Naturturisme participates in creating competitiveness, innovative development and sustainable growth within coastal and nature tourism, in order for coastal and nature tourism in Denmark to gain new market shares in a market with increasing

competitiveness. The foundation works on the basis of the national strategy for sustainable growth of Danish tourism. The development work is conducted in close cooperation with public authorities, destination agencies,

the tourism industry, the organisations VisitDenmark, Dansk Storbys-turisme and Meet Denmark as well as other trade promoting systems and a number of professional and industry organisations.



Photographer: Nicolas Jægergaard.



BEACONS FOR DANISH TOURISM TOWARDS 2030

Dansk Kyst- og Naturturisme contributes with this action plan in order to reach the joint objectives for the industry. The national tourism strategy stipulates three overall beacons for Danish tourism. These beacons set the bar for development activities within coastal and nature tourism.



GREEN AND SUSTAINABLE SOLUTIONS WITH REDUCED CLIMATE IMPACT



MORE TOURISTS WHO SPEND MORE ON TOURISM IN DENMARK



HAPPY TOURISTS, RESIDENTS AND EMPLOYEES

GROWTH OBJECTIVES FOR COASTAL AND NATURE TOURISM

Photographer: Thomas Højrup Christensen.

REVENUES

The beacon on increased tourism consumption in Denmark means that revenues in coastal and nature tourism is expected to increase in total by

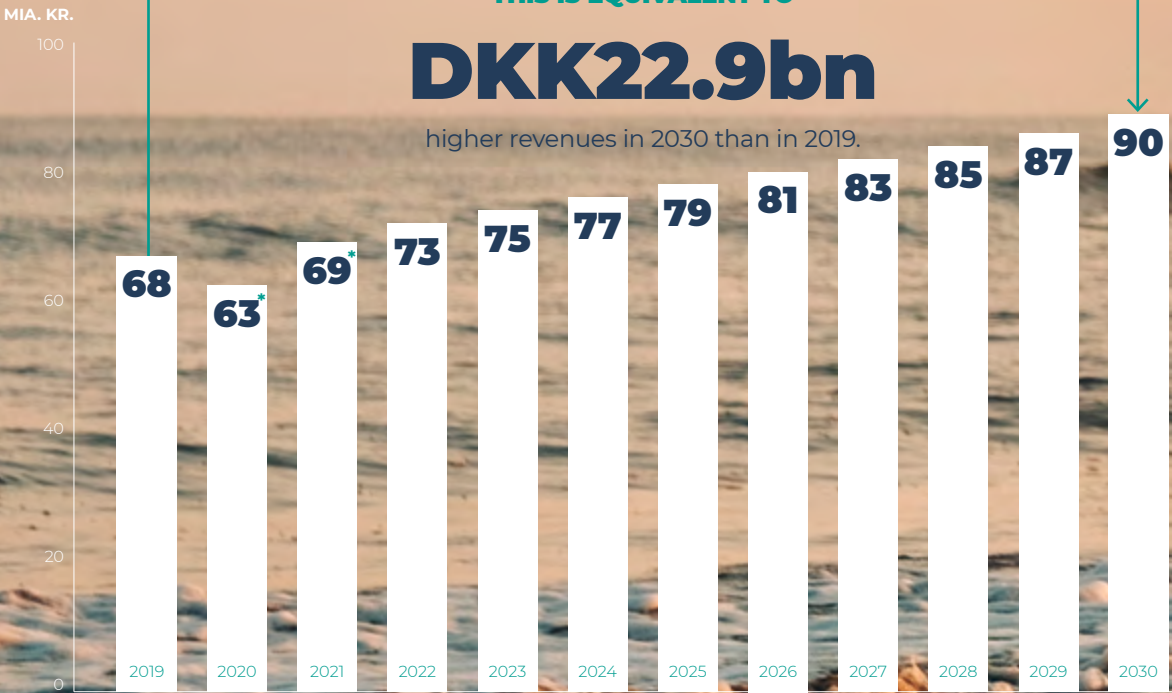
2.1%

annually during the period 2019-2030.

THIS IS EQUIVALENT TO

DKK22.9bn

higher revenues in 2030 than in 2019.



SOURCE: FORRETNINGSOMRÅDERNES VÆKSTBIDRAG TIL 2030-PEJLEMÆRKERNE INDEN FOR DEN ØKONOMISKE BÆREDYGTIGHEDSDIMENSION UDARBEJDET AF VDK. * SKØN

BEDNIGHTS

The beacon on more tourists then means that the number of bednights in coastal and nature tourism is expected to increase by

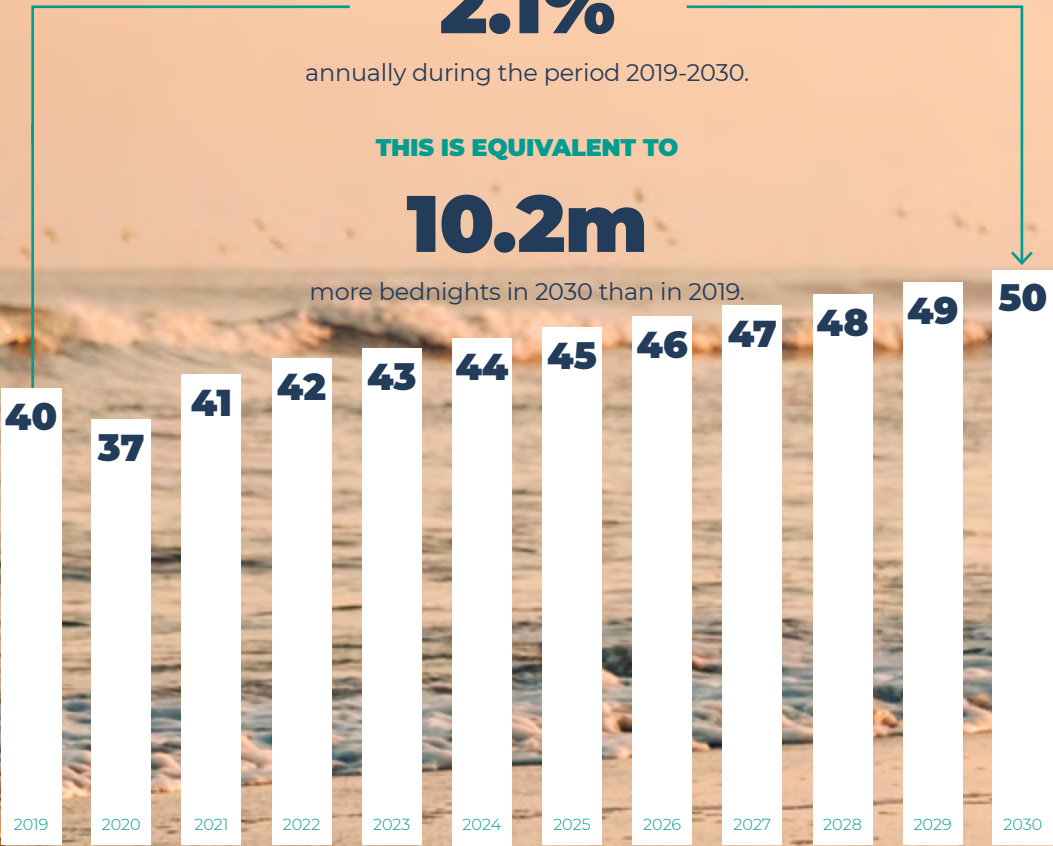
2.1%

annually during the period 2019-2030.

THIS IS EQUIVALENT TO

10.2m

more bednights in 2030 than in 2019.



SOURCE: FORRETNINGSOMRÅDERNES VÆKSTBIDRAG TIL 2030-PEJLEMÆRKERNE INDEN FOR DEN ØKONOMISKE BÆREDYGTIGHEDSDIMENSION + VDK OPGØRELSE AF ENDELIGE OVERNATNINGSTAL FOR 2020 OG FORELØBIGE OVERNATNINGSTAL FOR 2021

STRATEGIC BASIS FOR THE ACTION PLAN



Foto: FlyngOctober – VisitNordvestkysten.

CHALLENGES AND OPPORTUNITIES

Coastal and nature tourism is challenged by a number of circumstances and growth barriers. That is the basis for our long-term development work.

Photographer: Daniel Villadsen.

INVESTMENT LEVEL

Coastal and nature tourism is characterised by a low investment level, meaning that the tourism product is worn down and the tourism infrastructure requires expansion along with the accommodation capacity. Competing destinations, especially Germany, are investing massively in product renewal of for instance the accommodation capacity. We have to do the same in Denmark.

COMPETITIVENESS

A generally high cost level in Denmark means that guests don't experience getting adequately value for money. Our competitiveness is challenged by other markets and we are in urgent need of manpower. It is crucial that we increase the productivity and competitiveness within Danish coastal and nature tourism.

MARKET CONDITIONS

The covid-19 crisis has left us with new market conditions and changed consumer and business behaviour. Coastal and nature tourism is experiencing prosperity, since the offered products meet guest demands. Guests are increasingly looking for outdoor adventures, resulting in increased pressure on nature. This requires a transformation of products and offers. New work patterns enable new seasons and the pandemic has accelerated digital networking of both guests and companies.

LOCAL SUPPORT

The positive effects of tourism are not always clear to residents and local communities. The experienced negative consequences may therefore overshadow the value of tourism. It has to be made clear that tourism creates full-time jobs and economic growth, and supports other industries, for example within settling and leisure. Tourism contributes to strong local communities by making tourists, residents and companies part of development and dedication of creating local experiences.

MARKETS

Few markets keep growth going. Especially the Danes, spending their holiday in Denmark, have kept tourism alive during lockdowns. Germany and Denmark account for the largest number of guests within Danish tourism. We need to build on that, but the potential for growth needs further invigoration by renewing the interest from Norway, Sweden and the Netherlands. We further have to develop more interesting attractions and resorts to fuel development.



AMBITION: STRONG DESTINATIONS

We have the leading and most attractive destinations in Northern Europe. Destinations with coherent and sublime experiences, a clear profile and international appeal.

Strong destinations are based on a value chain of experiences, services and products, provided in a naturally coherent geography. How guests experience destinations, controls development - not administrative boundaries.

Guests should be presented with first-class experiences, services and accommodation facilities. The whole value chain requires upgrading with sustainable and green solutions that match the trends on the market and are internationally competitive. Solutions that benefit both tourists and local communities, and protect nature as the primary attraction.

The industry stands at the core of destination development. Destination agencies, municipalities etc. can with initiatives and frames contribute to realising the site-specific potential of the destinations and thereby support the success and appeal of both the industry and the destination

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STRATEGIC OBJECTIVES

Dansk Kyst- og Naturturisme has prioritised four strategic objectives and a number of sub-objectives. Objectives and sub-objectives are achieved by means of implementation of specific programmes and initiatives.

Achieving the objectives results in a significant boost of the overall coastal and nature tourism in Denmark.

The four ambitious objectives should contribute to fulfilling the ambition of creating strong destinations with international competitiveness, healthy tourism businesses as well as destinations and resorts, developed as a result of local anchoring with residents and stakeholders.

1

WORLD-CLASS TOURISM INFRA-STRUCTURE

... makes Denmark the best place to visit. We have resorts with strong and natural coherence, exciting facilities and unique experiences - with space for both residents and guests. Denmark is internationally leading in terms of recreational infrastructure and facilities that offer access to nature..

2

STATE-OF-THE-ART ACCOMMODATION CAPACITY

... and investment growth enable modern and magical coastal holiday experiences. Denmark has the most attractive accommodation product. We have successfully created a conversion to all-year tourism and are leading in terms of sustainable holiday houses and innovative accommodation offers within all sectors.

3

POWERFUL INNOVATION AND ENTREPRENEURSHIP

... renew the product range and willingness for financing within the tourism industry. Being a digital pioneer, we lead on implementing advanced technological solutions within the industry. We identify market potential, increase the speed of reaction and improve tourism revenues.

4

STRIKING NARRATIVES

... with coastal and nature tourism underline the local character and create a clear and vivid destination identity. The narratives are connected to local culture and increase local pride. A significant external brand narrative and spot-on visual markers onsite support the strong and sensory narratives

Photographer: Mette Johnsen.

DEVELOPMENT PRINCIPLES

The principles are indicative for our work in sustainable development and form the basis of how we pursue our strategic objectives. The principles are the frame of the cooperation, which we strive for with other parties – and we urge others to make use of the same principles.



FOCUSED DEVELOPMENT

Site-specific potential is key in developing strong destinations. We have to focus and concentrate development on selected sites and create a critical mass by means of development and geographical accumulation of accommodation capacity, experiences and services, in order to protect untouched nature and strengthen local values and businesses.



PROTECT AND USE

We have to protect the unique nature qualities near the coast and the rest of the country, but still make nature accessible. We have to enable the use of nature and its various qualities - both for recreation and action.



INCREASE QUALITY

We have to increase quality all the way - in urban environments, by improving experiences and services as well as accommodations - in order to increase consumption along with the experience value for guests, and providing residents with vivid and appealing local communities.



STRENGTHEN LOCAL CHARACTERISTICS

We have to strengthen local characteristics and differentiate products from place to place. Accommodations and experiences should vary, based on local potential and possibilities. We have to make guests visit more places and provide them with the incentive to return.



THINK IN SEVERAL SEASONS

We have to think in differentiated experiences and products. The same place and the same facilities should be worth visiting during several seasons and for different purposes. This creates a stronger business foundation and improved resource utilisation.



CONSOLIDATE INVESTMENTS

We have to consolidate investments in order for public and private funds to go hand in hand and ensure that investments are for the benefit of both residents and tourists. The authorities should take the lead by prioritising and investing in selected areas. This creates security and direction for private investments - and gets the ball rolling..

An aerial photograph of a dirt road winding through a dense forest. A small blue car is driving on the road. The text 'ACTION PLAN' is overlaid in the top left corner.

ACTION PLAN

STRATEGIC OBJECTIVES AND PROGRAMMES

Photographer: Daniel Villadsen.

STRATEGIC OBJECTIVES AND PROGRAMMES



Photographer: Mette Johnsen.

1 WORLD-CLASS TOURISM INFRA- STRUCTURE

- ALL COASTAL AND NATURE TOURISM MUNICIPALITIES BUILD TOURISM INFRASTRUCTURE BASED ON A DEVELOPMENT PLAN
- COHERENT RECREATIONAL INFRASTRUCTURE CREATES EASY ACCESS TO UNIQUE NATURE EXPERIENCES
- CLIMATE ADJUSTMENT SHOULD SUPPORT THE TOURISM DEVELOPMENT OF HOLIDAY RESORTS

2 STATE-OF-THE-ART ACCOMMODATION CAPACITY

- INCREASED INVESTMENTS SHOULD BOOST SUSTAINABLE GROWTH
- HOLIDAY HOUSES FULFIL GUEST WISHES FOR A GREENER HOLIDAY
- EVERYONE SHOULD HAVE THE CHANCE TO WAKE UP TO BEAUTIFUL DANISH NATURE

3 POWERFUL INNOVATION AND EN- TREPRENEURSHIP

- MORE DANISH ENTREPRENEURS STRENGTHEN TOURISM
- A PRODUCTIVE AND COMPETITIVE TOURISM INDUSTRY

4 STRIKING NARRATIVES

- WAYFINDING SHOULD MANIFEST THE IDENTITY OF RESORTS AND COUNTERACT CROWDS
- CULTURE AND CULTURAL HERITAGE – A “SUPER ATTRACTION” IN COASTAL AND NATURE TOURISM

1 WORLD-CLASS TOURISM INFRASTRUCTURE:

ALL COASTAL AND NATURE TOURISM MUNICIPALITIES BUILD TOURISM INFRASTRUCTURE BASED ON A DEVELOPMENT PLAN

Coastal and nature tourism requires more investments - both public and private investments that should be coordinated from a long-term and holistic perspective.

The government should support development of prioritised areas. The municipalities should further have strategic plans at hand for utilisation of these areas - and lead the way with investments in for instance infrastructure.

The need for identification of strategic initiatives by means of municipal plans and tourism considerations is more relevant than ever before, if we want to ensure increased investments in sustainable development of coastal and nature tourism in Denmark.

The programme focuses on physical planning as an important tool for strategic development of resorts and destinations. The programme will include the growth potential of tourism, the needs of residents and considerations regarding nature and culture qualities.



SOURCE: STRATEGIC PHYSICAL DEVELOPMENT PLAN FOR SØNDERVIG

INITIATIVES

LARGE-SCALE DEVELOPMENT PLANS

Dansk Kyst- og Naturturisme launches the work on new development plans for large-scale, coherent areas.

These development plans will be created in cooperation with municipalities, destination agencies, companies, foundations etc. and should, based on local requirements and strengths, promote sustainable development of selected resorts and offers.

LOCAL DEVELOPMENT PLANS

Local strategic development plans are a planning tool used to describe the desired direction for a specific resort or local area. These plans focus on potential and underline subsequent municipal and district planning.

Dansk Kyst- og Naturturisme will support the implementation of new local development plans in strong resorts and power hubs.

We initiate promotion of local development plans in other relevant areas within coastal and nature tourism, including small islands and nature/ outdoor areas..

Photographer: Daniel Villadsen.

1 WORLD-CLASS TOURISM INFRASTRUCTURE:

COHERENT RECREATIONAL INFRASTRUCTURE CREATES EASY ACCESS TO UNIQUE NATURE EXPERIENCES

The demand for experiences and access to nature is increasing, constituting a challenge to the existing recreational infrastructure. The pandemic has further confirmed the need for sustainable planning of a more coherent recreational infrastructure that creates the right balance between protection and utilisation of nature.

Boosting recreational infrastructure ensures fulfilment of all guest requirements for nature and outdoor experiences – and it contributes to increased life quality of local residents.

A strong recreational infrastructure should be possible for all user groups and should be integrated in public transportation, private business and club life.

Development of recreational infrastructure is a joint responsibility and a task to be solved by authorities, administrations and sectors alike – unfortunately not a practice used often so far.

The programme will contribute to development of a coherent infrastructure for recreational experiences and access to nature for everyone - residents and tourists.

INITIATIVES

IMPROVED CONDITIONS FOR CYCLE TOURISM (2022-23)

Dansk Kyst- og Naturturisme develops and demonstrates, in close cooperation with e. g. Dansk Cykelturisme and municipalities, the principles for mapping and establishing a coherent junction system for recreational cycling in Denmark.

DENMARK'S CYCLE JUNCTIONS

We will contribute to a wide anchoring and national promotion, and further continue development of the existing network by means of a stronger data basis and cooperation with other user groups and mobility forms.

PARTNERSHIP FOR RECREATIONAL INFRASTRUCTURE

Dansk Kyst- og Naturturisme will work for establishment of a national partnership for recreational infrastructure in Denmark. The partnership could for instance coordinate efforts such as cycle junctions and the initiative Danmarks Naturstier.

Photographer: Sarah Green – VisitNordsjælland.

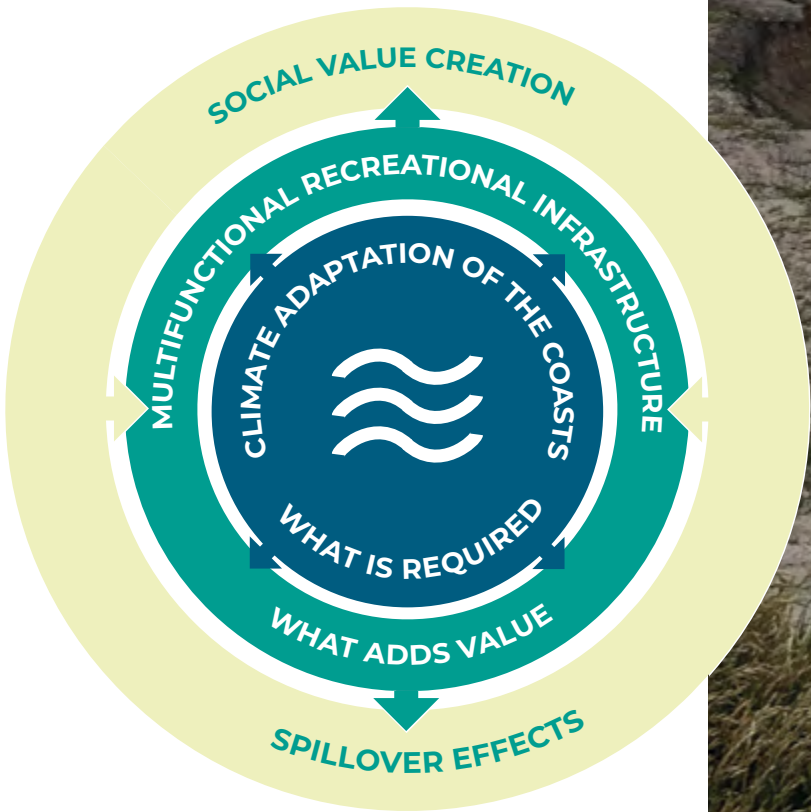
1 WORLD-CLASS TOURISM INFRASTRUCTURE:

CLIMATE ADJUSTMENT SHOULD SUPPORT THE TOURISM DEVELOPMENT OF HOLIDAY RESORTS

Climate change requires that Denmark in decades to come invests billions in climate adjustments. Coastal and nature tourism is in the front line of climate change. It is a “must win battle” thinking of coastal climate adjustment as a recreational resource

The programme should identify and demonstrate solutions for recreational climate adjustment. Solutions, which apart from reducing the risks that come with higher sea levels and increased precipitation, also contribute to sustainable development of areas by means of a stronger basis for business development and fulltime employment.

This should be implemented by means of improved access to nature, multifunctional facilities, new area utilisation and planning of new areas. Initiatives, which together result in a strong experience profile and high-quality products in terms of accommodation, catering and experiences - for the benefit of tourists, local businesses and residents.



INITIATIVES

DEMONSTRATION PROJECTS WITH SCALING POTENTIAL

Dansk Kyst- og Naturturisme is part of a cooperation with selected municipalities on the demonstration of climate adjustment as a recreational resource.

IMPACT MEASUREMENT – COLLECTIVE ADDED VALUE

Dansk Kyst- og Naturturisme initiates creation of a method for calculating the collective added value, which a given multifunctional facility may add to local coastal and nature resorts.

STRATEGIC DIALOGUE GROUP

Dansk Kyst- og Naturturisme will identify the possibilities of establishing a strategic dialogue group for exchanging knowledge and experience with the purpose of creating a wide anchoring and promotion of climate adjustment as a recreational resource within coastal and nature tourism.

Photo: Dansk Kyst- og Naturturisme.

2 STATE-OF-THE-ART ACCOMODATION CAPACITY:

INCREASED INVESTMENTS SHOULD BOOST SUSTAINABLE GROWTH

Coastal and nature tourism is characterised by investment delays and we need to improve our competitiveness, for instance by means of investments in product innovation within accommodation.

There is further a risk of limited market-relevant capacity becoming an inhibiting factor for continued added value of tourism in coastal and rural areas - that otherwise is for the benefit of the overall development of society.

Sustainable growth and development is the raison d'être of Dansk Kyst- og Naturturisme and we have for the past few years worked with investment preparation and revitalisation of the accommodation capacity.

We have to maintain and strengthen this focus in order to ensure that our work is conducted on sustainable terms, both economically, socially and environmentally.

The purpose of the programme is to ensure ambitious work on creating a solid pipeline and preparing new and bigger investments in accommodation facilities in cooperation with relevant partners.

The preparation of investment projects should support sustainability on all levels. Dansk Kyst- og Naturturisme will therefore as part of the programme focus on sustainable construction as well as new use of existing buildings.

INITIATIVES

PIPELINE MANAGEMENT

Dansk Kyst- og Naturturisme will continue to work on building and preparing a solid pipeline of investment projects.

Building the right pipeline will take place in close contact and cooperation with municipalities and destinations. We will work on establishing a preparation foundation for sustainable capacity and contribute to its operation, and further work on establishing a development foundation to build bridges with the commercial investment market.

GO-TO-MARKET

Dansk Kyst- og Naturturisme will create visibility on the market for investment possibilities within coastal and nature tourism and maintain the dialogue with commercial stakeholders.

Presence on the market is strengthened by means of new, strategic partnerships. We assist with specialised counselling concerning tourism, identification of conditions for planning and facilitate a dialogue between the market and municipalities as to concrete investment projects.

SUSTAINABLE PREPARATION TOOLS

We continue to develop tools that support pipeline management and market visibility.

We focus on methods that can ensure more sustainable investments, including integration of principles for sustainable construction as well as increased use of existing buildings. .



Photo: Marienlyst Strandhotel.

2 STATE-OF-THE-ART ACCOMMODATION CAPACITY:

HOLIDAY HOUSES FULFIL GUEST WISHES FOR A GREENER HOLIDAY

Guests continue to require sustainable and eco-friendly conditions. It will soon be a “hygiene factor” when guests book their holiday.

The purpose of the programme is to gain knowledge, concepts and tools for green conversion. The programme includes a number of development strategies that contribute to innovation and securing the future of the core product – holiday houses – and the areas in which they are located.

Dansk Kyst- og Naturturisme will test specific concepts, technologies and tools

and gain knowledge about and recommendations for green conversion related to holiday houses and resorts.

The initiatives of the programme are part of the efforts of “Partnership for sustainable growth within Danish tourism” and should contribute to compliance with the green conversion beacons of the national strategy for Danish tourism.

The programme is the basis of targeted innovation initiatives in cooperation with entrepreneurs and the established industry.

INITIATIVES

ENERGY OPTIMISATION

Dansk Kyst- og Naturturisme invites for cooperation concerning development and promotion of knowledge about energy optimisation and sustainable renovation of holiday houses. We will support the area by means of innovation..

SUSTAINABLE PLANNING

We focus on sustainable planning of holiday resorts, including the infrastructure on which the holiday houses depend (for instance waste water and waste handling).

We will further develop recommendations for sustainable solutions as to the location of larger holiday houses etc.

GREENER GUEST BEHAVIOUR

We initiate new efforts that base on experiences and results within innovation in previous projects with the purpose of promoting greener guest behaviour.

For example integration of technological solutions and nudging techniques, optimisation of infrastructure etc.

Photographer: Thomas Høyrup Christensen.

2 STATE-OF-THE-ART ACCOMMODATION CAPACITY:

EVERYONE SHOULD HAVE THE CHANCE TO WAKE UP TO BEAUTIFUL DANISH NATURE

The potential within coastal and nature tourism to fulfil the joy of guests being in nature and enjoying the outdoor life is significant. We have to exploit this potential.

Coastal and nature tourism should reinvent accommodation possibilities near to nature, based on design, originality and an uncompromising approach to sustainability, in order to strengthen both nature and the local community, and provide guests with unforgettable holiday experiences.

We will use a future programme to go back to the original starting point of tourism,

remove all the extra layers of traditional tourism and rethink the values and core experience of being together in vast coastal and natural settings. The overall objective is to present nature accommodation as a new and more accessible niche within coastal and nature tourism.

This plan requires using new locations and developing them with a minimal climate impact. We need to develop regenerative, socio-economic and commercial business models that contribute to the local communities, which they are part of. And we need to address the conditions and challenges that prevent local growth.

INITIATIVES

PROGRAMME FOR ACCOMMODATION CAPACITY NEAR TO NATURE

Dansk Kyst- og Naturturisme launches a new programme in 2022.

With this programme, we look for new strategic partnerships for development of innovative and sustainable solutions for nature-near accommodation in Denmark.

The initiatives of the programme will for instance map the barriers and challenges related to nature-near accommodation. The programme will result in new knowledge and insights, and launch projects for development and testing of new design concepts, socio-economic business models and introduce new nature-near accommodation products to the market.

Photographer: Søren Larsen.

③ POWERFUL INNOVATION AND ENTREPRENEURSHIP:
**MORE DANISH
ENTREPRENEURS
STRENGTHEN TOURISM**

The tourism industry is affected by new technologies and trends. Start-ups have for the last decade been the primary innovation driver within global tourism. There are simply too few start-ups that originate from good ideas internally in the industry, meaning that the industry depends on external ideas. .

Working with challenge programmes and innovation collabs is further not very common in the established industry, meaning

that the market as well as established companies miss out on innovation, growth and improved competitiveness.

The programme should strengthen entrepreneurship within Danish tourism. It has to be stimulated into looking in the direction of tourism. And the road from idea to business should be easy and manageable for entrepreneurs within tourism, in need of market knowhow, collabs, networks and capital

INITIATIVES

HUB FOR INNOVATION IN TOURISM

Dansk Kyst- og Naturturisme will implement a tourism programme for entrepreneurs in cooperation with other industry-promoting stakeholders and knowledge bases. The programme will be open and should support network bases as well as accelerator and challenge projects in order to provide the industry with new knowledge and innovative power.

MOBILISE THE ECOSYSTEM

Dansk Kyst- og Naturturisme will mobilise existing offers from public and private providers for entrepreneurs and innovation purposes. The objective is for tourism to become a natural field of business in the general ecosystem for innovation and entrepreneurship like for instance within the energy and financial industry.

INTERNATIONAL NETWORKS

Dansk Kyst- og Naturturisme will work on involving innovation and entrepreneur networks in other countries in resolving the Danish market challenges.

We will actively participate in international knowledge sharing, initiatives across of countries and relations to innovation networks in other countries, in order to secure the Danish market a strong international position.

Photo: EFFEKT Architects – Photographer: Daniel Villadsen.

3 POWERFUL INNOVATION AND ENTREPRENEURSHIP:
A PRODUCTIVE AND
COMPETITIVE TOURISM
INDUSTRY

Future growth within coastal and nature tourism depends on established companies becoming optimally competitive in a rapidly changing market.

Fierce focus on liquidity, manpower and streamlined operations will be central in realising growth during the next years. Companies will for example need to adjust to sustainability requirements as a market condition.

Such a conversion calls for financing and the

business plan or company form is often not fit for external financing. A clear symptom of this is the fact that only few companies within the industry acquire funds from the Danish Growth Fund.

The programme should identify and strengthen companies, able to realise a huge growth potential by means of targeted and significant initiatives.

INITIATIVES

IMPROVED GROWTH COMPETENCE

Dansk Kyst- og Naturturisme will in cooperation with public and private parties support knowledge sharing with the tourism industry by actively identifying companies with growth potential and strengthening their competences for exploiting potential.

STRONG BUSINESS MODELS AND
NEW FINANCING OPTIONS

Dansk Kyst- og Naturturisme will in cooperation with relevant parties prepare the companies with the biggest growth potential for new growth by supporting business development, and activate the finance industry by means of public-private partnerships, pilot projects etc.

COHERENT DATA INFRASTRUCTURE

We will initiate a data infrastructure initiative in cooperation with key players within the industry, based on the current data infrastructure and focus on future potential, including how to work structured with data and platforms for business, product and service development across the value chain in order to improve competitiveness.

NEW TECHNOLOGY PARTNERSHIPS

By means of partnerships between the tourism industry and third-party providers, we will create development networks that support knowledge sharing, adjustment and implementation of technology from other industries in future operations and development of tourism companies.

Photographer: Adam Mørk.

4 STRIKING NARRATIVES:

WAYFINDING SHOULD MANIFEST THE IDENTITY OF RESORTS AND COUNTERACT CROWDS

Wayfinding is a central concept for leading guests around towns and nature, which further ensures that guests are spread out in and across resorts and destinations.

Covid-19 resulted in large guest numbers throughout coastal towns and nature, presenting challenges due to big crowds during the high season. Wayfinding systems have to be strengthened in order for tourist traffic to take place appropriately and on the right places.

Wayfinding should further be expanded to

manifest and support the identity of resorts. The programme will for instance be based on experiences from existing concepts on the west coast and test, evaluate and promote the method in order to ensure proper spreading of guests in the areas and during periods with large crowds.

The programme should be the basis of an overall resort experience, both in terms of the physical space with urban areas, signs, inventory, and digitally by means of marketing, powerful mediation and communication.

INITIATIVES

FROM PILOT TO BEST PRACTICE

Dansk Kyst- og Naturturisme will support the municipal implementation of the wayfinding concept from the west coast concept - developed in "Vestkysten Viser Vejen". The concept will be evaluated and knowledge is collected in order to share examples of best practice with other municipalities and destinations.

Danish experiences will be supplemented by international perspectives, for example as to the connection between town and nature, wayfinding in nature, physical branding etc. and contribute to new knowledge about sustainable wayfinding.

The initiative will thereby support development plans, contribute to coherence throughout the destinations and manifest strong brands within coastal and nature tourism.



Photo: Dansk Kyst- og Naturturisme.

4 STRIKING NARRATIVES:

CULTURE AND CULTURAL HERITAGE - A “SUPER ATTRACTION” IN COASTAL AND NATURE TOURISM

Coastal and nature areas are characterised by a large number of cultivated landscapes and historic urban environments as well as an abundance of museums, theme worlds and sights.

Cultural experiences are available all year through and may add an extra dimension to coastal and nature tourism. Historic experiences have the potential to strengthen the distinct identity of the destination, increase the quality and relevance of the area during off-seasons, and further contribute to the special cultural character of the sites and increase the pride of local residents.

The programme should contribute to exploiting the vast potential within increased tourism expenditures and growth as to cultural experience within coastal and nature tourism.

The experience of local cultural environments should be strengthened, new target groups of people interested in culture should be attracted and more cultural institutions should increase revenues and innovate product offers towards tourism in the local area

INITIATIVES

NEW INSIGHTS AND PILOT TESTS

Dansk Kyst- og Naturturisme will by means of initiatives, incl. marketing and target group analysis, development of site-specific narratives and product tests, create a solid base of knowledge in order to attract new groups of people, interested in culture.

INNOVATION AND COMPANY PROJECTS

We will implement innovation projects for entrepreneurs concerning the challenges within the cultural sector. Further, initiatives for strengthening competitiveness amongst the established parties of the cultural sector will be implemented. These efforts will focus on increasing revenues, improving company profitability and strengthening the range of services.

DEVELOPMENT AND ACTION PLAN

Dansk Kyst- og Naturturisme will create a mapping and action plan for strengthening the cultural/cultural heritage tourism within coastal and nature tourism in order to create new partnerships and a joint plan for long-term and strategic development of cultural experiences and site-specific narratives as a “super attraction” in coastal and nature tourism.

Photographer: Thomas Høyrup Christensen.

THE APPROACH OF DANSK KYST- OG NATURTURISME

Dansk Kyst- og Naturturisme develops strong destinations. We work on the basis of 'The national strategy for sustainable growth in Danish tourism'.

Photo: Flying October - Nordvestkysten.

HOW WE WORK:

OUR APPROACH TO FULFILLING THE AMBITION

We develop coastal and nature tourism in cooperation with all parties, willing to contribute to creating a balanced development and innovation within coastal and nature tourism. We implement the strategic objectives in cooperation with all partners and stakeholders.

Being a national tourism development organisation, we make all the best competences and most specialised knowledge available.

We focus on activating the whole ecosystem within tourism and business promotion, and create a strong connection between physical planning and investments. We include competences and perspectives within the industry and across all common practices that ensure that tourism becomes part of the innovation and development, which all other sectors are subject to.

By using strategic communication concerning the objectives of the action plan, we ensure that all stakeholders see a clear direction for the development of coastal and

nature tourism in Denmark.

We cooperate with other stakeholders in Danish tourism, all working with development and mediation of the joint narrative for coastal and nature tourism.

We develop coastal and nature tourism in cooperation with all parties, willing to contribute to creating a balanced development and innovation within coastal and nature tourism.

Together, we ensure that coastal and nature tourism exploits its full potential of creating strong destinations.

WE WORK ON THE BASIS OF KNOWLEDGE

We work on the basis of knowledge. All programmes are based on a solid foundation in terms of markets, target groups, methods and acquired national and international experience.

WE TRY OUT AND TEST

We initiate pilot projects that form the basis of future programmes. We develop desk research, concepts, tools etc.

WE PREPARE INITIATIVES

We refine, adjust and prepare initiatives based on analyses and experience from pilot projects – both our own and projects of other stakeholders, for example demonstration projects, anchoring models etc

WE SCALE SOLUTIONS

We conduct/anchor full-scale initiatives, e. g. demonstration projects. We cooperate with other stakeholders, financial partners etc.

WE BUILD PARTNERSHIPS

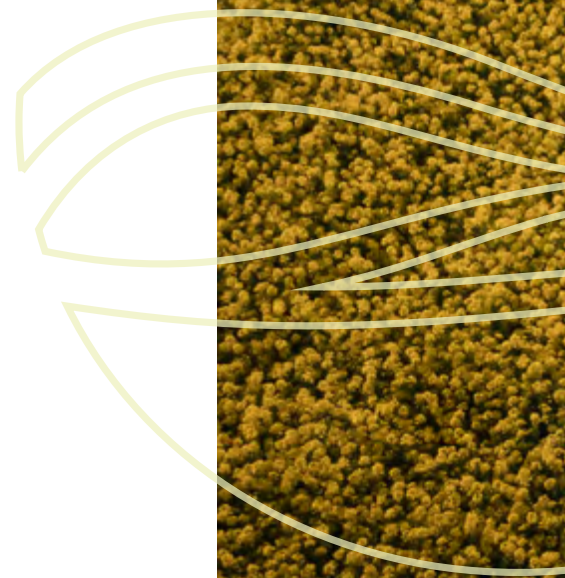
We prepare initiatives before handing them over to partners, responsible for specific operational tasks. Ownership of the programme is passed on to municipalities, tourism promotion organisations, foundations, private providers etc.

Photographer: Daniel Villadsen.

Dansk Kyst- og Naturturisme

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Photographer: Mitch Wiesing

