

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



**HAVE WE
COMPLETELY
LOST OUR
HEADS...?**

OUR CHECK LIST

- WALK THE TALK
- BE GLOBALLY RELEVANT
- BE LOCALLY ROOTED & OWNED
- SET A DIRECTION BEYOND
- MAKE A STATEMENT

**SOMETIMES A
STATEMENT
IS NEEDED...**





Dear partner
This is the last postcard you will
ever get from us.

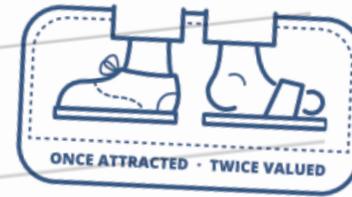
You see, the travel industry is entering into a new era. And it is not just the postcard that is outdated. So is the demand for official destination recommendations, glossy advertising and the idea of the traditional tourist.

Instead, it's time to welcome the new traveler - the temporary local, seeking not the perfect picture to take home but the personal connection to an instantly shared experience based on interest, relations and authenticity.

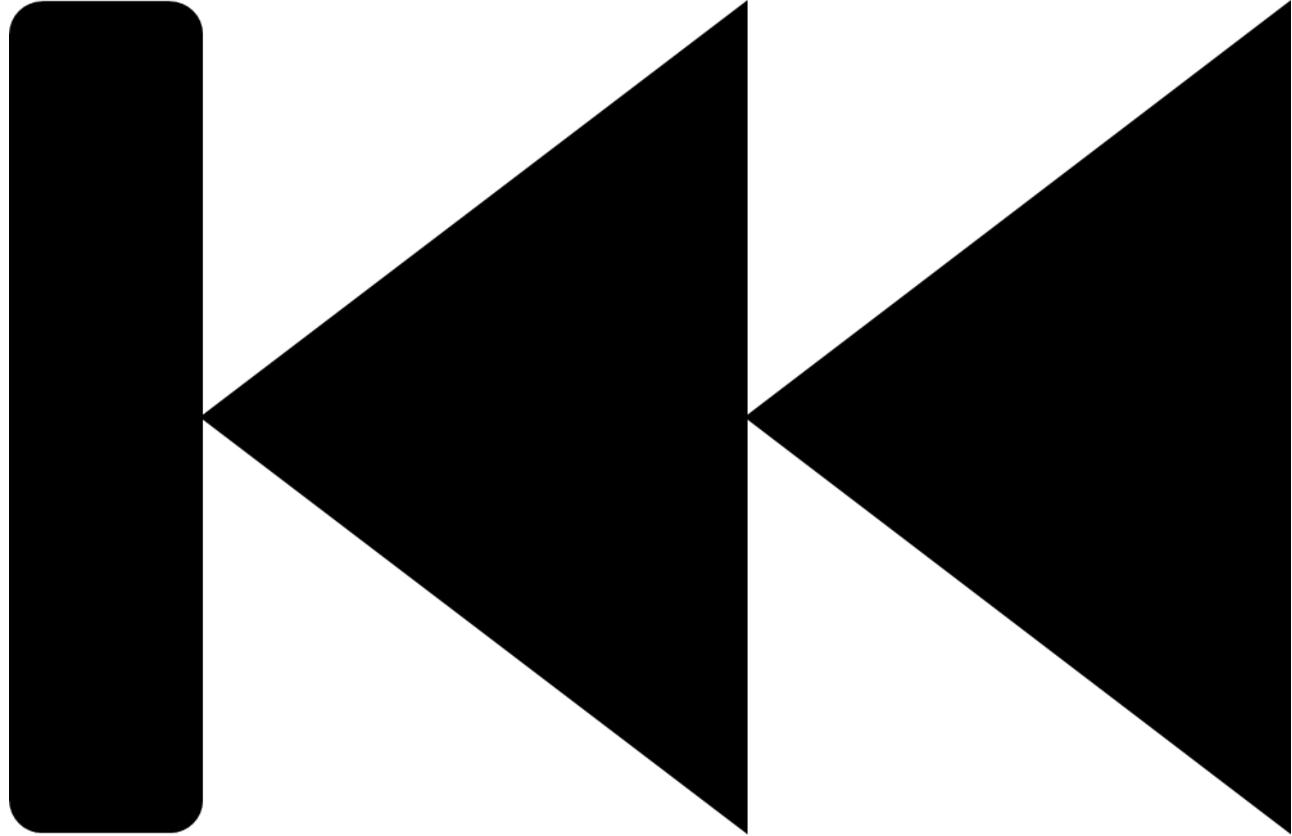
In other words, we need to set our course towards a future without tourism as we know it. Because by doing so, we can start focusing on something much more interesting: A future of hosts, guests and a shared experience of localhood.

All the best,
Mikkel Aarø-Hansen

PS. I encourage you to head over to localhood.wonderfulcopenhagen.dk to learn more about what this future holds.



WONDERFUL
COPENHAGEN 





BIG
PROBLEMS



OPEN
PROCESS



A FUTURE
ENVISIONED

1. BIG PROBLEMS

VALUE PROPOSITION
SCALE OF DATA
DMO ROLE
AGILITY
COMPETENCIES
RESSOURCES & INVESTMENT

DATA

NO FIXED TIME, NO FIXED LOCATIONS
ALWAYS ON
NO HAND-HOLDING
OFFICE AND WORK HOURS
LEISURE & WORK MIX
SOFTWARE VS HARDWARE
TOGETHERNESS & SHARING TREND
TIME IS MONEY
SEGMENTATION
PARTNERSHIPS

UNWORKING

NEW CHANNELS
CUSTOMIZATION
PERSONALIZATION
DARING DIGITAL
PRIORITY
WALK THE TALK
AUTOMATION
COMPETENCIES
RESSOURCES
ORGANISATION

DIGITALIZATION

NEW SEGMENTS & MARKETS
FROM CITY TO CITY
CULTURE ADAPTATION
GEOGRAPHY VS SHARED
INTERESTS

NEW MIDDLE CLASS

CONSUMERS TAKING OVER THE BRAND
HOSPITALITY IS GOING GLOBAL
SHARING ECONOMY
TOGETHERNESS
RELATIONSHIPS ARE KEY
BRANDS ARE LAST-YEAR
CONSUMER-DRIVEN
VISITOR PRESSURE
UNOFFICIAL IS KEY
DMOs ROLE
FACILITATE
SUSTAINABILITY
PREDICTIVE POWER
MASS TOURISM VS RIGHT TOURISM

AUTHENTICITY

AGILITY
FLEXIBILITY
CO-CREATION
PARTNERSHIPS
UPDATED KNOWLEDGE
TRENDWATCHING
ROLE
INCUBATOR
OWNERSHIPS
ORGANISATION
FUNDING

INNOVATION PACE

**Stakeholder
1.0**



**Stakeholder
2.0**



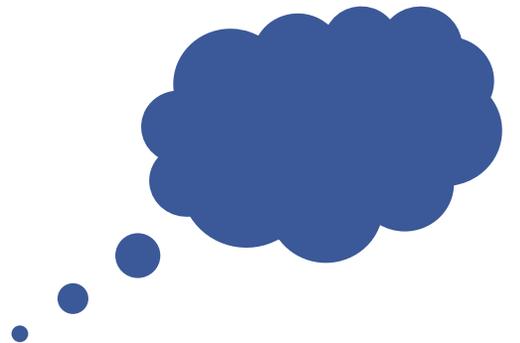
**INT'L
EXPERTS**

**2. OPEN
PROCESS**

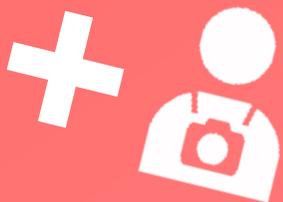
SPRINTERS



LOCALS



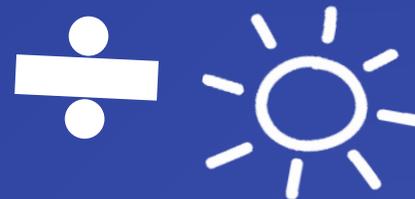
95%



34%



7%



88%



86%



46%



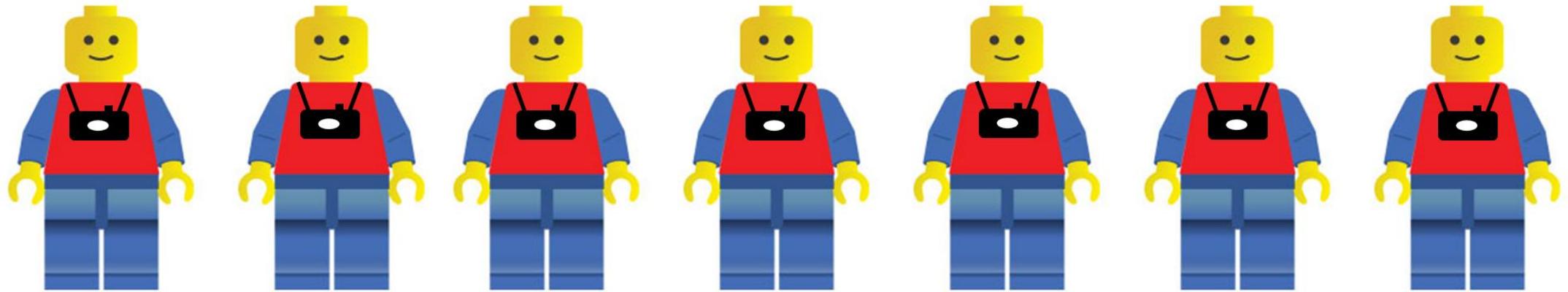
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ROADSIGNS TO A NEW BEGINNING





TOURISTS ARE A UNIQUE SPECIES

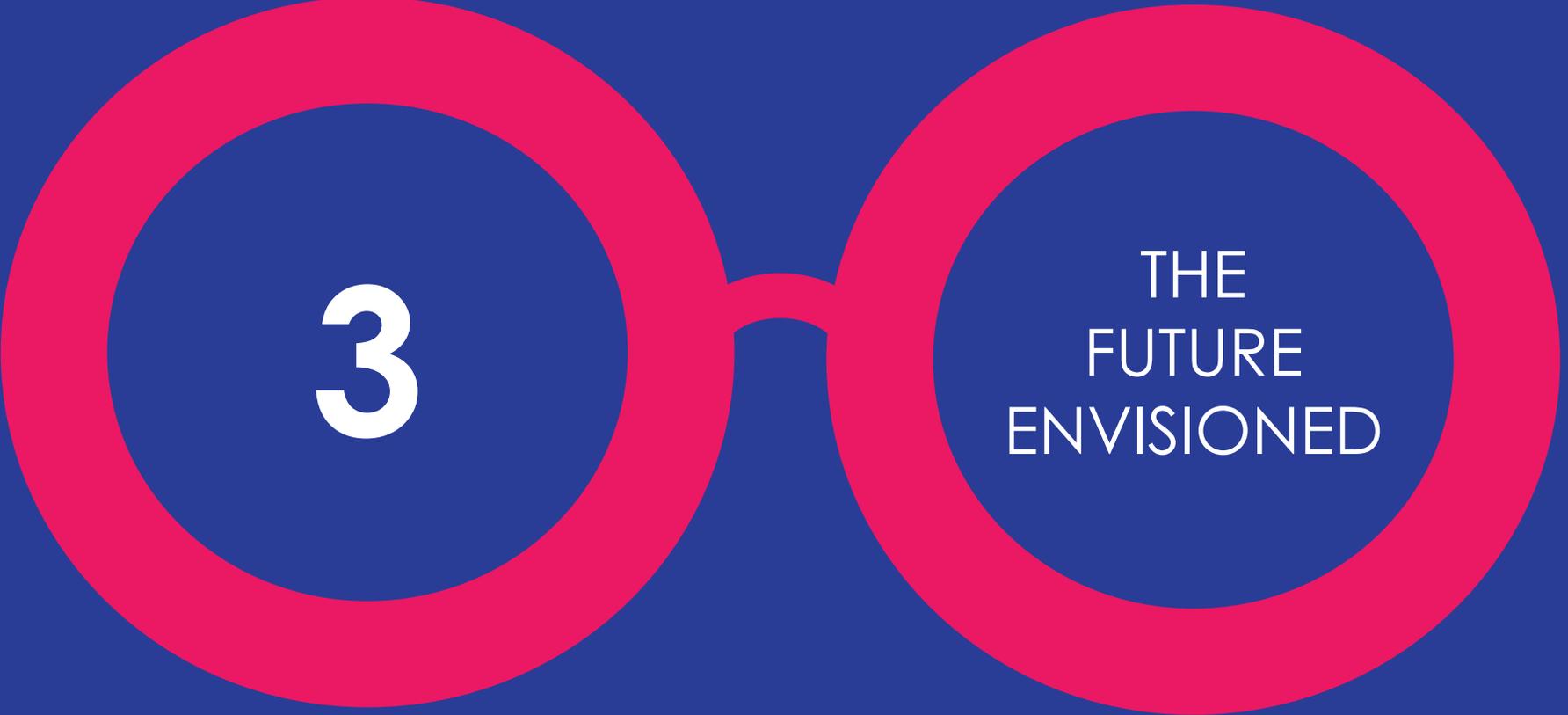


TOURISTS ARE ALL KINDS OF HUMAN

THE FEAR OF BEING A TOURIST!



57% COME TO EXPERIENCE THE
ATMOSPHERE OF COPENHAGEN!



3

THE
FUTURE
ENVISIONED

THE VISSION OF WONDERFUL COPENHAGEN IS ...

LOCALHOOD FOR EVERYONE

/'ləʊk(ə)l hʊd/ 

noun

inviting and inclusive essence of that which makes us globally special and locally united



THE MISSION OF WONDERFUL COPENHAGEN IS TO...

***ENABLE OUR DESTINATION
TO BE SHARED MORE***

5

STRATEGIC COORDINATES



WE WILL:

- ENABLE OTHERS TO DEVELOP AND SHARE EXPERIENCES THAT REFLECT OUR LOCALHOOD ESSENCE
- MAKE MORE FROM THE BUSINESS, WE ATTRACT!
- ENSURE LONG-TERM GROWTH FROM HIGH-POTENTIAL MARKETS!
- ENABLE SHARED INNOVATION & NEW PARTNERSHIPS
- ENSURE THE RIGHT KIND OF GROWTH – WITH A LOCALHOOD MINDSET



SOCIETY

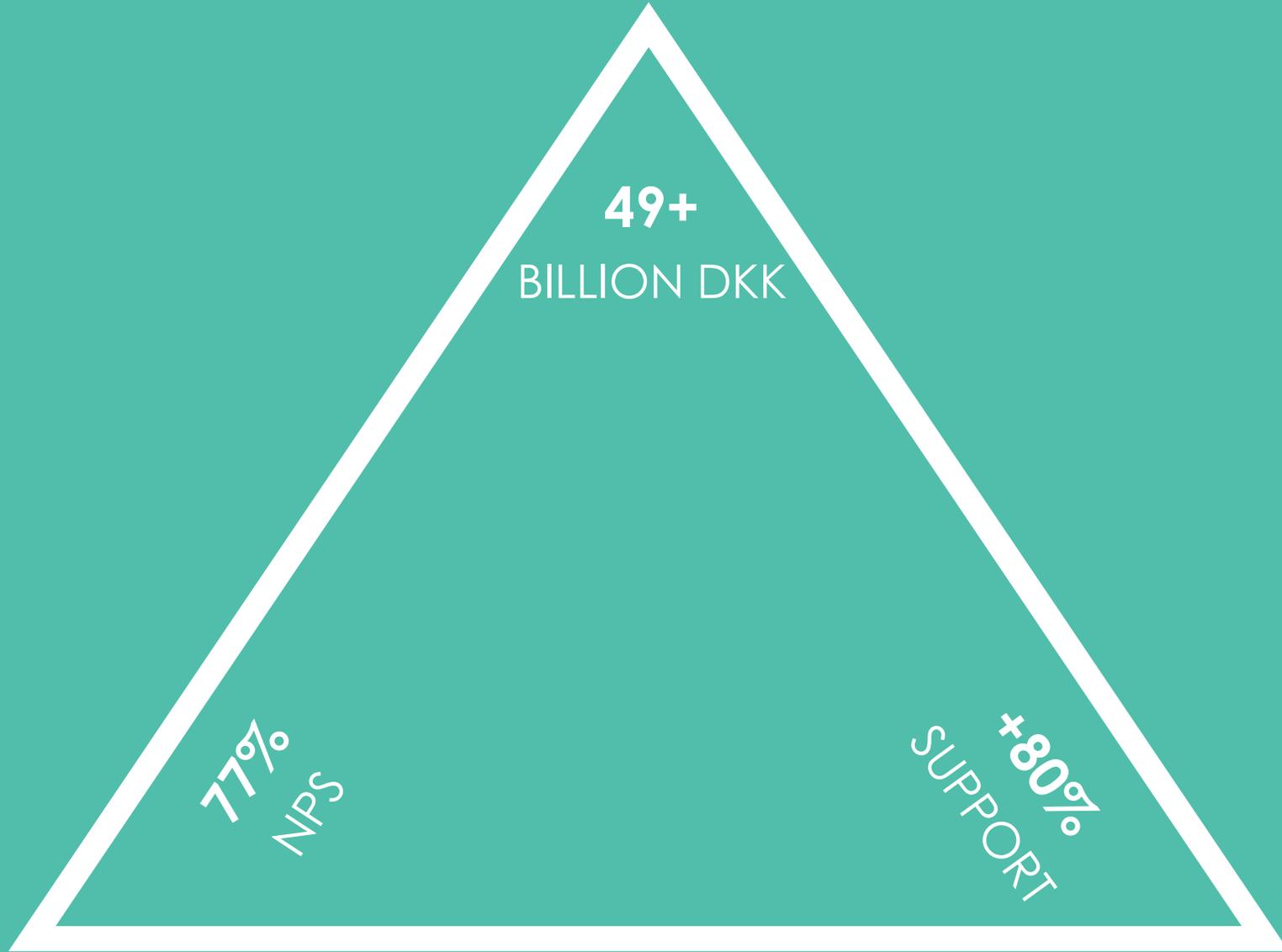
49+
BILLION DKK

77%
NPS

+80%
SUPPORT

GUEST

CITIZEN



A sepia-toned photograph of the 'The Siren' statue on a rocky shore. Two naval officers in uniform are standing in the foreground, looking towards the water. The text 'MISSION IMPOSSIBLE' is overlaid in white, with a vertical teal line separating the words.

MISSION IMPOSSIBLE



THANK YOU
NOISSIM|POSSIBLE

Lone Alletorp Callard
lac@woco.dk



***Tomorrow's
urban travel 2017***

October 12, Copenhagen

SPEAKERS

JOE PINE

MOMONDO – LUKE RICHARDSON

LASTMINUTE.COM – ENRICO NONINO

ACCUWEATHER – BRIAN LAVERY

MAX – WINNER OF HACKATHON

START-UP SESSION

SUSTAINABLE TOURISM – ANNA POLLOCK

DESTINATION MELBOURNE – LAURA CAVALLO

AIRBNB

TCI RESEARCH – OLIVIER HENRY-BIABAUD

HOTEL PANEL

- 25 HOURS

- ZOKU HOTELS

- MARRIOTT HOTELS

