



GOOD TOURISM  
INSTITUTE

# Making sustainable cities the default





OSLO





**BERGEN**





HELSINKI





**AARHUUS**





**COPENHAGEN**





93% of global travellers say they want to make  
more sustainable travel choices

**Booking.com**



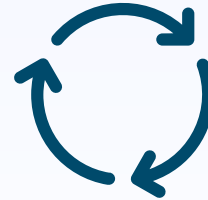
# What can you do?



Infrastructure



Planning



Flow



Marketing





**VAIL**





# Infrastructure

Making sustainable travel effortless:

1. Connect sustainable modes seamlessly
2. Reduce friction for green options
3. Add light friction to high-impact options
4. Integrate with tourism flows







SEOUL



# Planning

Shaping a sustainable city:

1. Compact, mixed-use design
2. Smart pricing and low-emission zones
3. Pedestrian first and car-free zones







**SYDNEY**

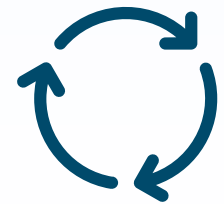




# Flow

Managing visitors smartly:

1. Use policy tools to shape flow
2. Guide movement through smart implementation
3. Monitor and adapt in real time







COPENHAGEN





# Marketing

Communicating to inspire:

1. Use positive framing
2. Design for rewards and visibility
3. Create identity and story







# Is it working?



Certification



AI & Data tools





# Making sustainable cities the default





# Support from the Good Tourism Institute?



Online  
library



*ST-ST*  
Podcast



Online  
programs



Presentations  
and workshops



Tailored  
consultancy

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