

THE AARHUS REGION DENMARK

Climate actions in VisitAarhus and
business partners

Interreg
Baltic Sea Region



Co-funded by
the European Union



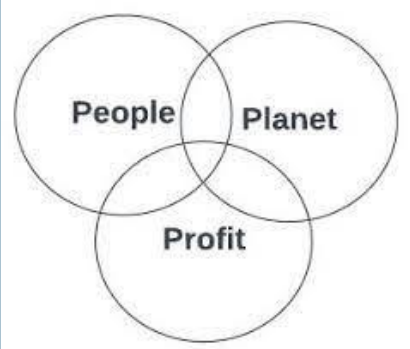
RESILIENT ECONOMIES AND COMMUNITIES

CliNeDest

THE AARHUS
REGION



ORGANISATION



Leadership in sustainability



GREEN TOURISM ORGANIZATION



BÆREDYGTIGHED I VISITAARHUS
MEDARBEJDERPOLITIK FOR VISITAARHUS
FEBRUAR 2023



Visitaarhus DEI STRATEGI



Glasgow Declaration
Climate Action in Tourism

Internal training and support in sustainability

THE LOCALS



RETHINKER



MasterClass i frivillighed



Projekt: ReThinkers for Aarhus 2024-2028

Public / Citizen surveys

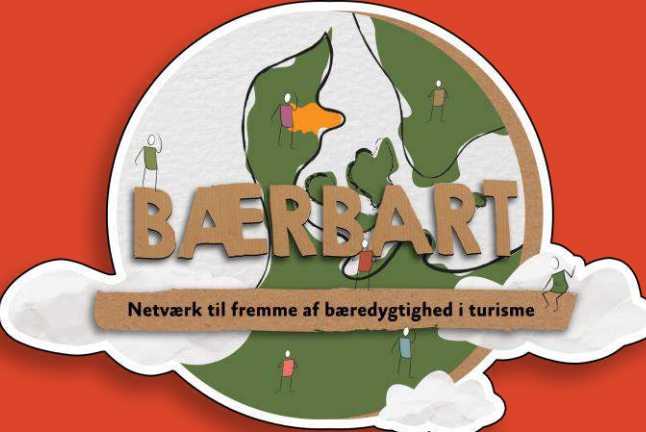
FRIRUM
NETVÆRK OM FRIVILLIGHED



Din lokale guide til Aarhusregionen

THE BUSINESSES

GRØN KONFERENCE- OG EVENT-HÅNDBOG



Netværk til fremme af bæredygtighed i turisme

Værktøjskasse til dit arbejde med bæredygtighed



KOM GODT I GANG MED MILJØCERTIFICERING OG -MÆRKNING

Foto: Partnerskab for Bæredygtig Turismeudvikling

Miniguide til certificering

Kom godt i gang med miljøcertificering og -mærkning.



Foto: VisitAarhus

Bæredygtighed i presseitches

...hvorfor og hvordan? Lær, hvordan du bedst formidler historier med fokus på bæredygtighed.



Foto: VisitAarhus

GRØN KONFERENCE- OG EVENT-HÅNDBOG

Grøn Konference- og Eventhåndbog ... til dig der vil arbejde strategisk og konkret med bæredygtighed.



Foto: Karpenhøj Naturcenter

10 konkrete råd

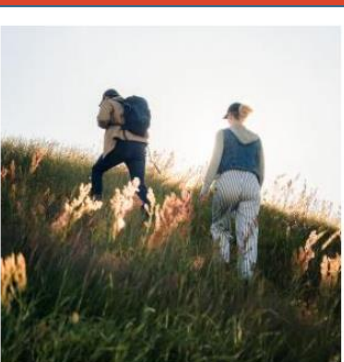
... til bespisning og overnatning med fokus på bæredygtighed.



Projekt: Grøn omstilling i erhvervs- og mødeturismen



Projekt: Udviklingsplan Jyllands Østkyst



Projekt: Værdifulde møder -



Projekt: People & Places Connected



Projekt: Cities for Culture



Projekt: Bæredygtige destinationer i praksis 2.0



GLOBAL DESTINATION SUSTAINABILITY MOVEMENT

THE GUESTS



Tilgængelighed i Aarhusregionen

Har du et handicap eller skal du på ferie sammen med en, hvor der skal tages visse hensyn ift. tilgængelighed, har vi her samlet nogle



Synes godt om fra sinestage og 1.340 andre visitaarhusofficial Letbanen is your friend

In 2017, the first tram set off on a route from Aarhus



A Vegetarian Guide To Aarhus

Hungry for a savoury burger? Fried oyster mushrooms with vegan aioli? Maybe a vegetarian brunch? Or how about a Middle Eastern mezze

We've made you a guide to some of the best plant based food experiences in Aarhus



Miljømærket overnatning

Miljøcertificeringer gør det nemt at vælge en mere klimavenlig overnatning. Green Key certificeringen og Svømmemarket tildeler overnatningssteder, som gør en



Økologiske spisesteder i Aarhusregionen

Det Økologiske Spisemærke gives til spisesteder, hvor en stor del af måden og drikkevarerne er økologiske.



Play button icon

Working on climate across three levels

National –
VisitDenmark

- Published in October 2024
- Tourists' Carbon Footprint in Denmark 2022

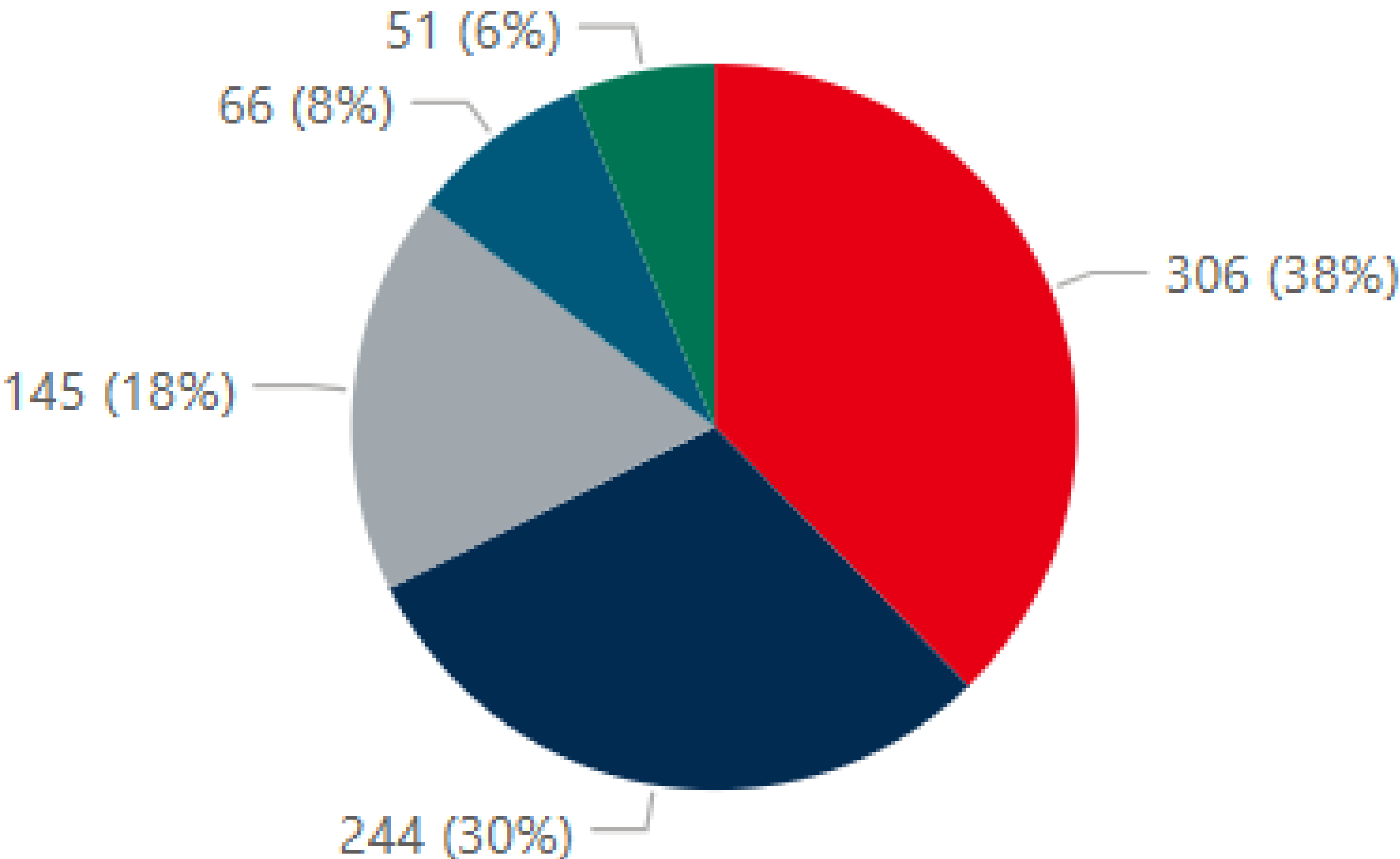
Regional -
DMO

Locally -
tourism
businesses

THE CARBON FOOTPRINT OF TOURISTS IN AARHUS REGION (MILLION TONS OF CO2E)

1.000 tons CO2e og pct.

- Domestic transport
- International transport
- Restaurant visits, food and beverages
- Accomodation
- Other consumables



Working on climate across three levels

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Regional - DMO

- Danish Destinations organizes the DMOs in Denmark
- Danish Destinations are starting facilitating clima actions on DMO level

Locally – business partners

- Previously, we facilitated the development of carbon footprint reports with business tourism companies (e-learning modules, webinars and consultancy)



OUT LOWEST IMPACT CAMPAIGN EVER

Behind the scenes - "So much to enjoy, So close to you"

BUSINESS PARTNERS

400 business partners in VisitAarhus:

- **Accommodation:** Hotels, inns, campsites, hostels
 - **Meetings / Conferences:** venues, conference organizer
 - **Activities:** Boat and bike rental, cultural centers, music venues, marinas
 - **Attractions:** Amusement/theme parks, galleries/art halls
 - **Transportation:** Car rental, ferries, airports, taxi services
 - **Food and Beverages:** Café, restaurant, bars
 - **Events:** Music festivals, City festival, pride
-
- Interested and motivated
 - Can allocate time and resources
 - Ready to get to work!
-
- Leisure tourism
 - Business tourism

