



# SUSTAINABILITY POLICY

THE AARHUS  
REGION SUSTAINABILITY POLICY

# SUSTAINABILITY TOURISM MANAGEMENT

Tourism is a vast and influential sector that affects local cultures and communities as well as the environment. As a destination management organization, we commit to complying with the current best possible sustainable practices throughout our internal and external operations.

The purpose of VisitAarhus' sustainability policy is to rightfully meet the needs of present circumstances in tourism without compromising the ability of future generations to meet their own needs by preserving and protecting the area's ecosystems and natural resources, as well as the local community and culture.

The policy sets the principles for how VisitAarhus ensures long-term sustainability of its operations and by doing so strengthens the long-term relationship with partners, stakeholders, tourists.



# STRATEGIC OUTLOOK

VisitAarhus has with the strategy 'A great place to live is a great place to visit' committed actively to push the green transition of tourism in the Aarhus region and to contribute to a balanced growth aiming for more and better tourism.

Based on the perspective on triple helix we are working to strengthen and develop tourism through three tracks:

**1. Balanced growth** The ambition is to strengthen and secure the tourism industry as the foundation for a balanced economic development in the region. VisitAarhus will work to continue growth in tourism in the Aarhus region in strong and committed collaboration between all relevant stakeholders.

**2. Local pride and community** The ambition is to contribute to local pride among citizens in the Aarhus region. VisitAarhus will work towards enhancing local pride and community by framing and supporting stories about places and creating identity among both local citizens and guests.

**3. Greener tourism** The ambition is to take a joint responsibility for strengthening of the positive contribution of tourism to a sustainable future and to reducing the negative climate footprint. VisitAarhus will work towards more sustainable tourism by strengthening and motivating tourist businesses and guests to make green choices

# ORGANIZATIONAL CODE OF CONDUCT

We want to be transparent about our sustainability efforts, thus underlining that we are not without shortcomings when it comes to sustainability at this present day. Nevertheless, we have the ambition to improve our sustainability efforts through goals, research, cooperation and new prospects.

Our efforts and KPI's on sustainability are focused on three pillars: socio-cultural sustainability, environmental sustainability and economic sustainability.

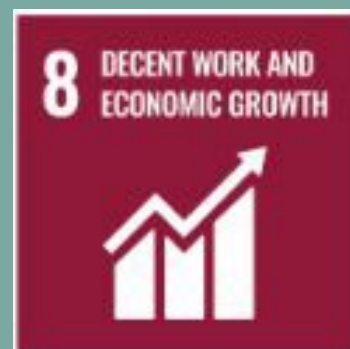
Our specific short- and longterm KPI's are described in our strategy 'A great place' and are yearly monitored and assessed. Results are presented on our website: [www.visitaarhus.dk/corporate/om-os/strategiske-maalsaetninger](http://www.visitaarhus.dk/corporate/om-os/strategiske-maalsaetninger)

Specific initiatives are updated yearly and described in depth in our action plan, also to be found on our website.

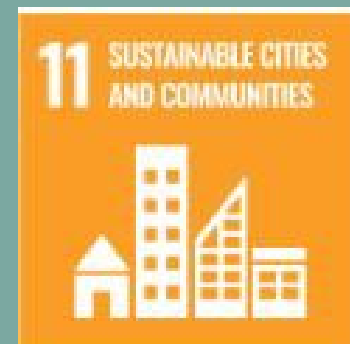
Engagement and involvement of staff as well as business and procurements with partners, stakeholders and suppliers is handled in VisitAarhus 'Green Employee Policy'. As part of that, topics on sustainable development are part of staff meetings on a regular basis with the aim of enhancing cooperation across the organization. All new staff will be introduced and trained to comply with our sustainability practices and VisitAarhus encourages all employees to contribute with ideas as well as to be a representative for including sustainability in conduct and practices in conversation with stakeholders in a broad sense.

# SUSTAINABILITY DEVELOPMENT GOALS

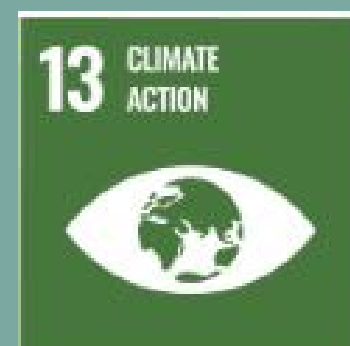
We aim to contribute to the following Sustainability Development Goals and target points through VisitAarhus' organizational code of conduct and approach to sustainable tourism development.



Goal 8: Decent work and economic growth



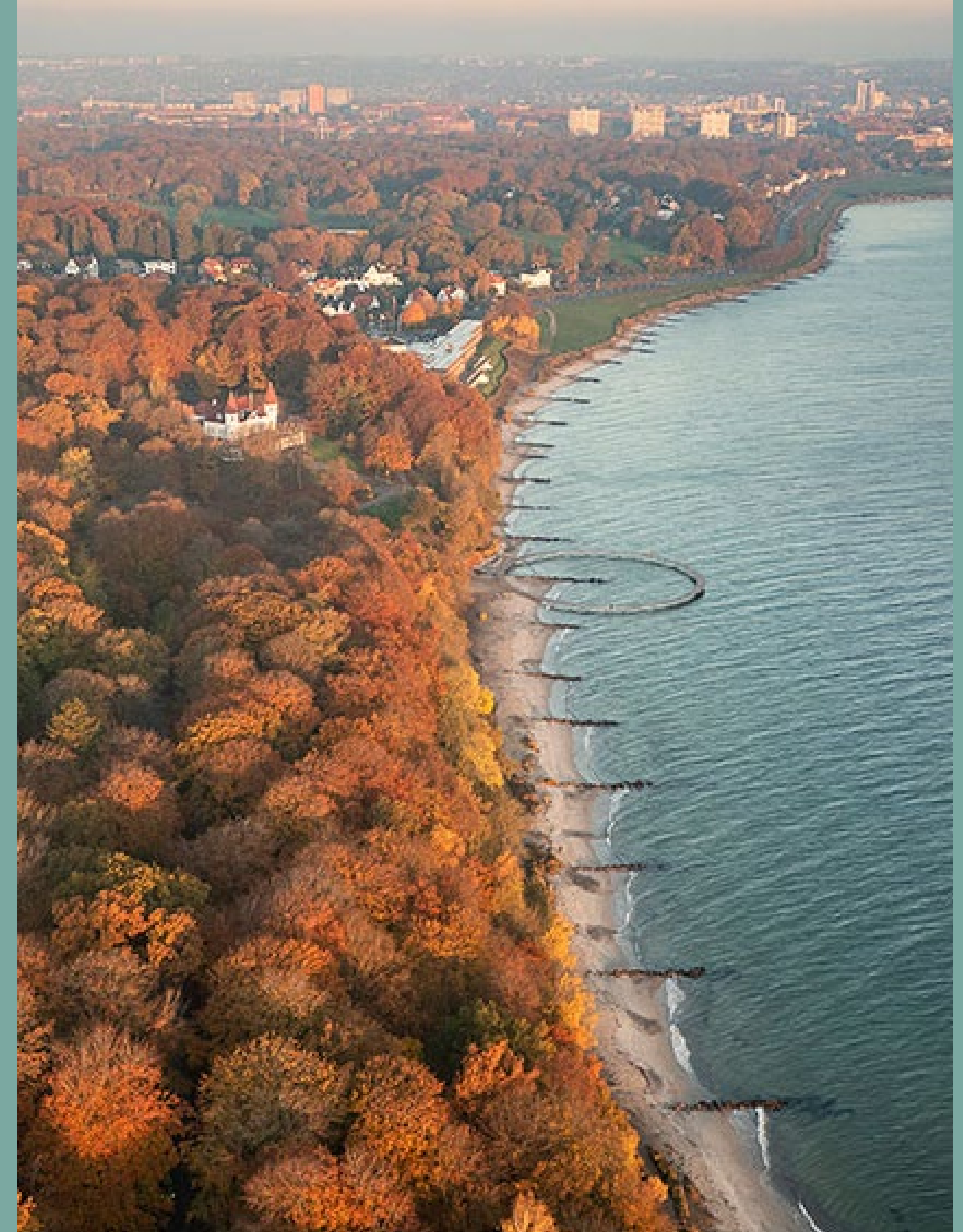
Goal 11: Sustainable cities and communities



Goal 13: Climate action



Goal 17: Partnerships for the goals





# SMALL STEPS TO BIG CHANGES

January 2025

A handwritten signature in blue ink, appearing to read 'Pia Lange Christensen', enclosed in a thin white rectangular border.

Pia Lange Christensen

CEO, VisitAarhus