

# Destination NORD

## Much more than just tourism

Strategy 2021 - 2023



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# Preface

At Destination NORD, our sights are set on much more than just tourism. Together we wish to create a new key asset which, like a beacon, will attract tourists from near and far, creating valuable jobs to the benefit of our cities, towns, villages and rural localities. We will do this by leveraging the strengths that our organisation creates and by placing sustainability front and centre.

We have a perfect profile comprised of three strong business areas within coastal, nature, city and business tourism, year-round tourism and an infrastructure which makes it simple and easy for both Danes and visitors alike to arrive and get around.

The organisation gives us the opportunity to both strengthen what each municipality can do and to extract more from the bigger picture by joining forces and working together. We are already the Gateway to the North, but we also want to attract visitors from the South, East and West.

We are a new destination. That calls for collaboration across the sector, municipal borders, geographies and different themes.

With this strategy in hand, we are ready to begin creating results that we can both see and measure.

## **The board of Destination NORD**

Chairman of the Board Karsten Madsen, Attorney

Deputy Chairman, Finn Rosenqvist, Scandic Aalborg City  
and Scandic Aalborg Øst

Thomas Kastrup-Larsen, Mayor of Aalborg  
Municipality

Birgit Hansen, Mayor of Frederikshavn Municipality

Mikael Klitgaard, Mayor of Brønderslev Municipality

Karsten Nielsen, Mayor of Læsø Municipality

Marianne Bredevang, Scandic the Reef

Gitte Lunde Andreasen, Nygaardsminde Vingård and  
Parkgolf

Finn Taul, Læsø Kur og Helse

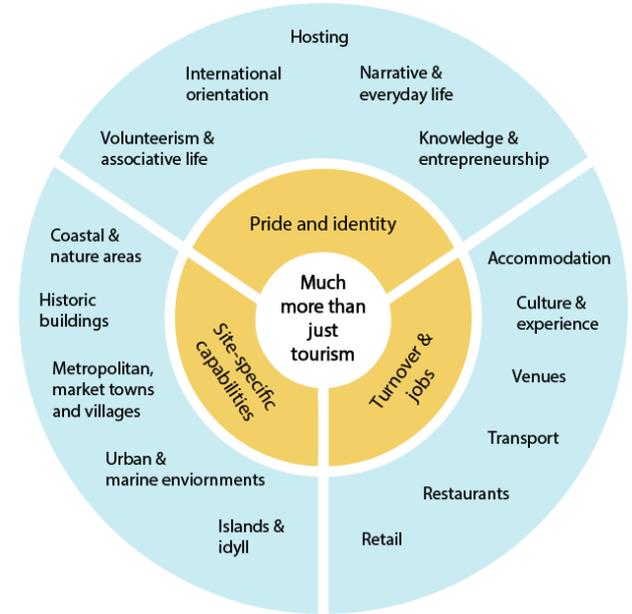
# Introduction and basis of the strategy

**Tourism is much more than just people on holiday or on a business trip. Tourism creates jobs and revenue. Tourism brings input and perspectives from all across the world. And tourism creates development and attractive places where people want to live, study, visit and do business.**

For Destination NORD, tourism and the experience economy are comprised of three parts.

**First of all**, we have **turnover and jobs**. These come about in all those businesses that create or provide the things that tourists consume such as experiences, overnight stays, shopping, transport, dining, etc. Some companies make 100% of their earnings from tourism, while for many others, tourists form part of a wider customer base. The industry is very broad: From large conference centres, holiday home rentals, hotels and shopping centres to museums, amusement parks, festivals and the entire underbrush of small and larger businesses which help to create a solid tourism product all across the destination. In addition, the industry also encompasses those companies which provide the necessary infrastructure – from airports, marinas, ferry and cruise ports to bus and train operators, car hire companies and bicycle/scooter rentals.

**Secondly**, tourism and the experience economy play a role in utilising and strengthening **place-bound capacities**. These are what give a destination its distinctive identity – its special something that cannot be replicated elsewhere. It exists in unique natural environments, historical landscapes, routes and coastline. In villages, towns and larger cities. In lively harbour environments and even in raw, urban spaces. In historic houses, lighthouses, churches, castles and manors.



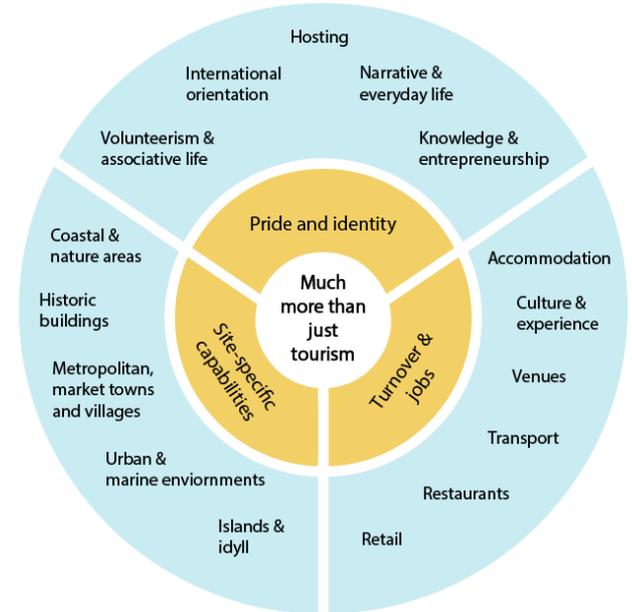
# Introduction and basis of the strategy

**Third of all**, tourism helps to strengthen both local **pride and identity**. This stems from the stories and narratives that we tell our visitors. The insight that outside perspectives bring us. And how all of civil society – from groups and clubs to volunteer organisations, colleges and universities – help to create an exciting and eventful destination.

In other words, tourism is not just about the people who come to visit our destination and who we can measure as overnight stays and the number of jobs created within the classic tourism sector. Tourism helps us to define our place, our cities and our region. It is about creating attractive places that people want to visit, live, study and work in. Tourism is here to stay, and here at Destination NORD we have only just begun. Tourism in the region has stagnated over the last 10 at the same time as it has grown on a national level. The potential for more therefore exists and must be exploited.

We have chosen to call our strategy *Much More Than Just Tourism* because tourism is ultimately about sustainability on many fronts.

Economic sustainability all throughout Denmark, environmental sustainability through the creation of green tourism in harmony with nature, and social sustainability which strengthens identity and pride while creating jobs both in the countryside and in cities.



# How the strategy works

This strategy is a tool to be used by Destination NORD in order to create results for the tourism sector. It is to be implemented in the daily work undertaken at Destination NORD where it will serve as a launch pad for our priorities to ensure that our goals are met.

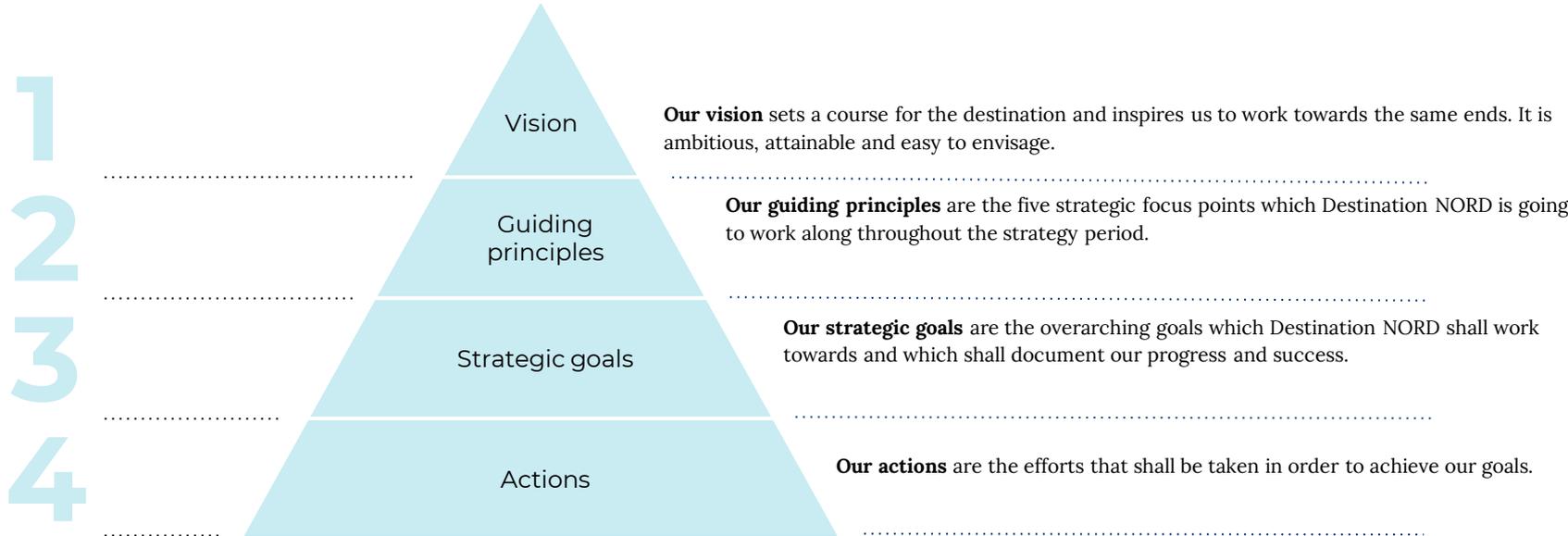
The strategy is anchored by a vision which sets our course towards 2030 and a mission which serves as a foundation. We have also chosen five guiding principles and established objectives for those who operationalise our vision in their daily work.

The strategy is designed to work as a dynamic tool which will be continuously developed and expanded upon in dialogue with the board and stakeholders, paying careful attention to both the challenges and opportunities that arise in the market. Thus the action plan presented at the end of this strategy contains only those efforts which are to be prioritised in 2021 and 2022. We know that we will come up against both opportunities and challenges that will need to be solved, grasped or turned into concrete actions; but our vision, guiding principles and objectives ensure that our course is clear and that our resources will be put to good use.

As a part of the strategy work, a number of core narratives have been developed which capture the unique character and atmosphere of the destination and which shall be used to create a greater sense of community and cohesion.

In addition to this strategy, a separate strategy for communication aimed at stakeholders has also been developed, as well as a plan for marketing of the new destination to the target groups we wish to attract.

# Elements of the strategy



# Our starting point in figures and trends

Tourism generated almost 10,000 jobs in 2018 across Destination NORD:

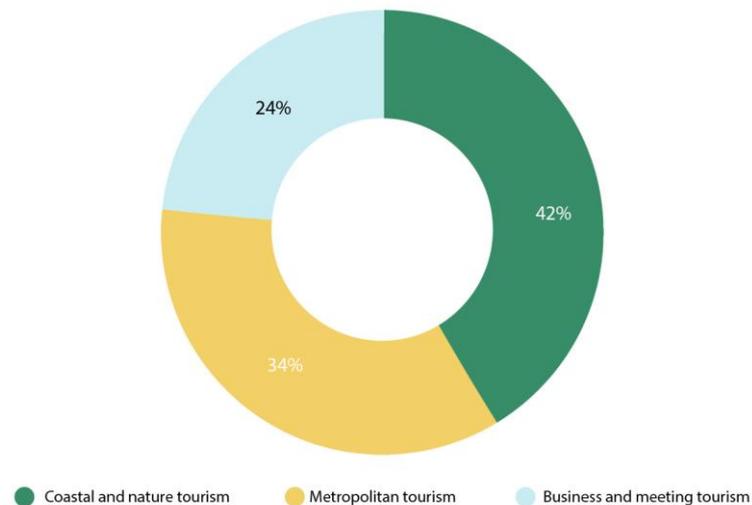
- In Aalborg Municipality, tourism accounted for 4,800 FTEs and approximately 2% of the economy.
- In Frederikshavn Municipality, the figure was approximately 3,800 FTEs and 5% of the economy.
- In Brønderslev, tourism accounted for approximately 600 jobs and 2% of the economy.
- On the island of Læsø, the figures were 370 jobs and a whole 12% of the economy.

Destination NORD is one of the largest destination organisations in Denmark in terms of turnover. This is distributed evenly across the destination's three business areas – coast and nature tourism, city tourism and business tourism – with a total turnover of just less than DKK 7.5 billion. A total of DKK 2.7 million was spent on overnight stays in 2019 spread across hotels, holiday home rentals, campsites, marinas, youth hostels and holiday centres.

With these three strong business areas, we are a robust and year-round destination for various different target groups.

With our range of accommodation and experience offerings, we have the capacity to attract both high-consuming cultural and business tourists as well as the large number of beach tourists who can be inspired to choose us and to experience more while they are here.

**Revenue from tourism by business area, 2018**

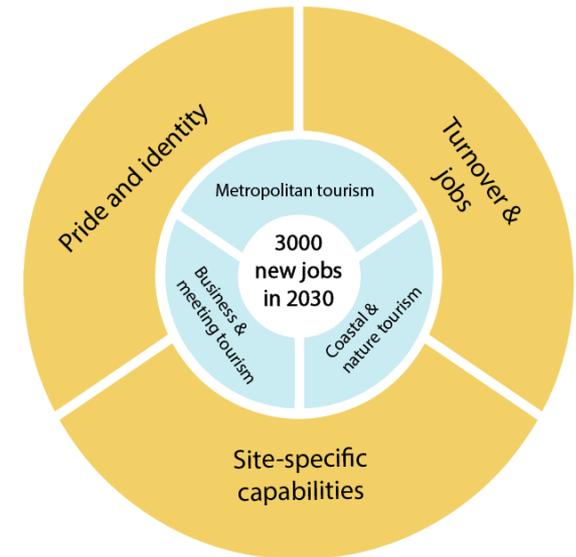


# Our starting point in figures and trends

The trends stand in our favour, and as a destination we have the potential to develop even more strong products. But despite our perfect profile with its three equal business areas, we have not yet unleashed our full potential. While the tourism industry has grown in Denmark over the last ten years, as a destination we have largely stood still in our development. As a destination, the number of overnight stays has only increased by 1.6% which is actually a regression compared to developments in the rest of Denmark.

This is something we can improve upon. With this strategy as our launch pad, we will create sustainable development from our common destination, using both our place-bound capacities and our key assets. We want to create community, pride and new partnerships across the tourism value chain and in innovative partnerships with others. Our aim is to market ourselves on international markets and in Denmark, and to attract a great many more tourists. All in all, something we can see reflected in the statistics. Concretely, we want to create 3000 new jobs by 2030.

## 3000 new jobs by 2030



# Seven central tourism trends

## Seven central tourism trends

We must offer **sustainable tourism**. This is something that tourists want and are willing to pay for – and a trend that has been accelerated by the COVID-19 pandemic.

We must show our true face. Tourists want to get **up close and even come behind the scenes**, where they can see and feel our local character and that which makes us unique.

Experiences which make our visitors **smarter, better and more informed**. The effects of the COVID-19 pandemic will add yet another layer to this trend in the form of greater demand for depth rather than the more superficial tourist consumption of previous years.

**Nature is our new stage**. It provides a backdrop for both commercial and non-commercial experiences. In addition, it generates demand for new products and for balance between protection and enjoyment.

**Food is a launch pad for experiences**. In the form of gastronomy, food products, farm shops, events and eateries both large and small which provide a bridge to local and preferably sustainable foods.

**Business travel can be combined with leisure** under the portmanteau of Bleisure. Sometimes alone but on other occasions with the entire family in tow.

**Digitisation** drives tourism development and must be integrated so that digital opportunities create value for tourists. Both within marketing and planning, as well as the experiences themselves and in the running of tourism companies.

# A core and common narrative for Destination NORD

At Destination NORD, difference is a strength. Heading north, the skies open wide and possibilities abound. Northeastern Denmark offers city, beach and nature holidays as well as a wealth of great experiences in and around places such as Frederikshavn, Brønderslev, Læsø and Aalborg.

The sun rises in the eastern land of the light and spreads its magic rays over the town of Skagen, while frothing waves from the two seas meet at Denmark's northernmost point, Grenen. In the Kattegat Strait, Læsø beckons visitors to its island paradise while the towns of Skagen, Ålbæk, Frederikshavn, Sæby, Voerså, Asaa, Hou and Hals line up along the coast like pearls on a string. Fresh fish, magnificent dune plantations and charming marinas abound along the gentle coastline with its inviting waters and formidable beaches. In Brønderslev, the largest rhododendron park in Europe blooms side by side with wild nature and stately castles. Each year, two thousand people gather at Hjallerup Market to try and bag a bargain or two. In the smallscale city of Aalborg, remnants from an industrial past meet a youthful pulse and the science of tomorrow. The city plays host to a wide array of international congresses, meetings and culture/sport events. Cruise ship guests set their sights of the town which welcomes them with a picturesque view on their entry along the Limfjord. Classical art fills the museums while street arts adorn its concrete surfaces and the city simply exudes music, architecture, gastronomy and innovation from every pore. None of it out of reach. All within no more than a few kilometres.

The North Jutland pantry abounds with fresh fish, innovative street food and luxurious gourmet cuisine. With super short distances from farm to table and from sea to stomach. Nature is all around, inviting you to step out and breathe in. With no ticking clock or boxes to tick off. Feel how the dune plantations, the Jutlandic Kame, trails like the Ancient Road, the magnificent Limfjord, the cycle routes and the rushing sea change form and move all throughout the year. There is no shortage of ways to explore nature not just on foot, but on wheels, on horseback and on the water. Welcome to Northeastern Denmark – a place like no other with room for all and something to satisfy every taste.

# Our vision and mission

The Destination NORD of the future builds upon a common profile with international clout, taking our key experiential assets, unique narratives and sustainable development as the fulcrum for everything that we do.

Destination NORD is a new organisation which both encompasses a unified geography and a great potential to create new products, collaborations and narratives which interconnect with the biggest megatrends and respond to the growing demand for authentic experiences that nourish both body and soul.

Destination NORD has been created as a new, cross-municipality destination organisation with a mandate to take on several different tasks. Some of these tasks were previously addressed by the local municipalities or a visit organisation while others are new and shall seek to ensure that the destination evolves to the benefit of tourists, citizens and other stakeholders alike.

## **Vision**

### **Much more than just tourism**

We create sustainable destination development and more attractive towns and cities that people want to visit and live in.

We stand out internationally and we give a warm welcome to every guest – whether they are visiting on business or on their holidays.

We create the highest growth rates in Denmark.

## **Mission**

### **A new destination geography that strengthens us all**

Our mission is to develop a new destination geography which both tells a common story and strengthens the areas that make us unique. And we do this from the basis of our key assets, our narratives and our strong capacity to act. We generate business within coastal and nature tourism, city tourism and business tourism. We do this through strong partnerships with the sector, common branding and the development of new narratives, innovative marketing and the generation and sharing of knowledge and data.

# Together we create a strong destination

Together with all those who develop and provide the destination's tourism product, we push and seek to unfold our full potential. We establish a new, attractive geography, create new jobs and business opportunities and we remind one another of our common ambition to make Destination NORD into a frontrunner within the future of sustainable destination development.

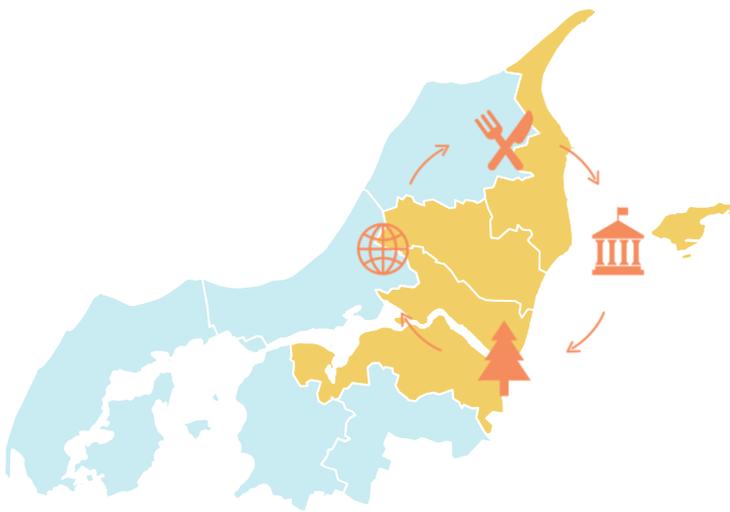
Destination NORD gathers, coordinates and develops tourism efforts across the municipalities of Aalborg, Frederikshavn, Læsø and Brønderslev. Together, the four municipalities are paving the way for new, strong business potentials where difference is a strength. Destination NORD mobilises collaboration, knowledge development and experience throughout the entire region, formulates sharp stories that bind us together and generates growth through destination development and marketing. Destination NORD sets a common course and works efficiently and professionally to realise the joint potentials within coast and nature tourism, city tourism and business tourism, as well as the intersections which lie between.

Geographically, Destination NORD encompasses four strengths with international potential. We call them our star destinations: *The Small-Scale City of Aalborg*, *Unique Skagen*, *Exceptional Læsø* and *The Kattegat Coast*.



# Themes that bind together

In Destination NORD, we are both bound together by our geography and the themes that make us stand out on the map. These themes encompass our cultural, natural and experiential assets and the things we do exceptionally well. In particular, we view four themes as being natural centre points for our collaboration, namely art, culture and history; the unique natural landscapes of North Jutland; our focus on sustainability and food as a launch pad for experiences. On the following pages we present the four core narratives that bring together both our geographic and thematic hallmarks.



## Art, culture and history

We deploy art, culture and history as key themes. With our state-of-the-art museums, gorgeous castles and manor houses, historic towns and other attractions in focus, we develop and market experiences in an international league.



## Tourism in nature

Our unique and magnificent natural environments and coastlines make the perfect setting for outdoor tourism and classic beach holidays. We make full use of the strengths we have around the Ancient Road, the Jutlandic Kame and the Vildmosen Bog, connecting coast to land. We make it possible for visitors to get around the destination either by public transport, foot, car, bicycle or even horseback.



## A sustainable destination

Sustainability and green solutions are a very special strength. Our specialisation in this area is reflected both in businesses and innovation centres, particular in Aalborg and Frederikshavn. Launching off from our knowledge on sustainability, we strengthen business tourism and the green transition in tourism companies.

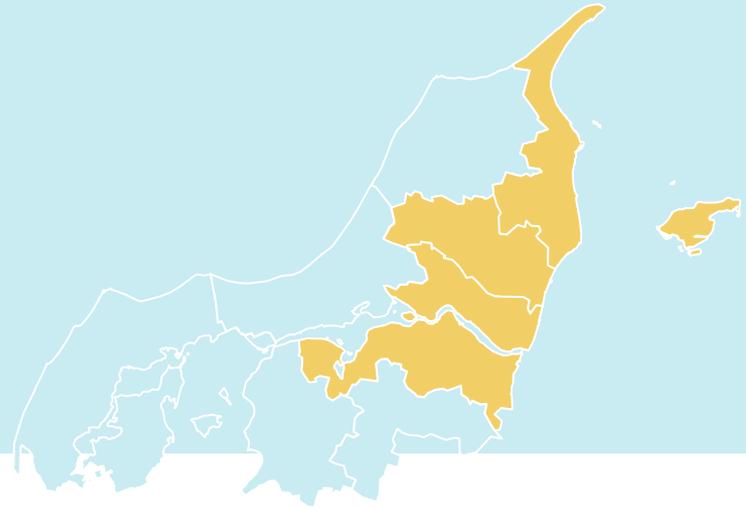


## Food as a launch pad for experiences

With a firm footing in local gastronomy, producers, farm shops, restaurants and food events, we create fantastic food experiences and gastrotourism.

# Core narratives

One destination  
Four core narratives



# The Small-Scale City of Aalborg

The small-scale city of Aalborg is the capital of North Jutland and the gateway to the region. The city is well connected to the rest of Denmark and to the wider world and welcomes holidaymakers and business travellers alike by water, land and the air. Distances are short and nothing is out of reach. From urban culture to natural beauty.

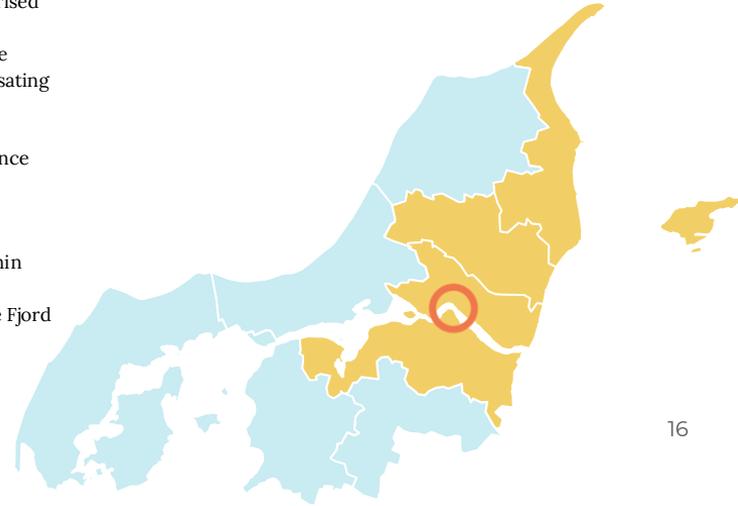
The past meets the future in a blend of new and traditional architectural styles. Factory buildings from the city's industrial past are clad in colourful street art and the old Nordkraft building has been reborn as a centre of culture. Out from the days of coal, steel and billowing chimneys, the city has emerged as a global centre for innovation, where creativity sprouts and spreads and knowledge is shared all around. Young people from all over the world flock to Aalborg to study, learn, and come up with wild ideas to grow; many even lay down roots and decide to make Aalborg their home. Others sail in on cruise ships, met by the gorgeous contours of the city as they sail in along the Limfjord Channel. Ahead lies an award-winning waterfront characterised by iconic architecture, harbour baths and a quaint yet urban atmosphere right by the water's edge.

The taste of Aalborg is the taste of both street food and gourmet cuisine worthy of Michelin stars. Stroll through the centre along the streets of Bispensgade, Algade and Nørregade and shop in specialty boutiques or department stores. Feel the pulsating nightlife on buzzing Jomfru Ane Gade, enjoy a beer at one of the traditional guest houses and get swept up in colourful celebrations at a festival or carnival event.

The town's rich cultural life has been garnering international recognition in recent years and it is no surprise why. Experience the work of Alvar Aalto at the Kunsten Museum of Modern Art, architecture and art at the Utzon Centre, exotic animals at Aalborg Zoo and professional sport across the city.

Visit the musical heart of North Zealand at the House of Music and soak up its incredible view over the Limfjord. And be sure to visit the Aalborg Congress and Cultural Centre which is the city's home for sustainable events within music and theatre as well as trade fairs, meetings and congresses.

Nature is just a stone's throw away. Take a trip to the little island paradise of Egholm, the market town of Nibe or to Vestre Fjord Park. Experience nature from a canoe, kayak, paddleboard or simply hop right in and swim your way through the water. Aalborg has something to offer for every taste and stands ready and waiting to wish you a very warm welcome!



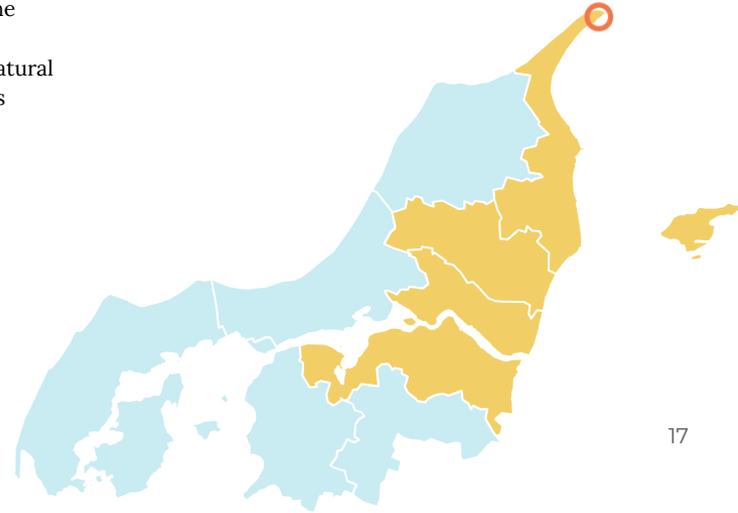
# Unique Skagen

Skagen is the land of light, sculpted by the wildness of nature. That special, golden light glimmers and reflects on the white sand and glistens in the two seas of Denmark's northernmost point, Grenen, where the crashing waves of Skagerrak and Kattegat collide.

That beautiful light, the white beaches, the historic seaside hotels and the fishing village with its characteristic yellow houses have been attracting visitors from far and wide ever since the 19th century. People come here both to see and to be seen. Skagen is home to inspiring and renowned museums housing art by the world-famous Skagen painters Krøyer and Ancher, as well as a vibrant ambience and top-class restaurants.

The harbour serves up crispy fish cakes, fried plaice, classic open sandwiches and seafood rolls to the sound of live music. The fish is fresher than fresh. Skagen prawns are caught in the Skagerrak Strait and cooked on the boats before they even come ashore.

Meanwhile, close to iconic Skagen, lies the largest migrating dune in Denmark, the Råbjerg Mile. A unique natural phenomenon where you can well and truly feel the sand between your toes. The sand whips in the air at this spectacular desert landscape where your imagination too will be free to soar.

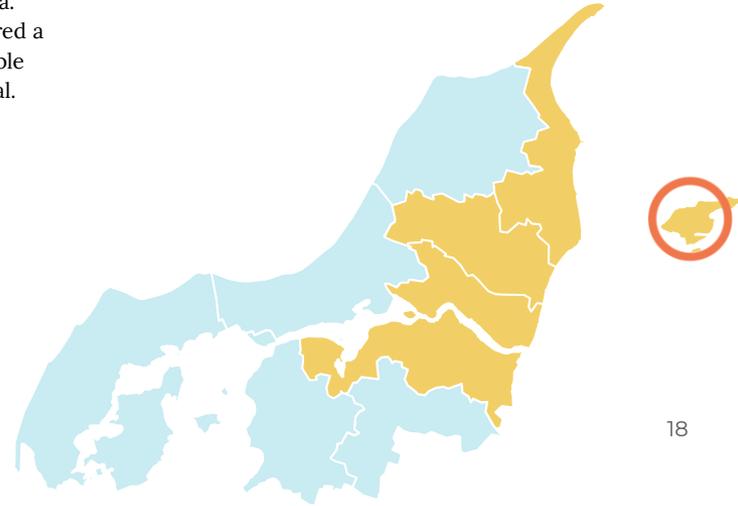


# Exceptional Læsø

The sun shines on the island of Læsø more than it does anywhere else in the country. Feel its rays on your skin, bring down your pulse and enjoy the sheer serenity and calmness. The island is home to expansive forests, landscapes boasting heaths and heather, marshes and child-friendly beaches.

Enjoy the unique natural surroundings on a bike ride along one of the island's many cycle routes or experience Læsø from the water on a kayak, kitesurf board or paddleboard. The sea provides Læsø residents and visitors alike with a rich bounty of gastronomic treasures. Fishermen pull up lobsters every morning to be served up at the harbour that very afternoon.

Læsø is the taste and smell of salt and seaweed. Salt seething based on Medieval principles creates salt of unparalleled quality which you'll be able to both taste on your plate and feel on your body at the wellness spa. The salt makes both the air and life taste better. Seaweed thrives in the clean and salty waters. It is considered a superfood and used both to fertilise the sandy soils and to create characteristic seaweed roofs. The hospitable residents of Læsø host many different festivals, from Seaweed Homes' Day to the Norwegian Lobster Festival. Læsø is simply buzzing with life all year round.



# The Kattegat Coast

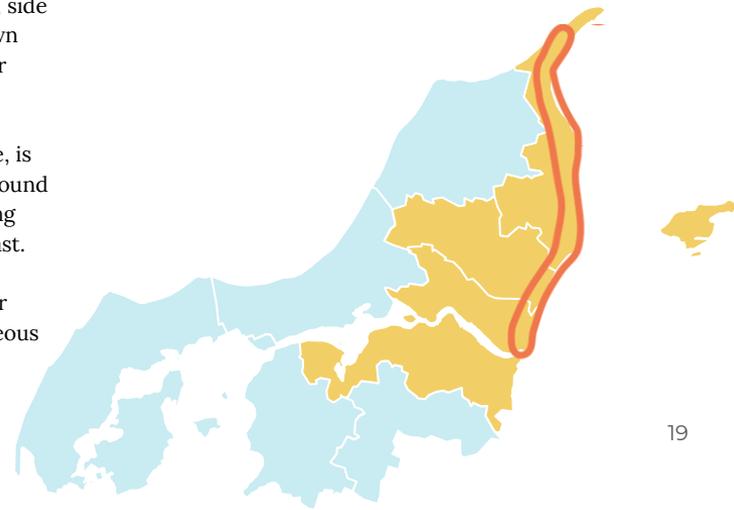
The Kattegat Coast is a mild coast with friendly waters. It is here that the Limfjord cuts into the land and where calm seas stand in stark contrast to the wild North Sea to the west.

Out here in the east, the water is calmer and the wind less harsh. The fresh sea air, the vast open spaces and the foamy waves bring an aura of tranquility to the place. The entire coastline is brimming with charm and home to a string of quaint ports and seaside towns.

Golden sunlight shines down over Skagen, while the island of Læsø stands proud in the Kattegat Strait with its seaweed homes and saltworks. In the town of Ålbæk, fishermen display their catch at the charming harbour, side by side with sun worshippers and water babies who are out enjoying the kilometre-long beach. Frederikshavn dates back to the days of nobleman Peter Tordenskjold and even boasts real palm trees on its beach. Further south lie the quaint marinas of Sæby, Voerså, Asaa, Hou and Hals.

The Kattegat Coast offers no shortage of experiences in nature. Denmark's largest raised bog, Lille Vildmose, is home to red deer, moose, wild boar, cranes, golden eagles and white-tailed eagles. In the hilly landscape around the Jutlandic Kame, hiking and bicycle trails run across the highest point in North Jutland with a breathtaking view over the Ice Age landscape, while the Baltic Sea Cycle Route snakes its way all along the entire east coast.

Ride the waves and feel yourself transported by the power of the sea atop a surfboard, a pair of water skis or with the help of a kite. And if that isn't enough to take your breath away, then how about the sight of a gorgeous sunrise in the east. Here, the sun comes up and spreads gold through the sky.



# Five guiding principles

We work according to five strategic guiding principles which, together with clear objectives, set the course for our strategic work.

## Guiding principles

### **#1 We generate business**

We generate business for the sector and attract more visitors through effective and innovative marketing; we generate innovation, greater revenues and more jobs all across the destination.

### **#2 We hold our hand out to others**

We create new meeting places and partnerships. We extend relationships, lead the way and challenge our sector through collaboration around destination development. The sector's success is our success.

### **#3 We use and share knowledge and data**

We always act on the basis of data and we share knowledge and tools.

### **#4 We offer world-class hospitality**

We put our guests at the centre of both our physical and digital interactions with tourists.

### **#5 We communicate and engage**

We communicate and engage the sector, our owners and other stakeholders. We communicate our success.

# Strategic objectives

<b>Guiding principle #1</b> <b>We generate business</b>	<b>Guiding principle #2</b> <b>We hold our hand out to others</b>	<b>Guiding principle #3</b> <b>We use data and we share knowledge and data</b>	<b>Guiding principle #4</b> <b>We offer world-class hospitality</b>	<b>Guiding principle #5</b> <b>We communicate and engage</b>
<p>We aim to create growth that can be measured in terms of turnover, jobs and occupancy rates and which is linked to both recreational and business tourism</p> <p>We market ourselves internationally and we use our green profile to create sustainable growth.</p> <p>We want to raise our value as an international attraction by developing new assets and by strengthening those we already have</p> <p>We want to play a role in generating innovation and new business models within tourism</p>	<p>We take the lead and help companies to innovate and to strengthen their businesses with a focus on sustainability, green solutions and digitisation</p> <p>We constantly strike new partnerships – both within and outside of the tourism industry – and we create valuable relationships</p> <p>We aim to attract project funds and participate in development projects</p> <p>We create valuable relationships, initiatives and collaborations between actors all across the destination, industries, and companies both large and small</p> <p>We want to be close to our sector and to know first-hand their business models and challenges</p>	<p>We want to be trustworthy, innovative and a knowledge resource that our sector can turn to</p> <p>We create, collect and share relevant and valid data</p> <p>We make visible the results of a data-based approach both within the destination, nationally and internationally and thereby strengthen our brand</p> <p>We strive to achieve a higher rating on the Global Destination Sustainability Index by working strategically with sustainability</p>	<p>We will make our guests want to recommend the destination to others and to come back themselves</p> <p>We will increase satisfaction among our guests</p> <p>We will make ourselves accessible to our guests – both online and in the real world</p> <p>We will make the sector into ambassadors for one another and make hospitality a part of our shared DNA</p>	<p>We always maintain close contact with our sector and stakeholders and work to shorten the distances between businesses and politicians</p> <p>We engage the sector to market a unified destination</p> <p>We are clear on and loyal to our new geography and our core narratives</p>

# Action plan 2021–2022

<b>Guiding principle #1</b> <b>We generate business</b>	<b>Guiding principle #2</b> <b>We hold our hand out to others</b>	<b>Guiding principle #3</b> <b>We use data and we share knowledge and data</b>	<b>Guiding principle #4</b> <b>We offer world-class hospitality</b>	<b>Guiding principle #5</b> <b>We communicate and engage</b>
<p>We market ourselves internationally through innovative approaches and strong collaborations</p> <p>We map out and analyse our key assets, attractions and business opportunities in order to identify new potentials for development and to attract investors</p> <p>Kickstart projects: Business tourism, cultural tourism and innovation (in progress)</p> <p>Development of new, sustainable business models post-COVID: e.g. the project "Instant Green Tourism"</p>	<p>We activate the sector through regular meetings around the development of new business areas and concrete actions</p> <p>We develop a format for network meetings whereby businesses can meet, draw inspiration and collaborate</p> <p>We create an innovative environment for students and companies in our premises</p> <p>Destination development projects: "Growth through knowledge and experiences" (in progress) and "Sustainable destination development through international strength positions" (application submitted)</p>	<p>We establish a "Destination NORD Monitor" which both measures our strategic efforts and provides businesses with access to knowledge on customers and the market.</p> <p>We establish a cross-cutting development team which collects knowledge, trends and data aimed at businesses</p> <p>We undertake to integrate sustainability into all of our projects and strategies for development of the destination and businesses</p> <p>We strengthen our efforts on sustainable development with the ambition of attaining a higher rating on the GDS Index</p> <p>We offer competency development to our sector within relevant areas</p>	<p>We further develop and implement our concept for digital and physical guest services in order to make ourselves accessible to our guests</p> <p>We offer product knowledge trips across the destination so that actors can learn from each other and become better acquainted</p> <p>We ensure better mobility to ensure our guests experience hospitality in the form of good transport links to get from A to B</p> <p>We stress the opportunities and potential of a loyalty programme with membership benefits</p>	<p>We organise an annual tourism conference (from 2022) with international speakers and a great deal of reflection and networking</p> <p>The Action Plan is expanded on the basis of the communication strategy and aimed at stakeholders</p>

## Strategy developed by Destination NORD and Seismonaut

The strategy is based on knowledge and an involving process created through interviews, workshops, webinars and meetings with stakeholders, the board and Destination NORD.

Before this strategy found its form, we conducted:

- Interviews with the board of Destination NORD, businesses and strategic partners
- Webinars with a broad flank of the business community at which analyses and proposals for a destination profile and strengths were discussed and qualified
- Workshops with key employees in the four municipalities to ensure synergy between municipal initiatives and priorities
- Workshops with the management and employees of Destination NORD.

Thank you very much to everyone who contributed ideas, knowledge and other input.

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