

TOURISM PRESSURE

INCENTIVIZING TOURISTS TO MAKE GOOD CHOICES



PROBLEM

Seventy percent of travelers say they want to leave destinations better than they found them. Yet visitors do not always have clear opportunities to act on that intention. At the same time, many destinations face growing environmental and social pressures from tourism.

53+ countries confronting tourism strain on cities and residents



SOLUTION

This idea rewards travelers for positive actions that benefit local communities. Participants take actions such as cycling, joining a community clean-up, choosing a plant-based meal, or attending a cultural event, and receive rewards, like free tickets to events or discounted meals, in return. Originally launched as [CopenPay](#) in Copenhagen, the model is now being scaled globally as DestinationPay—enabling cities worldwide to adopt their own version.

IMPACT

Results from Copenhagen include:

30,000+

participants over two years

59%

increase in bike rentals among tourists in 2025



7 in 10

travelers report being inspired to change habits

Thousands of kilograms of trash collected by tourists

CHALLENGES THIS IDEA CAN HELP YOU NAVIGATE

- Visitor behavior that conflicts with the city's goals, for example climate or environmental goals
- Overtourism concentrated in particular neighborhoods, attractions, or seasons
- Growing tension between residents and visitors

ADOPT THIS IDEA: 3 KEY STEPS

Start by identifying the tourism challenge your city wants to address.



Build your partner ecosystem

1

Bring together local organizations (attractions, restaurants, transport providers, NGOs, community groups) to participate in the program and contribute rewards.



Design your action-reward activities

2

Define the positive actions visitors can take in your city and pair each with a meaningful reward.



Launch and communicate

3

Clearly explain how the program works, how people can participate, and how their actions benefit the city and its communities.

