

SUSTAINABILITY CONCEPT OF HAMBURG TOURISMUS GMBH

POSITIONING: "GOOD STANDARD, AMBITIOUS ASPIRATIONS, SELECTIVE TOP PERFORMANCE"
WE WORK IN 4 FIELDS OF ACTIVITY:



ORGANIZING SUSTAINABILITY

We create a framework for sustainability in the Hamburg as a leisure and MICE destination.

- 1) Classification in the local, national and international context
- 2) Support of the process to increase the level of sustainability in the destination Hamburg
- 3) Ensuring the flow of information between and networking of the players within the industry and with representatives from outside the industry
- 4) Providing impetus to administration, politics and other industries



PROMOTING SUSTAINABILITY

We strengthen tourism stakeholders in Hamburg in their ability to act in the area of sustainability. As far as possible, every service provider is offered to qualify regardless of their level of knowledge.

We develop cooperations, new business models and other measures together with service providers. The aim is to support the service providers in achieving their business success.



SHOWING SUSTAINABILITY

We communicate sustainable content & offers to all target groups, from sustainable travelers to the not yet sensitized guest. Our communication focuses on the mainstream, for whom sustainability is not a decision criterion. We transport sustainable content via appealing experiences in the spirit of customer centricity. The aim is to make the stay of as many people as possible more sustainable.

- 1) Our target groups are
 - Users (overnight guests, day visitors, residents, business travelers)
 - Intermediaries (event planners, tour operators, media representatives)
 - Service providers (providers & stakeholders in the city)
- 2) Our contents are activities and offers along the customer journey.
- 3) We use all existing marketing channels in the leisure and MICE segment and communicate sustainability as a cross-cutting theme.



SECURING SUSTAINABILITY

We monitor the current status of the destination and sustainability developments on the basis of market research, certificates, indices, benchmarking, studies, legal frameworks and analyses.

On this basis, we initiate measures to increase the sustainability level of the destination and organisation.

As part of the Hamburg tourism family, we lead by example and empower all HHT employees to act more sustainably in their areas of responsibility ('Leading by example')

OUR EXTERNAL FRAMEWORKS INCLUDE:



Sub-goals: 2.4, 4.7, 5.1, 6.4, 6.6, 7.2, 7.3, 8.9, 9.1, 11.2, 11.3, 11.6, 11.7, 11.a, 12.3, 12.5, 12.6, 12.7, 12.b, 13.3, 14.1, 15.5, 16.5, 17.17

