

Copenhagen to reward tourists who behave

A new fee for day trippers to Venice, Italy. A looming ban on vacation rentals in Barcelona, Spain. Restrictions on sale of alcohol in Mallorca, Spain. At a time when overwhelmed European cities are slapping tourists with restrictions, Copenhagen, Denmark, is trying a different approach: rewarding visitors who act responsibly.

Beginning Monday, tourists who demonstrate climate-friendly travel behaviour by participating in the city's green initiatives — including cycling, train travel and cleanup efforts — will be granted access to museum tours, kayak rentals, free meals and more.

"We must turn tourism from being an environmental burden into a force for positive change," said Mikkel Aaro-Hansen, CEO of Wonderful Copenhagen, the tourism organisation for the Ca-



Tourists who demonstrate climate-friendly travel behaviour like cycling, train travel and cleanup efforts will be given free access to museum tours and art workshops, and get complimentary meals

pital Region of Denmark. An important step, he said, "is to change how we move around, what we consume, and how we interact with the locals."

Those who arrive by bike or train at CopenHill, an artificial ski slope, will be able to go down the rooftop hill for free. Other sites will allow visitors to volunteer in cleanup efforts.

The National Gallery of Denmark will hold workshops to turn plastic waste into pieces of art, while the Copenhagen Surf School will offer a free lunch to surfers who take part in 30 mins of beach cleaning after their surf course. More than 20 attractions will be participating in the pilot programme over the summer. NYT