Strategy 1

Encourage people to spread within the city and beyond

Increase

of the city

Implement capacity and attractions in events in improve time less visited less-visited spent at places areas attractions Combine Don't make centre and outer areas surroundings look like they unlimited under the are not part

local travel

Thoughts, ideas, limitations, examples...

same identity

Strategy 2

Base the dispersal of visitor on timing

Support visits during off-peak periods

Promote dynamic pricing

Increase the amount of

slots for most-visited attractions

Use technology to stimulate time-based dispersal

Thoughts, ideas, limitations, examples...

Strategy 3

Implement new visitor itineraries and attractions

itineraries around the city and at the city

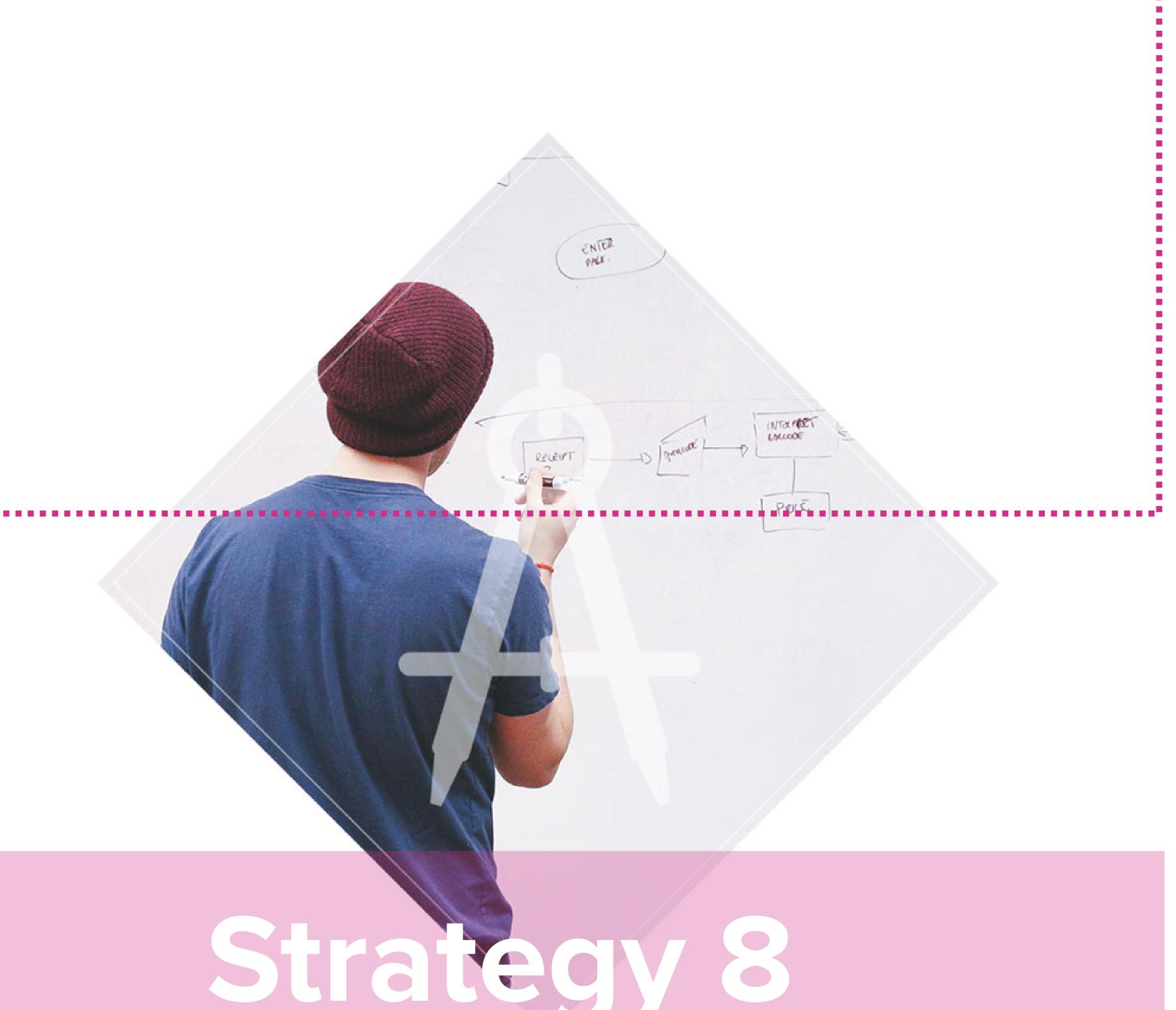
Combine discounts tor new attractions Produce city guides and books highlighting treasures

Create unique experiences for niche visitors

Boost guided tours in less-visited parts of the

Develop VR apps to famous sites

Thoughts, ideas, limitations, examples...



Ensure local communities benefit from tourism

neighbourhoods

through tourism

Engage Promote tourism Create locals in positive impact, decent job development increasing opportunities awareness and of new in tourism knowledge products Analyse Set a strategy supply-demand Implement that could boost infrastructure impoverished promote the

and services

Thoughts, ideas, limitations, examples...

integration of

locals in the

tourism value chain

Create experiences that involve residents and visitors

Integrate Develop the city Promote the to fit with the visitor engagement of residents' needs facilities both tourists first, as tourist are and residents within local only temporary in experiences residents festivities Promote art Extend Involve local and culture opening initiatives to times at provide fresh ambassadors attractions perspectives

Thoughts, ideas, limitations, examples...

Improve city infrastructure

Make major Create a Improve city-wide routes cultural plan for suitable for infrastructure traffic tourism Set up Implement Improve facilities for directional visitors transport for during peak visitors notices Create Adequate Create sate walking public cycling facilities routes routes

Strategy 4

Review and adapt regulation around the city

Review Review Review regulation for opening traffic group of visitors times of at busiest regulation attractions attractions Place Implement Implement drop-off the use of pedestrian-o zones for outer parking nly zones coaches facilities strategically Define the Review carrying regulation and regulation and capacity of the taxation on new taxation on platform tourism city and detect accommodation

regulation on access to certain areas

critical areas

Set up local

discussion

platforms for

residents

Strategy 9

Communicate with and engage local stakeholders

Set up a functioning management

services

Organise professional development programmes

for partners Encourage locals to share

Communicate with residents about their

Monitor the

situation

amongst

stakeholders

regularly

Unite disjointed communities

content

Strategy 5

Enhance visitors' segmentation

Match specific target segments with specific areas, contexts and objectives

Target repeat-visit ors specifically Recommend against visitation to certain segments

Thoughts, ideas, limitations, examples...

Communicate and engage with visitors

Create awareness of tourism impact

Educate visitors on local values, traditions and regulations

Provide adequate info restrictions, facilities, fees,

Strategy 11

Set monitoring and response measure

Monitor key

Advance the

Create