# Destination Challenge - IDEATION ON THE OVERCROWDING ISSUE

**What is your definition of overcrowding?**

**Have you ever experienced overcrowding? What would you change to improve your experience as a tourist?**

## Common challenges

- Alienated local residents
- Degraded tourist experience
- Overloaded infrastructure
- Damage to nature
- Threats to culture and heritage
- Missed opportunities

## Open ideation, creative ideas, concepts and solutions go here...

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