

Member Benefits	Sponsor	Destination	Organization	Individual
Marketing Opportunities				
Logo featured on GSTC website homepage	✓			
Logo featured in GSTC Newsletters	✓			
Logo streaming on GSTC website	✓	✓	✓	
Logo and description featured on GSTC Members Page	✓	✓	✓	
Name listed in GSTC Newsletter once per year	✓	✓	✓	
Invitation to showcase your destination or organization at the GSTC Annual Meeting and Regional Meetings	✓	✓		
Guaranteed story in one monthly newsletter and social media	✓	✓		
Opportunities to submit materials for media awareness and marketing for organizations that are in compliance with GSTC Criteria- monthly newsletter and social media	✓	✓	✓	
GSTC Program Discounts				
Reduced fees for applying to the GSTC Recognized, Approved, Accredited Programs	✓	✓	✓	
Reduced fee for GSTC Destination Program Assessment	✓	✓		
Empowerment thru Participation				
Members have the opportunity, through the GSTC Working Groups, to be involved in key decision making processes that will shape the work of the GSTC program and the sustainable tourism sector.	✓	✓	✓	✓
Opportunity to apply to the GSTC Country Representatives Program	✓	✓	✓	✓
Opportunity to apply to be a GSTC Trainer for the GSTC Sustainability Training Program	✓	✓	✓	✓
Quality Networking and Exposure Opportunities with a leading community of sustainable tourism professionals and stakeholders				
Invitations to attend customized council meetings that bring common stakeholders together to meet, exchange ideas and build the future of sustainability.	✓	✓	✓	✓
Accessing a member online platform for exchange of information and business opportunities	✓	✓	✓	✓
Establish relationships with other GSTC members that are involved in the sustainable tourism industry distributing (travel agencies, tourism boards, associations, etc.)	✓	✓	✓	✓
Tools and Educational Resources				
Procedures and tools for implementing or applying GSTC criteria	✓	✓	✓	✓
A digital library of information on sustainable tourism	✓	✓	✓	✓
General educational material based on the GSTC criteria to support tourism businesses seeking to become more sustainable, seeking to apply the GSTC criteria or looking for certification	✓	✓	✓	✓
Educational material on accreditation to support certification programs in the process of achieving accreditation from GSTC	✓	✓	✓	✓