GSTC CONFERENCE 2025
REQUEST FOR PROPOSAL

About the GSTC Conference

As a leader in the global effort to make travel and tourism more sustainable, GSTC operates conferences that address the most critical issues of the day in sustainable tourism with global thought-leaders.

The conference seeks to synthesize best practices from the public and private sectors and drawing from academic research and the practical experiences of experts in tourism development and promotion, as well as putting SDG#17 on partnerships directly into practice by developing and strengthening partnerships and collaboration.

GSTC seeks sponsors to host a GSTC-branded conference.

Selection by GSTC of the conference host will be determined based on these factors:

1. The primary sponsor organization is already a GSTC member at the time of the submission of their proposal to host (note: submissions shall not be considered until the applicant becomes a GSTC member); with preference given to submissions of longer-time GSTC members and actively engaged with GSTC programs.

2. The host destination that can best meet or exceed the requirements indicated in this RFP based on:
    - a) A written letter of intent.
    - b) A clear statement of commitment to providing all the specific requirements indicated in the RFP, and preferably with specific indication of funding for the listed elements plus the reason/rationale for not providing any of the specific elements.

3. The host destination provides a written commitment to operating the conference in a highly sustainable manner.

Note: GSTC cannot estimate the cost of hosting because the costs of required components are based on local conditions and locally shared sponsorship support.

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About the GSTC Conference

4. The host destination is applying the GSTC framework to a certain extent or is applying sustainability policies in its tourism sector.

5. GSTC's need to balance the geographic locations and timing of its conferences in order to provide global coverage and access.

6. Preference is given to early hosting submissions.

7. The host commits to attendance at the prior-year(s) GSTC global conference by at least one senior official.

> Upon acceptance, the sponsoring host and GSTC will execute a legally binding Conference Agreement (contract) specifying obligations of the two Parties.

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Key Features of the Conference Program and Logistics

Day 1 - Welcome reception and dinner

Day 2 - Conference first day (including lunch, optional dinner)

Day 3 - Conference second day (including lunch and dinner)

Day 4 - Post-conference tour

- Three-night, two-day conference.

- Post-conference technical tour(s).

- Plenary sessions plus three tracks for breakout sessions.

- Convenient access from an international airport.

- Displays in coffee/tea break areas for organizations to display their services relating to sustainable travel and tourism.

- Operated as sustainably and responsibly as possible, in accordance to the Sustainable Meetings - GSTC Requirements annex, and given local conditions.

- Carbon footprint calculation and offset: conference, post-conference tour, participants' travel to the destination.

Benefits to Sponsoring Host

The destination is widely promoted internationally.

The host community and sponsoring organizations are acknowledged publicly during the conference as supporting sustainability in travel and tourism.

Listed on GSTC website and featured in GSTC's newsletter and social media, as well as promoted through GSTC wide international network.

Interviews by conference media partner(s).

An opportunity to rally local businesses to pursue adherence to sustainable tourism standards, as a build-up story toward the conference

Attendance from dozens of countries of global thought-leaders and stakeholders involved in the development and promotion of sustainable tourism; including public sector, hotels, tour operators, academia, NGOs, consultants, and more.

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Sponsorship Requirements

Part A: Conference pre-planning and promotion
1. Support GSTC's planning of program content and speaker selection.
2. Serve as liaison with local and national partners.
3. Promote the conference to relevant networks of tourism stakeholders.

Part B: Execution of the Conference
1. Meeting space for 300-400 participants for plenary sessions.
2. Minimum of three breakout rooms with combined capacity of 400 participants (the plenary hall can be 1 of the 3 if quick transitions are possible).
3. Audio/visual equipment in the main hall plus breakout rooms, including but not limited to:
    a. 1 or 2 large screens with projection
    b. Monitor facing speakers and panelists displaying the presentation
    c. Countdown timer screen, separate from the presentation monitor
    d. Equipment for video recording and live-broadcasting online (Facebook Live)
4. Each room should have a designated local coordinator with good English to coordinate any issues related to the room, AV, etc.
5. Simultaneous translation in English and one other language (if needed) with individual listening devices, provided in the main hall plus one additional hall.
6. Staffed registration desk during the conference days, with a minimum of 4 local staff during the morning for the first day.
7. Two lunches and two dinners for all participants:
    a. Welcome dinner on Day 1 including Welcome Reception prior to dinner
    b. Lunch on Day 2
    c. Lunch on Day 3
    d. Farewell dinner on Day 3 including a Farewell Reception prior to dinner
    e. Dinner on Day 2: If the conference is held in an urban area where plenty of restaurants are available, then there is no need to include dinner, and the evening is left free for attendees to network and dine wherever they like. In a remote location, the host destination is expected to provide dinner.
8. Morning and afternoon coffee/tea/refreshments breaks for the two full days of the conference (two refreshments breaks each day of the conference)

Sponsorship Requirements

9. Coffee/tea/drinks provided throughout each day of the conference.
10. International travel expenses for ten (10) GSTC leaders and staff.
11. International travel expenses for five (5) or more speakers.
12. International travel expenses for two (2) journalists.
13. Hotel accommodations for staff and speakers.
    a. Accommodation for the four nights of the conference and post-conference tour for the 17 visitors listed above. receiving international travel expenses (17x4=68 nights)
    b. Additional accommodation for the four nights of the conference and post-conference tour for 16 speakers and panelists. (16x4=64 nights)
    c. Additional 1 night prior to the conference for five GSTC staff in order to perform pre-conference setup. (5x1=5 nights)
    d. Total room nights: 137 (calculated as 33x4=132 plus 5 single nights) Total of thirty-three (33) hotel guest rooms for the four nights of the conference and post-conference tour; plus 5 guest rooms for additional 1 night prior to the conference for GSTC.
14. Negotiate discounted prices for selected hotels near the conference venue for participants to book directly.
15. Transfers from international airport to conference hotels for arriving participants.
16. Complimentary 1-day post-conference tour.
17. Promotion to domestic stakeholders.
18. Photographer and videographer throughout the conference days.
19. Arrange with the venue or other local suppliers to provide tables or small stands with a printed banner for organizations to promote their brand and services for which GSTC will collect fees.

Financial Requirements

1. Provide all elements listed above in Parts A and B of the Sponsorship Requirements. A single "host/sponsor" is responsible to provide all the cost components, but that entity may choose according to their own will to seek additional local/regional financial sponsorship partners.

Note: GSTC cannot estimate the cost of hosting because the costs of required components are based on local conditions and locally-shared sponsorship support.

2. Sponsorship fee of USD $30,000 or more – payable in two installments:
   a. Payment 1 of one-half due immediately upon signing the Conference Agreement, preferably at least 10 months prior to the conference date.
   b. Payment 2 of the second half, six months prior to the start of the conference.

This sponsorship fee will be dedicated to GSTC's planning and promotion of the conference.

This conference sponsorship also entitles your organization to Annual GSTC Gold-level Sponsorship status for one (1) year, which includes the annual GSTC membership fees.

3. Agreement that GSTC will collect registration fees of all participants, with different levels of registration fees for international and domestic participants which shall be agreed to mutually by the GSTC and the sponsoring host.

4. GSTC will sell branded tables or booths for a small trade-show component in the coffee/tea break area, and will receive 100% of the proceeds.

5. Travel expenses for one GSTC leader to conduct a site visit of the intended conference venue prior to the signing of the Conference Agreement.

GSTC Sustainable Tourism Course Pre-Conference

A two-day onsite GSTC ST Course is done prior to the GSTC Global Conference for fellow attendees, in the same venue as the Conference. The training covers the GSTC Criteria, the global baseline standards for sustainability in travel and tourism, and provides best practices for businesses and destinations.

The course will enable participants to implement tangible actions aligned with globally recognized sustainability best practices.

Once the course is completed, participants will have the option to take the GSTC Sustainable Tourism Training Exam. The exam takes place online, and they will have 2 weeks after the course to submit it. If they pass the exam, they will receive a Professional Certificate in Sustainable Tourism from the GSTC.

Coffee/tea/refreshments breaks for the two full days will be needed.

Note: The Course is sold together with the GSTC Global Conference. A GSTC Auditor Course can be done simultaneously as well.

To submit your proposal

Contact the GSTC General Manager Mr. Roi Ariel at <u>roi@gstcouncil.org</u> to first indicate your interest, followed by a written proposal.

The proposal should include:

- A pledge to provide all requirements listed in this document.

- A brief narrative indicating your motivations to host, commitment in terms of staff to assist in planning and promotion, and regarding the level of quality of services provided per the list of requirements.

- A brief description of the sustainability of the destination, such as destination certification, number of certified hotels (especially by GSTC-Accredited Certification Bodies), etc.

- Exceeding the list of requirements may set your proposal apart from other proposals that GSTC receives.

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Conference in numbers

2023 GSTC Conference in Antalya, Türkiye
- 350 delegates – 51 countries
- 4.03 average night stay per attendee
- 33 news articles

Attendance in numbers prior to 2023
- 349 delegates – GSTC2022 in Sevilla, Spain
- 240 delegates – GSTC2019 in Azores, Portugal
- 120 delegates – GSTC2018 in Maun, Botswana
- 219 delegates – GSTC2017 in Aysen, Chile

We have worked with 15 media partners since 2018

78.878 pageviews
(Google Analytics - May 2023)

+10.000 subscribers to our newsletter

Social Media

LinkedIn – 38738 followers

Youtube – 1022 followers

Facebook – 26852 followers

Twitter – 9348 followers

Instagram – 3108 followers

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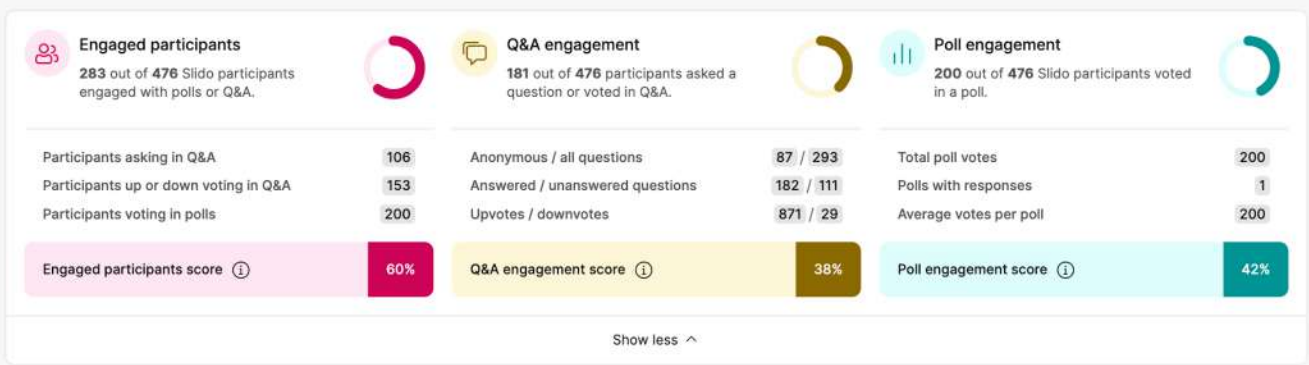
Use of Slido during the Conference

What is Slido? An interactive app that during the GSTC Global Conferences we use to engage with the audience.

All Q&A are registered here and the moderator can ask the curated questions to the panel in each session.

It can be used to create online live polls to break the ice with the audience or seek feedback on a relevant issue that is being discussed.

GSTC2023 Conference (Antalya, Türkiye, May 9-12)

Engaged participants		Q&A engagement		Poll engagement	
283 out of **476** Slido participants engaged with polls or Q&A.		**181** out of **476** participants asked a question or voted in Q&A.		**200** out of **476** Slido participants voted in a poll.	
Participants asking in Q&A	106	Anonymous / all questions	87 / 293	Total poll votes	200
Participants up or down voting in Q&A	153	Answered / unanswered questions	182 / 111	Polls with responses	1
Participants voting in polls	200	Upvotes / downvotes	871 / 29	Average votes per poll	200
Engaged participants score ⓘ	**60%**	Q&A engagement score ⓘ	**38%**	Poll engagement score ⓘ	**42%**

Show less ∧

Are you aware of the EU Green Claims Directive?
Multiple Choice Poll · 202 votes · 202 participants

Yes, very aware - 45 votes
22%

Yes, a little - 82 votes
41%

No - 75 votes
37%

Q&A word cloud

practices · customers · criteria · level · work · certification · destinations · way · certified · tourism · hotel · industry · sustainability · GSTC · suppliers · standards · local · communities · data · hotels · impact · destination · program · share · properties · rural · time · change · challenges · tour

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Question? Contact us:
info@gstcouncil.org

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