

Sustainable tourism is global, local and imbedded in society 2015 - 2019



Region
committed to
Agenda 2030



Region Tourism
DMO decide to
use GSTC



Work topics

Work done so far in Västerbotten

- 80 businesses have sustainability plans
- 6 DMO:s have sustainability plans
- 9 municipalities assessed and advised
- Approx. 30 Västerbotten Experience companies approved; approx. 30 in queue.
- 7 micro-destination VX-clusters forming:
Bottom up approach with service providers in charge of the process.

- Strategic work
- Economic and social benefit
- Nature- and culture benefit
- Climate and environmental benefits

More
certifiers



Certification?



Add quality of
tourism
experience