



# Green Destinations certification and the Top 100 Awards

Terceira, Azores, 5 Dec 2019

# About Green Destinations

- Initiative from 2014
- non-profit foundation, 2016
- GD Standard is GSTC-Recognised
- GD Certification is GSTC-Accredited
- 200+ destinations in progress



# Our Message to Destinations



Travellers may not select destinations simply because they are “sustainable”



But they will not recommend destinations that are not.

Our Vision:  
**ALL** destinations  
can benefit  
from...

**GREEN policies**

**GREEN solutions**

**GREEN service providers**

**GREEN travellers**  
(not from just more tourists)

# Our G.R.E.E.N. values



Genuine and Authentic



Respectful & Responsible



Economically sustainable, locally

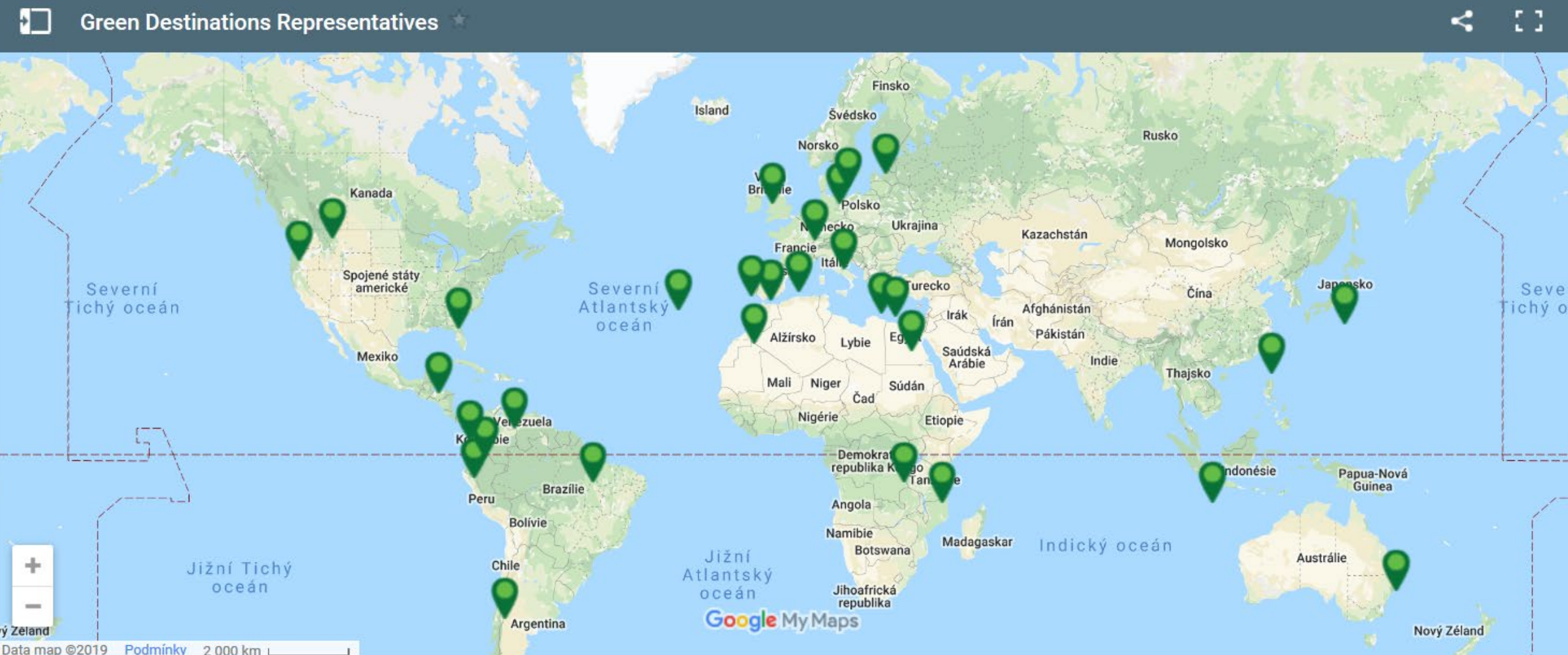


Environment & Climate



Nature and Scenery

# Green Destinations: a Partnership for training and certification



We use the  
Green  
Destinations  
Standard for:



GSTC-Accredited Certification



Benchmark Awards



Self-assessment



Quicksan, SWOT analysis



Selection for Top 100 competition



Agenda for improvement

# Benchmarks Awards: marking progress to Certification



- Green Destinations Awards
- QualityCoast Awards
- National Destination Awards
- Green Destinations Certified



# Sustainable Destinations Top 100



- Gold+ Awards (80%+ compliance)
- Gold+ Awards
- Gold+ Awards
- GD Certified
- Applications through Top100 Partners

# Top 100 Partnership



# “Free application” procedure

## 1. Nomination / Application

- **Sustainability reporting** on 30 Criteria from GD Standard
- **Indicator Report** (ca. 30 indicators)
- **Good practice story**

## 2. Evaluation by independent experts

## 3. Procedure supervised by International Top 100 Jury





2018 Sustainable Destinations Top 100





**2016 Sustainable Destinations Top 100**

## *Sustainable Top 100* Destination Awards

- 10 Awards presented at ITB Berlin
- ITB Earth Award
- Best of Culture & Communities
- Best of Nature & Ecotourism
- Best of Seaside
- Best of a continent



**ITB**  
BERLIN



**ITB Earth Award 2019**



# ITB BERLIN

THE WORLD'S LEADING  
TRAVEL TRADE SHOW®



## The World's Top 10 Sustainable Destinations



Gozo, Malta  
Azores, Portugal  
Kingdom of Bhutan  
Slovenia's Green Destinations  
QualityCoast Western Portugal  
Volcanoes National Park, Rwanda  
Dutch Qualitas West Delta, Netherlands  
High Peaks National Park, Bhutan  
Vail, Colorado  
Kigali, Rwanda



### 2018 ITB Top 100 Destination Awards

# Impacts of the combined programs



Many are attracted by competition



Facilitates access to sustain. guidance



Destinations community (open)



Peer-to-peer learning at GD events



Benchmark Awards motivate to continue



Publicity benefits from competition, ITB