



# SHIFT HAPPENS

**Catalysing change in the business tourism and events industry**

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# GLOBAL DESTINATION SUSTAINABILITY INDEX

## What is the GDS-Index

A destination level movement that benchmarks and improves the sustainability strategy and performance of business tourism and events cities and their eco-systems.



## Our Purpose



**INSPIRE**



**ENGAGE**



**ENABLE**

*urban destinations to become more sustainable  
places to visit, meet in and thrive in.*

# We are the leading community of cities measuring and benchmarking on sustainability

GLASGOW  
CONVENTION  
BUREAU Zürich,  
Switzerland.

<västerås>

ONLY LYON

WONDERFUL  
COPENHAGEN

KERRY  
CONVENTION BUREAU

visit  
MONACO

Destination  
Uppsala.

VisitAarhus

Helsinki

VISIT  
TAMPERE

KYOTO  
TRADITION MEETS INNOVATION  
Show Japan to the World

Region  
Stuttgart  
Convention  
Bureau

VISIT OSLO

visit espoo

The Hague.  
Convention Bureau

VisitAalborg

KARLSTAD  
A warm welcome

LAUSANNE  
MONTREUX  
CONGRESS

Stockholm  
The Capital of Scandinavia

MONTEREY  
Grab life by the moments:  
SeeMonterey.com

MEET IN  
IRELAND

Nantes  
CONVENTION  
BUREAU

MALMÖ

DUBAI

MELBOURNE  
Convention  
Bureau

MEET IN  
IRELAND

go:teborg

BarcelonaTurisme  
Convention Bureau

Wow  
Prague  
Convention

Shannon Region  
CONFERENCE & SPORTS BUREAU

GENEVA  
AT WORK  
CONVENTION BUREAU

ROTTERDAM  
CONVENTION BUREAU

visitturku

MEET IN  
REYKJAVÍK  
Reykjavik Convention Bureau

GOYANG  
Convention & Visitors Bureau

ROTTERDAM.  
MAKE IT  
HAPPEN.

DESTINATION  
JÖNKÖPING

Ljubljana  
Ljubljana Tourism

WASHINGTON  
DC

ようこそ  
SAPPORO

TCEB  
THAILAND CONVENTION  
& EXHIBITION BUREAU

visitBergen.com  
BERGEN

Saint  
Peters  
burg  
Convention  
bureau

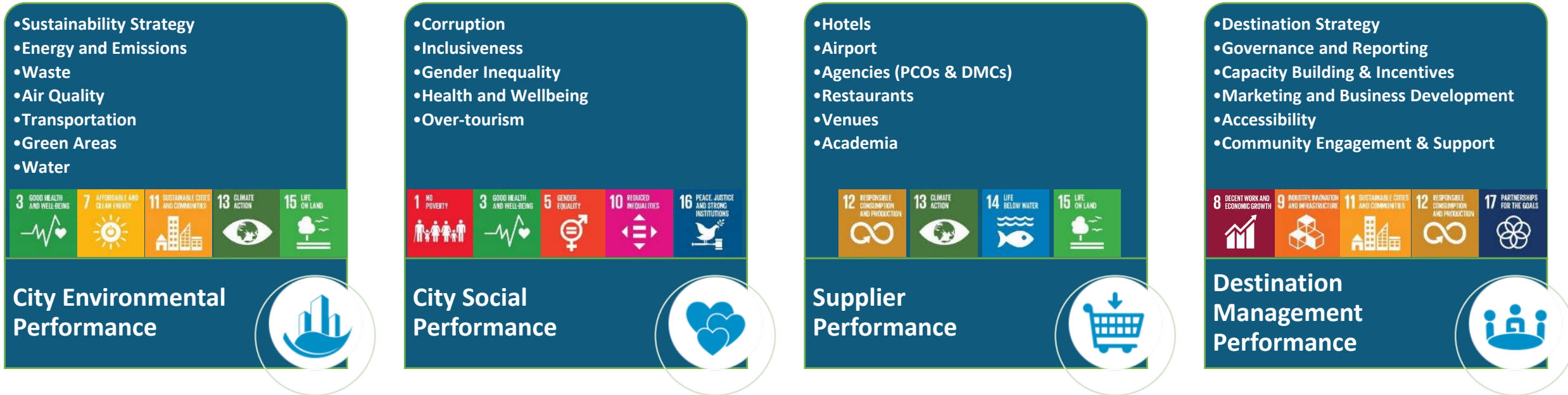
visit  
.brussels

BUSINESS EVENTS  
SYDNEY

go:teborg&co  
VISIT HOUSTON

+58 global destinations. Goal is to have 300 by 2023

# GDS-Index Benchmarking – What do we assess?

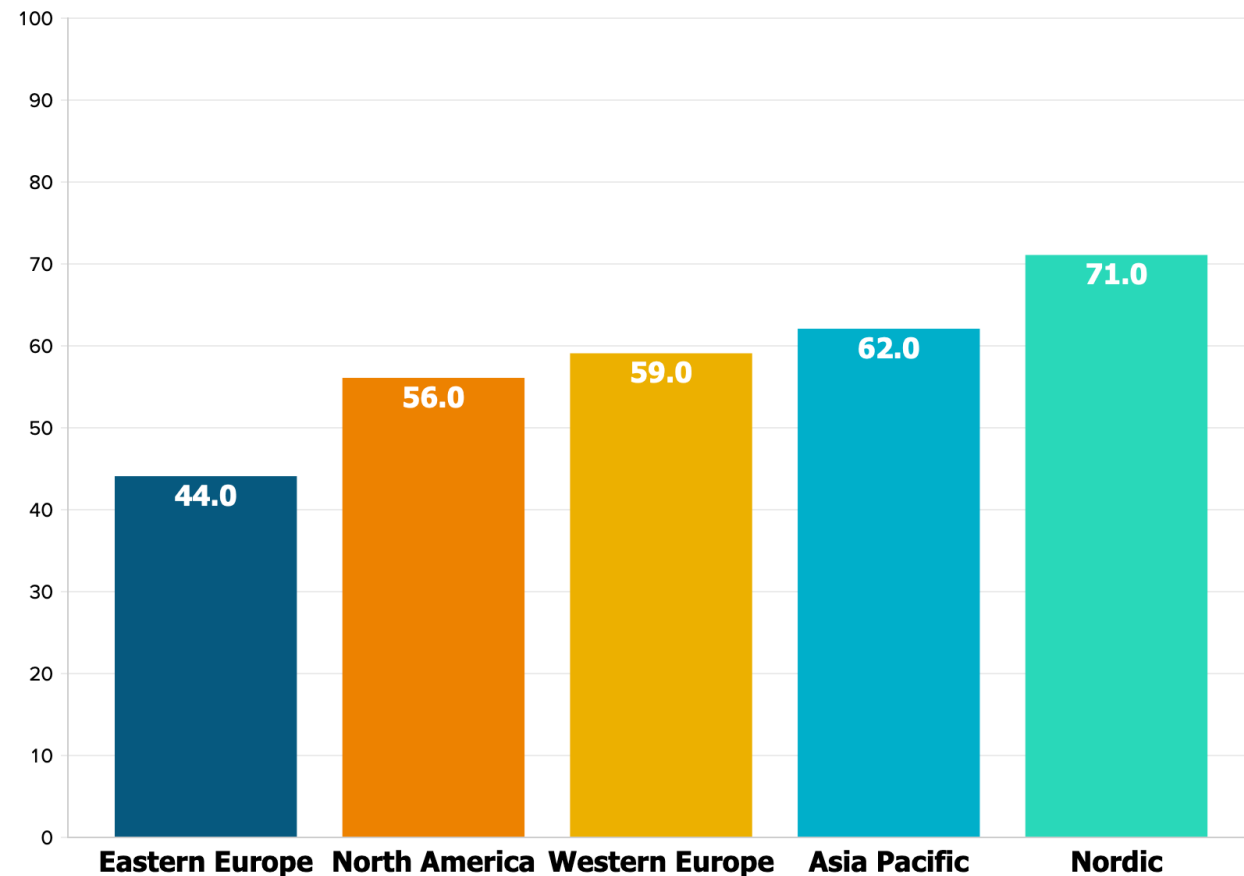


Composed of 70 Criteria: For more information <https://www.gds-index.com/about> Assess & Promote Certification

Aligned to UN Sustainable Development Goals and to the GSTC Destination Criteria



# GDS-Index Results 2019



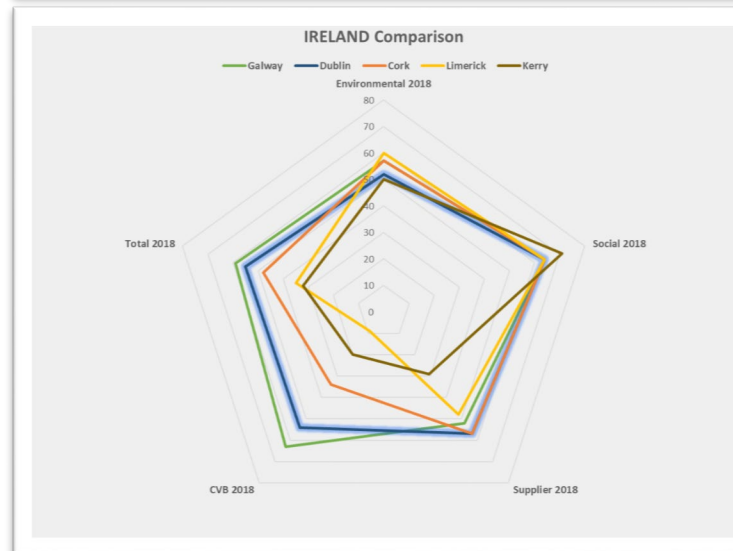
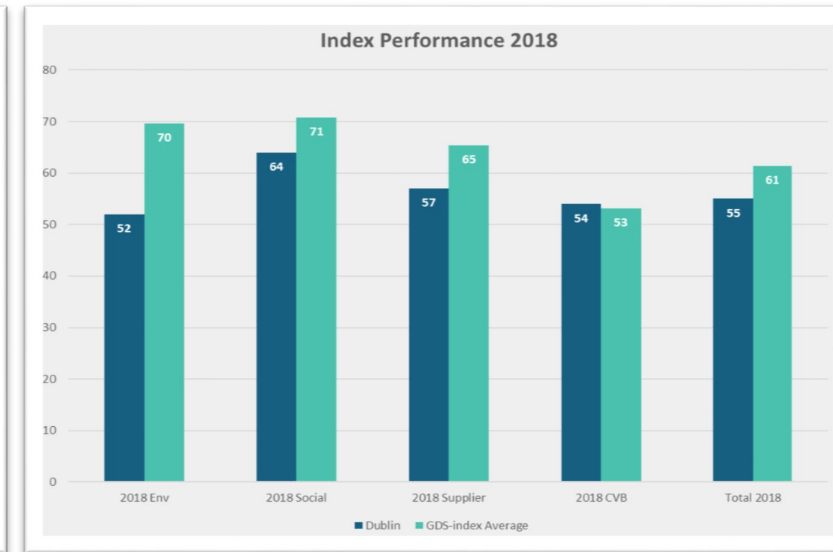
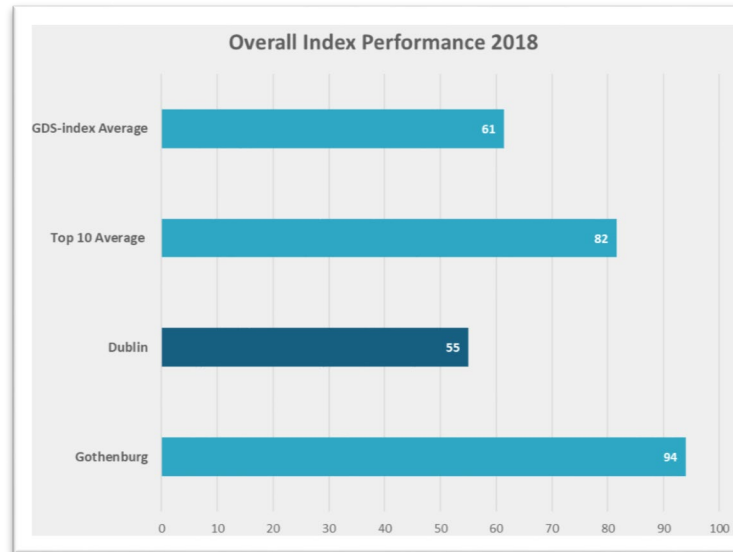
## /GDS-INDEX TOP 10

#	DESTINATION	2019 SCORE	CHANGE
1	GOTHENBURG	89.6	⬇️
2	COPENHAGEN	88.0	⬇️
3	ZURICH	84.6	⬆️
4	GLASGOW	78.5	⬆️
5	AALBORG	76.2	⬆️
6	REYKJAVIK	75.8	⬇️
7	MALMÖ	75.6	⬇️
8	SYDNEY	74.9	⬆️
9	UPPSALA	74.3	⬆️
10	MELBOURNE	74.3	⬇️

# Driving Performance

Through benchmarking and analysis of local and national strategies, we develop a report that identifies strengths, opportunities and gaps in a destinations sustainability approach.

We then provide personalised recommendations on how to improve performance in the short and long term





# We specialise in extreme collaboration



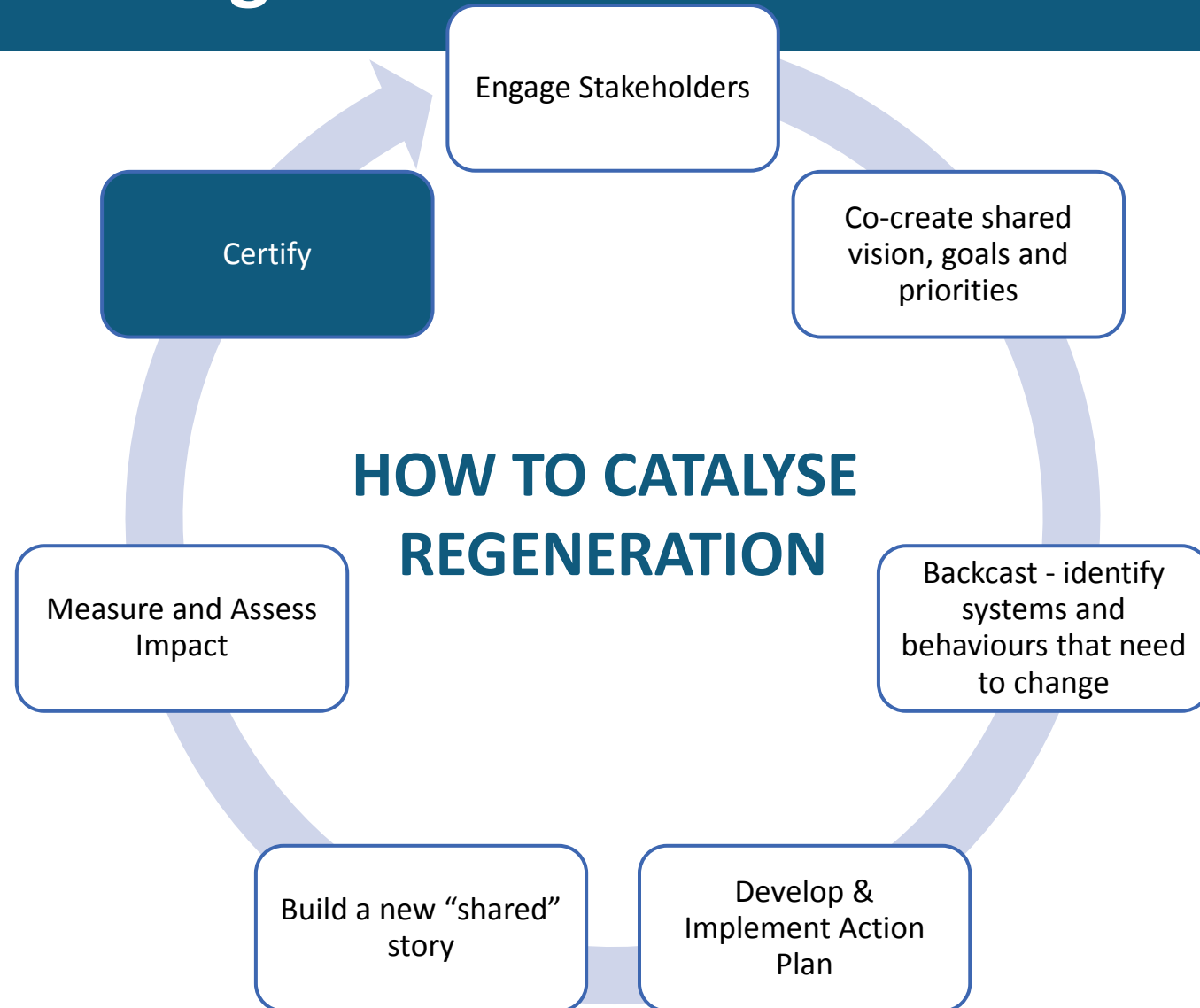


We also specialise in having a lot of fun!

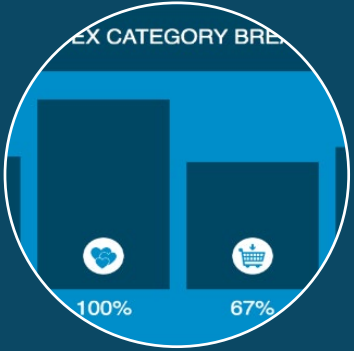




# Our theory of change



# GDS-MOVEMENT



## GDS-INDEX

Benchmarking  
Awards  
Whitepaper



## GDS-CONSULT

Strategy  
Social Innovation  
Impact Measurement &  
Reporting  
Communications



## GDS-FORUM

Online and Offline  
Knowledge Sharing And  
Co-creation



## GDS-ACADEMY

Capacity Building  
through Training And  
Coaching



## GDS-CERTIFY

Destination  
Certification Powered  
by Earthcheck

EXTREME COLLABORATION



# Strategic Alliance With Earthcheck

Only 16% of the GDS-Index DMOs have a destination certification.



## Key goals

Help cities, regions and countries to **improve** the environmental, social and economic performance of their visitor economy, and become more **sustainable and healthy places to visit, meet in and live in.**

**Simplify and accelerate the pathway** to certification for those DMOs starting their sustainability journey, and for market leaders who want to push the boundaries of sustainability performance.

## Deliverables

**Launch GDS-Certify**, a third party sustainability certification for business tourism, events and meeting destinations that will be delivered by Earthcheck, and underpinned by its science based methodology.

Research, develop and provide services to help cities and their value chains to **measure and report** on the social, environmental and economic **impact** of their visitor economy.



GLOBAL  
DESTINATION  
SUSTAINABILITY  
INDEX

2019  
WHITEPAPER

## Creating better places to live, meet & thrive in.

Sustainable Destination  
Management Trends  
Best Practices and Insights.

Featuring an analysis of the 2018 Global  
Destination Sustainability Index from  
the world's leading cities.

AN INDUSTRY COLLABORATION BETWEEN IMEX, ICCA, MCI AND ECM



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