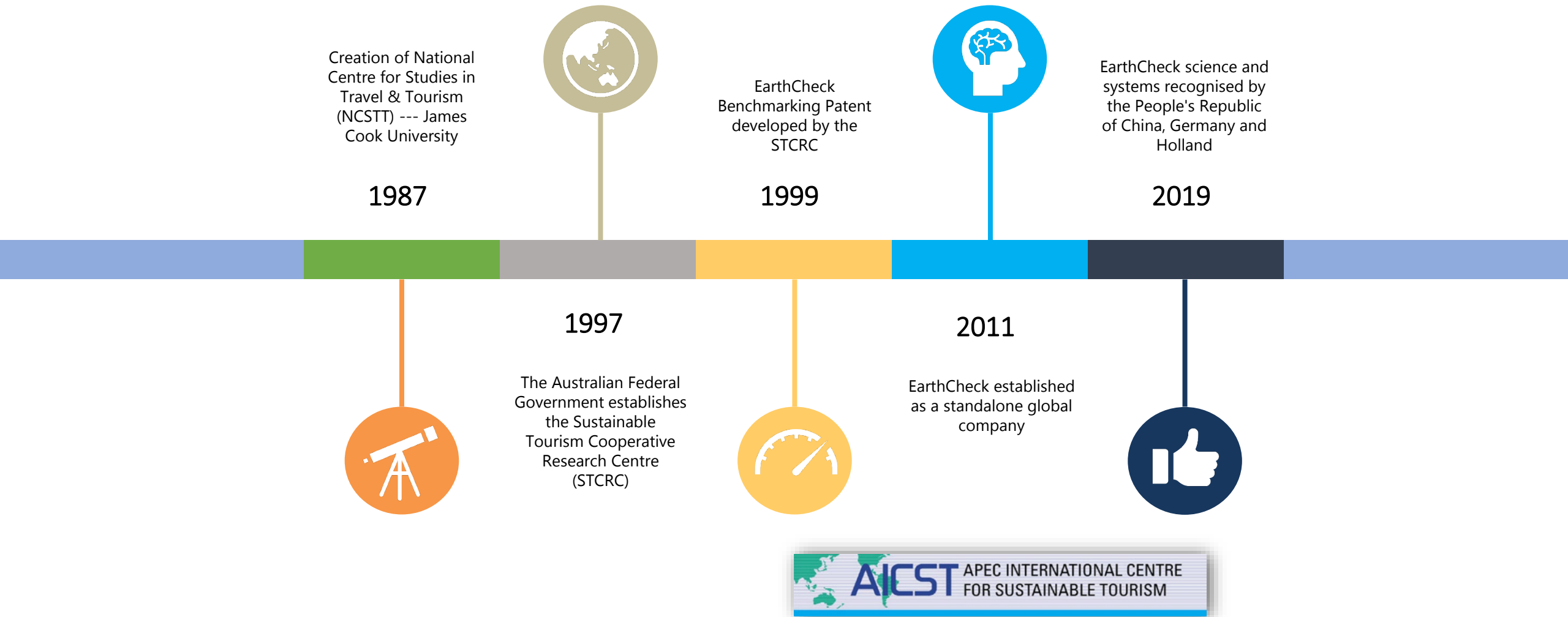


The Benefits and Challenges of Destination Certification

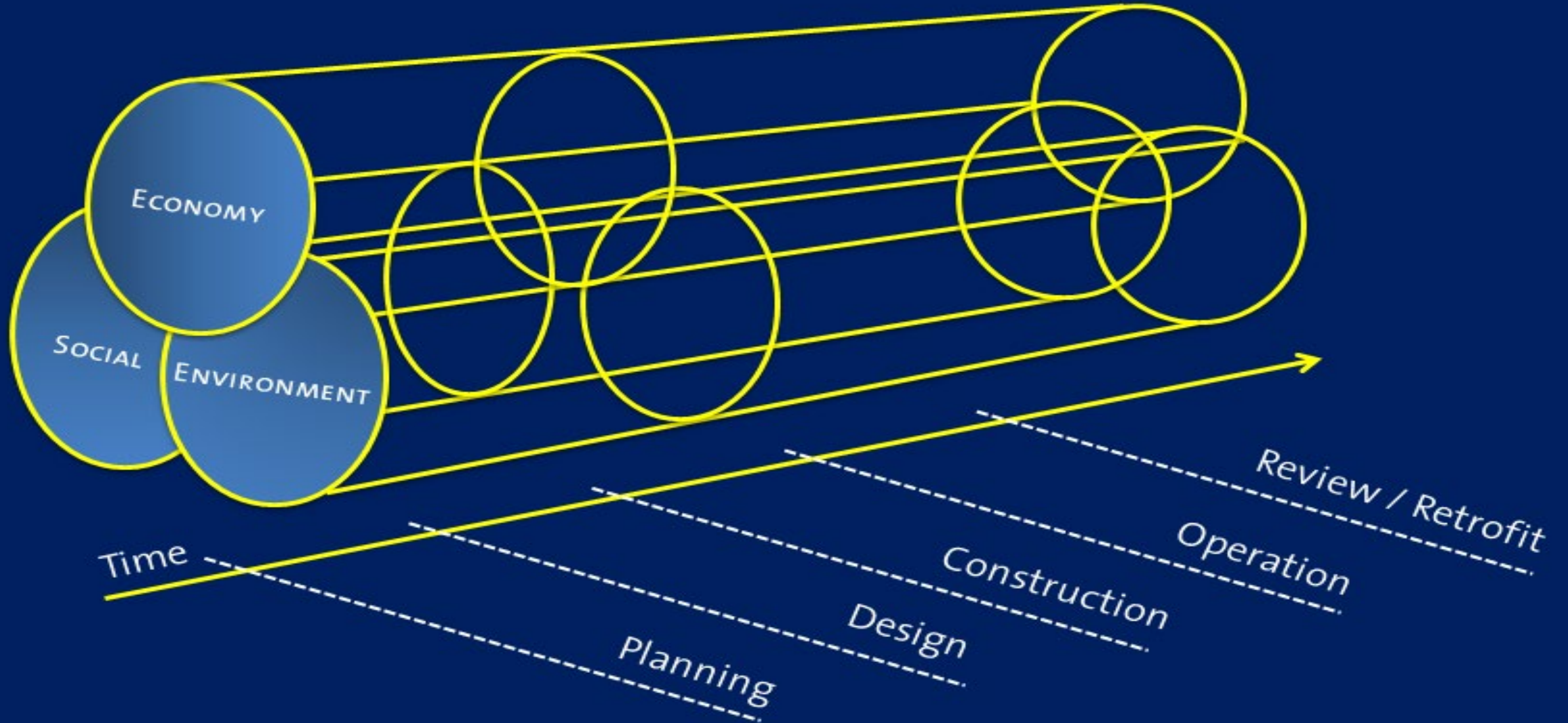
Destination Stewardship
Is more critical than ever before

Stewart Moore
Founder & CEO, EarthCheck
November 2019

EarthCheck-A 30 year Commitment to the Science of Sustainable Tourism and Destination Management



Holistic Design/Planning Outcomes needed Integrated Destination Management





Global trends- **Implications for** **Destination Management**

This is not business as usual....

- **Climate change** is now a reality... and must be managed
- **Carbon economy** has arrived...scientific reporting
- **Experience economy**...delivering responsible experiences
- **Consumer expectations...The Greta effect...**
- **Reputation management ...operators and destinations**
- **Engaged and informed communities expect more**
- **Blue and circular economy....speed of change/disruption**

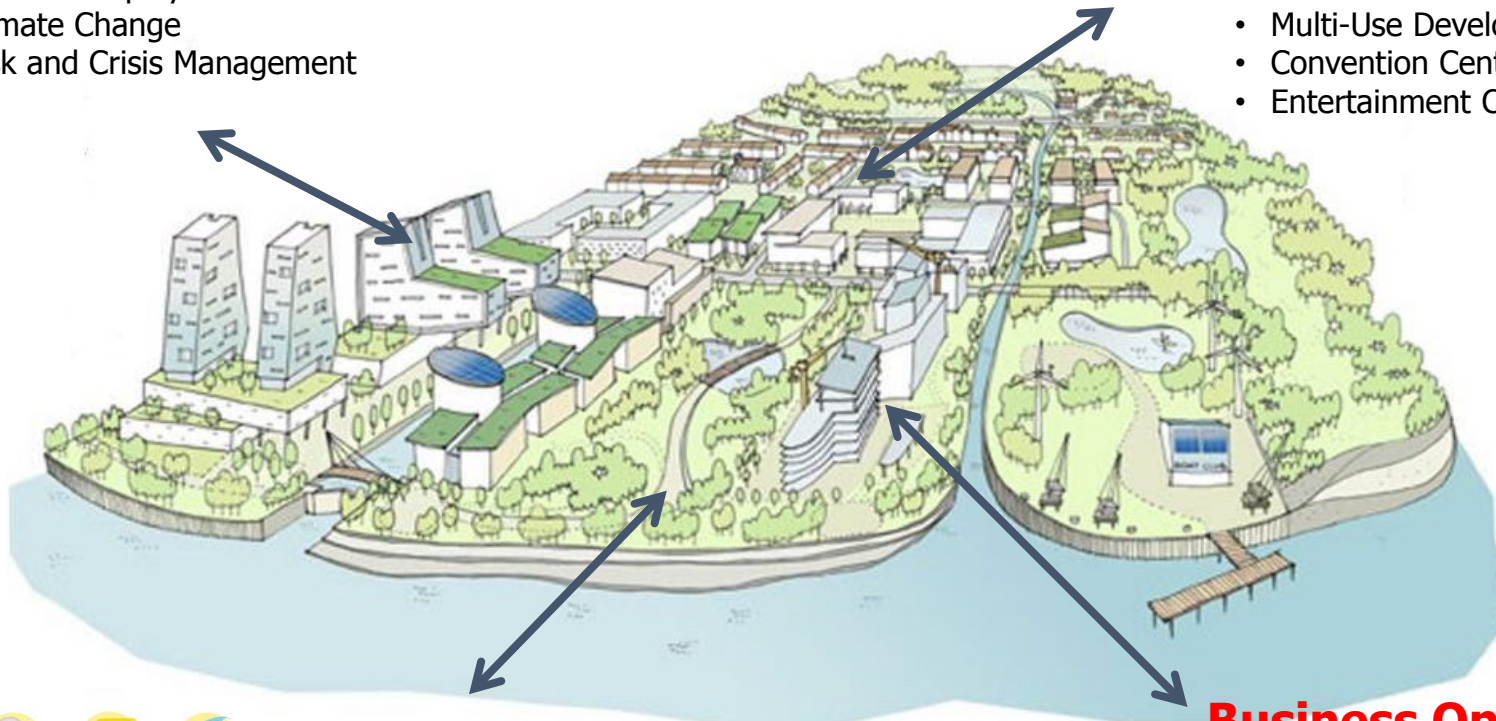
A Destination-wide Approach to Sustainability is needed

Destination Management

- Destination Management Plans
- Tourism Employment and workforce
- Climate Change
- Risk and Crisis Management

Precinct Planning

- Building Planning and design
- Performance Performance
- Multi-Use Development
- Convention Centres/Airports
- Entertainment Centres



Community Planning

- Education + Capacity Building
- Training
- Local Government

Business Operations

- Product Development
- Operational Performance
- Training and Capacity Building

**You can't manage what you don't
measure**

**Simple measurement provides a
rallying and focal point
for action**

..and a place for celebration

Scientific reporting...contributing to WTTC's Global Dashboard

Your Progress

01 Jan 2014 - 31 Dec 2014

Not complete Partially complete Complete Submitted

Benchmarking

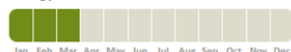
Policy



Activity Measures



Energy



Water



Waste



Community



Paper



Cleaning



Pesticides



Operation Selected Indicators



Operation Specified Indicators



Additional Information



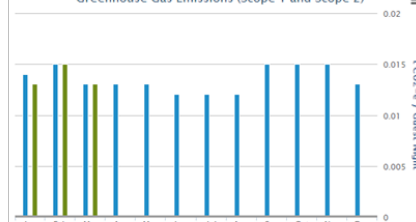
Potable Water Consumption

KL / Guest Night



[View this year](#)
[View previous year](#)

Greenhouse Gas Emissions (Scope 1 and Scope 2)



Monthly Quarterly

Staff Training Sustainability

hrs



Charity Donations

Euro



EARTHCHECK



Energy

Energy Consumption
MJ

YTD

6457965.086

114.227 / Guest Night

Savings

103020.239 ▲

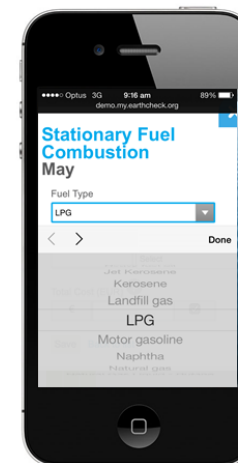
1.57 % ▲

You have **decreased** your Energy Consumption by 103020 MJ which is equivalent to 16 typical 4 person households per year

[See more Energy details...](#)

Support

- 1 FAQs
- 2 Glossary
- 3 Resources
- 4 Contact Us
- 5 Videos





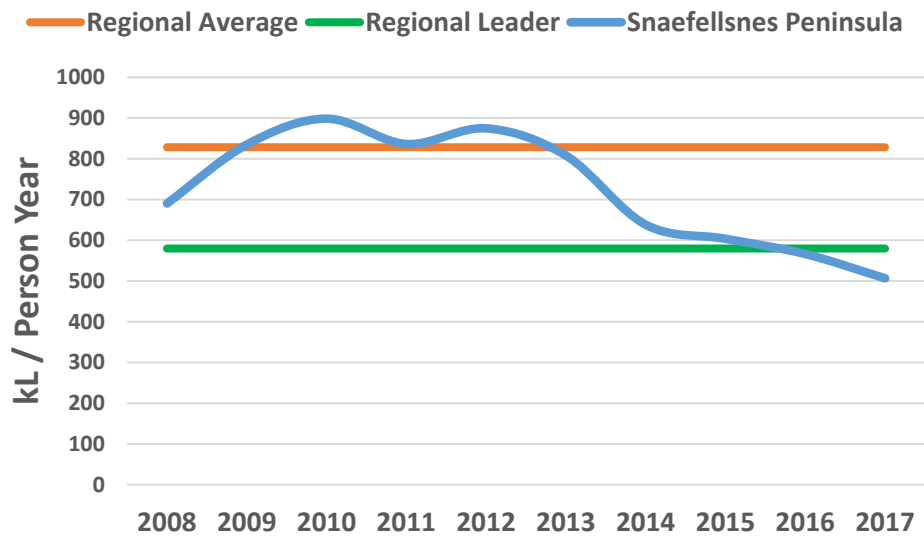
EARTHCHECK

CERTIFIED 2018

**Velkomin á
Snæfellsnes**



Snaefellsnes Peninsula

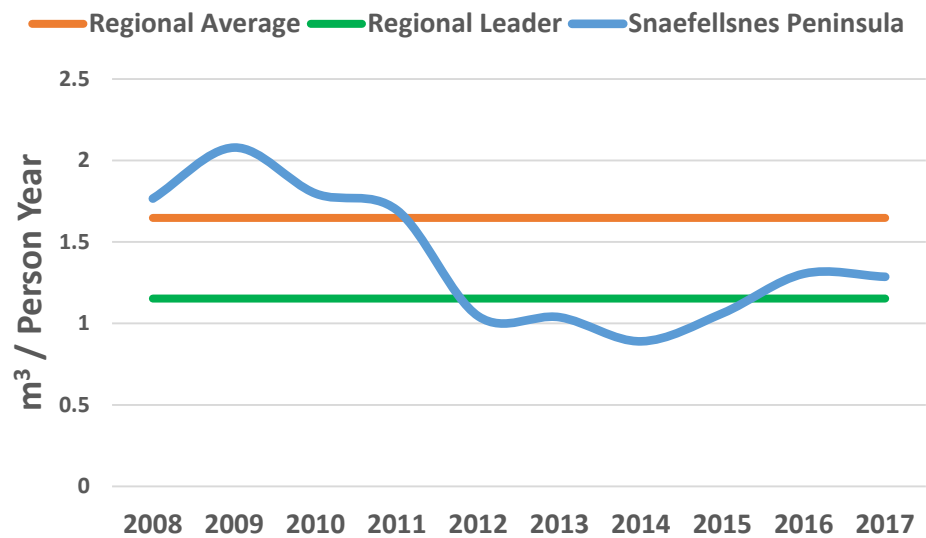


Potable Water Consumption

13%
below the Regional Average Level

Waste Sent to Landfill

12%
above the Regional Leader Level

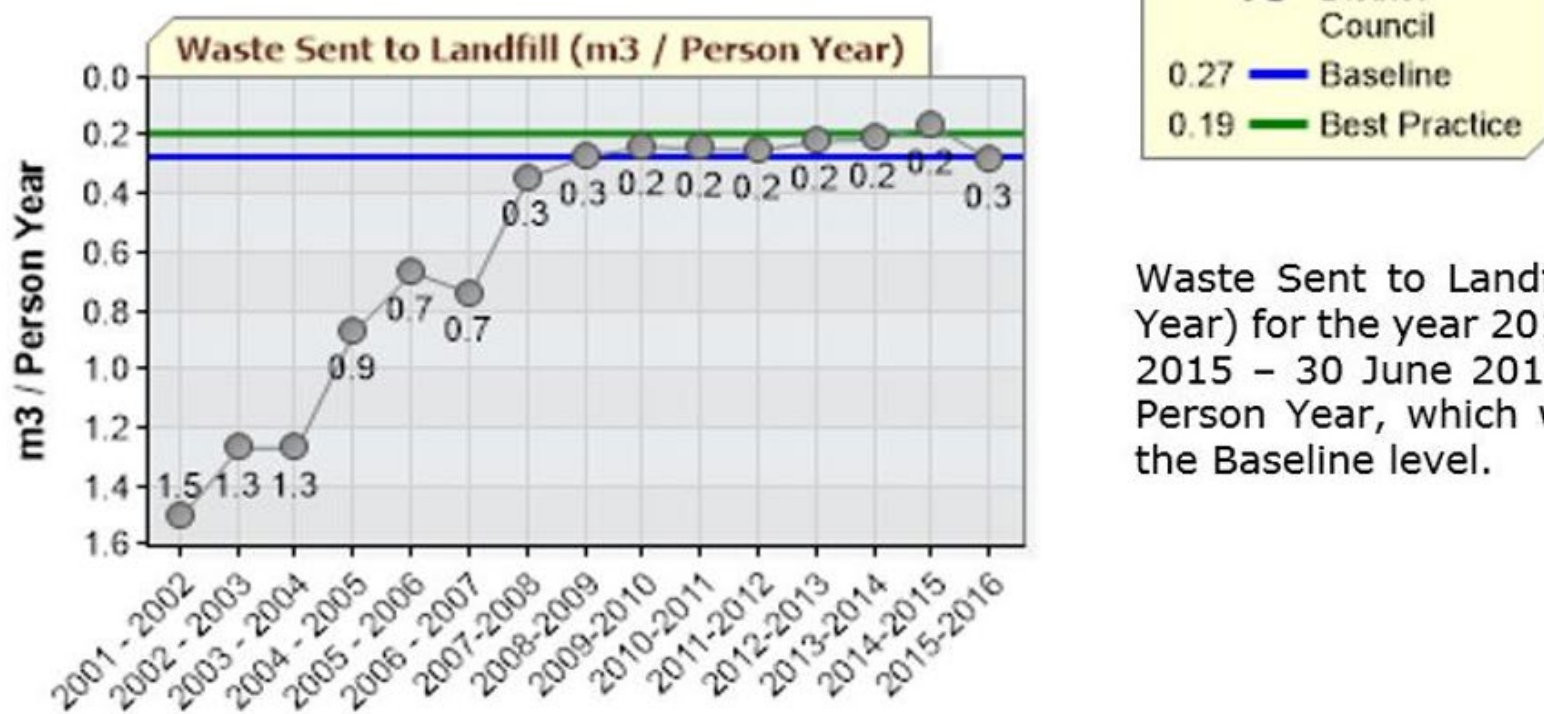


An aerial photograph of Kaikoura, New Zealand. The image shows a coastal town nestled between a large, deep blue bay on the right and a smaller, turquoise inlet on the left. The town is surrounded by lush green hills and fields. In the background, a range of snow-capped mountains stretches across the horizon under a clear blue sky. The text "Kaikoura, New Zealand" is overlaid in white on the left side of the image.

Kaikoura, New Zealand

Example : waste to landfill

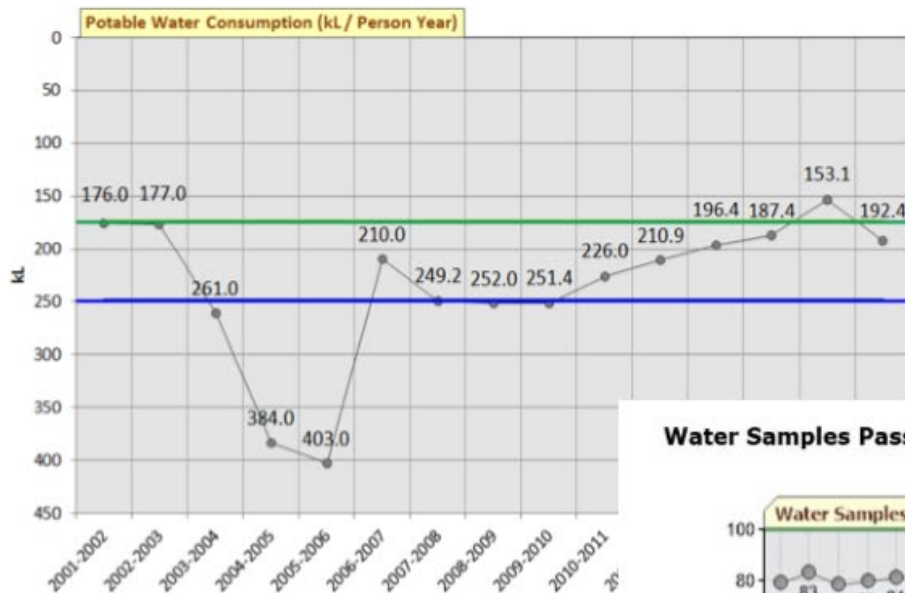
Waste Sent to Landfill (m³ / Person Year) ✕



Waste Sent to Landfill (m³ / Person Year) for the year 2015 - 2016 (1 July 2015 - 30 June 2016) was 0.3 m³ / Person Year, which was 4.3% below the Baseline level.

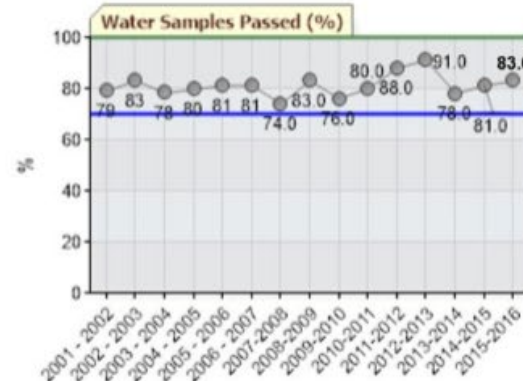
Example : Potable Water Consumption

Potable Water Consumption (kL / Person Year) ✓



Potable Water Consumption (kL / Person Year) for the year 2015 - 2016 (1 July 2015 - 30 June 2016) was 192.4 kL / Person Year, which was 22.8%

Water Samples Passed (%) ✓



Water Samples Passed (%) for the year 2015 - 2016 (1 July 2015 - 30 June 2016) was 83.0%, which was 13.0% better than the Baseline level.

Role of Certification- an Icelandic response

"The idea of this certification is not to state that perfection has been achieved, but that you are constantly working towards improvements."



**Sustainability is not a logo or a popularity contest.
It's what we do...it is a way of life!**