



GGDD PRESS RELEASE – 1 SEPTEMBER 2016

GLOBAL EVENT PRESENTS NEW APPROACH TO RESPONSIBLE TOURISM

Tourism Experts and Destination Ambassadors redraft the world's Green Travel Map

Many popular tourist destinations are suffering from the pressure of rapidly increasing tourism numbers, but a new generation of “green destinations ambassadors” is emerging. Inspired by the principles of sustainable tourism, they are determined to secure their destination’s local identity and its cultural and natural attractions for future generations. A global alliance of leading tourism experts and a Green Destinations Ambassadors Community is launching a new concept of responsible tourism. Travel sector start-ups are ready to create a new marketplace for green destinations, based upon interactive Green Travel Maps to be developed for smart phones.

Global Green Destinations Day

The world's leading green destinations and experts will meet 27-28 September in Ljubljana, Slovenia, at the occasion of World Tourism Day and Global Green Destinations Day. This event is expected to change the sustainable tourism landscape in several ways. Leading expert networks join forces to create a new global expert network offering all important solutions for sustainable tourism. The presentation of the 2016 Top 100 Sustainable Destinations will provide a showcase of good practices to the world. The launch of the Green Destinations Ambassadors Community will provide a voice to destination leaders who want to inspire and help each other, with the support of the new global network at experts. And finally, Green Destinations Ambassadors will identify the “green offer” to the traveler, which will be the basis of a new type of Green Travel Maps.

»Destinations adopting the Green Destinations Standard will remain greener, cleaner and more authentic«



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“Eco-labels or sustainability certification of hotels and destinations do not have much value on booking platforms”, says Albert Salman, President of the Green Destinations Foundation. “However, destinations adopting the Green Destinations Standard will remain greener, cleaner and more authentic, and that is what many tourists will prefer.” Therefore, destinations participating in the Green Destinations program are mainly supported in becoming more attractive to visitors by maintaining their natural and cultural values, their local identity, and a clean environment. Salman: “Destination certification is nice, but a Quality award on the basis of the Green Destinations Standard is much better. Green tourism is booming, so it has now become attractive for businesses and destinations”.

Laboratory of green solutions in tourism

The main organizers of the event are Green Destinations, one of the world's leading expert networks in sustainable tourism, and the Institute of Sustainable Tourism GoodPlace. The co-organizer and partner of the event is Ljubljana Tourism in partnership with the Slovenian Tourist Board.

Global Green Destinations Day will be held in Slovenia's capital city Ljubljana, European Green Capital 2016. It is no coincidence that Slovenia has been chosen to be the hosting country of the event, as it has been recognized as one of the five greenest countries on the planet.

The two-day international event, supported by international tourism associations, provides a laboratory of green solutions in tourism and examples of good (green) practice. The main topics of the event will be debated at special discussion panels addressing key aspects of sustainable development in tourism, both in destinations, in accommodations, and in the travel industry. Special attention is given to the preparation of new Green Travel Maps that will show many features of destinations, and the special green offer in the field of transportation, accommodation, attractions etc. In addition, a selection will be given of the best activities allowing for a responsible, green and typical experience in and around the destination. All Top 100 Sustainable Destinations are invited to contact to the first edition of the Green Travel Map. In addition, experts will consider the preparation of a Green Travel Map for Europe.





The opportunity of the year to connect to the sustainable tourism community

Global Green Destinations Day will bring together leading sustainability-oriented destinations, tourism operators, hoteliers, representatives of companies that offer practical green solutions in tourism, and representatives of governmental and non-governmental institutions active in the field of planning sustainable policies. In addition to the launch of the 100 greenest destinations, the key mission of the event is to allow participants to make new connections and access strategic partnerships and international networks.

Presenting the Top 100 Green Destinations of the world

Top 100 Sustainable Destinations 2016 is a continuation of the National Geographic Traveler destination listings. It gives recognition of excellence to destinations that have successfully introduced sustainable measures in tourism. The aim of the initiative is to encourage public and private sector initiatives in destinations all over the world to introduce sustainable practices. Green solutions contribute to balanced development at the ecological, social and economic levels, which together constitute the three pillars of sustainability.

The theme of this year's selection is "Destinations for Future Generations", which serves as a platform for promoting practices which support the unique characteristics of the destinations, biodiversity, the balance between protection and accessibility of natural and cultural heritage, and the sustainable development of local communities.

The Award ceremony of Green Destinations, QualityCoast and Slovenia Green

In addition to the Top 100 selection, the main ceremony, on World Tourism Day, 27th September, will focus upon the best destinations in the world that meet the Green Destinations criteria. These destinations will receive the prestigious QualityCoast and Slovenia Green Award. The latter is the pride of Slovenia, which is the first country in Europe that has been assessed according to international standards of sustainability. The Green Scheme of Slovenian tourism is part of the national program and its main aim



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is to promote sustainable business models in tourism. It was established in 2015 by the Slovenian Tourist Board in partnership with the Institute of Sustainable Tourism GoodPlace (accredited Green Destinations Partner).

The Ljubljana outdoor classroom - European Green Capital 2016

The event offers a varied program, which includes round tables and workshops on sustainable forms of development of destinations, sustainable hotel management and green marketing. Among the most interesting experiences is the Ljubljana green outdoor classroom, which will present the cities green points and the sustainability measures that brought Ljubljana the title of European Green Capital 2016. Ljubljana was the first capital of the European Union to achieve a Zero Waste Management Strategy, and its town center is fully closed to motorized traffic.

Study tours across Slovenia for a genuine experience of sustainable tourism

The most exciting part of the program is the study tours enabling participants to experience the best green experiences in Slovenia, the land between the Alps, the Mediterranean Sea, the Pannonian plains and the Karst.

Slovenia, recognized as one of the greenest countries in the world, impresses everyone with its incredible natural wealth of forests and healthy water. The natural drinking water, which is among the highest quality in the world, flows from every tap, and can be tasted in the middle of the city at one of the many drinking fountains. In Ljubljana alone you can find more than 30 of them. A popular feature of Slovenia is also its excellent wines and other delicacies, which often come on a plate straight from the home garden.

Global Green Day Destinations, alongside the Bled Strategic Forum, is the central event of sustainable tourism, the Slovenian Tourist Organization's key development priority.

info@greendestinationsday.com
<http://greendestinationsday.com/>

