

Sustainable Destination Awards 2020

PRESS INFORMATION

- FOR IMMEDIATE RELEASE -

World's Top 7 Sustainable Destination Awards unveiled

Originally scheduled at (cancelled) ITB Berlin's main stage, the World's Top 7 Sustainable Destination Awards were unveiled online on the 4th of March. 50 good practice stories connected to sustainable tourism were submitted by the top 100 sustainable destinations, available at

<https://greendestinations.org/2020-sustainable-destination-awards>.

21 Finalists have been selected on the basis of their overall sustainability by a Jury representing 12 international organisations.

The Winners of the seven award categories have been announced as follows:

ITB Earth Award	QualityCoast Delta, Netherlands
Best of Communities & Culture	Douglas Shire, Australia
Best of Nature	Azores, Portugal
Best of Africa	#Khoadi //Hoas Conservancy, Namibia
Best of Asia-Pacific	North-East Yilan Coast, Taiwan
Best of the Americas	Vail, Colorado (USA)
Best of Europe	Slovenia

The World's Top 7 Sustainable Destinations lead the way towards quality, attractiveness and sustainability in tourism. These destinations provide best practice experience for destination managers to involve their local communities in tourism and to avoid the problems of overtourism as we have sadly seen in many iconic places.

The Award Ceremony to celebrate the Winners is postponed to the Green Destinations annual conference, this year held in Bodrum (Turkey) 6-8 October. More information and (pre)registration: <https://greendestinations.org/gqdd-2020>.



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Key role of destinations finally recognised

Countries, local governments and protected areas have everything on the line to ensure tourism sustainability, but they were hardly visible in the larger tourism award schemes until Sustainable Destination Awards came along. With ITB Berlin hosting the annual Sustainable Destination Awards ceremony, destinations have a wider platform for promoting and sharing their sustainability efforts.

Organisational information:

Green Destinations Events Team

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W: www.greendestinations.org/2020-top-100-awards-itb-berlin/