Welcome to GGDD20

Albert Salman, President GD
GGDD20 Opening Address, 6 October 2020

Talking about the collapse of tourism...
GGDD20 Theme:

Let’s rebuild tourism together in a more sustainable way
Recovery from COVID-19: Building Back Better?

- The future will be **different**
- Focus on **your** situation
- Analyse **your** opportunities and risks
- Maybe you should build **differently**

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The Guardian

**The age of extinction**

Conservation in crisis: ecotourism collapse threatens communities and wildlife

The age of extinction is supported by

Patrick Greenfield and Peter Burston

Tweet May 20, 2020 0I:20 BST

1,910
Austrian 'Ibiza of the alps' vows to ditch party tourism after Covid-19 lockdown

Ski resort that became European coronavirus hotspot plans to switch to a more 'upmarket apres-ski culture'

[Image of a ski resort]

Glad you're not here: stag party capitals vow to 'do tourism differently'

[Image of a market square]
Barcelona rethinks its reliance on tourism as bans keep foreigners away

Rulings by France and the UK have hit businesses in the Catalan capital particularly hard.

Magaluf main strip shut down after outcry over drunk and maskless tourists

Punta Ballena in Mallorca closed for at least two months after social distancing ignored
How Sardinia went from safe haven to Covid-19 hotspot

Nightclubs, bars and irresponsible socialising are blamed for steep rise in cases among holidaymakers

Coronavirus - latest updates
See all our coronavirus coverage

Coronavirus outbreak

'Cleaner and greener': Covid-19 prompts world's cities to free public space of cars

Campaigners call for schemes for cyclists and pedestrians across the globe to be made long-term

Coronavirus - latest updates
See all our coronavirus coverage
Recovery from COVID-19: Consider local community priorities

- Local opinion will differ greatly
- Health for all vs. income for ...?
- Diversification
- Surveys among local community

Local community opinion on visitor profile

- The big players will send you any visitor
- City breakers, stag parties, young beer drinkers?
- Festivals attracting crowds?
- Cruiseship groups?
- ... all these are less Covid-aware
Destination management
Covid-aware visitors look for...

- Quiet & scenic places: parks, nature (outdoor)
- Car-free zones
- Ways to avoid crowds & hotspots
- Soft mobility: hiking & biking, free bike lanes
  incl. safe bicycle for the day (no e-scooter sharing)

Destination marketing
to support Recovery

- Attract regional and domestic guests
- Involve hotels and local stakeholders in developing new packages and workshops...
- ... to attract new target groups
Attention to sustainable tourism is increasing

Travellers will not select you because you are safe and sustainable

But they will avoid you when you are not...

Top 100 Training

GD Trainings, Capacity Building, Good Practices, webinars

AWARDS & CERTIFICATION

GD CERTIFICATION

ASSESSMENT

ITB Sustainability Stories Awards

Guidance, Green solutions, Agenda for improvement
We support you in any part of the world

Green Destinations Innovations in 2020 to support recovery

- New GD Standard
- New Guidance to all criteria
- New GD Training courses
- Future of Tourism Coalition
- Good Travel Guide
- Green Travel Seal certification
- Virus-Aware Seal certification
page Bonaire (Dutch Caribbean)

Good places to stay

- Otties Beach Resort Bonaire
- Palm Beach Beach Resort
- Harbour Village Beach Club
- Red Palm Village

We recommend these places because they are committed to responsible tourism, checked and certified by independent auditors and ecotourism programs: Bonaire Blue Destinations and Good Travel Seal.
Business certification especially for SMEs

NEW:

► Fully transparent: share with guests
► Free promotion in goodtravel.guide
► Free access to Virus-Aware certification

We make certification performance transparent

<table>
<thead>
<tr>
<th>Performance Score Card of RED PALM</th>
<th>CONVENTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>01 PURCHASING &amp; SALES</strong></td>
<td>Sufficient</td>
</tr>
<tr>
<td>Offers local F&amp;B options where possible.</td>
<td></td>
</tr>
<tr>
<td>Offers Fairtrade, organic, vegan or organic F&amp;B options.</td>
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<tr>
<td>Uses locally crafted furniture, signboards, art, etc. in the hotel.</td>
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<tr>
<td>Sells or promotes locally produced souvenirs.</td>
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<table>
<thead>
<tr>
<th><strong>02 SOCIAL WELL-BEING &amp; LOCAL EMPLOYMENT</strong></th>
<th>Sufficient</th>
<th>Partially sufficient</th>
<th>Insufficient</th>
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<tbody>
<tr>
<td>Engages in corporate social responsibility.</td>
<td></td>
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<tr>
<td>Offers internships to local students.</td>
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<tr>
<td>The hotel is locally owned and/or focuses on local employment.</td>
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<table>
<thead>
<tr>
<th><strong>03 WORKERS RIGHTS</strong></th>
<th>Sufficient</th>
<th>Partially sufficient</th>
<th>Insufficient</th>
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<tbody>
<tr>
<td>Focuses on ways to prevent physical/mental strain for employees.</td>
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<tr>
<td>Offers year-round and contracted employment.</td>
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<tr>
<td>Offers on-the-job training or participates in work-and-learn programs.</td>
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<thead>
<tr>
<th><strong>04 SAFETY &amp; HEALTH</strong></th>
<th>Sufficient</th>
<th>Partially sufficient</th>
<th>Insufficient</th>
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<tbody>
<tr>
<td>Location and immediate surroundings are safe.</td>
<td></td>
<td></td>
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<tr>
<td>Ensures minimization of nuisance including insects, smell and noise.</td>
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<tr>
<td>Controls harmful insects in an eco-friendly way.</td>
<td></td>
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<tr>
<td>Manages the swimming pool without harmful substances and checks on a daily basis.</td>
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<tr>
<td>Sufficient resources available to fight a fire, clearly visible and accessible.</td>
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<thead>
<tr>
<th><strong>05 ACCESSIBILITY</strong></th>
<th>Sufficient</th>
<th>Partially sufficient</th>
<th>Insufficient</th>
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<tbody>
<tr>
<td>Is accessible for people with special needs.</td>
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<tr>
<td>Communal spaces, e.g. a beach, swimming pool, bar or playground are accessible for residents.</td>
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<tr>
<td>Publicly communicates accessibility for residents and/or for people with special needs.</td>
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<thead>
<tr>
<th><strong>06 ENERGY &amp; CLIMATE</strong></th>
<th>Sufficient</th>
<th>Partially sufficient</th>
<th>Insufficient</th>
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<tbody>
<tr>
<td>Uses energy-efficient measures.</td>
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<tr>
<td>Mainly applies energy-efficient devices.</td>
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<tr>
<td>Uses green energy.</td>
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<td></td>
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<tr>
<td>Promotes soft mobility.</td>
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<tr>
<th><strong>07 WASTE</strong></th>
<th>Sufficient</th>
<th>Partially sufficient</th>
<th>Insufficient</th>
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<tbody>
<tr>
<td>Takes measures to reduce the production of waste.</td>
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<tr>
<td>Has adequate waste separation in place.</td>
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<tr>
<td>Is taking measures to completely ban single-use plastics by 2021.</td>
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<tr>
<td>Limits toiletries and breakfast items.</td>
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<tr>
<td>Actively prevents food waste.</td>
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<thead>
<tr>
<th><strong>08 WATER</strong></th>
<th>Sufficient</th>
<th>Partially sufficient</th>
<th>Insufficient</th>
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<tbody>
<tr>
<td>Connected to a sewage water treatment system or safe septic tanks.</td>
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<tr>
<td>Uses non-chlorinated cleaning products.</td>
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<tr>
<td>Takes measures to reduce water use of showers and toilets.</td>
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<tr>
<td>Taps and funnels are only changed upon request.</td>
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<tr>
<td>Be-uses mixer.</td>
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<thead>
<tr>
<th><strong>09 NATURE &amp; WILDLIFE</strong></th>
<th>Sufficient</th>
<th>Partially sufficient</th>
<th>Insufficient</th>
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<tbody>
<tr>
<td>Promotes or sells local nature souvenirs.</td>
<td></td>
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<tr>
<td>Provides information about local nature and wildlife conservation.</td>
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<tr>
<td>Has a garden with focus on native species.</td>
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<tr>
<td>Promotes the purchase of the STUNDA nature trip.</td>
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<tr>
<th><strong>10 CULTURAL HERITAGE</strong></th>
<th>Sufficient</th>
<th>Partially sufficient</th>
<th>Insufficient</th>
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<tbody>
<tr>
<td>This hotel fulfills or establishes eating habits or heritage features in its building.</td>
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<tr>
<td>Provides information about local culture and traditions (do’s and don’ts).</td>
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<tr>
<td>Promotes authentic cultural experiences, tours, restaurants, etc.</td>
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<tr>
<td>Celebrates local cultural holidays or gives attention to these in another way.</td>
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2020 Sustainable Destinations Top 100

How to start a Top 100 application?

As a participant of a certification program

Direct nomination
(limited number, 2nd priority)
What is evaluated by the Top 100 Panel?

Compliance to criteria of GD Standard

Quality of good practice story

2020 Sustainable Destinations Top 100

This is to confirm that

Azores Islands
Portugal

has won a place among the 2020 Sustainable Destinations Top 100 in recognition of its efforts towards responsible tourism and distinctive appeal.

6 October, 2020

Drs. Albert Salman | President, Sustainable Destinations Top100 Selection Panel
The 2020 Top 100 is now unveiled

Go for full list to greendestinations.org/sustainabletop100
Selection of the 2020 Awards

Finalists: 2019 Top 100

Selection criteria:

1. Destination’s overall sustainability

2. Quality of 2019 good practice cases:
   - Effective? Innovative? Transferable, scalable?
2020 Sustainable Destination Awards

ITB Earth Award
Best of Nature
Best of Communities & Culture
Best of Africa
Best of the Americas
Best of Asia-Pacific
Best of Europe

ITB Earth Award:
QualityCoast Delta, The Netherlands
**Best of Nature:**
Azores, Portugal

**Best of Communities & Culture:**
Douglas Shire, Queensland, Australia
Best of Africa:
#Khoadi-//Hoas Conservancy, Namibia

Best of the Americas:
Vail, Colorado, USA
Best of Asia-Pacific: North East and Yilan Coast National Scenic Area, Taiwan

Best of Europe: Slovenia (incl. Tourism board, GoodPlace, Bohinj, Maribor, Miren Kras, Idrija, Monstera Bistro)
2020 Sustainable Destinations Awards

Slovenia
Azores (Portugal)
Vail (Colorado, USA)
QualityCoast Delta (NL)
Douglas Shire (Australia)
#Khoadi //Hoas Conservancy (Namibia)
North East and Yilan Coast National Scenic Area (Taiwan)

Guests from Dutch QualityCoast Delta
(Schouwen-Duiveland, Goeree-Overflakkee, Westvoorde)

► Eric Caspers
► Joël Eichler

Q: Your municipalities received the ITB Earth Award 2020 for their efforts for green energy. Have you been able to maintain this achievement during the COVID-crisis and what are next year’s expectations for your islands, for green energy, and for tourism in general?
Questions?