PRESS RELEASE - for immediate release

2021 Green Destinations Story Awards unveiled
sponsored by ITB Berlin and GLP Films

Live event took place online, Friday 12th March 2021 at 2PM CET

Green Destinations is proud to announce that all destinations of the 2020 Top 100 list have been competing to see their Good Practice Stories go through to the final Awards event at ITB Berlin. All approaches described in these 100 stories have been considered for one of the five categories of the Green Destinations Story Awards - sponsored by ITB Berlin and GLP Films. Important selection criteria were: level of innovation, how effective the stories are to solve real problems in tourism sustainability, and to what extent they can be applied elsewhere.

GLP Films (GLP), the award-winning content marketing agency dedicated to global sustainable tourism, is the official storytelling partner for the event. GLP provided video storytelling consultation and editing services to help the finalists communicate their award-winning sustainability stories.

The selection for the awards was conducted by the Green Destinations Story Awards Jury composed of:

Albert Salman – President of the Jury
Rika Jean-François – ITB Berlin
Masaru Takayama – Asian Ecotourism Network
Jonathan B. Tourtellot – Destination Stewardship Center
Rod Hillman – Ecotourism Australia
Glenn Jampol – Global Ecotourism Network
Hugo de Jong – QualityCoast
Naut Kusters – Travelife for Tour Operators
Valere Tjolle – Vision of Sustainable Tourism
Rob Holmes – GLP Films
Mafalda Borea – Sustainable First
Bernard A. Metzger – TravellIndex

Six stories had been nominated for 5 Award categories, from which three were selected as finalists and presented during the awards ceremony where the winners were announced.

An additional 6th category, the People’s Choice Award, was given to the destination receiving the most audience votes on the Green Destinations voting platform, during the course of 3 weeks.
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Category Communities & Culture:

Nominees:

Azores Islands, Portugal - Sustainability Charter of the Azores
Fiskars Village, Finland - Development of an old ironworks village towards becoming a fully sustainable cultural tourism destination
Hiiumaa Island, Estonia - A secret dialect or cultural heritage
Kahuzi Biega National Park, Republic of Congo - Enabling interaction between the Pygmies and tourists
Mali Lošinj, Croatia - Integrated Quality Management Destination Lošinj
Northeast and Yilan Coast NSA, Taiwan - Tamsui - Kavalan Cultural Trails Connecting Past, Present, and Future

Winners:

1st place: Fiskars Village, Finland
2nd place: Azores Islands, Portugal
3rd place: Northeast and Yilan Coast NSA, Taiwan

ITB Earth Award - Category Environment & Climate:

Nominees:

Club Paradise Palawan - A sustainable paradise in Taranuman farm
Futaleufú, Chile - Futaleufú: A path of sustainability in the Chilean Patagonia
Miren Kras, Slovenia - Drevozacerje – Treeforcerje
Saaremaa, Estonia - I land sound festival: I land green
Tartu, Estonia - Reduction of private car use for travels
Tibau do Sul – Praia de Pipa, Brazil - Ecological Sanctuary of Pipa

Winners:

1st place: Futaleufú, Chile
2nd place: Tartu, Estonia
3rd place: Tibau do Sul – Praia de Pipa, Brazil
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Category Nature & Ecotourism:

Nominees:
#Khoadi-//Hôas Conservancy, Namibia - Human-Wildlife conflict: Our pledge to help communities and wildlife
Kočevsko, Slovenia - Bear watching programs as a method of conservation brown bear population
Pärnu, Estonia - Urban Cows
Rolante, Brazil - Rolante Cycling Tourism
Saba, Dutch Caribbean - Saba Reach Foundation - Organoponics Garden
Tivat, Montenegro - Restorative Change Management of the Special Nature Reserve “Tivatska Solila”

Winners:

1st place: Tivat, Montenegro
2nd place: Kočevsko, Slovenia
3rd place: Saba, Dutch Caribbean

Category Islands & Seaside:

Nominees:
Lika Destination, Croatia - Local products in function of sustainable destination development
Lord Howe Island, Australia - Restoring Paradise: Predator free Lord Howe Island
Niue Island - Niue – World's first Dark Sky Nation
Saba, Dutch Caribbean - Drinking water bottling plant Saba
São Miguel de Gostoso, Brazil - The Community-Based Tourism course
Townsville, Australia - Transforming an Industrial City – One Sustainable Story at a Time

Winners:

1st place: Niue Island
2nd place: Saba, Dutch Caribbean
3rd place: Lika Destination, Croatia
Category COVID and Tourism:

Nominees:

- Brda, Slovenia - Brda Cherry In Every Home & Make Yourself Your Own Cherry Festival
- Breckenridge, USA - Town of Breckenridge COVID-19 Rapid Response
- Ljubljana, Slovenia - Culture on the web
- Nijmegen, Netherlands - Monitor Visitor Pressure
- Thompson Okanagan, Canada - Building Tourism Resiliency – In the face of a Pandemic
- Vail, USA - Resilience and Adaptation in the Face of Adversity

Winners:

1st place: Nijmegen, Netherlands
2nd place: Ljubljana, Slovenia
3rd place: Brda, Slovenia

Green Destinations People’s Choice Award:

All 100 destinations were eligible for this Award, voted by the audience. We received 15 thousand votes in total.

The “People’s Choice Award” winner was announced, together with the other categories, at the Green Destinations Story Awards 2021 online event - sponsored by ITB Berlin and GLP Films - on 12th March at 2PM CET.

Winners:

1st place: Bitez (Bodrum), Turkey with 3,280 votes
2nd place: Bison Land, Romania with 1,644 votes
3rd place: Futaleufú, Chile with 1,522 votes
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ABOUT GREEN DESTINATIONS STORY AWARDS AND PARTNERS

The Green Destinations Story Awards is a yearly event staged at ITB Berlin’s main venue, celebrating the most outstanding Good Practice Stories of the previous year’s Top 100 competition. Only destinations that are part of the 2020 Top 100 list were eligible for nomination to the 2021 Green Destinations Story Awards. Stories are selected by an international jury based on level of innovation, effectiveness to address a sustainability challenge, and if it can be replicated in other places.

About Green Destinations
Green Destinations Foundation is a non-profit organisation for sustainable destination development and recognition, based in the Netherlands. Together with our partners, we support more than 200 destinations in 60 countries to deliver responsible tourism based upon globally recognised principles and the Sustainable Development Goals.
Visit us at www.greendestinations.org

About GLP Films
Founded in 2008, GLP Films (GLP) is the only full-service content marketing agency that specializes in quality storytelling and strategic distribution campaigns dedicated to travel and sustainability. We work with destinations, tour operators, hotels, and travel brands to develop creative solutions focused on delivering the best ROI in consumer and trade content marketing. GLP was voted the three-time winner of the #1 Adventure Travel Film and is a two-time winner of Travel Weekly’s Magellan Award for Best Marketing Video. We have produced over 200 critically acclaimed short films and distribution campaigns for global travel brands and media, including Visit California, Visit Portland (Maine), Tourism Authority of Thailand, Indonesia Tourism Board, Georgia National Tourism Administration, National Geographic, Travel and Leisure, and more.
Visit www.glpfilms.com for more information.

About ITB Berlin
ITB Berlin is the world’s leading travel trade show. The companies represented at the fair include hotels, tourist boards, tour operators, system providers, airlines and car rental companies. ITB Berlin has been sponsoring the Top 100 competition for 6 years, since the first Top 100 list was unveiled at ITB Berlin 2015.
Visit www.itb-berlin.com for more information.

Albert Salman
President of Green Destinations
Leiden, the Netherlands
12th March 2021