

GLOBAL
**DESTINATION
SUSTAINABILITY
MOVEMENT**

Performance Improvement Report

Presentation
by Bella Shahsuvaryan & Margaux Delacroix
Thursday, 19 October 2023

St. Gallen Bodensee
explore enjoy learn



Content

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Update from you

2

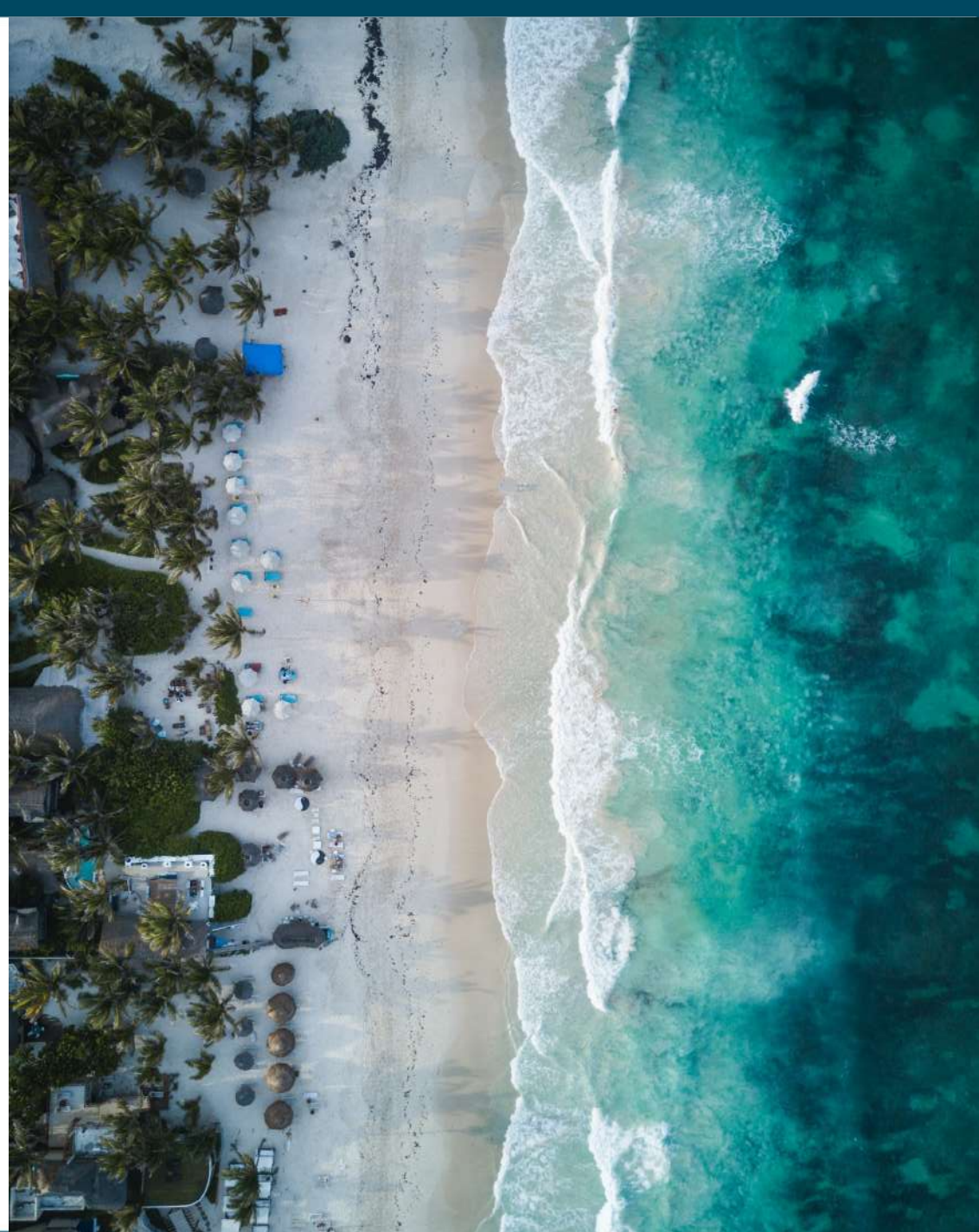
Results and benchmarking

3

Recommendations & Best Practices

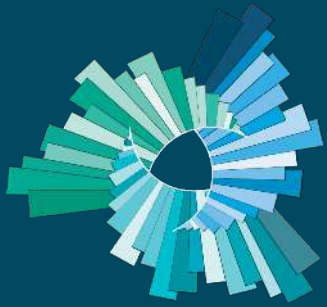
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Further Assistance





What's
new
with
you?



GLOBAL
**DESTINATION
SUSTAINABILITY
MOVEMENT**

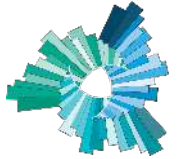
Results

How did you **perform** this year?

How can you **improve**?



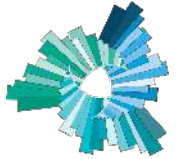
Evaluation Methodology



This performance improvement report is based on your destination's benchmarking submission. It evaluates your destination's performance for 69 sustainability criteria, across four different categories from **Environmental** and **Social** issues to assessing tourism **Suppliers** and **Destination Management**. It includes:

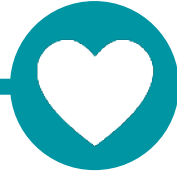
- 1 Review of your destination's GDS-Index benchmarking submission
- 2 Comparison and benchmark against averages and peers
- 3 Strengths and weaknesses of your sustainability efforts
- 4 Strategy recommendations based on your submission
- 5 Best Practices selected from other GDS-Index destinations

GDS-Index: What do we benchmark?



- Climate, Energy and Emissions
- Circularity and Waste
- Water
- Air Quality
- Transportation
- Biodiversity

City Environmental Performance



- SDGs Alignment
- Corruption
- Diversity, Inclusion, and Equity
- Health, Safety, and Wellness
- Accessibility

City Social Performance



- Hotels
- Airport
- Agencies (PCOs & DMCs)
- Restaurants
- Venues
- Academia

Supplier Performance



- Destination Strategy
- Governance and Reporting
- Policy and Certification
- Capacity Building
- Measurement, Impact, and Reporting
- Marketing and Communications
- Accessibility

Destination Management



Co-created by destinations for destinations

69 qualitative and quantitative criteria

informed and closely-aligned to UN Sustainable Development Goals (UN SDGs) and to the GSTC Destination Criteria.

For more detail visit: www.gds.earth/index

2023 GDS-Index Criteria Changes

EN Changes

EN-14: How many kilometres of bicycle paths and lanes are there in relation to population density in your destination?

- We are scoring the bike paths criteria this year

EN-15: Does the city have an integrated mobility plan and/or initiatives to improve citizen health and reduce pollution?

- We have removed "transport affordability" from one of the answer options

SO Changes

We have updated SPI to latest data. This will have an impact compared to 2022.

SU Changes

7 points less for SU category compared to 2022

SU-6: What percentage of event agencies located in the destination have a formal, written sustainability policy?

- We have dropped the requirement that the policy needs to be signed by an exec and reduced the total points from 4 to 2

SU-7: What percentage of event agencies located in the destination have an active third party sustainability certification?

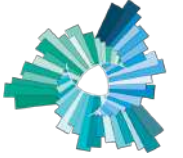
- We reduced the total points from 4 to 2

SU-8 : What percentage of the **top 10 attractions** located in the destination have an active 3rd-party sustainability certification?

- Unmarked

SU- 13-14: for the universities that offer sustainability as part of the undergrad and post-grad courses.

- We reduced total points from 3 to 1.5



DM Changes

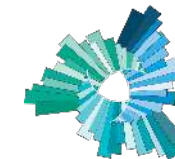
DM-2: Does your DMO have a destination level programme for Diversity, Equity, and Inclusion (DEI)?

- We are scoring this DEI criteria this year

DM-18: Could you give an example where data collected on the impact of tourism and/or events influenced strategy development?

- Deleted 2023

GDS-Index 2023: Top 40





Environmental (EN)

1	Helsinki	92.86
2	Bergen	92.06
3	Gothenburg	90.48
4	Tampere	89.68
4	Tirol	89.68

**4th place in alphabetical order*



Social (SO)

1	Aalborg	94.74
1	Aarhus	94.74
1	Copenhagen	94.74
1	Gothenburg	94.74
1	Oslo	94.74

**in alphabetical order*



Supplier (SU)

1	Oslo	100
2	Gothenburg	96.83
3	Stockholm	95.24
4	Helsinki	90.48
5	Skelleftea	90.24



Destination Management (DM)

1	Copenhagen	97,20
1	Gothenburg	97,20
2	Belfast	95,80
2	Glasgow	95,80
3	Goyang	95,10

**1st & 2nd place in alphabetical order*

CATEGORY LEADERS

Asia Pacific

- 1 Goyang
- 2 Singapore
- 3 Songkhla
- 4 Melbourne
- 5 Sydney

East & Western Europe

- 1 Glasgow
- 2 Bordeaux
- 3 Belfast
- 4 Zurich
- 5 Lyon



REGIONAL LEADERS

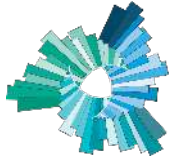
Nordics

- 1 Gothenburg
- 2 Oslo
- 3 Copenhagen
- 4 Helsinki
- 5 Bergen

North America

- 1 Montreal
- 2 Greater Victoria
- 3 Quebec
- 4 Edmonton
- 5 Ottawa

Driving performance is achievable in the short term



A stunning 86% of all destinations improved their score in 2023

21% increase in average performance score in 8 years

51% increase in the Top 10.



5% increase in the overall average score in the Top 10 in 2022 to 2023

WELL DONE TO THE 2023 GDS-INDEX AWARD WINNERS



LEADERSHIP
AWARD
GDS-MOVEMENT

GDS-INDEX
LEADERSHIP AWARD
Gothenburg

With a remarkable score of 94.64%, Gothenburg, represented by Göteborg & Co, secured first place for the seventh time. They demonstrated their excellence in social, economic, and environmental performance index criteria.



MOST IMPROVED
DESTINATION
AWARD
GDS-MOVEMENT

GDS-INDEX
MOST IMPROVED AWARD
Liverpool

Liverpool (represented by Liverpool Convention Bureau) has improved because of the increased certification within their supply chain, and the fact that the DMO has collaborated with local stakeholders to develop its strategy and action plan.



INNOVATION
AWARD
GDS-MOVEMENT

GDS-MOVEMENT
INNOVATION AWARD
Washington DC

Washington DC USA for the Diversity, Equity, and Inclusion (DEI) Business Fellowship from [Destination DC](#). Its focus is on socio-economic equity, with a purposeful effort to support small businesses in the local travel and tourism industry owned by people of colour, LGBTQ+ persons, women, people with disabilities and their allies.



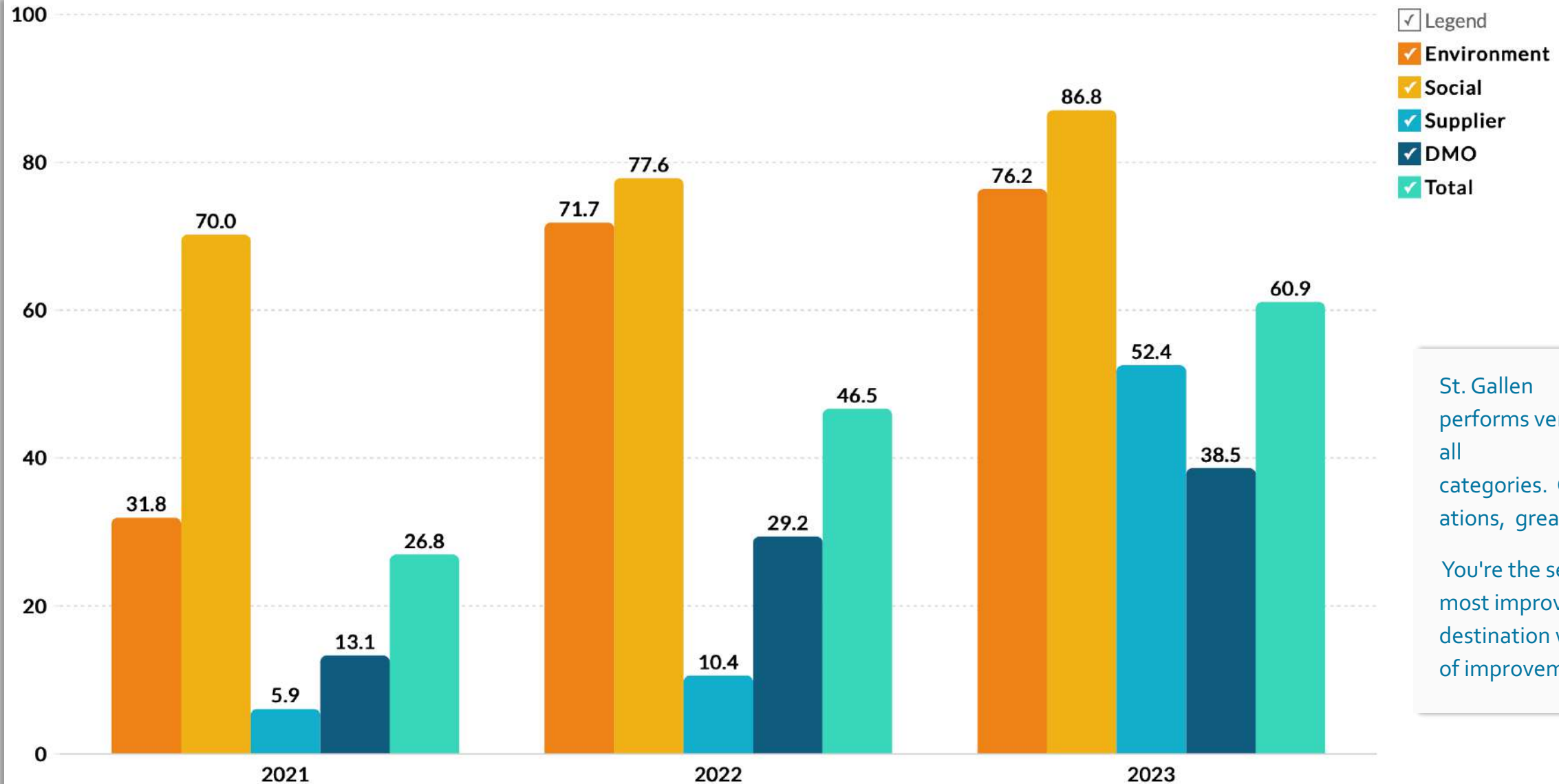
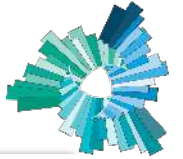
#MEET4IMPACT
AWARD
GDS-MOVEMENT
#MEET4IMPACT

#MEET4IMPACT
IMPACT AWARD

BESydney Impact
Programme

BESydney has reimagined the role of business events in its destination. Together with global advisors #MEET4IMPACT they co-developed a project to formalise a unique-to-Sydney social impact methodology and framework that will measure the impacts of their business events held in Sydney.

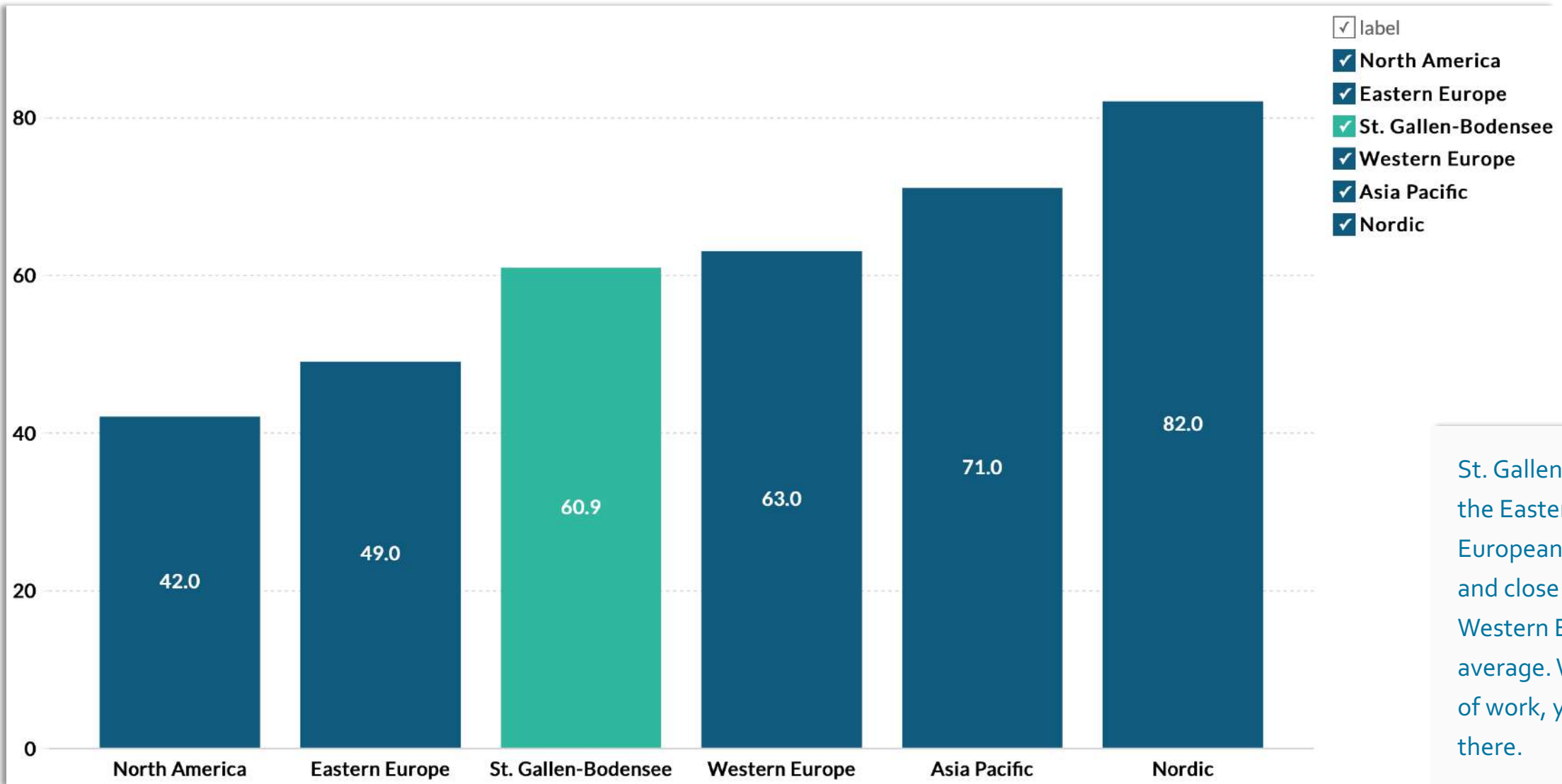
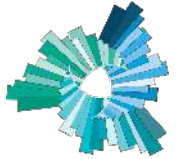
Your Scores



St. Gallen performs very well in all categories. Congratulations, great job!

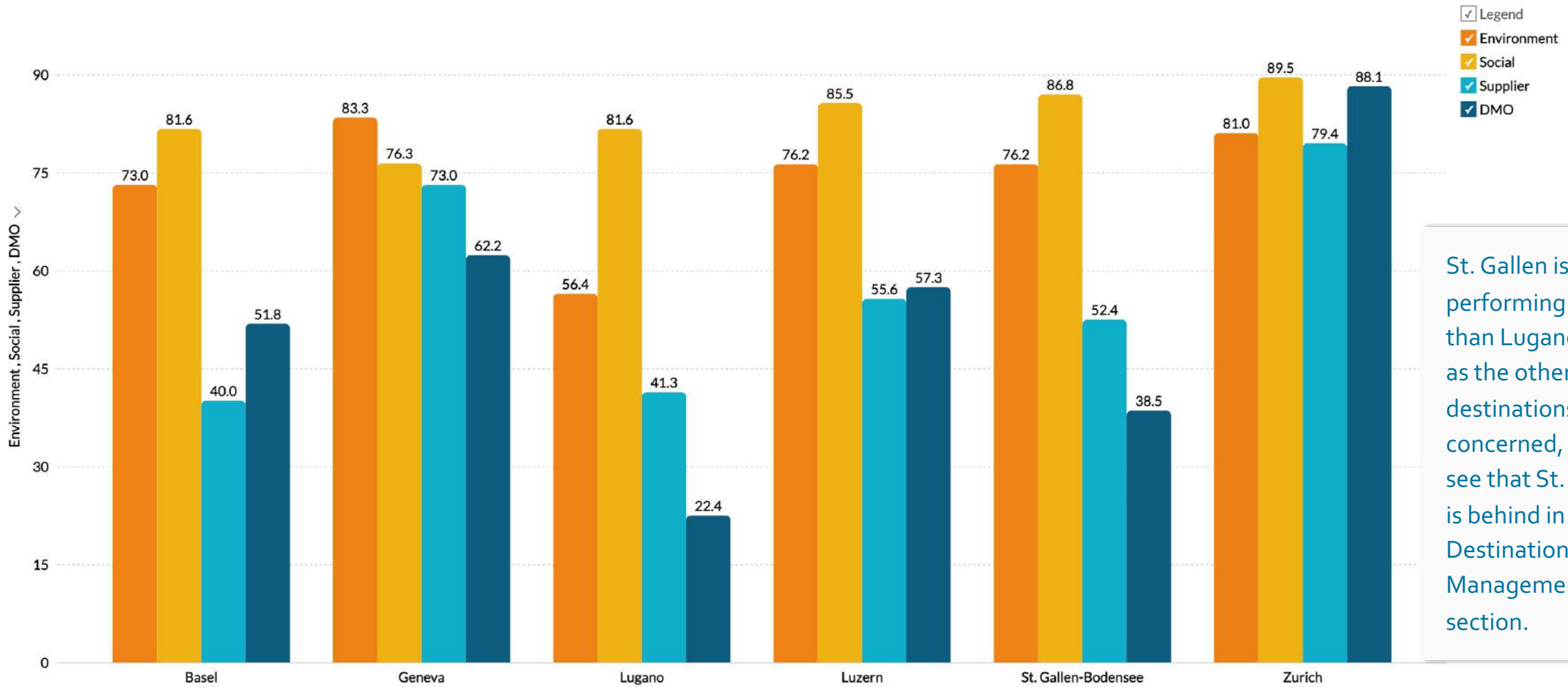
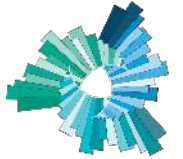
You're the second most improved destination with 14,5% of improvement!

Comparison against regions



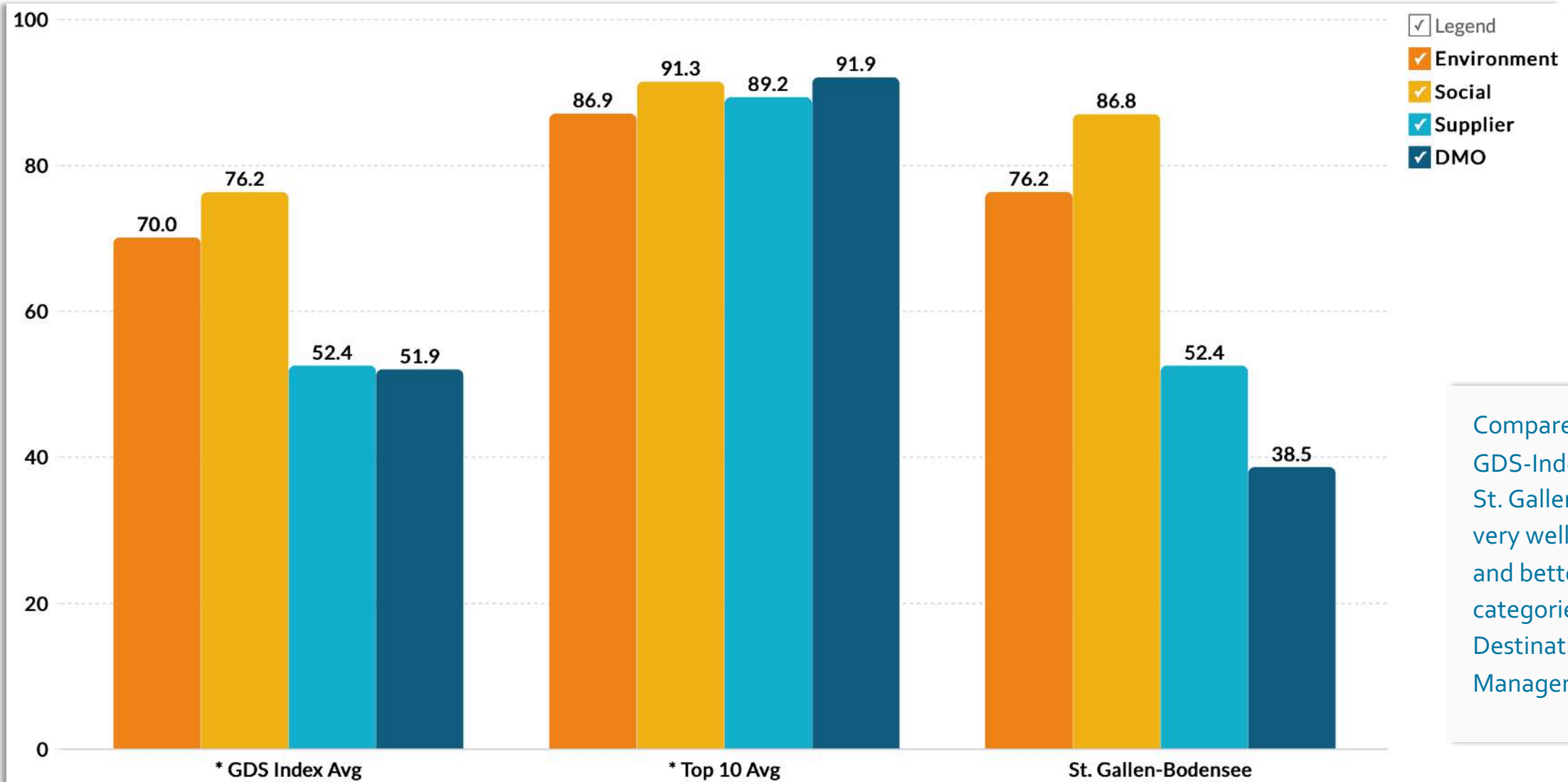
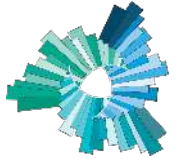
St. Gallen is above the Eastern European average and close to the Western European average. With a bit of work, you'll get there.

Performance against destinations near you



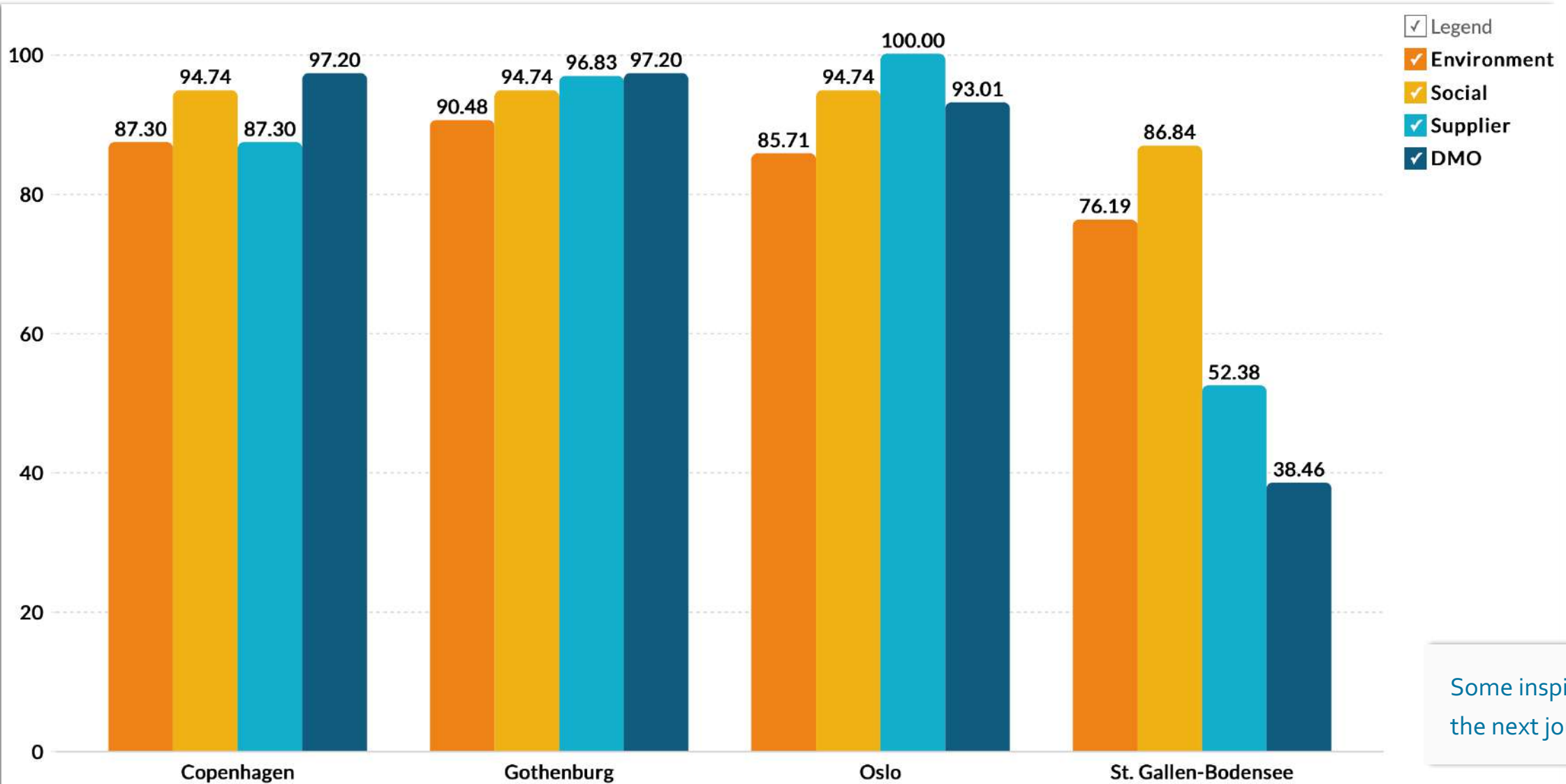
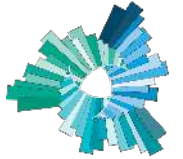
St. Gallen is performing better than Lugano. As far as the other Swiss destinations are concerned, we can see that St. Gallen is behind in the Destination Management section.

Performance against 2023 average



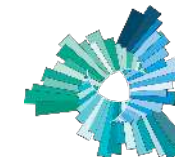
Compared to the GDS-Index average, St. Gallen performs very well in Social and better in all categories except Destination Management.

Performance against the leaders



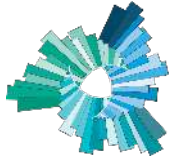
Some inspiration for
the next journey...

Environmental Performance



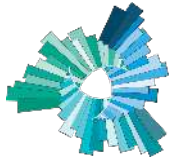
#	Subcategory	Indicator	Achieved Points	Max Points
EN-1	Climate, Energy & Emissions	Does the city have a Climate Change Mitigation and Adaptation strategy?	3	5
EN-2		Has the city signed up to an international movement to measure and reduce GHG emissions in line with the Paris agreement? 	1	1
EN-3		What are the city's emission reduction targets for 2030 compared to business as usual levels? Please state the reference year.	3	4
EN-4		What are the City's Greenhouse Gas basic emissions per capita measured in tonnes of equivalent carbon dioxide unit? Please explain how this figure is calculated in your destination.	3	4
EN-5		What percentage of the city's total electricity consumption is supplied by renewable sources? Please calculate electricity consumed (not produced) from renewable sources, divided by total electricity consumed from all sources.	4	4
EN-6	Resources	Does the city have a publicly available circular economy strategy? Select all that apply.	0	4
EN-7		What percentage of the city's municipal solid waste has been disposed of in a landfill?	4	4
EN-8		What percentage of city's solid municipal waste is recycled? Please include composting but do not include incineration.	2	4
EN-9		What is the annual total collected municipal solid waste (MSW) per capita (Kg/capita)?	3	3
EN-10	Air Quality	What is the city's annual Fine Particulate Matter (PM2.5) concentration?	4	4
EN-11		What is the city's annual Particulate Matter (PM10) concentration?	4	4
EN-12	Water	What percentage of city wastewater receives centralised treatment?	4	4
EN-13		What is the country's water and sanitation score on the Social Progress Index?	4	4
EN-14	Transport	How many kilometres of bicycle paths and lanes are there in relation to population density in your destination?	0	4
EN-15		Does the city have an integrated mobility plan and/or initiatives to improve citizen health and reduce pollution? Please select what is included.	3	3
EN-16	Biodiversity	Does the city have a biodiversity strategy, and what does it include?	2	3
EN-17		What is the city's green and blue area (hectares) per 100,000 population?	4	4

Social Performance



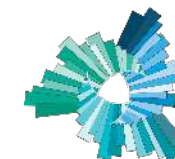
#	Subcategory	Indicator	Achieved Points	Max Points
SO-1	SDGs	How well is the city's sustainability strategy aligned with the UN Sustainable Development Goals?	2	3
SO-2		What is the country's performance at implementing the UN Sustainable Development Goals on the UN SDG Index?	4	4
SO-3	Social Progress	What is the country's score on the Social Progress Index?	4	4
SO-4	Corruption	What is the country's score on the Corruption Perception Index?	3	4
SO-5	Personal Safety	What is the country's score for "Personal Safety" on the Social Progress Index?	3	4
SO-6	Access to Information	What is the country's score for "Access to Information and Communications" on the Social Progress Index?	4	4
SO-7	Health and Wellness	What is the country's score for "Health and Wellness" on the Social Progress Index?	4	4
SO-8		Does the city's crisis management plan include tourism and events?	0	2
SO-9	Inclusiveness	What is the country's score for "Tolerance and Inclusion" on the Social Progress Index?	4	4
SO-10		Are the city's walkways and public transport system adapted to support better accessibility for people with disabilities? Please select one of the following.	2	2
SO-11		How does the city council or DMO engage and consult with local residents on important tourism topics? Please select all that apply.	3	3

Supplier Performance



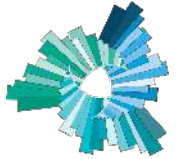
#	Subcategory	Indicator	Achieved Points	Max Points
SU-1	Hotel	What percentage of the destination's hotel room inventory has an active 3rd party sustainability certification? See the guiding notes for the relevant hotel room numbers that are determined per population size.	2	4
SU-2		Are there destination-wide initiatives or programmes in place that target hotels to create a more circular economy? Please select all that apply.	0	2
SU-3		Does the destination have a programme promoting and supporting hotels with a commitment to sustainable food? Please select the areas that the programme addresses.	1	1,5
SU-4	Airport	What percentage of the destination's key airport(s) have a current third party certification (i.e. ISO 14001) for its management of sustainability? Please calculate an average if there is more than one airport.	1	2
SU-5		What percentage of the destination's key airports are carbon neutral for their direct emissions (not flights)? Please calculate an average if there is more than one airport.	2	3
SU-6	Agencies	What percentage of event agencies located in the destination have a formal, written sustainability policy?	0,5	2
SU-7		What percentage of event agencies located in the destination have an active third party sustainability certification?	0,5	2
SU-8		What percentage of the top 10 attractions located in the destination have an active 3rd-party sustainability certification?	Unmarked	0
SU-9	Restaurants	Are there destination-wide initiatives or programmes in place that specifically target restaurants to create a more circular economy? Please select all that apply.	3	4
SU-10		Does the destination have a programme promoting and supporting restaurants and caterers with a commitment to sustainable food? Please select the areas that the programme addresses.	2	3
SU-11		Does the destination promote and incentivise 3rd-party certification for restaurants and caterers with a commitment to sustainable food?	0	1
SU-12	Venues	What percentage of the destination's dedicated convention, congress and exhibition centres have an active 3rd-party sustainability certification for their operations?	2	4
SU-13	Academia	What percentage of the destination's universities, colleges and hospitality schools have integrated sustainability into their undergraduate tourism and event management curriculum?	1,5	1,5
SU-14		What percentage of the destination's universities, colleges, and hospitality schools have integrated sustainability into their postgraduate (e.g. Masters) tourism and event management curriculum?	1	1,5

Destination Management Performance



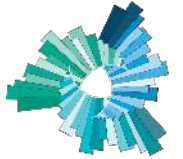
#	Subcategory	Indicator	Achieved Points	Max Points
DM-1	Strategy	Does the DMO have a sustainability strategy for the visitor economy? Please select all that apply.	4	5
DM-2		Does your DMO have a destination level programme for Diversity, Equity, and Inclusion (DEI)? Please select all of the options this programme includes.	0,5	3
DM-3		Does the DMO strategy contain objectives, indicators, targets, and an action plan that aim to generate socially positive outcomes? Please select all that apply.	0,5	2,5
DM-4		Does the DMO strategy contain objectives, indicators, targets, and an action plan that aim to generate environmentally positive outcomes? Please select all that apply.	0,5	2,5
DM-5		Does the DMO strategy contain objectives, indicators, targets, and an action plan that aim to generate economically positive outcomes? Please select all that apply.	0,5	2,5
DM-6		Has the DMO's sustainability strategy been developed with widespread stakeholder consultation? Please select all that apply and explain how the stakeholder feedback is reflected in the strategy.	2	5
DM-7		Has the DMO's sustainability strategy and its development process been reviewed and/or updated and publicly released to key stakeholder groups within in the last 3 years? Please select all that apply.	2	2
DM-8	Policy and Certification	Does the DMO have a documented sustainability policy signed by the most senior executive support, available publicly and defining the organisation's vision, commitment, and key goals?	1	1
DM-9		Does the DMO have a sustainable procurement policy that clearly defines procurement/purchasing practices, expectations, and requirements from suppliers?	0	1
DM-10		Does the DMO hold a current 3rd-party sustainability certification for its own event and/or office operations or is in the formal process of obtaining one?	0	2
DM-11		Does the destination hold a current 3rd-party sustainable destination certification or is in the formal process of obtaining one?	0	2
DM-12	Governance	How does the DMO manage the development and governance of the sustainable tourism and events programme? Please select all that apply.	3	4
DM-13	Capacity Building	Do new and existing staff in the DMO receive periodic guidance and training regarding the DMO's sustainability strategy, including their roles and responsibilities in its delivery? Please select all that apply.	0	2
DM-14		Has the DMO supported or organised sustainability training for the tourism and events value chain in the last year?	1	1,5
DM-15		Does the DMO provide support to the tourism and events supply chain to help increase suppliers' sustainability performance? Please specify.	1,5	2

Destination Management Performance



#	Subcategory	Indicator	Achieved Points	Max Points
DM-16	Measurement and Reporting	Does the DMO have a system to measure and monitor the environmental, economic, and social impact and performance of tourism? Please select which issues this data has been collected for using the options below.	0	3
DM-17		Does the DMO have a system to measure and monitor the environmental, economic, and social impact and performance of events? Please select which issues this data has been collected for using the options below.	0	3
DM-18		How does the DMO publicly communicate and report on progress towards its sustainability objectives?	2	3
DM-19		Does the DMO use official reporting frameworks to improve disclosure on sustainable destination strategy and performance? Please select all that apply.	0	3
DM-20	Marketing and Communications	Does the DMO tourism and events website(s) provide information about the destination's sustainable events and tourism strategy and initiatives? Please select all that apply.	1	2,5
DM-21		When exhibiting at trade shows, are booths made from sustainable materials? Please select all that apply.	1	2
DM-22		Does the DMO provide information about the destination's sustainability strategy and performance in its RFP responses and sales information?	0	2
DM-23	Accessibility	Does the DMO actively promote the use of soft mobility to visitors and event participants?	2	2
DM-24		How does the DMO financially incentivise visitors and event participants to use public transport?	3	3
DM-25		Does the DMO supply a list of places of interest, transport lines, hotels / venues that support visitors with accessibility challenges to navigate the destination? Please explain your answer.	1	1
DM-26	Supporting Regeneration	Does the DMO provide clients with ideas and resources to support local social, environmental, or economic causes and projects? Please select all answer options that apply and explain your answer.	1	4
DM-27		Does the DMO have a legacy and social impact programme for events?	0	5

Omni: Evaluate yourself in more detail



- 1 Go to [Omni](#), and navigate to the 'Assessments' page.
- 2 Click on 'Actions', select 'Download Excel', and follow the on-screen instructions.
- 3 Open the downloaded excel spreadsheet, and go through the evaluator's comments (column J). Reformat this column, to make it easier to read.

Assessments

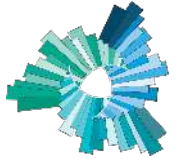
Search

ASSESSMENT NAME	PROGRESS	STATUS	SCORE	YEAR	
GDS Index Benchmark (2021)	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100 %	VERIFIED	70.6395	2021	Download Excel



- [Dashboard](#)
- [Reporting](#)
- [Assessments](#)
- [Filemanager](#)
- [FAQ](#)
- [Notifications](#)
- [Basic Information](#)
- [Destination Photos](#)

Omni: Performance analysis



- Dashboard
- Reporting
- Country insights
- Assessment Reports
- Destination insights
- Region insights
- Assessments
- Filemanager
- FAQ
- Notifications
- Basic Information
- Destination Photos

Performance Total

83.1%

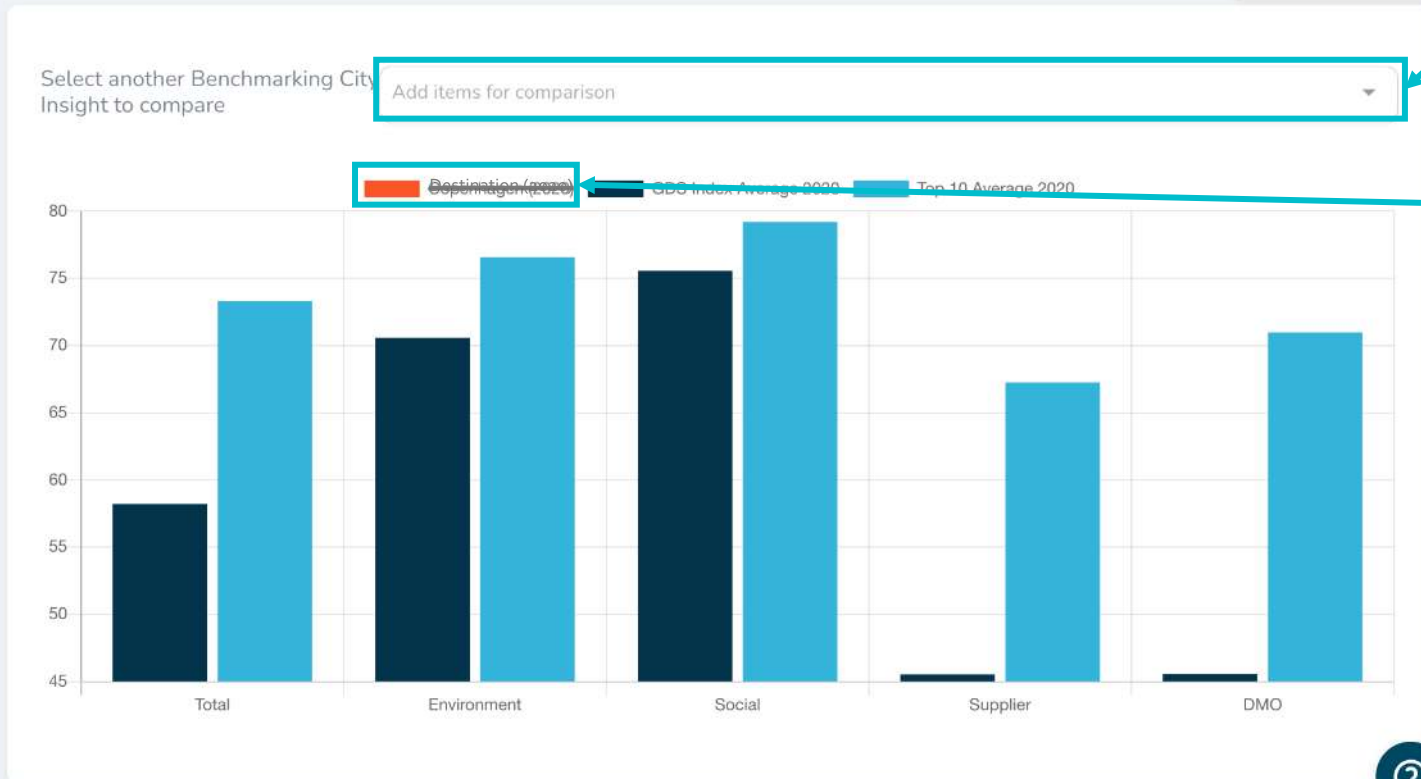
5.62% Decrease

City Rank

Country Rank #8

You can download your custom assessment report from this page.

Comparisons



Add other destinations to the graph by typing their name into this search bar. Be aware that scores for different years will appear.

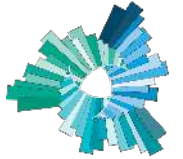
Remove a destination's scores from the graph by clicking on their name

TIP: You can download graphs by right-clicking, and selecting 'Save Image As...' from the menu.

Note: Premium destinations also have access to 'Criteria Insights', which show how you scored for each criteria using bar graphs.



Analysis Summary



Strengths

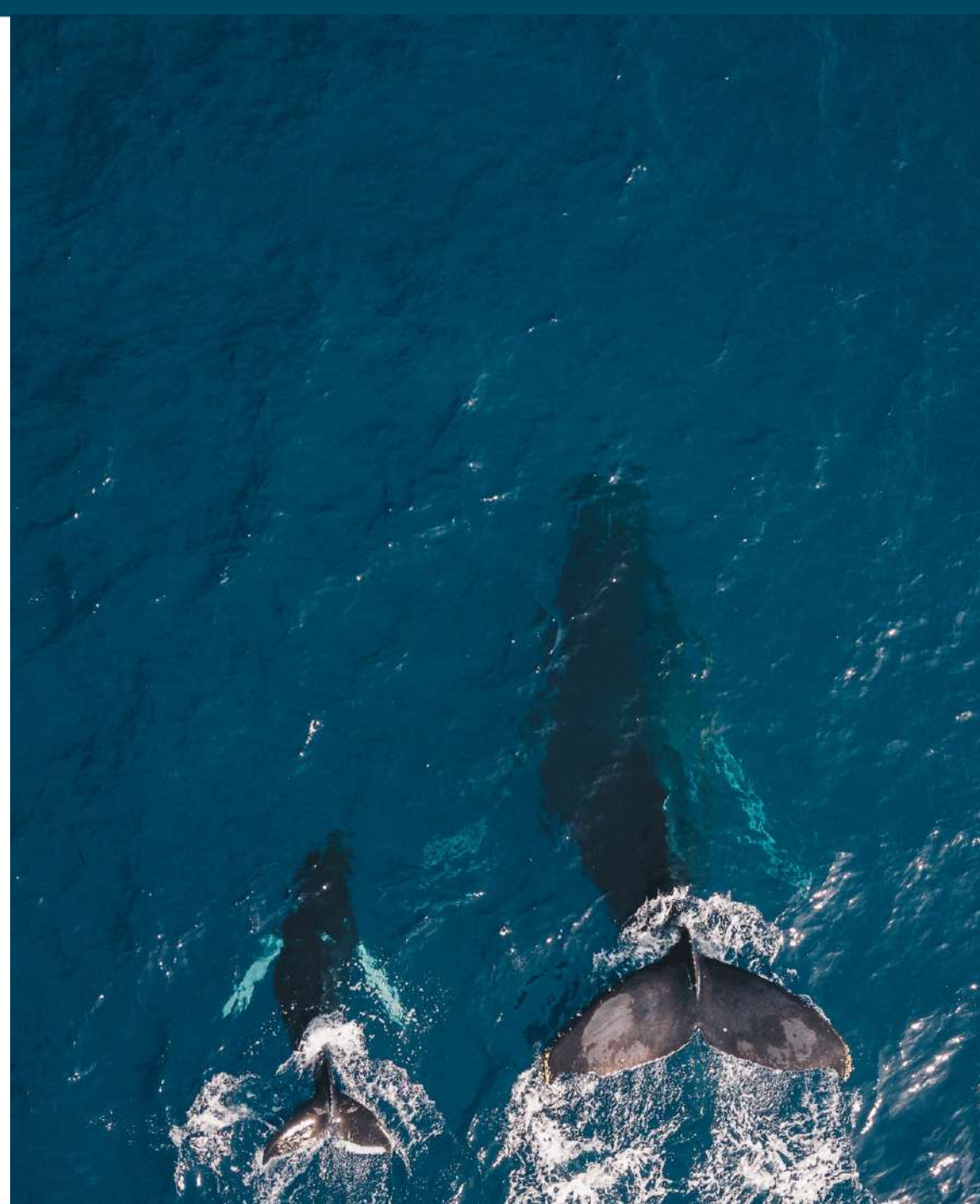
- Great improvement in all categories
- Good Social and Environmental score
- Great commitments in term of mobility
- Inclusion of the public, partners and clients in the decision-making for touristic development projects
- Great initiative for the "Invitation to participate in "St.Gallen isst abfallfrei" and reCIRCLE"
- Your communication plan for the Culinarium programme and your sustainable catering tips
- Your video for you new sustainability strategy
- Your training with Pro Infirmis to learn how people with restricted mobility can navigate in the city

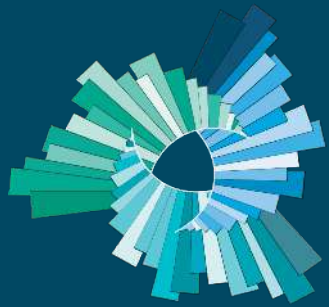
Weaknesses

- Low % of 3rd party certification rates for hotels, events agencies and venues
- Low % of event agencies with a sustainability policy
- Lack of indicator, target and action plan for your environmental, social and economic impact in your sustainability strategy for events and tourism
- No DEI strategy and no sustainable procurement policy
- No internal team to govern your sustainability initiatives (ideally cross-departmental)
- No system to measure and monitor the environmental, economic, and social impact and performance of tourism and events
- No communication progress on the indicators and targets of your sustainable destination strategy using a visual dashboard

The journey to leadership

The easiest and fastest way to drive improvement is to focus on:

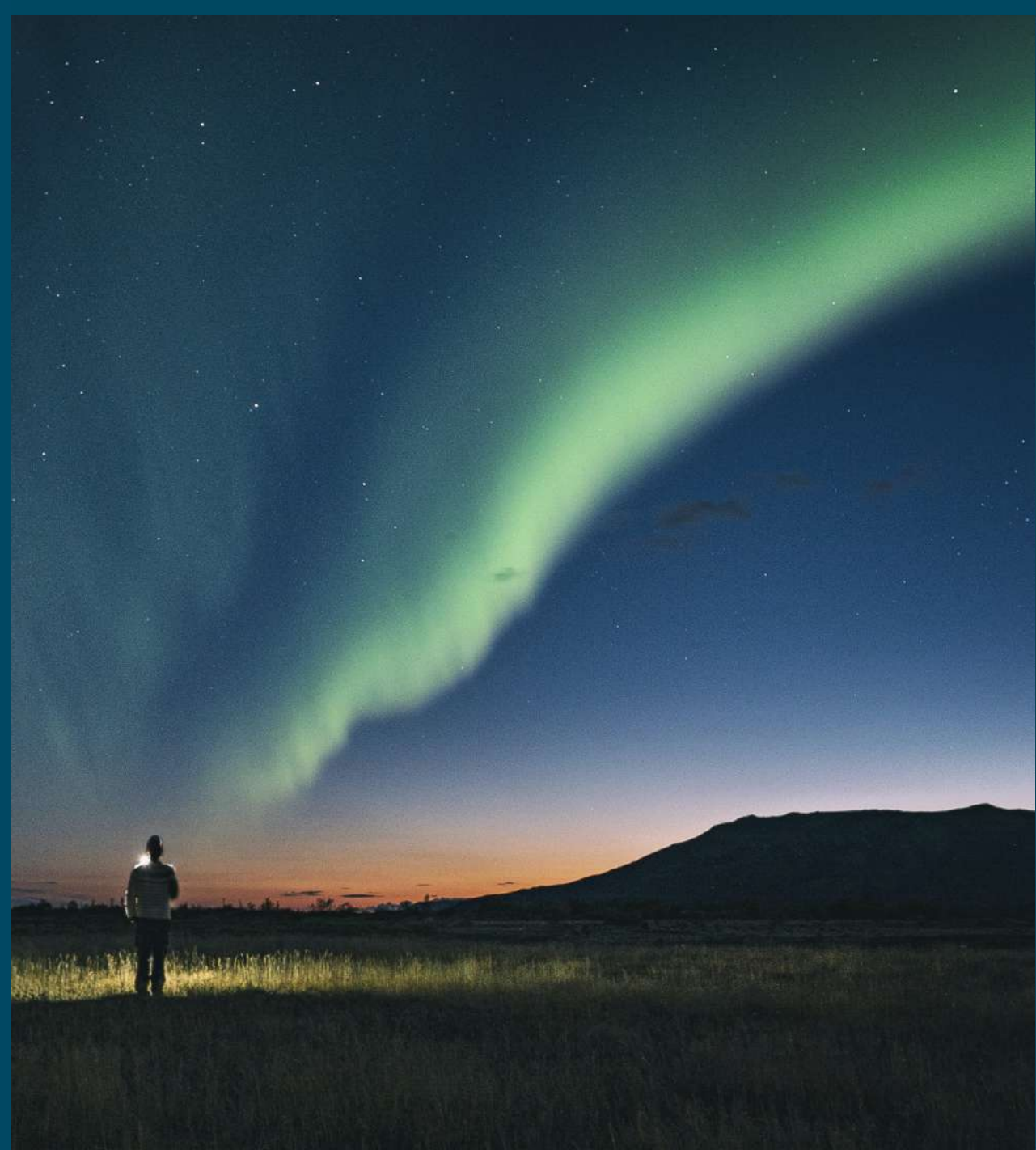




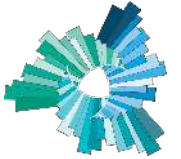
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SUSTAINABILITY
MOVEMENT**

Recommendations

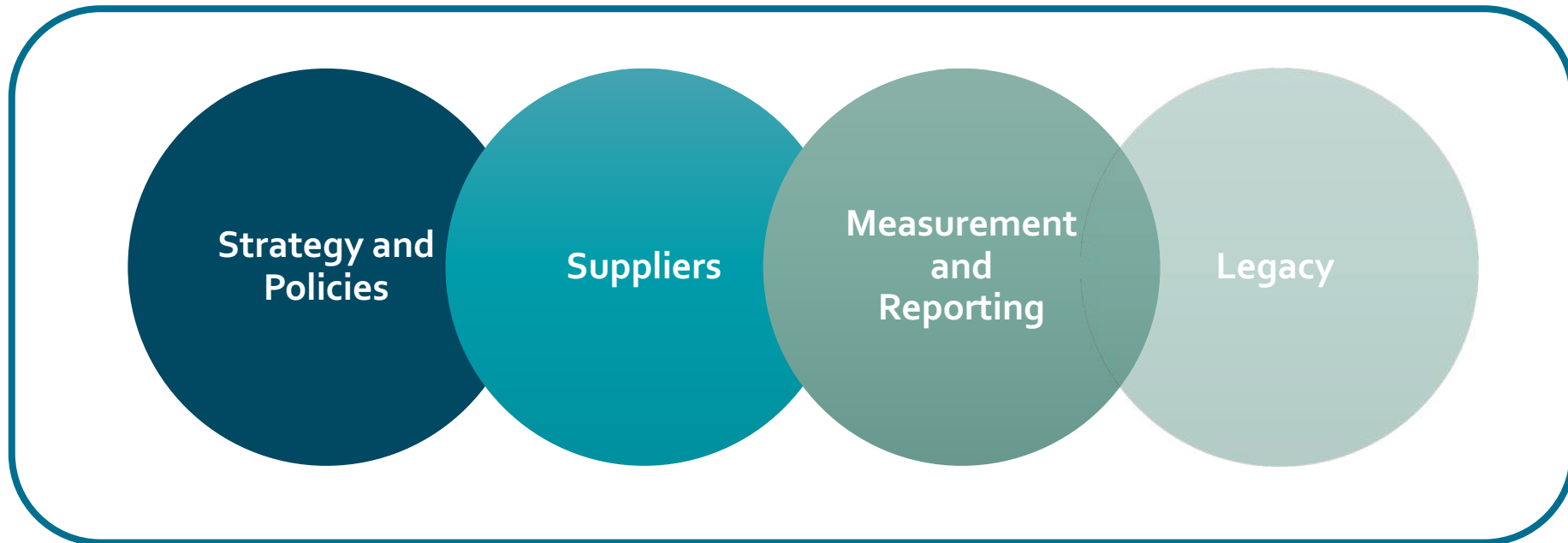
What can you do to improve
sustainability performance and your
GDS-Index ranking?



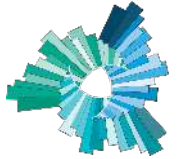
Recommendations



Advice is focused on the following areas and on short-term actions that can generate immediate value



Recommendations: Strategy



Strategy Development

- Define clear social, environmental and economic indicators, targets and an action plan that shows how objectives will be achieved through both tourism and events
- Incorporate DEI in your strategy with objectives, indicators, targets and action plan

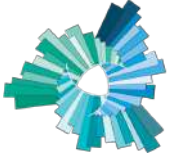
Certifications

- Commit to your DMO becoming sustainability certified for your own event and/or office operations
- Commit to your destination becoming certified for sustainability

Policy

- Creating a Sustainable procurement policy that clearly defines procurement/purchasing for your destination

Bordeaux: Tourism Roadmap 2022-2026



Challenge:

Ensure the tourism and events industry has a positive social and environmental footprint on the destination so that it is not only attractive for the visitors but benefits for the local community.

Solution:

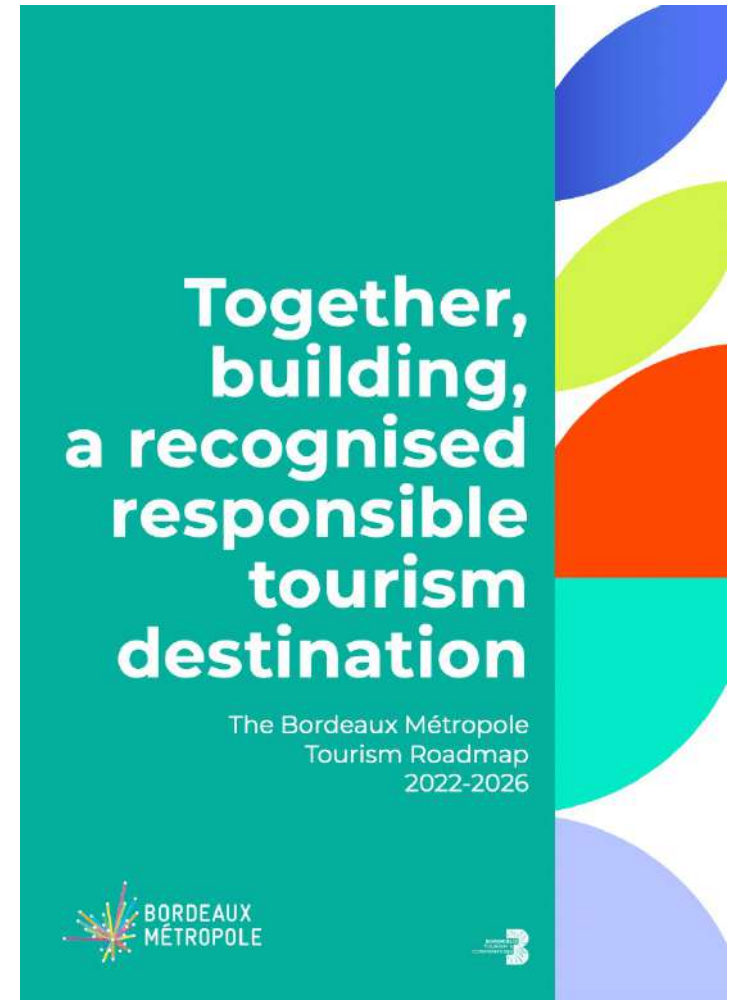
The roadmap details efforts to make tourism accessible to all and to ensure tourism and events have a positive impact, including businesses adapting to and embracing new visitor expectations.

Outcome:

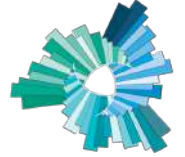
The document is a strategic tool for developing a recognised responsible tourism destination.

More:

<https://www.calameo.com/books/005365752988738931087>



Destination Nord: Sustainable Procurement Policy



Challenge:

What if not a Responsible Procurement Policy to show the pledge to do their best as a tourism management organization in complying with social, environmental and economic sustainability, through our daily activities and in tourism development?

Solution:

Destination Nord created a concise, practical, simple sustainability and procurement policies.

It's aligned with the UN SDGS, and clearly state principles and overall objectives.

More:

<https://www.enjoynordjylland.dk/corporate/sustainability-policy>



Responsible Procurement Policy

The overall aim of the procurement is to ensure that VisitAalborg procure the most environmentally and socially sound goods and services from sustainable companies and manufactures.

The procurement policy will be periodically reviewed to make sure that it continues to meet Destination Nord's corporate sustainability profile.

Process for responsible procurement

1. Understanding what the organization need
2. Identifying the preferred and qualified suppliers
3. Evaluating the offers in regards to procurement policies
4. Making an agreement with consent and coherence from both parties
5. Monitoring performance and evaluating the supplier on a regular basis in case of ongoing transactions

Criteria's vary when reviewing a supplier or a product, and can be product/service-determined. In general, we look at the behavior of the supplier in relation to the surrounding environment, and the potential consequences of non-recyclable material use, manufacture and production methods, logistics, operations and maintenance.

One of the principles rooted in our procurement is life cycle costing, which is a method to establish the total costs of the triple baseline (environmentally, socially and economically) of purchasing a product or service, from "cradle to grave". We do this by asking questions relating to each stage of its life cycle.

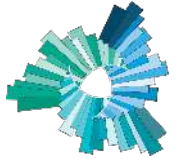
Considerations for product procurement

- Firstly, consider whether a purchase is even necessary
- What products are made of (materials, chemicals, compounds, etc.)
- Under what conditions they have been made
- What resources are used during manufacture, e.g. energy and water
- How far they have travelled
- Their packaging components
- How they should be used, including measures of durability and efficiency
- How they should be recycled and disposed

Considerations in regards to suppliers

- If the manufacturer or brand have any labels or certifications to back up sustainability claims
- If the manufacturer or brand have any sustainable/environmental/social policies in place
- If the supplier will collect used packaging for reuse/recycling

Washington DC: DEI District



Issue / Challenge / Need:

From the DMO there is a need to make visible in a unified way all the activity that is carried out in the destination from the perspective of diversity, equity and equality.

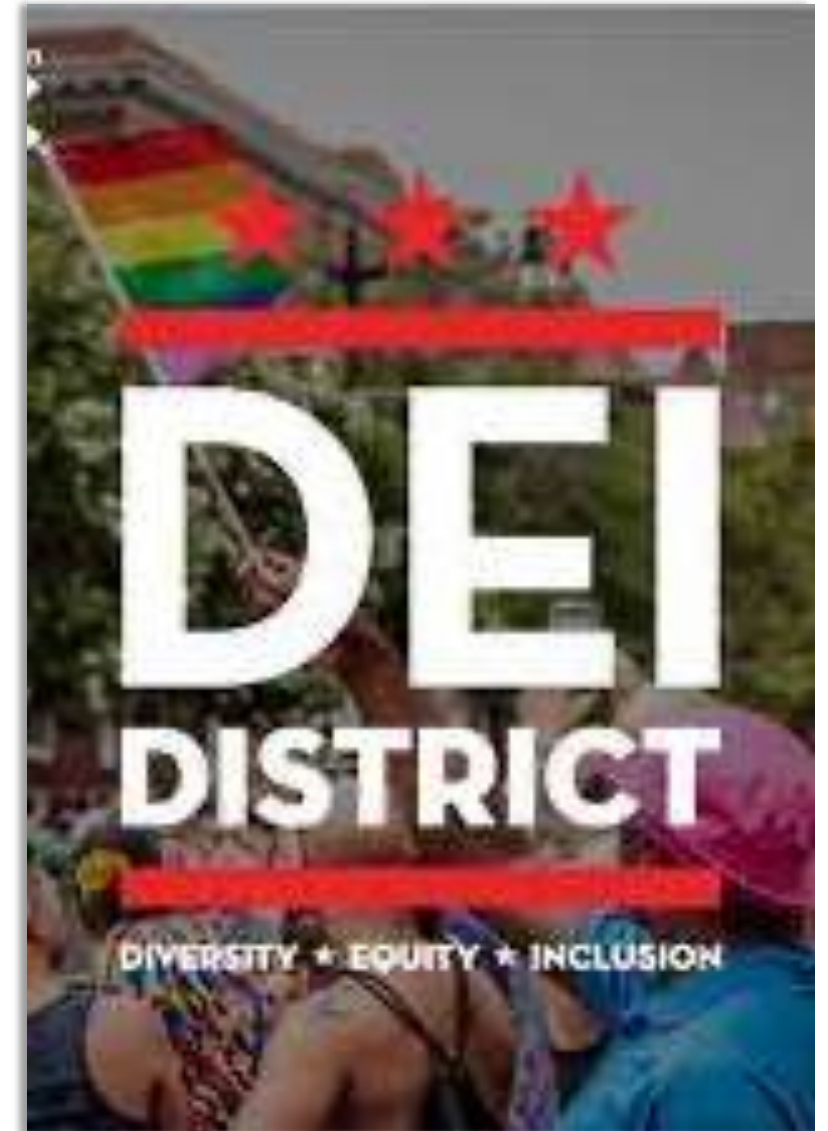
Solution:

DEI District page search to empower people by embracing the diversity in DC, learning and creating connections within their communities. From discovering DC's official music genre, to shopping or dining at Black, women and immigrant-owned establishments. The DEI content is useful whether you plan to visit, learn or meet in Washington, DC.

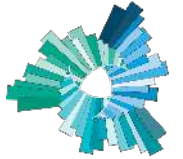
Outcome or Impact:

A DEI tool to build connections between visitors and locals

More: <https://washington.org/dei>



Recommendations: Suppliers



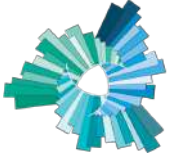
Certifications and policies

- Increase certification rates hotels, event agencies and venues
- Encourage event organisers to create their sustainability policy
- Promote a 3rd party certification for restaurants
- Lobby the airport(s) in your destination to either join or continue to pursue the Airport Carbon Accreditation Programme

Capacity Building

- Offer trainings to develop sustainability knowledge such as trainings on DEI for the tourism supply chain

Brussels: Quality-Labeling Education for Suppliers



Issue:

Few tourism suppliers in Brussels are aware of tourism labels and certifications.

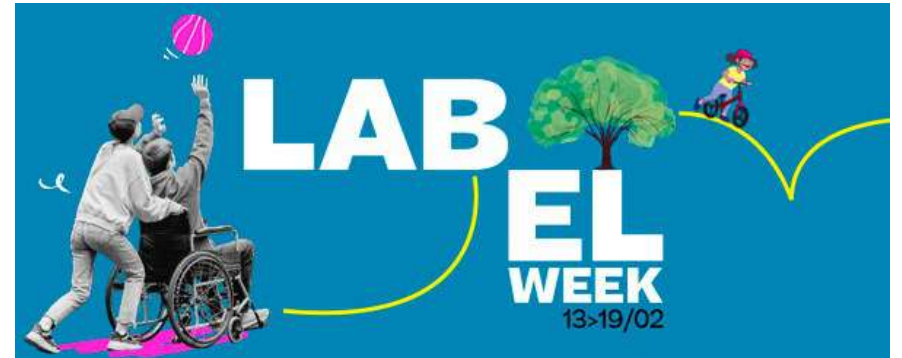
Solution:

To inform and encourage venues, accommodation, attractions and tourism suppliers to apply for quality badges, *visit.brussels* ran an informative campaign in the form of an online course highlighting a different speaker each day.

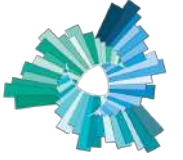
It showcased Green Key certification, Label Entreprise Ecodynamique (a brussels certification), both of which are accredited, 3rd-party certifications.

Outcome: Tourism suppliers that engaged with the campaign had the opportunity to become familiar with quality labelling available in the Brussels-Capital Region.

More: <https://www.visit.brussels/en/professionals/partners/labels-awards/semaine-de-sensibilisation-sur-les-labels-touristiques->



Bordeaux: Sustainability Literacy for Event Agencies



Issue:

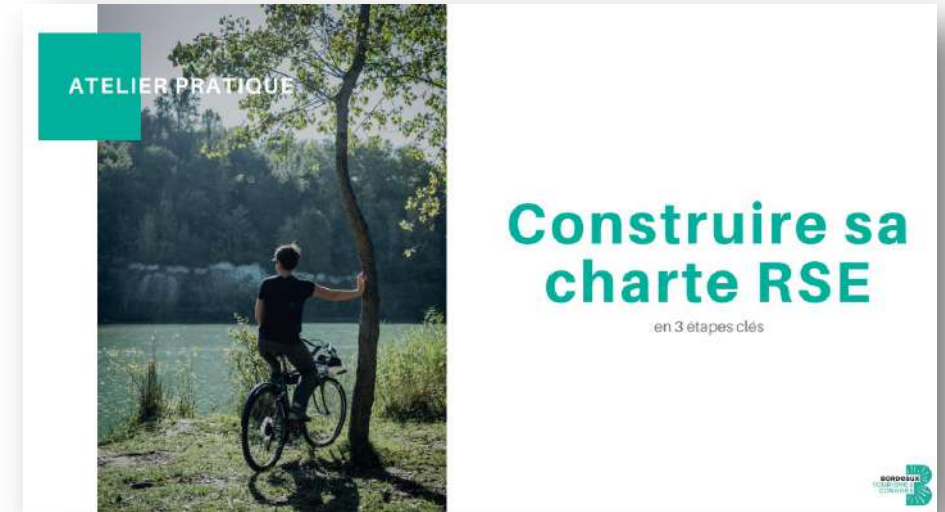
Bordeaux Tourisme et Congrès wanted to support local events agencies to develop capacity to respond to increasing number of sustainability requests from the sector.

Solution:

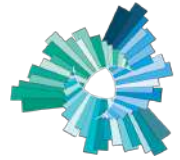
Bordeaux invited local tourism and event companies to a morning session where a structured yet dynamic agenda enabled participants to understand the sustainability issues for their own business, and to write a sustainability policy that could be shared with the sector.

Outcome:

An increase in the competence and understanding of sustainability from the participating tourism and events agencies.



Marseille: Supplier Sustainability Guides



Challenge:

Empower suppliers in their sustainability practice without overwhelming them.

Solution:

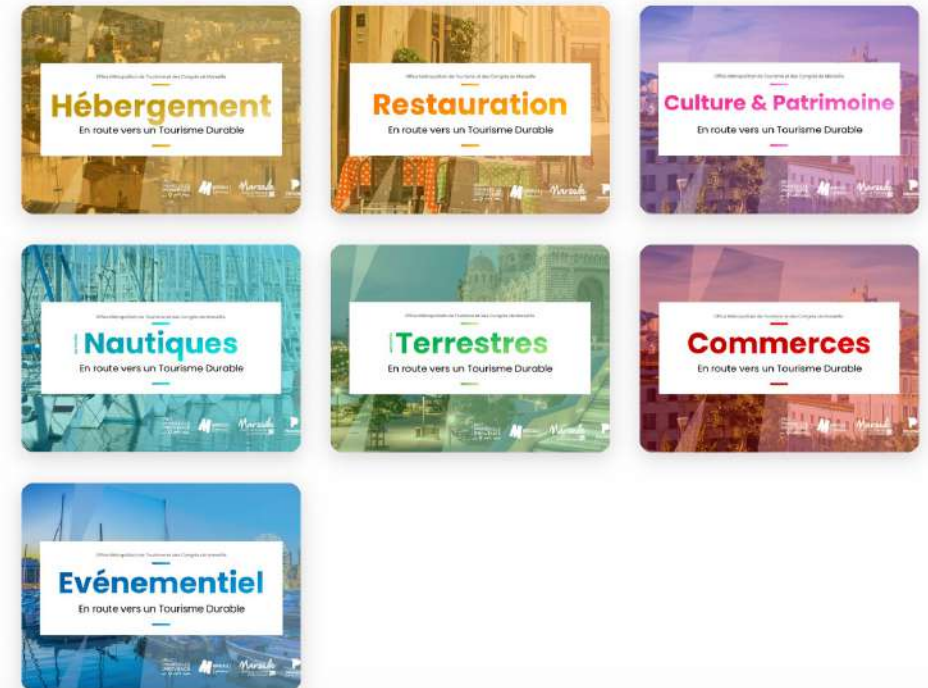
To support tourism suppliers in their sustainable transition, the Marseille Metropolitan Convention and Visitors Bureau created 7 simple best practice guides with general information, better practices, and the labels, certifications, and funding resources available to them.

Outcome:

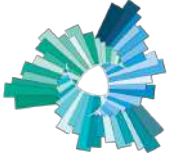
All the collaborators were able to discover, deepen and question the planetary limits. Knowing the limits of the planet allowed the participants to further comprehend the transformation in their own professions.

More:

<https://www.marseille-tourisme.com/en/travel-trade/news-for-tourism-professionals/good-practice-guides-for-a-sustainable-transition-for-tourism-professionals/>



Strasbourg: Certifications guide



Challenge:

The world of certifications might seem perplex often leading suppliers into confusion.

Solution:

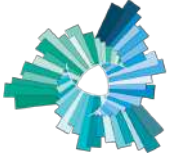
To help suppliers navigate through the world of certifications Strasbourg CVB has created a simple guide sharing key information about the main certification bodies operating in France.

Outcome or Impact:

More: Document is available upon request.



Quebec City: Comprehensive Tools for the Sustainability Transition



Challenge:

Support the region's tourism businesses in the shift towards more sustainable and responsible practices.

Solution:

Destination Quebec Cite developed a web page with resources for all types of tourism businesses.

Outcome: The web page provides comprehensive tools to help increase tourism business' sustainability performance, including those for restaurateurs, hoteliers, and events.

More: <https://www.quebec-cite.com/fr/a-propos/outils-programmes-virage-durable>

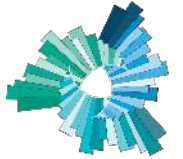
québec l'accueil
d'Amérique

THE CITY WHAT TO DO RESTAURANTS

Tools and programs to initiate a sustainable shift



Recommendations: Measurement & Reporting

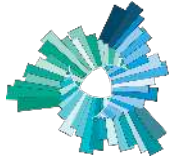


Measurement

- Implement a system to measure and monitor the environmental, economic, and social impact and performance of tourism and events

Reporting and Communication

- Communicate progress on the indicators and targets of your sustainable destination strategy using a visual dashboard
- Improve how you communicate sustainability on your website by sharing your destinations events strategy and approach

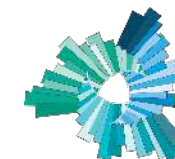


Building a strategy



IMPACT OBJECTIVE	ACTIONS	INDICATORS	TARGETS	DATA COLLECTOR	PERIODICITY	RESULT 2022	RESULTS ANALYSIS 2022	CORRECTIVE MEASURES 2022	INTERNATIONAL FRAMEWORK – GDS Index criteria, SDG Target, etc
What will you change?	1.What will you do?	1.What will you measure?	1. How much do you want to see?	Who will collect the data?	How often will it need to be collected?	What happened ?	How did the results perform against the target?	What can we do to perform better next time?	
		1.	1.						
	2.	2.	2.						
	3.	3.	3.						

Barcelona: Reporting and Measurement Dashboard



Challenge:

Barcelona needed to better understand and report on the positive and negative impacts of tourism to its stakeholders.

Solution

A committee made up of the Barcelona Tourism Observatory, the CETT and the University of Barcelona, designed and created the Sustainable Tourism Indicators System (SITS-OTB)

It reports on 30 indicators linked to the 3 areas of tourism sustainability, corresponding to 21 issues, and which respond to the 17 SDGs:

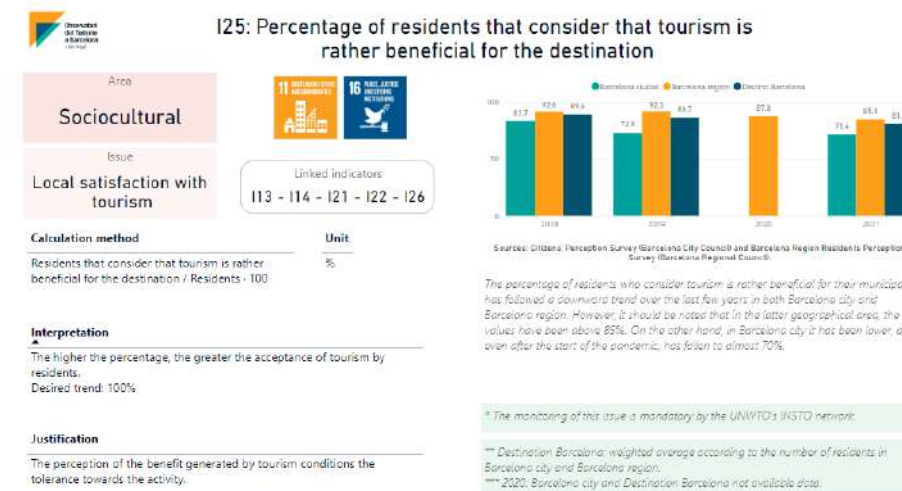
Impact:

The SITS platform is one of the most advanced dashboards by DMO. It provides historic and near real-time data. More info:

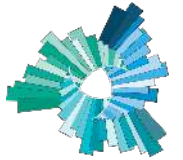
<https://www.observatoriturisme.barcelona/en/sustainability-and-tourism>

Table of indicators by area

Area	Area	Area
Environmental	Economic	Sociocultural
I01: Average distance travelled by tourists from origin to destination	I11: Percentage of tourists moving by public transport at the destination	I21: Percentage of tourists to residents (Tourist pressure)
I02: Tourist opinion about noise	I12: Percentage of tourism companies with sustainability certifications	I22: Percentage of good governance instruments
I03: Number of annual air pollution episode days	I13: Availability of current plans or strategies of sustainable tourism at the destination	I23: Average salary of women and men in the tourism activities ratio (Gender salary gap)
I04: Percentage of treated wastewater to, at least, a secondary level	I14: Maximum and minimum monthly overnight stays in accommodation ratio	I24: Percentage of tourism marketing actions that apply sustainability criteria
I05: Solid waste generated per capita	I15: Tourist average expenses during the stay (per person and night)	I25: Percentage of residents that consider that tourism is rather beneficial for the destination
I06: Water consumption per capita	I16: Tourist tax euros received per inhabitant	I26: Percentage of residents that consider that the destination is reaching the limits of its capacity to absorb...
I07: Energy consumption per capita	I17: Percentage of tourism employment	I27: Tourist global evaluation of the municipality
I08: Percentage of energy produced from renewable sources	I18: Average salary of tourism activity and average salary of the rest of the activities ratio	I28: Tourism opinion about public safety
I09: Percentage of tourists arriving by sustainable collective vehicles	Haga clic aquí para seguir este vínculo	I29: Percentage of tourists who have been victims of a crime or a crime attempt in their person or vehicle
I10: Percentage of tourists moving actively at the destination	I20: Tourist opinion about motor accessibility	I30: Security at the destination (Counter-terrorism alert level in Spain)



Quebec City: Showcasing Progress on DMO's website



Need:

Communicate progress on sustainability initiatives publicly on the DMOs webpage.

Solution:

Destination Quebec Cité developed a webpage highlighting their sustainability initiatives with descriptions as well as progress updates on these initiatives. The information is easily accessible and easy to understand.

Outcome:

A robust website that positively showcases Destination Quebec Cite's sustainability efforts.

More: <https://www.quebec-cite.com/fr/a-propos/plan-tourisme-durable>

Destination Quebec city in action

Progress of the action plan

Contribuer à la qualité de vie des résidents



1.1 : 100% | 1.2 : 50% | 1.3 : 0% | 1.4 : 100% | ou 4/6 actions

Accompagner les entreprises de la région de Québec dans le virage vers un tourisme



2.1 : 100% | 2.2 : 0% | 2.3 : 100% | 2.4 : 100% | ou 3/6 actions

Valoriser l'offre et promouvoir les actions en tourisme durable de la région de Québec



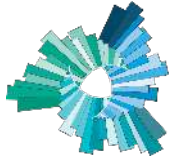
3.1 : 100% | 3.2 : 50% | 3.3 : 100% | 3.4 : 0% | ou 4/8 actions

Faire de DQC un organisme et un milieu de travail durable



4.1 : 50% | 4.2 : 100% | 4.3 : 50% | 4.4 : 100% | ou 6/8 actions

Sydney: Report on the sustainability journey and performance



Challenge:

Produce a progress report to better evaluate a destination's sustainability performance.

Solution:

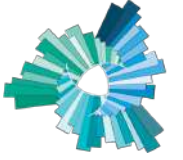
To communicate its strategy and positive impacts, Sydney created a comprehensive progress report.

More:

<https://www.datocms-assets.com/11161/1622162966-sdp-2020-progress-reportfinalweb.pdf>



Lugano: Sustainability Label Visibility Campaign



Challenge:

Lugano wanted to inform and educate its audiences about establishments holding the "Swisstainable" label.

Solution:

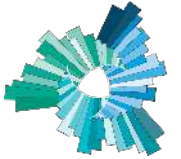
They sourced and published interviews with label holders in the Lugano Region telling their sustainability stories on their website.

Outcome: The sustainability approach of 6 "Swisstainable" partners in the region are highlighted.

More: <https://www.luganoregion.com/en/corporate/sustainability/sustainable-interviews>



Recommendations: Legacy



Support Regeneration

- Share donation programmes for food with clients and for leftover event materials with clients
- Share a list of organisations who offer social support programmes and volunteering opportunities for events participants and visitors with clients
- Develop a legacy and social impact programme for events

Helsinki: Facilitate opportunities for legacy



Challenge:

Keep track of all the programmes and activities on offer for client events to help them do more for host communities.

Solution:

Helsinki developed an informative and practical guide for congresses outlining ideas for collaboration on environmental, social responsibility, and wellbeing activities for their events.

The guide also tracks how many activities are booked and what results programme collaborations effected.

Impact:

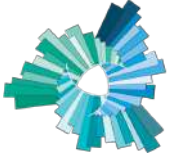
Helsinki facilitates the link between causes and clients, fostering positive impact through events and tourism.

More:

<https://materialbank.myhelsinki.fi/publications?openMediaId=5483>



Flanders: "How to Develop a Conference with Legacy" Guide



Challenge:

Offering a legacy framework and tool to events clients to leverage business events to generate positive, long-term social, economic, and environmental impacts in the destination.

Solution:

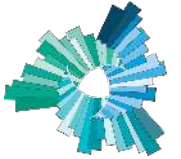
VisitFlanders created an e-book to guide all interested parties including organisers on organising events and congresses with legacy.

Outcome: One client is noted to have said, "The process really expanded my scope, bringing about a shift in my way of thinking about congresses".

More: <https://www.meetinlanders.com/free-downloads/read-our-free-e-book-organizing-conference-legacy>



Key Opportunities

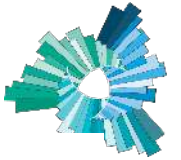


1	
2	
3	
4	
5	
6	
7	

Complete the table above with the key opportunities your destination will focus on to achieve in the coming year.

Next step: Turn Data into Stories into Action

1. Share your story – PR, website, partners, social media (eg BESydney, Kerry)
2. Involve your management team – PIRs reveal opportunities and growth areas (eg Gothenburg)
3. Gather your interested parties, share results and identify what you can celebrate (eg Amsterdam)
4. Create a narrative about your destination's sustainability strategy and action (eg Destination Canada)
5. OMNI – discover more detail and let it guide a storyline



DATA



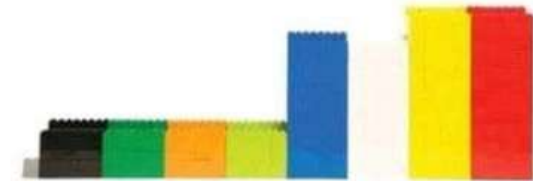
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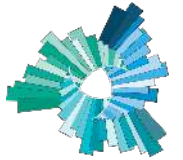
PRESENTED VISUALLY



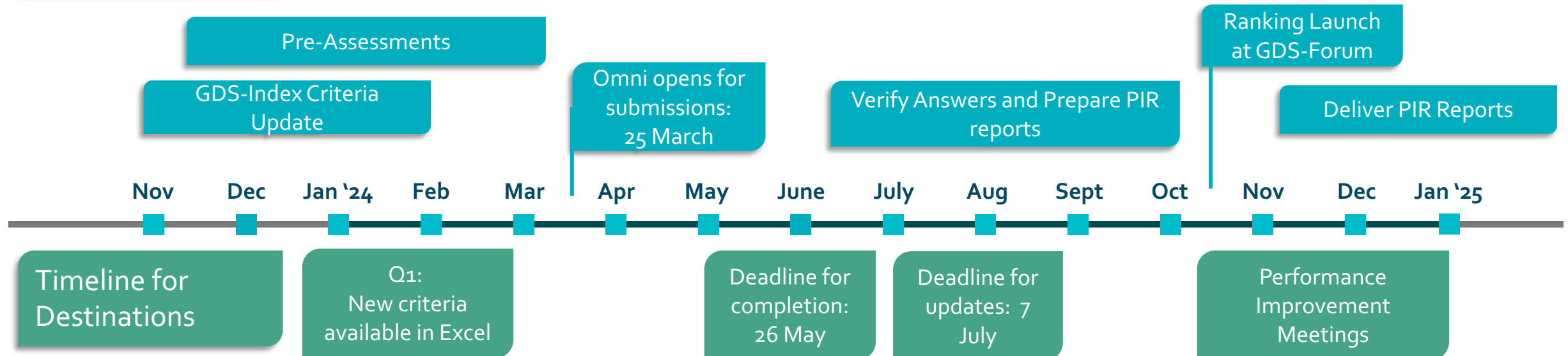
EXPLAINED WITH A STORY



GDS-Index: The Benchmarking Journey

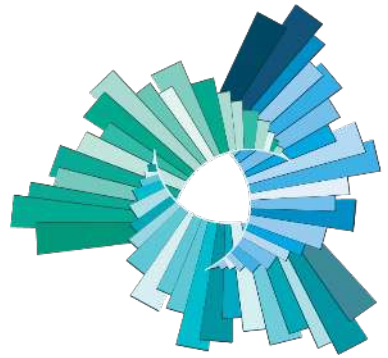


Timeline for GDS-Movement



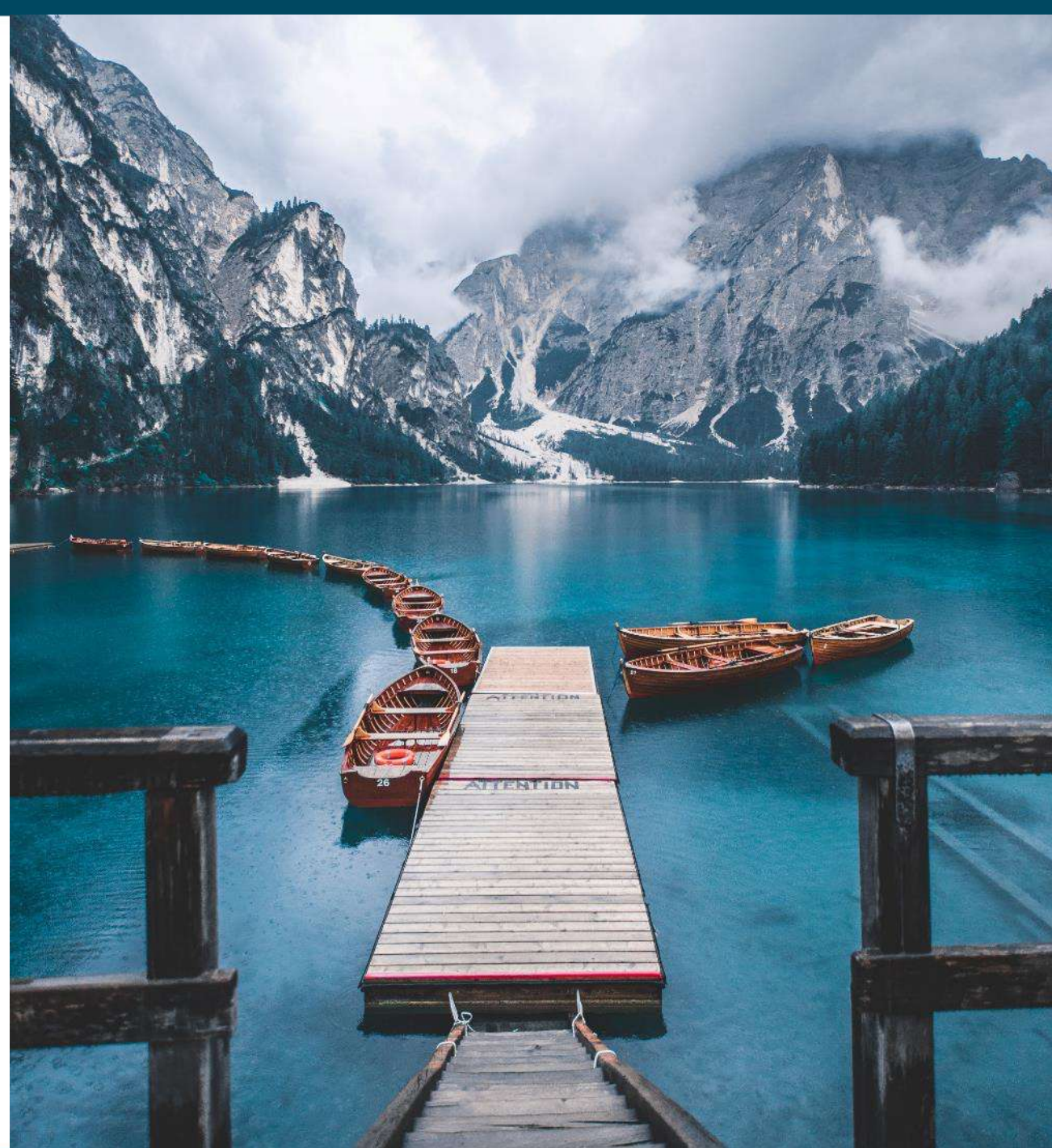
This is the date by which all destinations will need to have responded to evaluators comments and updated their answers accordingly.

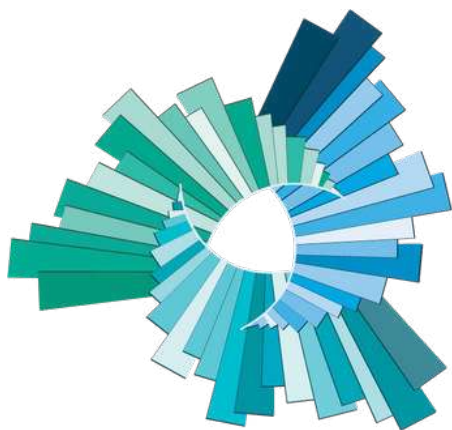
Performance Improvement Report (PIR) used to engage interested parties, and update destination strategy and plans for the following year



GLOBAL
**DESTINATION
SUSTAINABILITY
MOVEMENT**

Our purpose and services





GLOBAL
**DESTINATION
SUSTAINABILITY
MOVEMENT**

Vision

We envision thriving places and communities activated by regenerative tourism and events.

Mission

We empower people with the mindsets, skillsets, and toolsets to create regenerative destinations to visit, meet, and live in.

Our Services



GDS-Index

Benchmarking destinations and leveraging data to drive performance and impact



GDS-Consulting

Facilitating strategies, narratives, and innovation for destinations & events (for the visitor economy)



GDS-Academy

Educating and developing changemakers



GDS-Forum

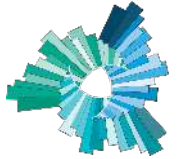
Building a dynamic, collaborative global community



GDS-Insights

Researching trends to uncover and define next practices

Need more help? We can support you:



Strategy Development

- **Co-create strategies, narratives, and roadmaps**
- **Develop** and manage a sustainable and **regenerative visitor economy**

Past Clients: Visit Belfast; Explore Edmonton, Geneva; TCEB



Market Research

- **Analyse trends and research new opportunities**
- **Discover fresh insights** to guide decision making and drive transformation

Past Clients: Fáilte Ireland; IMEX; Group NAO;



Stakeholder Engagement

- **Convene your stakeholders** to co-create for maximum impact
- **Foster innovation** and local initiatives for sustainability

Past Clients: Tourisme Montreal; Visit Britain, Belfast



Capacity Building

- **Train and develop** you team through the **GDS-Academy** for improved strategy implementation
- Build new **mind-sets, skillsets and toolsets** to create a regenerative future

Past Clients: Singapore, Visit England, Barcelona Destination Canada, Swedish Network of CVBs



Measurement and Reporting

- **Measure and track your impact** and performance for improved reporting
- **Communicate your sustainability** performance to external stakeholders and politicians

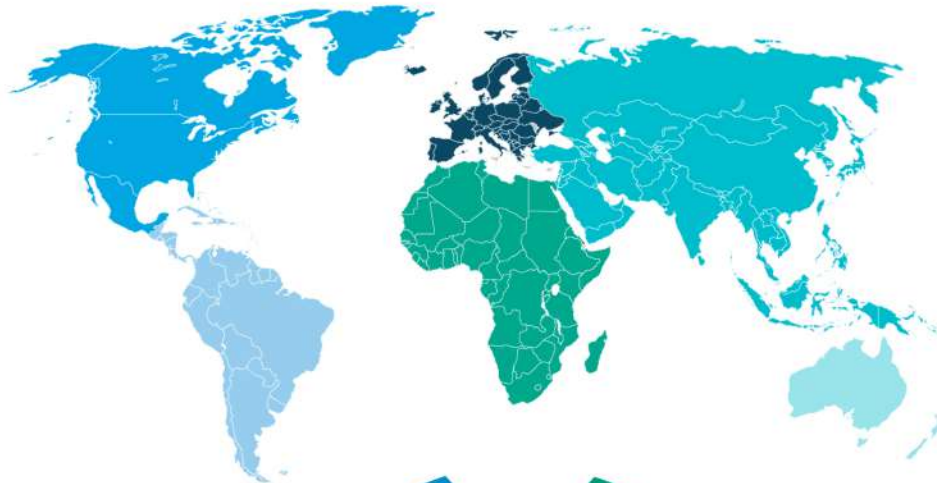
Past Clients: Gothenburg; Goyang, Only Lyon



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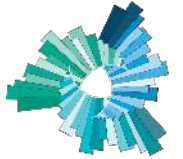
THE LEADING MOVEMENT OF DESTINATION MANAGEMENT ORGANISATIONS COMMITTED TO SUSTAINABILITY AND REGENERATION



31
COUNTRIES

100+
DESTINATIONS
GLOBALLY

Please download and read the 2023 GDS-Index Report



<https://www.gds.earth/reports/>



Need to build new mindsets and skillsets in your organisation and across the destination?

We create training for



Destination Professionals



Organisations
(DMOs and their partners)

Blended Learning Experience



Immersive, engaging and fun.



Intelligent mix of formats, discussions and collaboration.



GDS-Academy Faculty

Experts in sustainable
**destination management,
tourism and events.**

Thought leaders in
**regenerative management
practices.**

From within GDS-Movement,
**our partner destinations,
organisations, and leading
universities.**



Genevieve Leclerc
Co-founder and CEO,
#Meet4Impact



Guy Bigwood
Chief Changemaker,
GDS-Movement



Melissa Baird
Chief Storyteller,
GDS-Movement



Ed Gillespie
Resident Futurist, Speaker, Writer
and Communications Specialist

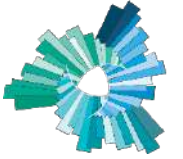


Dr. Xavier Font
Professor of Sustainability
Marketing, University of Surrey

20+ guest speakers
from DMO from all
over the world



GDS-Academy Portfolio



GDS-ICCA-CityDNA Certificate in REGENERATIVE DESTINATION MANAGEMENT

A 4-month in-depth programme for mid- to senior-level NTO and DMO professionals. Designed to build competency in crafting and implementing destination sustainability and stewardship strategies.



Duration: 28 hrs learning
+ 40 hrs of assignments



Format: Online
Modules: 11

IMPACT STRATEGY & MEASUREMENT

Designed & delivered in partnership
with



Designed for destination management organisations who need to develop a robust event legacy and impact strategy, and implement measurement processes to monitor performance.



4 Modules + optional
Module 5



Formats: online,
hybrid or in-person

STORYTELLING FOR REGENERATION

Designed for marketing and communications' professionals to build skills and capacity in storytelling that has purpose, and can help deliver results in a DMOs sustainability strategy.



4 Modules



Formats: online,
hybrid or in-person

REGENERATIVE EVENT MANAGEMENT

Designed for event professionals who want to rethink, reimagine, and redefine how their events are produced and the impact they manifest for their stakeholders.



4 Modules



Formats: online,
hybrid or in-person

Courses are available as open-enrolment and for ad-hoc custom delivery in your destination or a group of destinations
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THANK YOU!

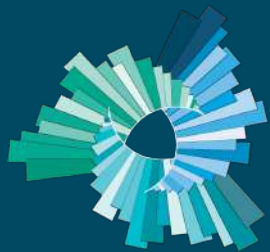
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