

TOURISM CENTRAL AUSTRALIA
STRATEGIC
PLAN
2017 – 2020



TOURISM
CENTRAL AUSTRALIA

The Heart. The Soul. The Centre.

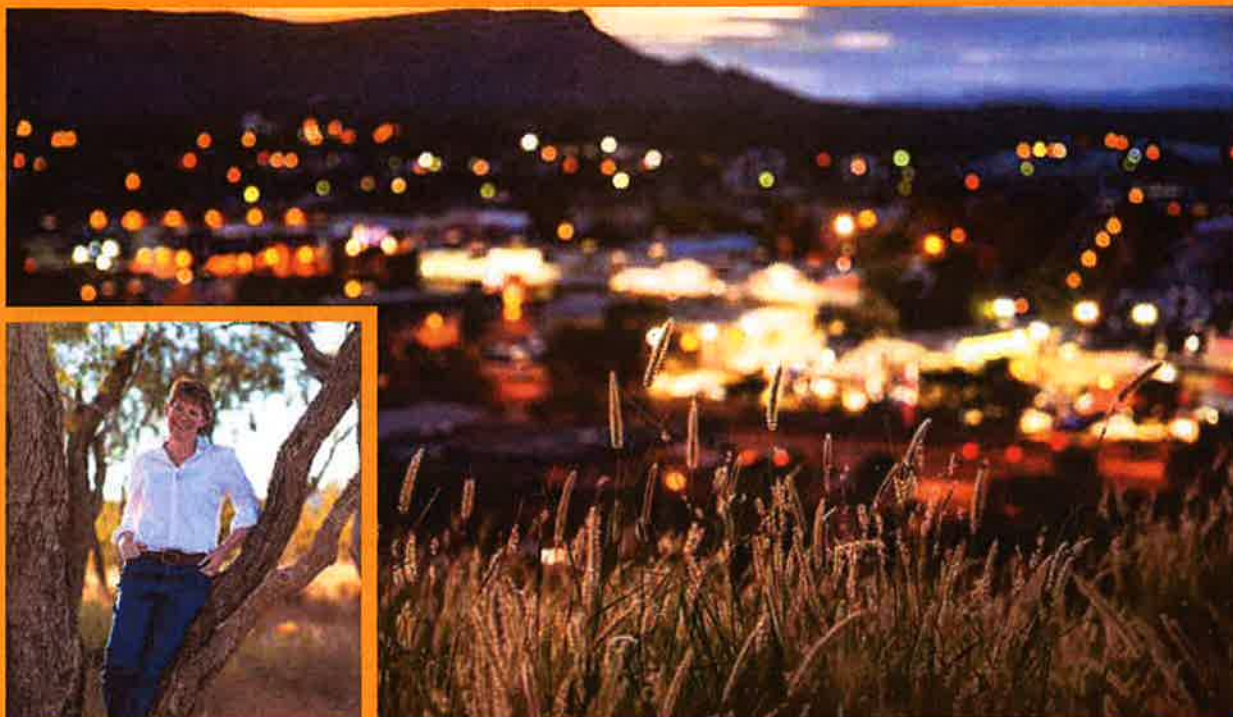
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The Heart. The Soul. The Centre.

Introduction from the Chair



I am pleased to present the Tourism Central Australia Strategic Plan for 2017 – 2020. This is a working document outlining the initiatives and projects to be undertaken over the next three years. The Plan not only provides a platform for achieving a sustainable future for the Association but provides a viable strategic direction. The Plan works in closely with our three-year funding agreement with the NT Government and Tourism NT. We have 1 year remaining for this current agreement and are working with the Minister and Tourism NT on a new 5-year agreement for our organisation's financial stability into the future.

This Strategic Plan consolidates many sources of information. The Tourism NT 2020 strategy, input from NT Government agencies, TCA Board members, staff and our members have all been canvassed to create this strategy.

We have achieved so much as an organisation in the last 12 months; most significantly winning back to back QANTAS National Tourism Awards for Visitor Services (2015 and 2016) and the 2016 NT Brolga Awards for Destination Marketing

and Visitor Services. Our continuing commitment to improved corporate governance is demonstrated with the ongoing work undertaken by the Board and CEO. A review of our Membership structure was commissioned by the board and undertaken in the 16/17 financial year. Implementing these review outcomes will shape our organisation into the future.

Our Strategic Plan is one that will continue our key areas of being a customer focused organisation, responsive to our member base and offering innovative targeted marketing on behalf of our members and funders. We are also looking to target the broader Business and Government communities reiterating the importance of the visitor economy to the success of the Northern Territory and Australia.

We are keen as an Association to continue to promote the #RedCentreNT as an adventurous destination that has something on offer for all visitors.

Cheers
Ms. Dale McIver



Our Operating Context

Our Vision

Organisation Vision

Tourism Central Australia is the leading Regional Tourism Organisation in Australia. Everyone in the #RedCentreNT visitor economy engages with us for guidance and support, and we are globally connected.

Destination Vision

The #RedCentreNT is the pilgrimage that everyone makes. It remains an outback destination, famous for its authenticity and adventurous experiences.

Our Mission

Tourism Central Australia is a business led organisation, committed to sustainably growing the visitor economy in the #RedCentreNT. We are the leading provider of Tourism information and marketing services in the region, continuously improving our services.

Our Objectives

The objectives and purpose of the Association are as follows

- **To provide leadership and to work in partnership with the tourism industry in Central Australia to assist the development of tourism product, marketing and infrastructure**
- **To promote the Central Australia Region to increase visitor numbers, yield and dispersal**
- **To work with industry stakeholders to facilitate quality tourism experiences and products are presented to visitors to the Region**
- **To represent and advocate on behalf of members in relation to tourism issues, and to facilitate within the tourism industry collaboration and professionalism**

Objectives Summary:

1. To provide leadership of and work with businesses in the visitor economy in the #RedCentreNT to develop experiences, products and infrastructure that appeal to travellers.
2. To market the #RedCentreNT to increase visitation, expenditure, regional dispersal and length of stay.
3. To advocate on behalf of businesses in the visitor economy for policies and programs that increase visitation to the #RedCentreNT, and to provide opportunities for businesses to collaborate and increase their capabilities.

Key Challenges

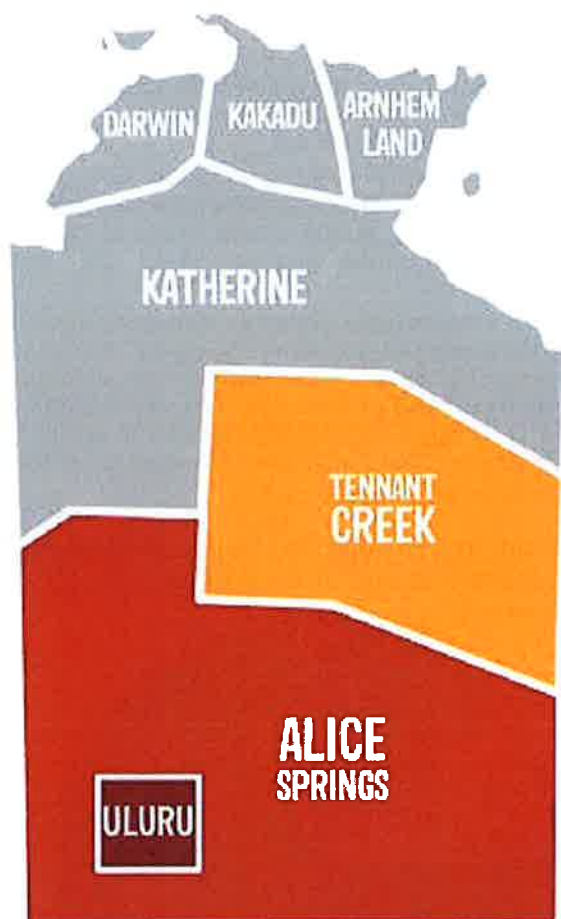
BACKGROUND

The #RedCentreNT region is the heart, soul and centre of Australia. It is a loose region of outback areas, from northern outback South Australia in the south to Newcastle Waters in the north, and from the edge of the Gibson Desert near the WA border to the Queensland border including the Simpson Desert, encompassing Alice Springs, Yulara, Watarrka and Tennant Creek amongst other regional towns (refer Maps 1 & 2).

Tourism Central Australia is one of two Regional Tourism Organisations in the Northern Territory, the other being Tourism Top End which services the region north of Newcastle Waters. Tourism Central Australia supports a wide variety of stakeholders including individuals, businesses and organisations to help grow the visitor economy in the #RedCentreNT. It also manages the Alice Springs Visitor Information Centre.

Tourism Central Australia operates within a highly competitive, yet growth focussed, tourism environment. Tourism in the NT contributes \$2.5b to the Northern Territory and provides over 15,000 jobs both directly and indirectly.

Our competitive strengths are based upon the natural outback landscape, our cultural heritage and unique events. The competitive position of the Northern Territory and the #RedCentreNT is affected by difficulty and cost of access and the affordability of competing destinations.



MAP 1. Tourism Central Australia's government funded operating area (Tourism NT)

Tourism Central Australia is the official industry association for the visitor economy in the #RedCentreNT. As such, the organisation works in partnership with stakeholders including all levels of Government to benefit the visitor economy.

Tourism Central Australia recognises the importance of tourism to the NT economy and the huge potential of the industry to further contribute to the economic development of the Northern Territory.

Deloitte's 'Catching the next wave' report has identified tourism as one of the world's fastest growing industries, with an expected increase of 4% each year for the next 15 years.^[1] This increase has been further reflected in the Northern Territory's visitation numbers, with 2015-16 receiving the highest number of domestic visitor nights over the last decade.^[2]

Consumers are engaging with the tourism industry through a number of digital touch points, including social media for information gathering and booking purposes. Along with the increase of channels used by the consumer, multiple



MAP 2. Tourism Central Australia's wider operating area

devices and digital platforms are used throughout their experience.

Social media provides an outlet for consumers to review and share their experience with the public, this can further influence future consumers.^[3]

Domestic holiday makers are further engaging in social media to obtain information on tourism destinations and products. Traditional media such as television and print will continually play a less important role in tourism marketing.^[4]

The Northern Territory is dependent on air transport to connect the local towns and communities with Australian cities^[5]. Air access to Central Australia will continue to play a major role in the growth or otherwise of the tourism industry, none more so than in Alice Springs where the lack of an ongoing presence of a budget airline affects the area's competitiveness. If there is a generated increase in passenger demand to Central Australia, the need for aviation expansion will be required.^[6]

Global economic conditions can have major impacts on the local tourism economy given that 31% of all holiday visitors to Central Australia are International.^[7] The growth of travel and tourism is increasing at a greater rate than the global economy, continuing to benefit connecting industries.^[8]

^[1] Deloitte Touche Tohmatsu. (2014). Catching the next wave. (n.p.). p.32

^[2] Northern Territory Government. (2017). Northern Territory Budget 2017-18. (n.p.)

^[3] Deloitte LLP. (2015). Travel Consumer 2015, Engaging the empowered holidaymaker. (n.p.). p.2

^[4] Ibid

^[5] Department of Transport. (2016). Aviation Industry and Services Strategy 2020. (n.p.). p.6

^[6] Ibid. p.12

^[7] Tourism Research Australia. (2016). International Visitor Survey. (n.p.)

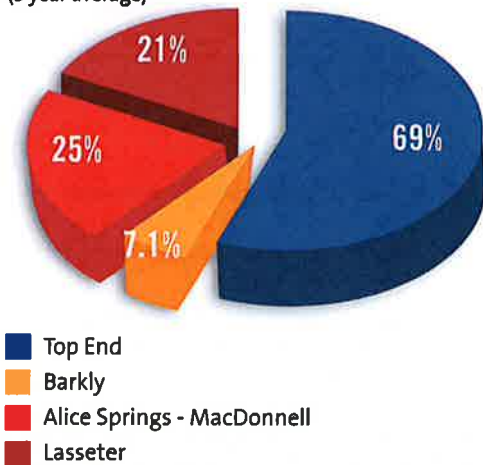
^[8] World Travel and Tourism Council. (2017). Travel and Tourism Economic Impact 2017 Australia. (n.p.)

Our Operating Context

THE FACTS

The total number of overnight holiday visitors to the Northern Territory was an average of 840,000 per annum (three-year average to the year ending December 2016), with international holiday visitation of 250,000. Of the total number of visitors to the Northern Territory, 55% visited the #RedCentreNT.

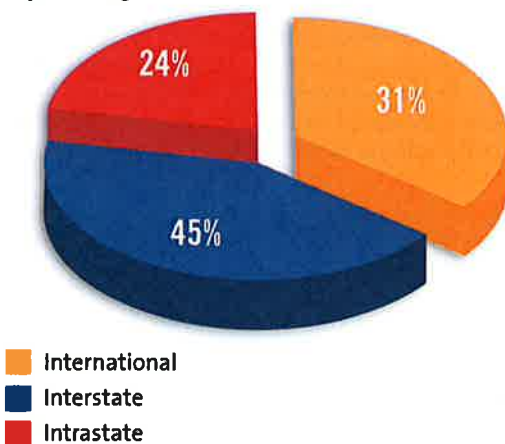
Northern Territory Visitors by Region
(3 year average)



Many visitors travelled to and through several regions in the NT, which accounts for the total being over 100%.

Central Australia received a total of 460,000 overnight visitors on average over the three years ending December 2015.

Visitors to Central Australia
(3 year average)

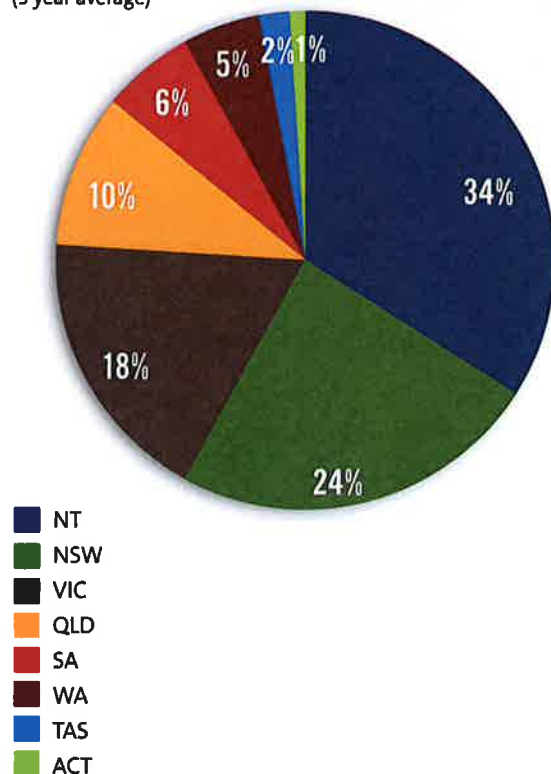


International visitors to the Northern Territory primarily arrive from the United Kingdom, Europe (Germany, France, Spain) the U.S.A, New Zealand and Asia.

Visitors to Central Australia stay for an average of 4.5 nights. Visitors to Central Australia spent \$960 million that year in the region. International visitors to Central Australia primarily arrive from the USA, UK, Germany, Japan and France.

Domestic visitation is the greatest proportion of visitation and travel booking value to the Alice Springs VIC. Following can be found details on the number of travellers and value of their trade based on travel sales data recorded in the BookEasy booking system. This data includes all visitation and purchases since data began to be tracked on the

Bookings by Domestic Travellers at Alice Springs Visitor Information Centre, by Value
(3 year average)

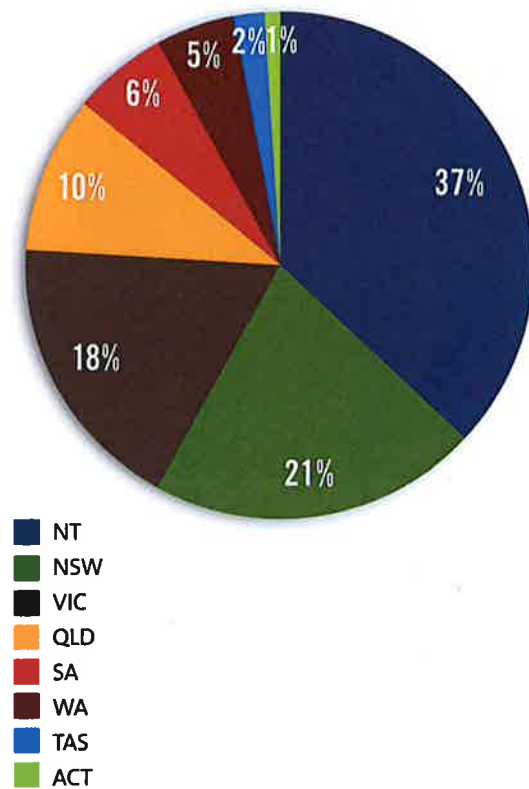


BookEasy system in 2012.

Alice Springs remains the place from which visitors to the Northern Territory are most likely to disperse from. Despite this being the case dispersal from Alice Springs to the rest of the Northern Territory has suffered a gradual decline since 2010 from 70% to 62%. Dispersal from Lasseter and Barkly remains steady at 54% and 20% respectively.

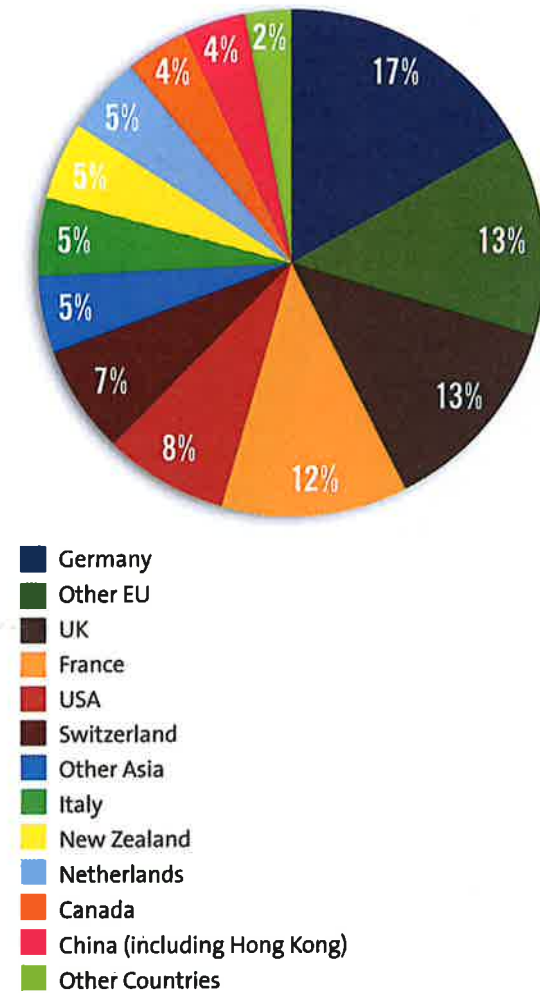
Our Operating Context

Bookings by Domestic Travellers at Alice Springs Visitor Information Centre, by Number of Bookings
(3 year average)



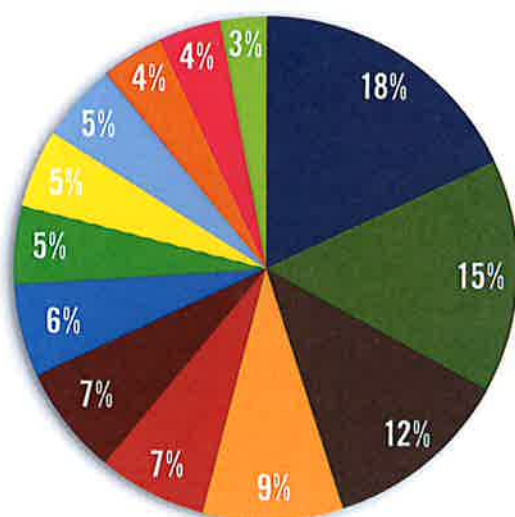
Whilst the share of bookings both value and quantity are comparable for most states, it is interesting to note that NSW provides slightly more value for money than the Northern Territory sourced bookings.

Bookings by International Travellers at the Alice Springs Visitor Information Centre, by Value
(3 year average)



Our Operating Context

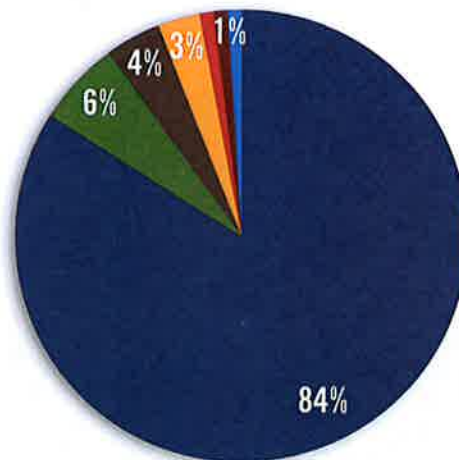
Bookings by International Travellers at Alice Springs Visitor Information Centre, by Number of Bookings
(3 year average)



- Germany
- Other EU
- France
- USA
- Switzerland
- Other Asia
- New Zealand
- Italy
- Canada
- Netherlands
- Other Countries
- UK
- China (including Hong Kong)

The value of bookings made by people from the UK can be seen when comparing the previous two charts. Whilst the share of number of bookings made by people from the UK is only 4%, the share of the value of those bookings is 13%.

Booking Sources at the Alice Springs Visitor Information Centre by Number of Bookings
(3 year average)









- Walk-ins
- Phone Enquiry
- Website Enquiry
- Email Enquiry
- Events
- Direct Website Booking
- Other Source

Walk-ins are by far the largest source of bookings for the Centre, however when considering phone and digital enquiries, 14% of bookings come from these combined sources. Currently all Centre staff service all enquiries whatever the source. Digital and phone enquiries are growing steadily, and so it may soon be necessary to dedicate a staff member to servicing these enquiries to test if it can grow more quickly.

MODES OF TRANSPORT







Visitors to Central Australia utilise a variety of modes of transport. The following three tables show the various modes of transport used to get to each of the three regions that make up Central Australia.

TRANSPORT USED - HOLIDAY VISITORS - BARKLY REGIONAL

						
	FLY ONLY	FLY/DRIVE	DRIVE ONLY	COACH/BUS	TRAIN	OTHER
INTERSTATE	0%	15%	42%	8%	0%	0%
INTRA-TERRITORY	0%	7%	79%	0%	0%	0%
INTERNATIONAL	1%	46%	28%	0%	4%	21%







(NB: Figures may not add up to 100% as some responders were not asked this question and some may have used multiple forms of transport)

TRANSPORT USED - HOLIDAY VISITORS - ALICE SPRINGS/MCDONNELL

						
	FLY ONLY	FLY/DRIVE	DRIVE ONLY	COACH/BUS	TRAIN	OTHER
INTERSTATE	32%	15%	35%	13%	8%	1%
INTRA-TERRITORY	3%	0%	94%	0%	0%	2%
INTERNATIONAL	58%	19%	5%	3%	5%	24%

(NB: Figures may not add up to 100% as some responders were not asked this question and some may have used multiple forms of transport)

TRANSPORT USED - HOLIDAY VISITORS - LASSETER REGIONAL

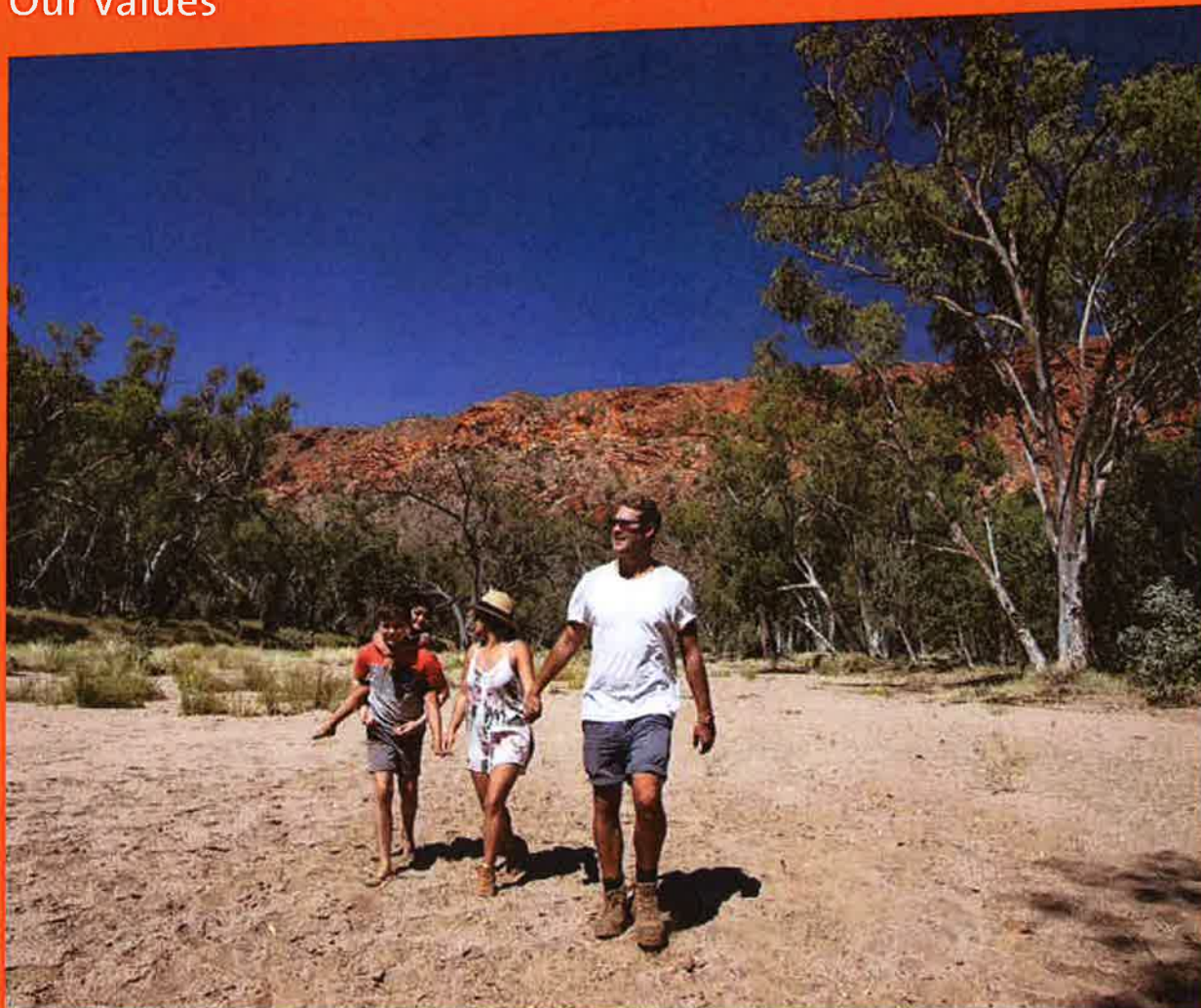
						
	FLY ONLY	FLY/DRIVE	DRIVE ONLY	COACH/BUS	TRAIN	OTHER
INTERSTATE	39%	15%	31%	12%	0%	1%
INTRA-TERRITORY	1%	8%	74%	8%	0%	0%
INTERNATIONAL	59%	16%	4%	0%	3%	24%

(NB: Figures may not add up to 100% as some responders were not asked this question and some may have used multiple forms of transport)

Data courtesy of Tourism NT.

This data enables Tourism Central Australia to better understand the visitor economy, to identify trends in visitation and expenditure statistics that will help us focus on the best allocation of resources to programs and projects.

Our Values



Tourism Central Australia holds the following as the key values of the organisation:

- **Integrity** - Tourism Central Australia's staff, Board and volunteers believe that being honest and having strong moral principles are essential. Integrity includes transparency, respect and commitment to all responsibilities.
- **Engagement** - Teamwork is vital for organisational success. Tourism Central Australia staff, Board and volunteers actively engage with each other, members and stakeholders to maintain a cohesive and collaborative tourism industry.
- **Adaptability** - Change is constant. Tourism Central Australia adapts and evolves through these changes, and continually improves, keeping ahead of competitors.
- **Consideration** - Tourism Central Australia are here to help people create lifelong positive memories: whether it be members and stakeholders, or customers who plan and book their special trips.

Tourism Central Australia - Strategic Focus Areas

Based on the information discussed in this document, our three-year plan will focus on the following three areas:

1. Advocacy for Pro-Tourism Policies and Developments
2. Marketing the #RedCentreNT
3. Becoming a Best-Practice Regional Tourism Organisation

FOCUS AREA 1: ADVOCACY FOR PRO-TOURISM POLICIES AND DEVELOPMENTS

National Indigenous Art/Cultural Centres and Trails

- Advocate for the items identified in the Tourism Central Australia 2017 National Indigenous Cultural Centre Position Paper
- Continue to deliver and grow the Tourism Central Australia Art Trails Program

Strategic Events Capacity Development

- Develop a Regional Events Plan in line with Territory and National tourism events plans
- Investigate ways to develop the capacity of event organisers operating tourism events in the region

Digital Capacity Development

- Continue through to completion the Digital Leap Project
- Investigate ways of continuing and resourcing Digital Leap Project
- Continue the Digital Integration Program, and investigate ways to resource it into the future
- Take advantage of opportunities as they arise to assist the tourism industry to digitally innovate

Yulara Visitor Information Centre

- Lobby for and present the business case for the creation of an accredited Visitor Information Centre in the Yulara area, to be operated by Tourism Central Australia in partnership with relevant businesses and agencies

Improve drive access

- Advocate for the sealing of the Mereenie Loop Road
- Advocate for the continued sealing of The Outback Way

Plenty Region and East MacDonnell Ranges Revitalisation

- Advocate and apply for a tourism masterplan for the area
- Use opportunities as they arise to advance the area's tourism businesses and assets

FOCUS AREA 2: MARKETING THE #REDCENTRENT

Research and target the markets of greatest opportunity

- Continue liaising and working with Government, University and private research agencies to ensure marketing is targeted appropriately

Deliver information in the ways travellers will consume it

- Adopt an 'always on' marketing approach
- Continually innovate to deliver information and calls to action to consumers in targeted ways

Market our outback adventure experiences

- Using existing and future adventure collateral, produce tactical marketing to highlight our regional adventurous activities to appropriate target markets

FOCUS AREA 3: BECOMING A BEST PRACTICE REGIONAL TOURISM ORGANISATION

Membership Review Implementation

- Develop an implementation plan for the recommendations of the Membership Review
- Action the implementation plan
- Communicate the recommendations and implementation to members and stakeholders

Increased sales and revenue sources for Tourism Central Australia

- Investigate new sales and revenue opportunities to diversify funding towards self-sustainability
- Refresh existing sales and revenue sources to maximise benefit



Summary

The strategic directions identified in this plan are flexible and will respond to change.

A range of data has been used to set the context of the operating conditions for Tourism Central Australia. The ten strategic items identified under three focus areas will provide guidance for the business plan and budget of the organisation for the 2017/2018 financial year, and these strategic items will be reviewed prior to the 2018/2019 financial year to ascertain continued relevance.

References:

Tourism Vision 2020: Northern Territory Strategy for Growth

Tourism Northern Territory aggregated data adapted from Tourism Research Australia

Tourism Central Australia Membership Review

TOURISM CENTRAL AUSTRALIA

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TOURISM EMPLOYS
15,500

PEOPLE ACROSS THE NT*
more than agriculture, mining
and resources combined



8,500 PEOPLE
are directly employed
in tourism in the NT*

7,000 PEOPLE
are indirectly
employed as a result
of tourism in the NT*



11.6%

Total tourism
share of employment
in the Northern
Territory 11.6%



Tourism is the 3rd largest
private enterprise
employer in the
Northern Territory



Tourism is the
6th largest direct
employer in the
Northern Territory



INBOUND REVENUE PASSENGER
ARRIVALS TO AVERS ROCK AIRPORT

178,243 ^ (UP 12.6%)

ALICE SPRINGS AIRPORT

304,462 ^ (UP 3.7%)



\$960,000,000

Total Red Centre
visitor expenditure
- Australian \$732m
- Overseas visitors \$228m*



For every \$1 of
government funding
put into Tourism
Central Australia,
\$1,215 is generated
in direct visitor
expenditure in the
Red Centre¹
(99% above peer
group average)

HELP US ACHIEVE OUR FOCUS FOR 17/18



NATIONAL INDIGENOUS ART/CULTURAL CENTRES AND TRAILS
STRATEGIC EVENTS CAPACITY DEVELOPMENT
DIGITAL CAPACITY DEVELOPMENT
YULARA VISITOR INFORMATION CENTRE
IMPROVE DRIVE ACCESS
PLENTY REGION AND EAST MACDONNELL RANGES REVITALISATION
RESEARCH AND TARGET MARKET OF GREATEST OPPORTUNITY
DELIVER INFORMATION IN THE WAYS TRAVELLERS WILL CONSUME IT
MARKET OUR OUTBACK ADVENTURE EXPERIENCES
MEMBERSHIP REVIEW IMPLEMENTATION
INCREASED SALES AND REVENUE SOURCES FOR TCA

TOURISM CENTRAL AUSTRALIA is one of two official Regional Tourism Organisations in the Northern Territory (the other being Tourism Top End). Tourism Central Australia looks after the region between northern outback South Australia, outback QLD and outback WA, up to and including Newcastle Waters. This area includes Yulara, Alice Springs, Tennant Creek and many other regions and communities in between. Tourism Central Australia has four main objectives – to provide industry leadership, to promote the #RedCentreNT, to work with industry to facilitate quality tourism experiences and to represent and advocate on behalf of our members.



TOURISM CENTRAL AUSTRALIA
Corner of Todd Mall & Parsons Street, Alice Springs
8169 1427 or info@discoverca.com.au
www.discovercentralaustralia.com



SOURCES:

*Tourism employment: Tourism Research Australia's State Tourism Satellite Accounts, 2014-15. | ^Visitor expenditure: Tourism Research Australia's Regional Overnight Visitor Expenditure Model, 2016
^Airport Arrivals: Bureau of Infrastructure, Transport and Regional Economics, 2016. | \$ Tourism Central Australia Aspire Benchmarking Report, 2015-2016.



TOURISM
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Gas Industry Myths Exposed

Myth 1: The depth of shale & tight gas deposits means fracking is safe. There is no threat to groundwater which is a concern on the east coast of Australia where CSG is extracted from shallower coal seams.

A number of US studies have implicated shale gas drilling in the contamination of groundwater with heavy metals, salts and gas. Depth is not the only factor deciding whether pollution will occur - if a gas well is faulty, it will be a pollution risk no matter how deep it is. Wells can fail due to faulty construction, repeated hydraulic fracturing or corrosion. Data from one US state shows that 6-7% of new shale gas wells were faulty and leaking gas. Also, the hazardous wastewater that is produced from fracking is a major risk to soil and water during storage, transport and disposal.

Myth 2: Small amounts of chemical additives are used in fracking, and these are found in familiar household products.

Chemical additives make up only 0.5-2% of fracking fluid but this still translates into very large actual quantities. For example, a typical 15 million litre shale gas fracking operation uses between 80 and 330 tonnes of chemicals. Many fracking chemicals have not been assessed for their long-term impacts on the environment and human health. Fracking compounds used in Australia have been shown to include many hazardous substances, including: carcinogens, neurotoxins, reproductive toxins, and endocrine disruptors.

Myth 3: The gas industry will create jobs and revive ailing rural economies.

The oil and gas industry is one of the smallest employers in Australia, employing less than 0.2% of the Australian workforce. Most workers are flown in each week from major cities, and very little money is spent in the local economy. Most gas is exported overseas and 84% of mining profits in Australia go to overseas shareholders.

Shale gas in the Northern Territory

A number of potential shale gas targets have been identified in the Northern Territory and there may also be prospective tight gas resources. More than 90% of the NT is covered by exploration licenses and applications and there are a number of companies actively exploring for shale gas across the Territory. These activities include exploratory fracking operations.

The Territory's most treasured and iconic cultural and natural areas are NOT protected from gas exploration and production. Indigenous lands from Arnhem Land to Central Australia are under threat from the impacts of invasive gas mining. National Parks and Reserves, river systems and wetlands, marine and coastal habitats are all at risk.

The large amount of water required in fracking operations would impact vital NT groundwater resources relied upon for domestic use and the pastoral industry. The pollution of wetlands, rivers and marine habitats with contaminated wastewater is also a significant concern in the monsoonal environments of the Territory, and could threaten professional and recreational fisheries.

** Cover photo: Queensland coal seam gas field.*



Fracking pond, Kimberley Region, WA

For more information email
info@lockthegate.org or visit
www.lockthegate.org.au



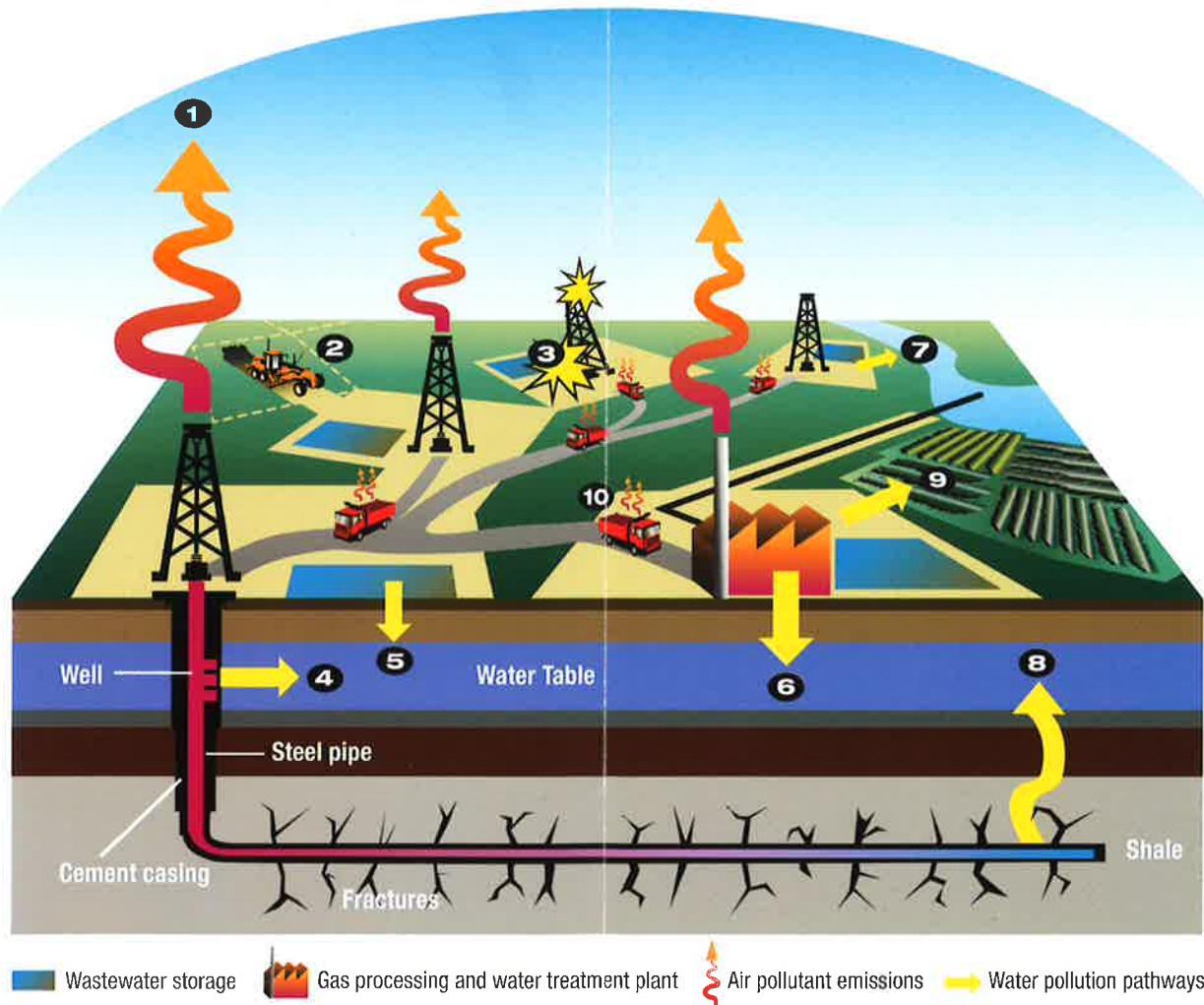
Shale & Tight Gas FRACKING



A threat to land, water & communities

Impacts of unconventional gas operations:

- 1 Air pollution from a wide range of hazardous air pollutants released from wells and infrastructure.
- 2 Loss of large areas of farmland & bushland for well pads, pipelines & roads.
- 3 Fugitive emissions from leaks in wells, pipes & infrastructure.
- 4 Contamination of underground water resources due to well casing failure.
- 5 Soil & water pollution from spills, leakage & overflow of toxic wastewater.
- 6 Soil & groundwater contamination from reinjection of poorly treated or untreated wastewater.
- 7 Pollution of waterways from wastewater & chemical spills and release of poorly treated wastewater.
- 8 Migration of gas and toxic substances into groundwater through natural faults and fracking induced pathways.
- 9 Water, soil and crop contamination from reuse of poorly treated or untreated wastewater on farmland.
- 10 Noise & air pollution from trucks, drill rigs and machinery.



Unconventional gas: Involves using invasive 'unconventional' methods to crack rocks that hold methane gas deep underground. Unconventional techniques are used to extract methane from shale rocks (known as 'shale gas') and from low permeability sandstone rocks (known as 'tight gas').

Invasive industrial gasfields: Shale and tight gasfields involve the industrialisation of entire landscapes with numerous closely spaced wells. Typical gasfields contain thousands of wells. Gasfields also require vast networks of access roads, gas pipelines, processing plants, compressor stations, and wastewater holding dams and treatment plants.

Fracking: Techniques such as horizontal drilling and hydraulic fracturing (fracking) are used to extract shale and tight gas. Fracking involves pumping large volumes of water, chemicals and sand into the ground at high pressure to release gas. Tight gas also requires acidization, which involves pumping acids into the well to dissolve the cements between rock grains.

Water use: Fracking is an extremely water-intensive practice. A single shale gas frack uses 11-34 million litres of water in the fracking fluids. That's roughly 360 – 1100 truckloads. Wells are often fracked on multiple occasions, sometimes up to ten times, multiplying overall water use. Some of this fluid returns to the surface as flowback, but most stays underground and is never recovered - estimates suggest 70% or more remains underground.

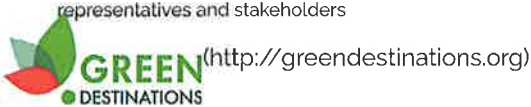
Wastewater: Wastewater from gas operations includes flowback from fracking and 'produced' water that is present in the source rock. This produced water is brought to the surface during gas production. The wastewater may contain heavy metals, salts, radioactive materials and volatile organic compounds. The massive volumes of wastewater produced may be stored in large ponds, partially 'treated' and released into waterways or re-injected back underground - a process that often leads to earth tremors and earthquakes.

*Sources for all information provided are available at:
http://www.lockthegate.org.au/about_shale_and_tight_gas



Green Destinations is a non-profit organisation for sustainable tourism, leading:

- A global **Partnership** (<http://greendestinations.org/partnerships/>) of expert organisations, companies and academic institutions
- The Green Destinations **Community** (<http://greendestinations.org/destinations-community/green-destinations-community/>) of destination representatives and stakeholders



(<http://greendestinations.org>)

GREEN VALUES

Green Destinations' core values are:

- **Genuine and authentic:** supporting the celebration of local culture and tradition;
- **Responsible:** defending people against exploitation and human rights violation, and enhancing accessibility for people with disabilities;
- **Economically sustainable:** involving the local business community and enhancing local community employment during and beyond the holiday season;
- **Environmentally sustainable:** ensuring public health, safety and sound environmental management;
- **Nature & scenery:** protecting scenic views, habitats and wildlife, and respecting animals that are used in tourism.

Green Destinations Community

These GREEN values are also promoted by the members of our Green Destinations Community, dedicated sustainability leaders representing the network of participating destinations, regions and countries.

Why Green Values

Adopting the GREEN values will help destinations to attract 'green travellers', who are attracted by the core values of the destination and are expected to show more respect to these values.

Cooperation

Green Destinations works together with tourism business and media partners in order to make the green offer of destinations better visible in the marketplace.

DESTINATION ASSESSMENTS, AWARDS AND CERTIFICATION

Green Destinations developed a complete, affordable and easy-to-use Assessment & Certification programme that fits the needs of both small and larger destinations. It is operated through an online **Assessment & Reporting** (<http://greendestinations.org/assessment-reporting-platform/>) platform based upon the GSTC-Recognised **Green Destinations Standard** (<http://greendestinations.org/green-destinations-standard/>) and the GD Database with data from 2000 destinations. The platform helps destinations to improve sustainability management and performance, best price guaranteed. For more information, visit **Awards & Certification** (<http://greendestinations.org/awards-certification/>). Destinations that subscribe to the GD Assessment & Reporting platform become member of the **Green Destinations Community** (<http://greendestinations.org/destinations-community/green-destinations-community/>).

GREEN DESTINATIONS COMMUNITY

Destinations, regions and countries are connected to the world's largest sustainable destinations community through their **Green Destinations Ambassadors** (<http://greendestinations.org/green-destinations-ambassadors/>). The community also includes Ambassadors from QualityCoast, QualityTourism, and Slovenia Green destinations. Green Destinations Ambassadors share knowledge and experiences with colleagues from around the world. Together with **Experts and solution providers** (<http://greendestinations.org/4-columns/>), GD Ambassadors help their destination to improve by promoting **Sustainability solutions** (<http://greendestinations.org/4-columns/>).

GREEN DESTINATIONS DAYS AND TOP 100

The Green Destinations Community was first launched at ITB Berlin 2015, and had successful meetings and presentations at ITB 2016, and at **Global Green Destinations Day** (<http://greendestinationsday.com/>) in Ljubljana (Slovenia), the largest global sustainable destinations meeting ever held, convening 350 people from 36 countries. GGDD'16 presentations and picture gallery can be viewed **here** (<http://greendestinationsday.com/news/>).

Members of the Community are encouraged to nominate their destination for the Sustainable Destinations Top 100 competition, that was first organised in **2014** (<http://greendestinations.org/2014-top-100/>), and repeated in **2016** (<http://greendestinations.org/2016-top-100/>) and **2017** (<http://greendestinations.org/2017-top-100/>). The aim of the competition is to highlight success stories in destination management, and to exchange good practices between destinations, for example at Green Destinations Days.

Members of the Green Destinations Community are encouraged to organise their own local, regional or national Green Destinations Day.



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Assessment & Awards ([Http://Greendestinations.Org/Awards-Certification/](http://Greendestinations.Org/Awards-Certification/))

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Green Destinations Standard ([Http://Greendestinations.Org/Green-Destinations-Standard/](http://Greendestinations.Org/Green-Destinations-Standard/))

Sustainability Management System ([Http://Greendestinations.Org/Sustainability-Management-System/](http://Greendestinations.Org/Sustainability-Management-System/))

Assessment & Reporting Platform ([Http://Greendestinations.Org/Assessment-Reporting/](http://Greendestinations.Org/Assessment-Reporting/))

Country Baseline Assessment ([Http://Greendestinations.Org/Country-Baseline-Assessment/](http://Greendestinations.Org/Country-Baseline-Assessment/))

Auditor Training ([Http://Greendestinations.Org/Auditor-Training/](http://Greendestinations.Org/Auditor-Training/))

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Green Destinations Ambassadors ([Http://Greendestinations.Org/Green-Destinations-Ambassadors/](http://Greendestinations.Org/Green-Destinations-Ambassadors/))

2017 Top 100 ([Http://Greendestinations.Org/2017-Top-100/](http://Greendestinations.Org/2017-Top-100/))

2016 Top 100 ([Http://Greendestinations.Org/Green-Destinations-Community/2016-Top-100/](http://Greendestinations.Org/Green-Destinations-Community/2016-Top-100/))

2014 Top 100 ([Http://Greendestinations.Org/Green-Destinations-Community/2014-Top-100/](http://Greendestinations.Org/Green-Destinations-Community/2014-Top-100/))

Viami ([Http://Greendestinations.Org/Green-Destinations-Community/Viami/](http://Greendestinations.Org/Green-Destinations-Community/Viami/))

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Solutions ([Http://Greendestinations.Org/Solutions/](http://Greendestinations.Org/Solutions/))

Green Solutions Platform ([Http://Greendestinations.Org/Solutions/](http://Greendestinations.Org/Solutions/))

2016 Top 10 Green Solutions ([Http://Greendestinations.Org/Solutions/2016-Top-Solutions/](http://Greendestinations.Org/Solutions/2016-Top-Solutions/))

Events ([Http://Greendestinations.Org/Events/](http://Greendestinations.Org/Events/))

NL Green Destinations Day ([Http://Greendestinations.Org/Events/NL-Green-Destinations-Day/](http://Greendestinations.Org/Events/NL-Green-Destinations-Day/))

2016 Global Green Destinations Day ([Http://Greendestinationsday.Com/](http://Greendestinationsday.Com/))

News ([Http://Greendestinations.Org/News/](http://Greendestinations.Org/News/))