



GLOBAL
DESTINATION
SUSTAINABILITY
MOVEMENT

Asia Pacific Forum @ Goyang Destination Week

Introduction



1. Educate
2. Inspire
3. Activate



Agenda



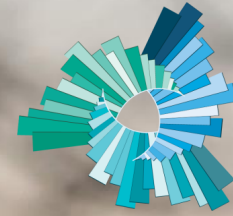
1. The Future We Want: Ed Gillespie
2. The Regenerative Revolution: Guy Bigwood and Noah Joubert
3. Goyang - From Index to Leadership: Peter Lee
4. From Strategy to Impact: Jessica Vandy
5. Destinations in Action: Panel Discussion
Helsinki: Birgit Liukkonen
Sydney: Katie Shammas
Berlin: Luisa Mentz
6. The Power of Storytelling: Melissa Baird



THE REGENERATIVE REVOLUTION

Guy Bigwood, Chief Changemaker | #guybigwood

Noah Joubert, Changemaker



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You are living through the GREAT SUSTAINABILITY REVOLUTION



The sustainable travel tsunami?



61% want to travel more sustainably (booking.com)

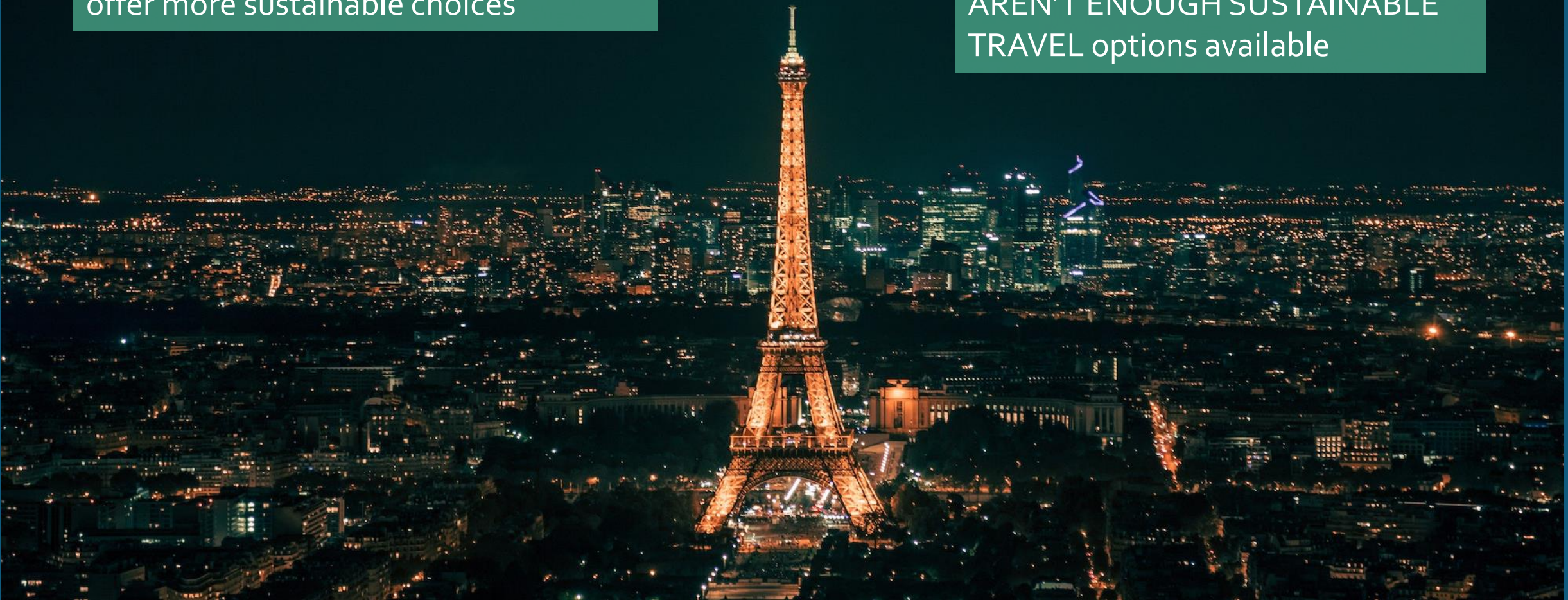


Growing opportunity?



72% think travel companies should offer more sustainable choices

49% of travellers say there AREN'T ENOUGH SUSTAINABLE TRAVEL options available



The sustainable events tsunami?



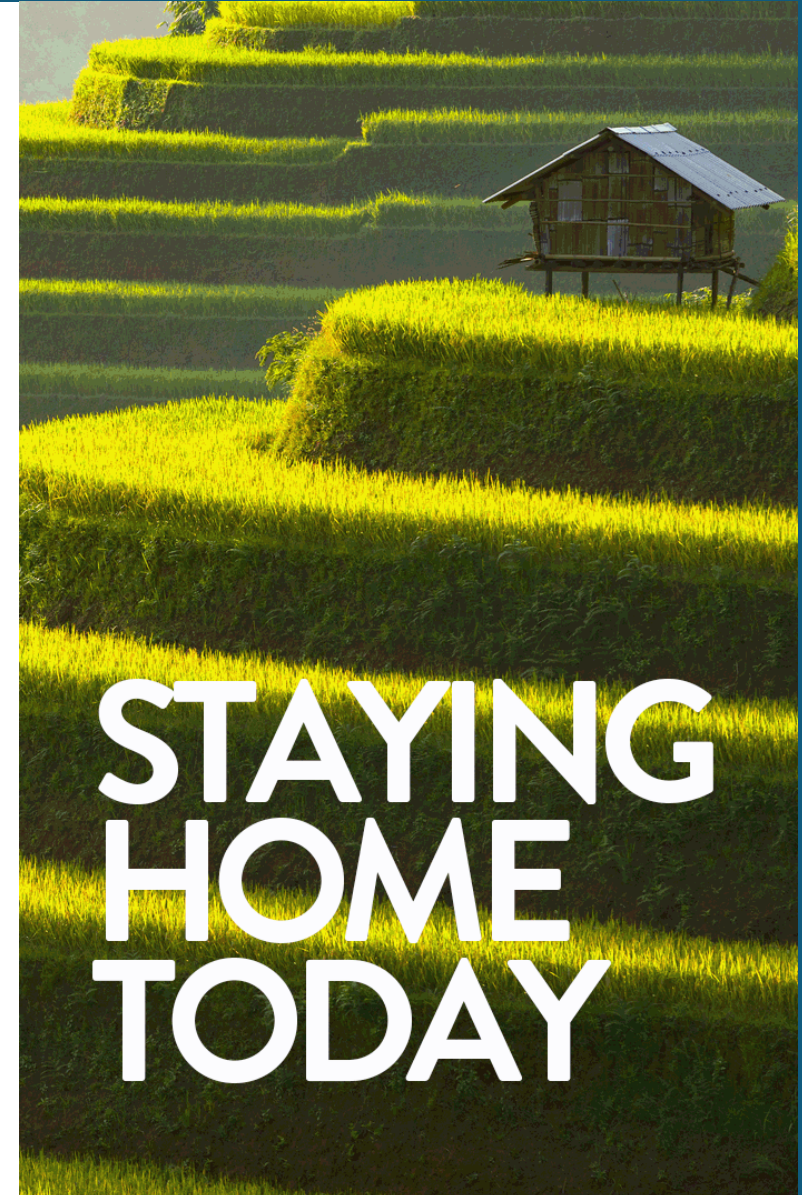
96% of event professionals considered sustainability important or extremely important (Oct 20)
91% in Jan 20. increase 5%

IMEX – Marriott #Natureworks Research Oct 2020

Destinations are changing



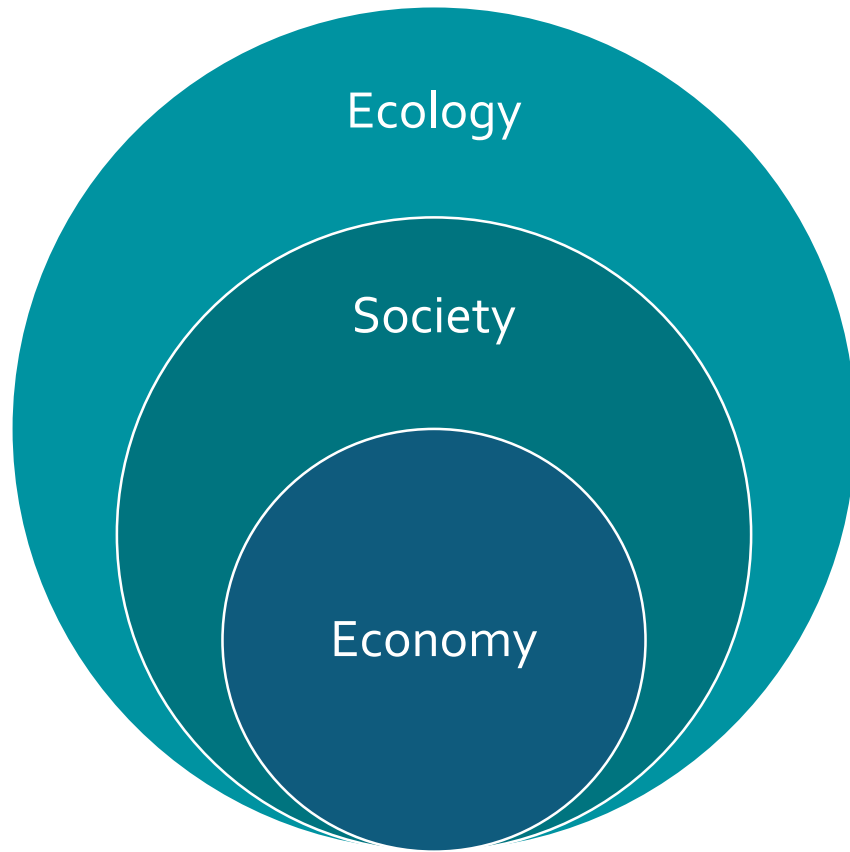
95% of European DMO CEOs say the crisis will lead to a “new normal” with a much stronger focus on sustainability.



Now is the time to rethink and redesign



Now is the time to regenerate



How can we use tourism and events to

1. Enable flourishing, inclusive and equitable communities
2. Spark a thriving local economy
3. Enrich visitors, residents, the industry and their wellbeing
4. Nurture and restore natural ecosystems

Learning from best through case studies



+75
Global
Destinations

+100
Million People

GDS-Index: What do we benchmark?



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

City Environmental Performance



- SDG 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



71 qualitative and quantitative criteria

informed and closely aligned to UN Sustainable Development Goals and to the GSTC Destination Criteria.

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



One planet
travel with care

What are the best practices?



6 ACTIONS



Action 1: Create a new vision for success



KAITIAKITANGA

Guardianship and protection of our natural, built and cultural resources for the benefit of current and future generations.

MANAAKITANGA

Showing respect, hospitality, generosity and care for others.

WHANAUNGATANGA

A sense of family and belonging: relationships built on shared experiences and working together.



Action 2: Collaborate and engage

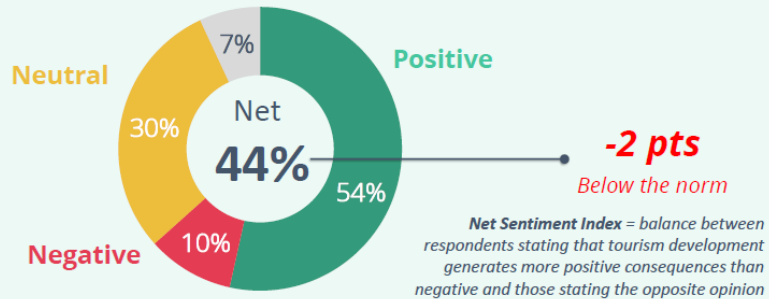


Key Sentiment Indicators

BENCHMARKING VS EUROPE AVERAGE

9

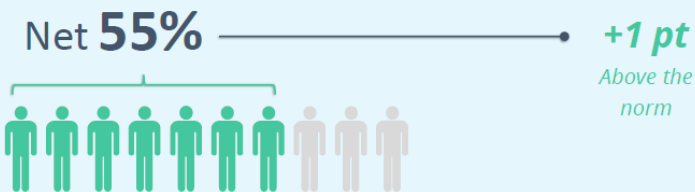
OVERALL TOURISM SENTIMENT INDEX



TOURISMOPHOBIA INDEX

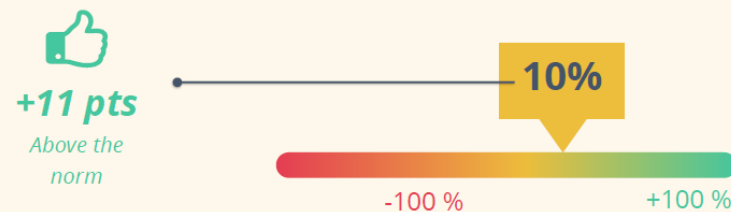


Growth Support Index = balance between respondents stating their town needs to continue to promote itself to attract more tourists and respondents stating the opposite opinion



TOURISM GROWTH SUPPORT INDEX

Consideration Index = balance between respondents stating their town's tourism policy takes into account the impact on the life of locals and respondents stating the opposite opinion



RESIDENT CONSIDERATION INDEX

10xCopenhagen
- rethinking tourism in
Copenhagen towards

2030

As part of its 10xCopenhagen stakeholder engagement strategy, Wonderful Copenhagen regularly interview and survey local residents to understand their support of tourism and issues
<https://10xcopenhagen.com/>

Action 3: Measure, manage and report on impact



The City of Sydney has set bold targets for a 70 per cent emissions reduction by 2030, and net zero emissions by 2050.



Hospitality Footprint

20% of the city's total GHG emissions



14% of potable water consumption



46% of the city's commercial waste



Action 4: Educate and inspire



Thailand's Convention and Exhibition Bureau (TCEB) for almost a decade has been providing education to their supply chain on sustainability.

They collaborate with industry association such as UFI and the Events Industry Council to provide industry certified courses

They also co-create their own courses and certification with Thai partners



RESPONSIBLE
FOOD & BEVERAGE
Operations

ONLINE

**YOU CAN BE A
"CHANGE MAKER"**

SCAN TO REGISTER

Organized by:

This education program is valued at 6,000 baht and 100% subsidized by TCEB due to the COVID-19 pandemic

Action 5: Catalyse innovation



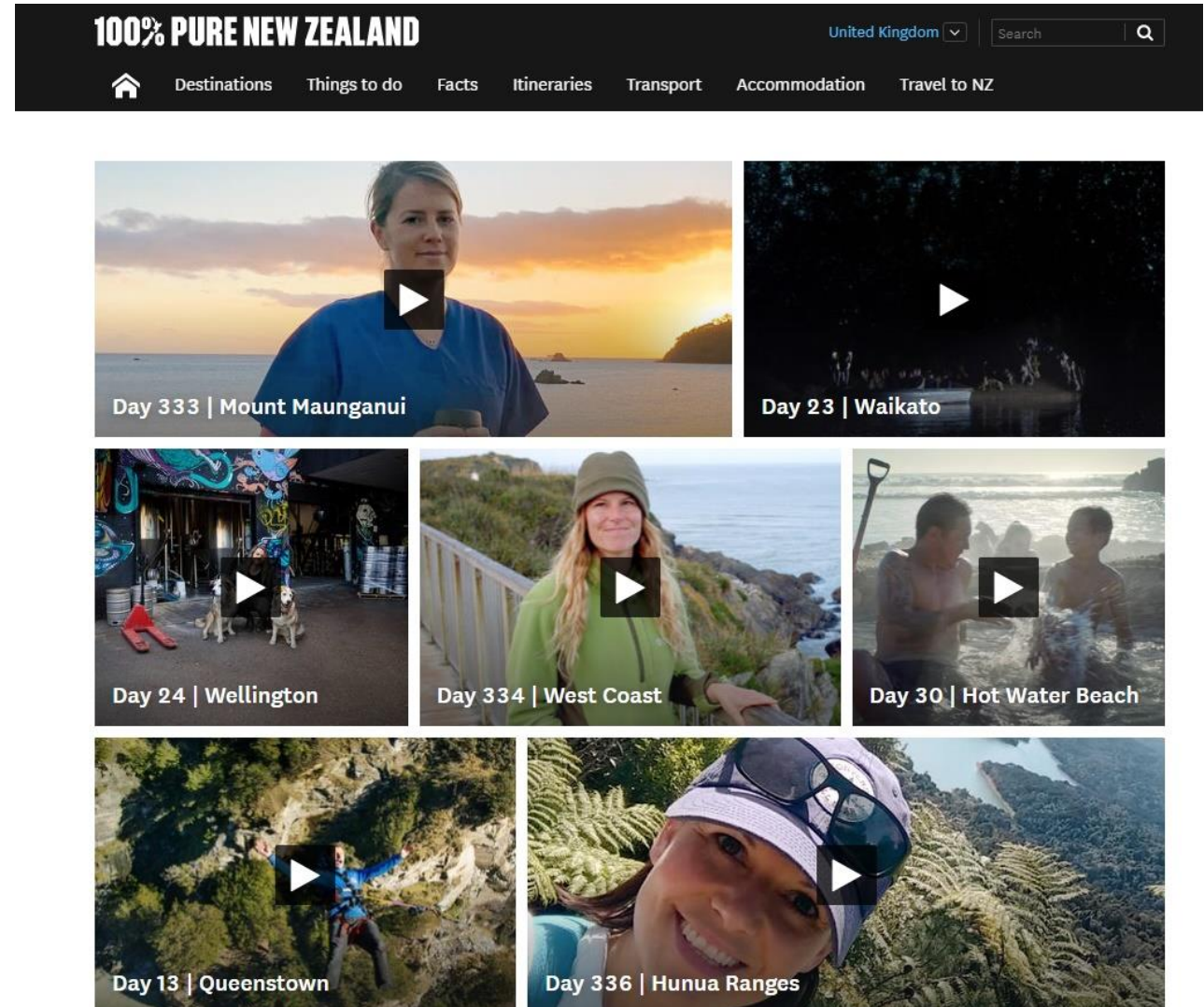
Ljubljana Tourism

Action 6: Co-create a new story



"The tourism story and experience preserves and enhances our values, culture and heritage."

#goodmorningworldnz



6 Actions for success



COVID gives us a once in a lifetime opportunity



“ARE WE TRAVEL AGENTS or CHANGE AGENTS?”

James Latham, The Iceberg

SUSTAINABLE
DEVELOPMENT **GOALS**



For more info:



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www.gds.earth

THE 2021
GDS-INDEX
IS OPEN

► **Start benchmarking today!**

WWW.GDS.EARTH/2019-RESULTS

Dynamic
future fit learning

ENROLL NOW WITH THE
GDS-Academy



The Regenerative Revolution
A new paradigm for event management

NATURE 2020
2020/21 TALKING POINT
#Natureworks - An ecosystem of event success

TOURISM TAXES BY DESIGN

White Paper: Destination funding and the impact of tourism taxes
on European cities and urban communities

November 2020

GROUP MAC

Time for a quick break



Back in 5mins



Destinations in Transition



Luisa Mentz
Sustainability Manager for VisitBerlin



Katie Shammass
Sustainability Engagement
Manager at the City of Sydney



Birgit Liukkonen
Senior Advisor at Helsinki
Marketing



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Thank You

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