



# TOP 100 STORIES CALL FOR APPLICATIONS

JOIN US FOR THE 11<sup>th</sup>  
EDITION OF THE WORLD'S  
BIGGEST SUSTAINABLE  
STORIES COLLECTION



**ITB**  
BERLIN



**FI**UTURE  
**OF** TOURISM

# ABOUT TOP 100 STORIES

The Green Destinations **Top 100 Stories competition** has run annually since 2014, **celebrating and promoting 100 destinations** as inspiring examples of Sustainable Tourism for other destinations, tour operators, and visitors. We invite destinations worldwide to join this competition, share their Tourism Good Practice Story and **inspire the future's tourism leadership**.

The competition is **supported** by renowned organizations, including the **Future of Tourism Coalition, ITB Berlin, the Asian Ecotourism Network, the Global Ecotourism Network, Ecotourism Australia, and Travelife for Tour Operators and Travel Agents**.

## WHO CAN PARTICIPATE?



MUNICIPALITIES



PROTECTED  
AREAS



PRIVATE  
DESTINATIONS

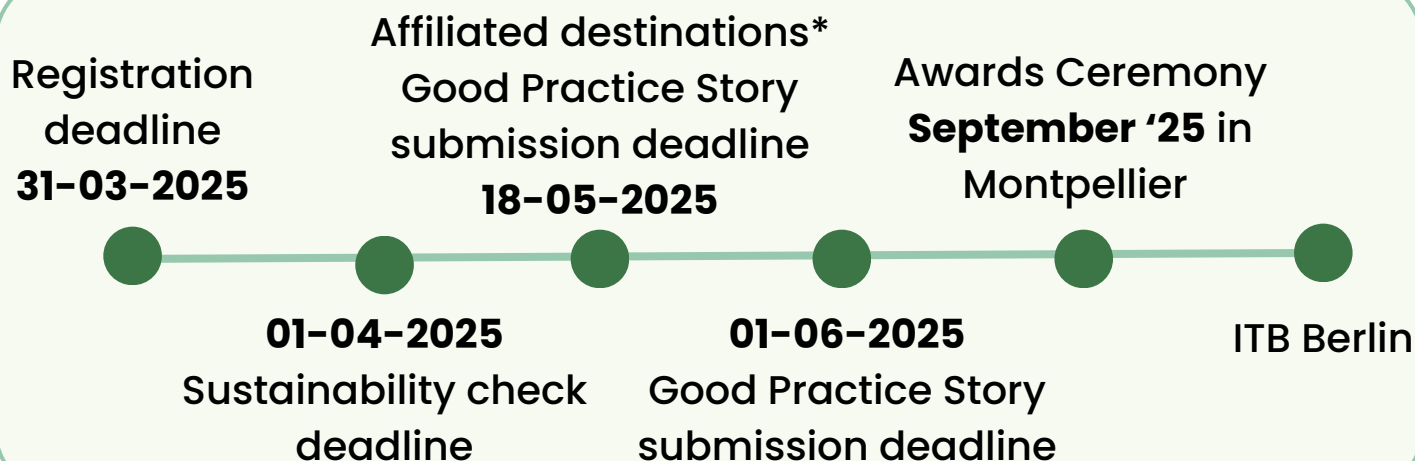


ISLANDS &  
REGIONS

**REGISTER HERE**

Deadline for registration: **31 March 2025**

## TIMELINE



\*Destinations already Awarded or Certified under Green Destinations' Awards and Certification program (ACP) or an affiliate program as Slovenia Green or Ecotourism Australia have already demonstrated sufficient compliance with a GSTC-Recognised Standard. Therefore, after registration these destinations are **automatically admitted to the competition**.

# STORY CATEGORIES

Destination Management Solutions

Environment & Climate

Culture & Tradition

Nature & Scenery

Thriving Communities

Business & Marketing

## MEETING WITH US

### Introduction calls\*

15 January 2025  
at 9 am CET  
at 4 pm CET

11 February 2025  
at 9 am CET  
at 4 pm CET

\*These sessions will share the same content, please register for only 1 of them.

### Weekly Q&A support

Every Monday from 20  
January 2025 \*

\*Check our calendar

### Masterclasses & Workshops

19 March 2025 - Masterclass 1  
9 April 2025 - Masterclass 2

23 April 2025 - Workshop 1  
7 May 2025 - Workshop 2

## FEES\*

**700€** ex VAT

Standard destinations

**350€**

Destinations from low and middle-income economies\*\*

### DO YOU WANT EXTRA SUPPORT?

Get one-on-one supervision and coaching in the Top 100 journey with the **Top 100 Application Support**.

[Contact.support@greendestinations.org](mailto:Contact.support@greendestinations.org)

\*Destinations already Awarded or Certified under the Green Destinations' Awards and Certification program (ACP) or an affiliate program (Mountain Ideal and Ecotourism Australia) can participate free of charge (extra support excluded).

\*\*check your destination's status in the World Bank classification [here](#). These fees only apply to 1st or 2nd year participants. 3rd year participants are required to join the Green Destinations Award and Certification Program.

## FEE WAIVER PROGRAM

### Providing free registration for selected destinations

Free registration to the competition for selected less advantaged destinations from low and middle-income economies.

**Free Waiver Program**  
[Apply here](#)

# WHY PARTICIPATE?

## FOR ALL PARTICIPANTS



Get **insight** in your **Sustainability performance**

...against our widely used Core Criteria covering social, cultural and environmental guidelines



**Demonstrate** your sustainability **Commitment**

...through participating in this competition on sustainability



**Build** your team's **Capacity**

...with training on sustainable tourism and storytelling.

**Celebrate selection** at the Top 100 unveiling ceremony

...and get your destination's name in the international press.



Be eligible for a **Green Destinations Story Award**

...at ITB Berlin, that recognises the most excellent stories of the Top 100 list.



Get **Promotion** and sustainability **Recognition**

...through the Green Destinations marketing channels and the 2025 Top 100 logo.



## ON THE TOP 100 LIST

**Website:** [www.greendestinations.org](http://www.greendestinations.org)

**Email:** [top100@greendestinations.org](mailto:top100@greendestinations.org)

Leiden, The Netherlands



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