

2025



Green Destinations Support Program

www.greendestinations.org/support



About Us

Green Destinations is a globally recognized organization that **champions a sustainable tourism model** by providing expert support, training, action planning, and sustainability certification to:



DESTINATIONS

(municipalities, regions, towns, islands, nature and heritage sites)



BUSINESSES & ATTRACTIONS

(accommodations, attractions, museums, restaurants, etc.)



DESTINATION MANAGEMENT ORGANIZATIONS (DMOS)



TOURISM & TRAVEL PRODUCTS



Green Destinations in numbers

60+

Global experts and advisors in sustainability

500+

Destinations in our programs

90+

Countries

20+

years of experience in measuring, monitoring, and recognizing progress in **sustainability management and policies.**


1 of 3

destination certification bodies accredited by the Global Sustainability Tourism Council (GSTC).



600+

Businesses in our programs;

Our Approach



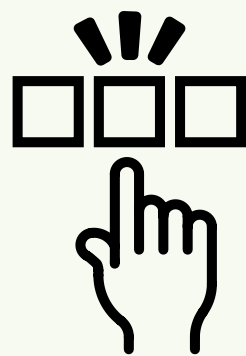
Green Destinations offers a pioneering, sustainability-driven approach to our partners, **delivering a thorough assessment of their destination or business** before working alongside them to build and implement a sustainable tourism model.



Why Go Sustainable?

- ✓ Save on energy, water, and waste disposal.
- ✓ Protect your destination from deterioration.
- ✓ Improve your tourism product/destination.
- ✓ Protect your local culture and authenticity, one of the key elements visitors want.
- ✓ Attract more suitable visitors for your destination or business profile.
- ✓ Attract visitors looking to travel to destinations that engage in sustainable practices.
- ✓ Scale your business at a sustainable pace for the long-term.
- ✓ Appear on customized searches for those seeking sustainable destinations and businesses.
- ✓ Gain global recognition with sustainability certification status.

Did you know?



74%

of Travelers want travel companies to offer more sustainable travel choices (up from 66% in 2022)



65%

of Travelers would feel better about staying at a particular accommodation if they knew it had a **sustainable certification or label**.*

Booking.com *(2023)

Sustainability Pillars of our Business Certification



Certification Program for Businesses



SELF-ASSESSMENT
Note: This is not a certification



LEVEL 1

Covers 36% of GSTC criteria

- >75% - Bronze
- 50% - 74% - Checked



LEVEL 2

Covers 67% of GSTC criteria

- >95% - Gold
- 75% - 94% - Silver
- 60% - 74% - Checked



LEVEL 3

Covers all of GSTC Industry criteria

- >95% - Diamond
- 75% - 94% - Platinum
- 60% - 74% - Checked

Awards & Certification Program for Destinations



**BRONZE
AWARD**

from score 6.0



**SILVER
AWARD**

from score 7.0



**GOLD
AWARD**

from score 8.0



**PLATINUM
AWARD**

from score 9.0



**CERTIFIED
GD & GSTC
CERTIFICATION**

Fully Compliant



We help create, implement, and monitor a customized sustainable tourism model.

Depending where your destination is on its sustainability journey, we offer:

7 Training and Support Solutions for Success



Preparing for Destination Certification

1

Destination Assessment

Evaluate your level of sustainability in relation to SDGs, GD or GSTC Destination Criteria.

2

Sustainable Tourism Action Planning

Identify and plan smart actions for improvement and certification.

3

Awards & Certification Support

Embark on Training, guidance, strategic and technical support in preparing for destination certification.

Training & Support **Solutions**

4

Business Sector Engagement

Evaluate private sector sustainability and support business certification.

5

Climate Action Planning

Evaluate your carbon footprint and action planning for climate mitigation and resilience.

6

Data-Driven Management

Monitor and report your progress with key performance indicators (KPIs), using advanced technologies.

7

Visitor Experiences & Market Access

Improve the destination's tourism offer to meet emerging visitor demands.



A Personalized approach

Destinations, DMOs and tourism businesses joining any of our support programs and solutions benefit from an assigned **Green Destinations Coach** who will provide them with a customized roadmap based on their needs or assessment outcomes.

This **expert advice, support and guidance** along the journey to sustainability certification ensures you reach your targets while benefiting from your coach's expert insights.

Partner Resources At a Glance

Green Destinations has made it our mandate to **offer our partners more than certification.** Over 20+ years of working with destinations and businesses in sustainability management and policies has taught us the importance of providing effective and far-reaching marketing and promotional support.

That's why, in addition to our support, awards and certification solutions, we also offer:



Promotion Through the Good
Travel Guide

www.goodtravel.guide



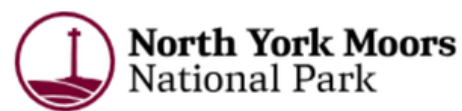
The Good Travel Seal (GTS) for
Business Support and
Certification



Booking.com

GTS-Certified Hotels are
featured by Google Travel and
Booking.com

A sample of our Partners & Clients



2025



Thank you!

Discover How Green Destinations Can Help Your Destination or Business Become a Sustainability Success.

Sign up today for a **complimentary assessment** from a Green Destinations sustainability advisor today.

✉ For more information contact us at:
contact@greendestinations.org

For Destinations:
Self-Assessment

[Contact us for an online session!](#)

For Businesses:
Good Travel Scan



For Destinations & Businesses:
Good Travel Guide

