

# Making Sustainability Actionable for Destinations: Trends in Sustainability Certification

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# Where are we now?

- Today there are more than 100 third-party certification programs worldwide
- 5,000 hotels of the estimated 500,000 hotels globally are certified by these programs
- Finding and booking these options remains a difficult proposition for travelers



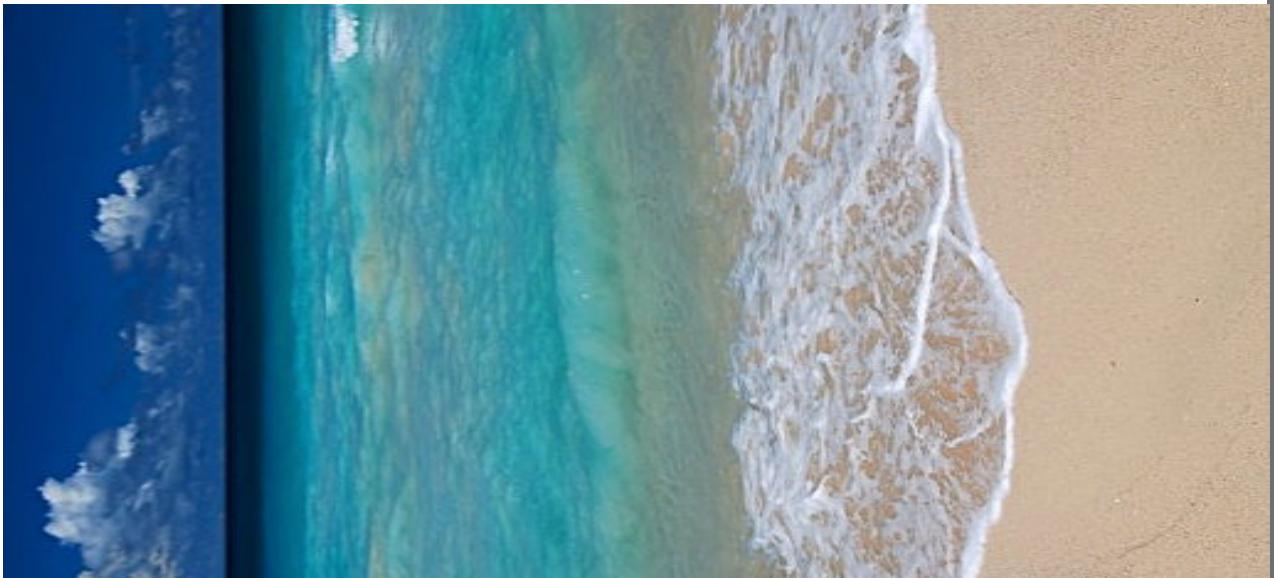
# Where are we now?

- There is a wide range of voluntary and sector-specific standards that are helping companies embed key elements of sustainability into day-to-day operations
- Most voluntary initiatives remain small-scale and fragmented



# Impacts of Voluntary Initiatives

- Mesoamerican Reef Tourism Initiative:
  - 32,000 hotel rooms and 200 tour operators participating in good practices program
  - 2 of 5 cruise ports have destination stewardship plans
- Caribbean Hotel Energy Efficiency Action Program:
  - 2670 Hotels in 25 Caribbean Countries/Territories



# What is missing?

## Destination Manager Responses



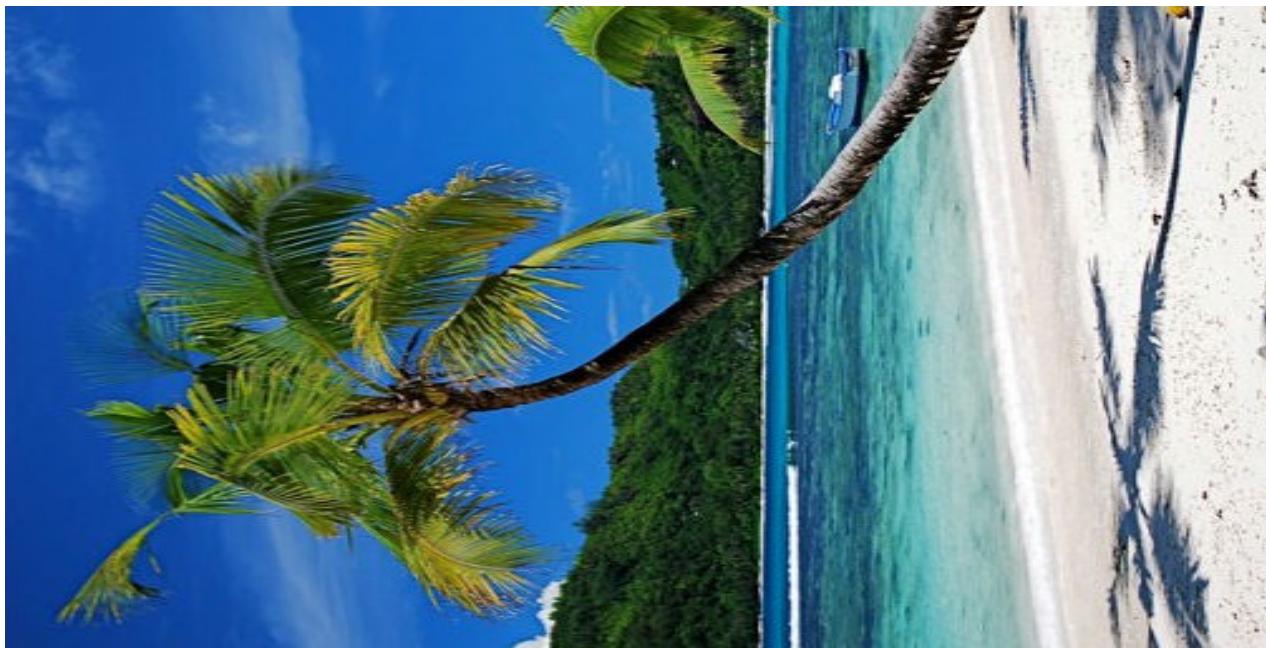
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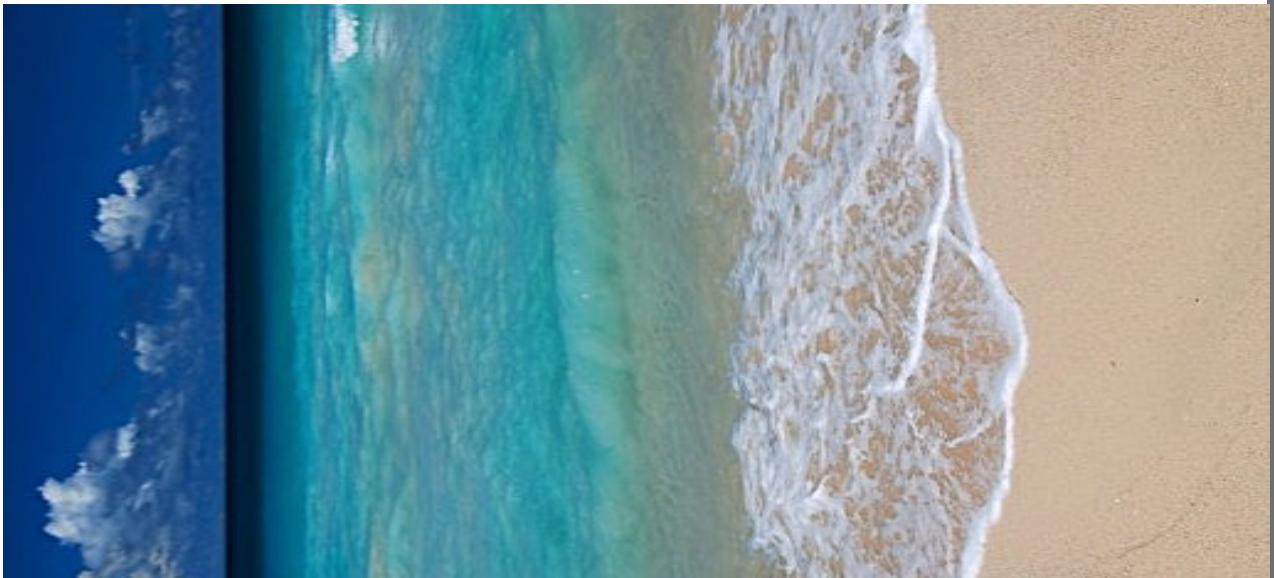
# Next-Generation Toolbox for Destination Managers

- Global Destination-level Criteria
- Destination Sustainability Diagnostic Tools
- Destination-level Standards & Certification
- Destination-level Sustainability Monitoring Systems



## Benefits of Toolbox

- Helps to make the term “sustainability” actionable
- Provides a **yardstick** for measuring performance now and over time
- Provides the information needed to make **better management decisions**



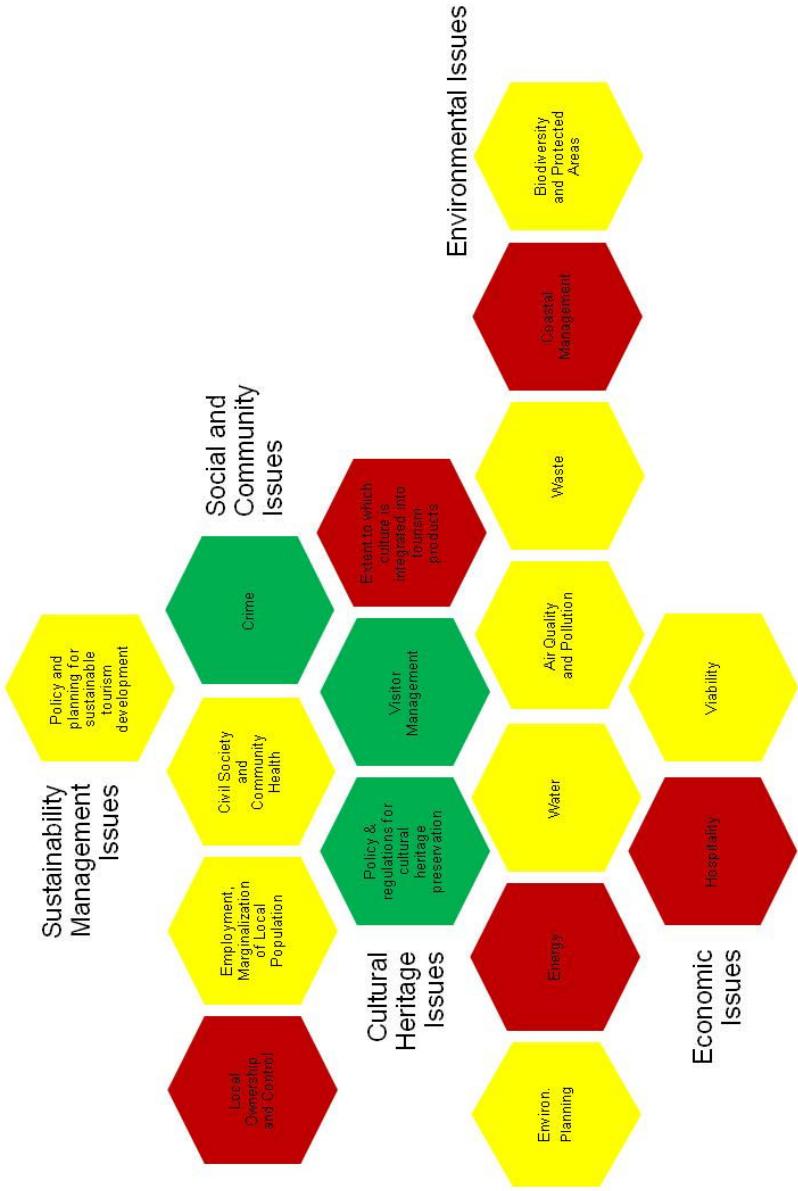
# Destination Sustainability Diagnostic Tool

Cozumel, Mexico



# STI's Rapid Sustainable Destination Diagnostic

- Provides snapshot and helps to prioritize sustainable destination management issues



**marti**

the MesoAmerican Reef Tourism Initiative



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# Sustainability Diagnostic Tool

- Prioritizes destination management issues and collective action
- Provides information to inform and shape destination level policy, and influence spending and prioritizing of investments
- Establishes framework for sustainable tourism monitoring – tracking changes occurring over time



# Marketing Sustainability

Crafting your sustainability story

- Diagnostic tools can help the destination to begin integrating sustainability into the brand and marketing strategy in new ways:
  - Launch a campaign
  - Target new market segments
  - Re-position the brand
- Diagnostic results can help the destination's marketing team to identify new opportunities, and also provide substantiation for sustainability claims



# Destination-level Sustainability Standards, Certification and Capacity-building

*Costa Rica*



# Costa Rica's Certification in Sustainable Tourism

- An assurance that a tourism business is run according to agreed-on standards for sustainable tourism best practice
- A program designed to promote sustainable tourism and to protect the environment for future generations
- A model to inspire more efficient and sustainable ways of doing business



# Incentivizing Greater Adoption of Standards

- DMOs can promote and incentivize widespread adoption of tourism sustainability standards through marketing



**COSTA RICA**

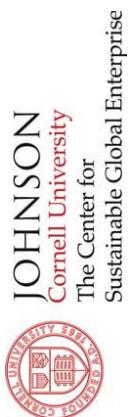


# Destination-level Sustainability Monitoring System: tracking changes occurring over time

Belize



# Knowledge Management Systems



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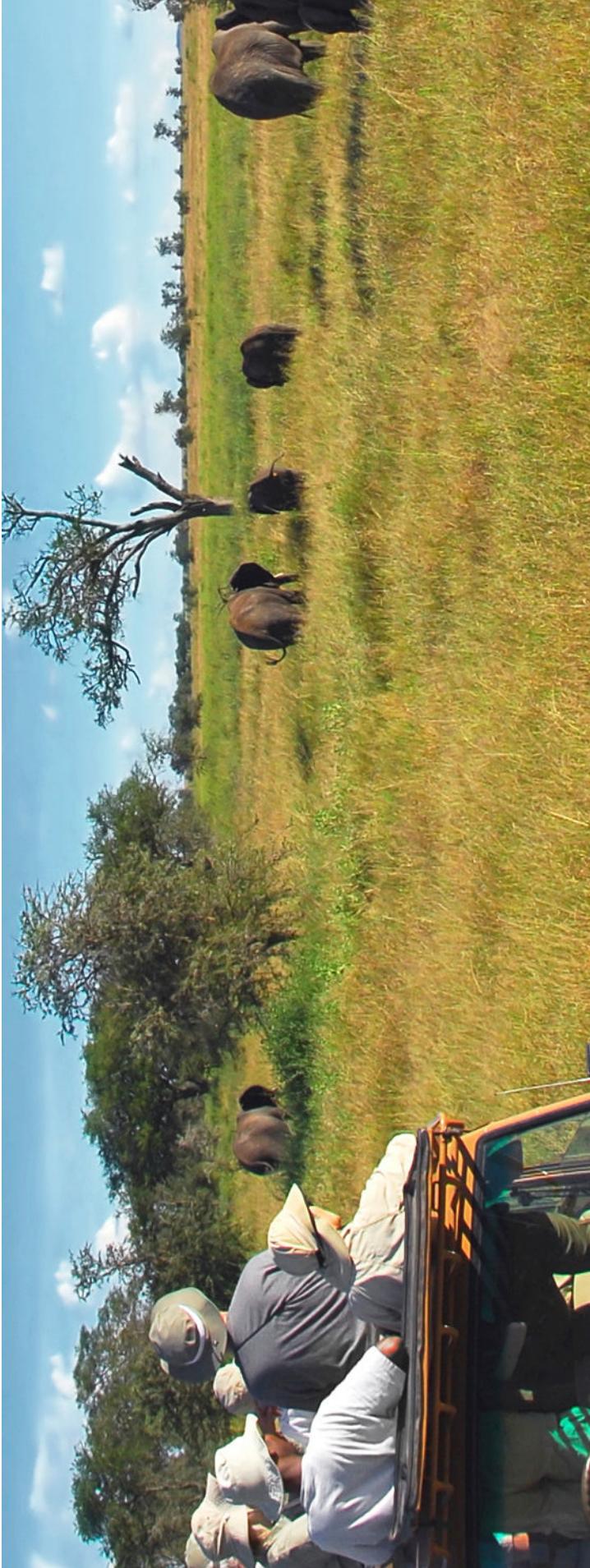
# For more information

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Thank you.

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