

2019 Sustainable Destinations Top 100

Call for Nominations

For the 5th time, the Sustainable Top 100 competition is organ-ised to showcase success stories and good practices of local and regional destinations, as good examples to others, to tour operators and to travelers. Destinations will benefit from participation by using the Green Destinations online platform, which provides a framework for a better and more responsible tourism management. Using the Green Destinations criteria helps in avoiding *overtourism* and local community resistance.

Sustainable Top 100 Destination Awards at ITB 2020

Selection for the 2019 Top 100 is a pre-qualification for the Sustainable Top 100 Destination Awards to be presented at ITB 2020. One of these awards is the ITB Earth Award.

Candidate destinations are expected to show commitment to our G.R.E.E.N. values:

- **Genuine and authentic:** supporting the celebration of local culture and tradition.
- **Responsible and respectful:** defending people against exploitation, enhancing accessibility for people with disabilities, and preventing disruptive mass tourism (*overtourism*).
- **Economically sustainable:** involving the local business community and enhancing local community employment during and beyond the holiday season.
- **Environment and Climate:** ensuring environmental health and safety, and climate change mitigation and adaptation.
- **Nature and scenery:** protecting scenic views, habitats and wildlife, and respecting animals that are used in tourism.

Key Dates 2019-2020

1 May 2019	Final day for late nominations (pre-qualification for the 2020 Top 100 Awards at ITB)
1 Sept 2019	Final day to submit success stories for the ITB Awards
Sept 2019	Presentation of the 2019 Sustainable Top 100
Mar 2020	Top 100 Awards Event at ITB Berlin



Competition - Aims

By publishing an annual list and by sharing destination management good practices and success stories, the initiators wish to acknowledge initiatives making tourism destinations more sustainable, responsible and more attractive from a visitor experience point of view.

Selection of a destination in the Top 100 does not mean it is fully sustainable. It means it is making good efforts and promising progress. Completely sustainable tourism does not exist, unfortunately.

Benefits of participation

Participating destinations will benefit from the guidance and good practices available on the nomination platform provided by Green Destinations. Selected **2019 Top 100 destinations** will receive their certificate on the ITB main stage, are published on the Top 100 [website](#) and social media, and the right to use the Top 100 logo in their marketing. **Best of Top 100 Awards** winners will additionally receive a special ITB Award logo for destination marketing, and the best success stories will be presented at ITB Berlin's main stage (see 2018 event [here](#)).

Who can participate?

Cities, towns, islands, and protected areas are eligible if a person, a team or an organisation is in charge of tourism destination management and sustainability. In exceptional cases, countries and regions may be eligible. For public bodies there is no registration fee.

Privately-owned areas, eco-lodges and game reserves are only eligible if they have an effective stewardship of a considerable protected area. A Registration fee of €350 applies, for which applicants also get access to the entire Green Destinations assessment & reporting platform.

Important notice for applicants

The following rules apply to keep the competition open for new destinations every year:

- **1st-time applicants** need to address at least 15 relevant-Green Destinations criteria.
- **2nd-year applicants** need to address 30 criteria, and are advised to actively participate in a destination support program or training (offered by a Top 100 Partner organization), and in events aimed at good practice exchange (e.g. the [Green Destinations Days](#)).
- **After 2 years** of free Top 100 selection, destinations are expected to participate in the [Green Destinations Awards & Certification program](#) in order to allow for a firm sustainability check. For European destinations this already applies after one year.

What criteria do we use for selection?

The criteria that are used for selection are part of the Green Destinations Standard, a set of criteria that has been Recognised by the Global Sustainable Tourism Council (GSTC) as a basis for destination assessment and certification. Adherence to the Standard is assessed through:

- Information provided by nominators how the destination adhere with the criteria, with special attention for 30 Core criteria (see [Methodology](#)).
- Quantitative information on a number of relevant quality and sustainability indicators.

How to nominate a destination?

First step is to download the [Registration form](#) and send it to team@sustainabletop100.org. When the destination is considered eligible, you will receive a login to the Top 100 online platform and instructions to complete the nomination which shall consist of:

1. A brief destination description, a map, a sustainability pitch, and 5 copyright-free pictures (high resolution, 1 MB or more).
2. A **success story** in any relevant field of destination sustainability (keep in mind the Awards categories) indicating the why, the what, the how and the lessons for other destinations. Illustrate your success story with articles and pictures from 2018 or 2017.
3. Summarize what the destination is doing to adhere to the relevant 15-30 policy and management **criteria** of the Green Destinations Standard (see [Methodology](#)).
4. Quantitative information on a limited number of quality and sustainability **indicators**.
5. Two independent **references** (names and contact information).

The selection procedure

The organisers are looking for destinations that do not suffer from *overtourism*, and have measures in place to prevent this when necessary. The status of 'certified destination' is not a sufficient reason to be included in the Top 100.

All information submitted by nominators will be processed in the Green Destinations database and evaluated by the Sustainable Top 100 Team, supported by international experts and supervised by an International Awards Jury.

Selection for the 2019 Top 100 and for the Awards will be done on the basis of:

- The innovative quality of your **success story**;
- Information that you provide on your efforts regarding the relevant Green Destinations **criteria**;
- Information that you provide on the **indicators**.

First priority be given to destinations that have been successfully assessed with the full GSTC-Recognised Green Destination Standard (100 criteria, 3rd party assessed).

Second priority be given to other nominated destinations, which will be evaluated on the basis of information provided by the nominators regarding the indicators, and the priority criteria (which have equal weight in the assessment procedure).

Sustainable Destinations Top 100 International Jury

The procedure and evaluation of the Top 100 competition and the Top 100 Destination Awards are supervised and supported by:

- Green Destinations foundation, the Netherlands: Albert Salman, founder and Jury President.
- ITB Berlin, Germany: Rika Jean- François.
- Asian Ecotourism Network (AEN), Thailand: Masaru Takayama, Japan.
- bookdifferent.com, the Netherlands: Lonneke De Kort.
- Destination Stewardship Center, USA: Jonathan B. Tourtellot.
- Ecotourism Australia, Australia: Rod Hillman.
- Global Ecotourism Network (GEN), USA: Glenn Jampol, Costa Rica.
- Linking Tourism & Conservation (LT&C), Norway. Peter Prokosch.
- QualityCoast Awards, the Netherlands: Hugo de Jong.
- Sustainable Travel International (STI), USA: Paloma Zapata.
- The Long Run, United Kingdom: Anne-Kathrin Zschiegner.
- Travelife for Tour Operators and Travel Agents, the Netherlands: Naut Kusters.
- TravelMole's VISION on Sustainable Tourism, UK/Italy: Valere Tjolle.

The evaluation of nominations will be supported by the Sustainable Top 100 Team.

For questions about the Sustainable Top 100 competition, please see our [FAQ section](#) or contact us at team@sustainabletop100.org.

On behalf of the Sustainable Top 100 Awards Team,
Martina Catte, Sustainable Top 100 Team Leader
8 February 2019 (version 2.5)