

# 2019 Sustainable Destinations Top 100

## Call for Nominations

For the 5th time, the Sustainable Top 100 competition is organised to showcase sustainable tourism stories and good practices of local and regional destinations, as inspiring examples to others, to tour operators and to travelers. Destinations will benefit from participation by using the online platform of the GSTC-Recognised Green Destinations Standard, which enables for GSTC-Accredited certification. Using the Green Destinations criteria and the online platform helps in enhancing tourism sustainability, in avoiding *overtourism* and in building local community support. It also helps making tourism more profitable, by alerting destinations on hidden costs connected to tourism development.

## Sustainable Top 100 Destination Awards at ITB Berlin 2020

Selection for the 2019 Top 100 is a pre-qualification for the Sustainable Top 100 Destination Awards to be presented at ITB Berlin 2020. The following Award categories are considered:

- ITB Earth Award
- Best of Culture & Communities
- Best of Nature & Ecotourism
- Best of Africa
- Best of Asia-Pacific
- Best of the Americas
- Best of Europe

### Key Dates 2019-2020

1 May 2019	Final day for “free” nominations
15 July 2019	Final day for application through Green Destinations Awards & Certification Program (pre-qualification for the 2020 ITB Top 100 Awards)
10 Oct 2019	2019 Sustainable Destinations Top 100 unveiled at GGDD in Croatia
1 Nov 2019	Final day to submit for the Top100 Awards at ITB 2020
4 March 2020	Sustainable 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, there is always something to improve.

## 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. Under certain conditions, countries and regions can be admitted.

Privately-owned areas, eco-lodges and game reserves are eligible subject to having an effective stewardship of a considerable protected area, and subject to a registration fee, for which applicants also get access to the Green Destinations Standard assessment & reporting platform.

## How to apply?

Any interested destination can complete the [Registration form](#) and send it to [team@sustainabletop100.org](mailto:team@sustainabletop100.org).

When a destination is considered eligible, it will receive a login to the Green Destinations 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. Summarize what the destination is doing to adhere to the relevant policy and management **criteria** of the Green Destinations Standard
3. Quantitative information on ca 30 quality and sustainability **indicators**.
4. A Sustainable Tourism Dossier or Story (keeping in mind the Awards categories).
5. Two independent **references** (names and contact information).

## Important notice for applicants

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

- Applicants need to address the most relevant Green Destinations criteria (the core criteria). These are listed in the [Methodology](#).
- Applicants are advised to actively participate in a destination support program or training offered by a Top 100 Partner organisation, and in events aimed at good practice exchange (e.g. the [Green Destinations Days](#)).
- In order to avoid external criticism, all destinations will be subject to independent third-party **audit once every 2 years**. This means that destinations are expected to facilitate an audit through the [Green Destinations Awards & Certification program](#).
- 1st and 2nd-year applicants from Latin America, Africa & Asia will be subject to an audit within the "Top 100 Audit" participation option, for which a registration fee applies.

## A two-step selection process:

### Step 1: Application for the Sustainable Destinations Top 100

The criteria used for this first selection are those of the **Green Destinations Standard**, 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 DMOs or nominators how the destination adheres with the criteria, with special attention for 30 Core criteria (see [Methodology](#)).
- Quantitative information on ca. 30 relevant quality and sustainability 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, resulting in a Silver Award level). 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 core criteria.

The result of this is the 2019 Sustainable Top 100 list that will be unveiled during the 2019 Global Green Destinations Days (GGDD) in Croatia, 9-11 October, see <http://greendestinations.org/ggdd2019/>.

### Step 2: Selection for the Top 100 Destination Awards

Destinations selected in the 2019 Sustainable Destinations Top 100 can become finalists for one of the Destination Awards at ITB 2020 when they submit a Sustainable Tourism Dossier or Story. A Story would describe how an aspect of sustainable tourism was achieved; a Dossier could e.g. be a Green Travel Map or Green Travel Guide, specifying the green offer of the destination (in terms of responsible businesses, services and products and attractions) to the traveller.

## Benefits of successful 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](#)).

## 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, CSR Commissioner.
- 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 and by an international pool of experts.

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

On behalf of the Sustainable Top 100 Awards Team,  
Albert Salman, Green Destinations, Jury President  
Martina Catte, Sustainable Top 100 Team Leader

Leiden (NL) / Sardinia (Italy), 23 May 2019 (version 3.0)