

ADVOCACY **2023** SUMMIT

[RE]DEFINE



10.10.23-10.12.23

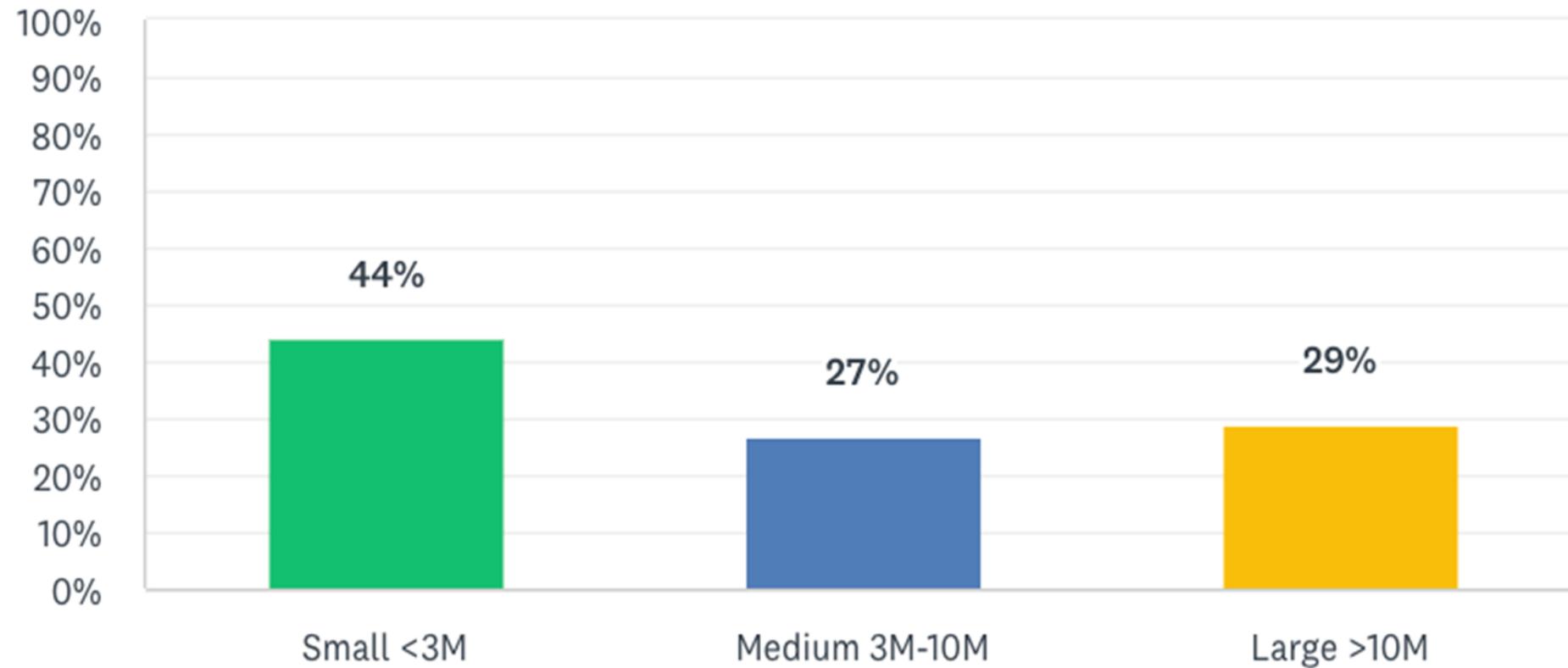


Little Rock, AR, USA

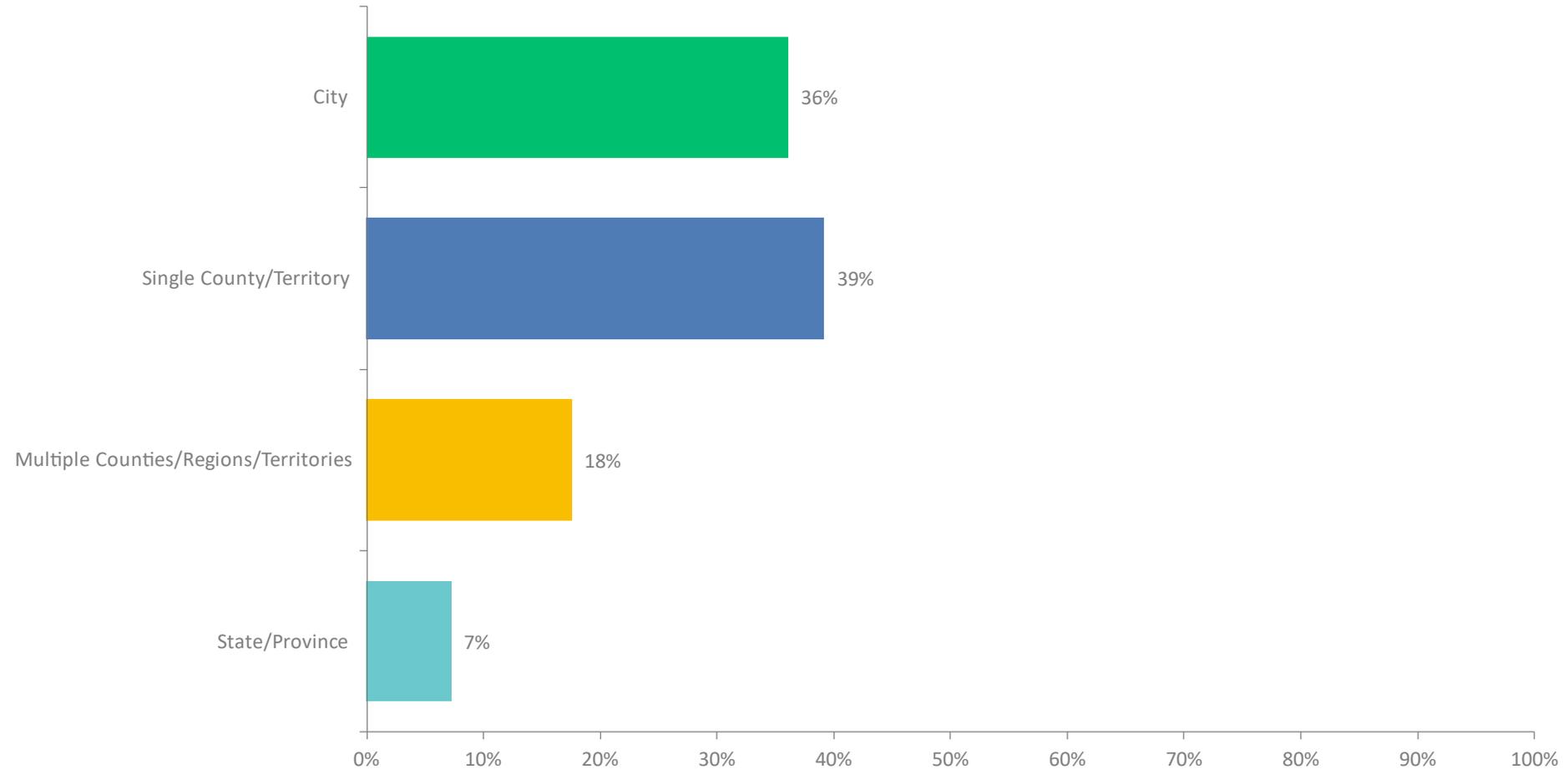
**Pioneering Sustainable Destinations:
Unpacking the Advocacy Committee's
Survey and DI's 2024 Roadmap**

**Destinations International Stewardship &
Sustainability Survey**

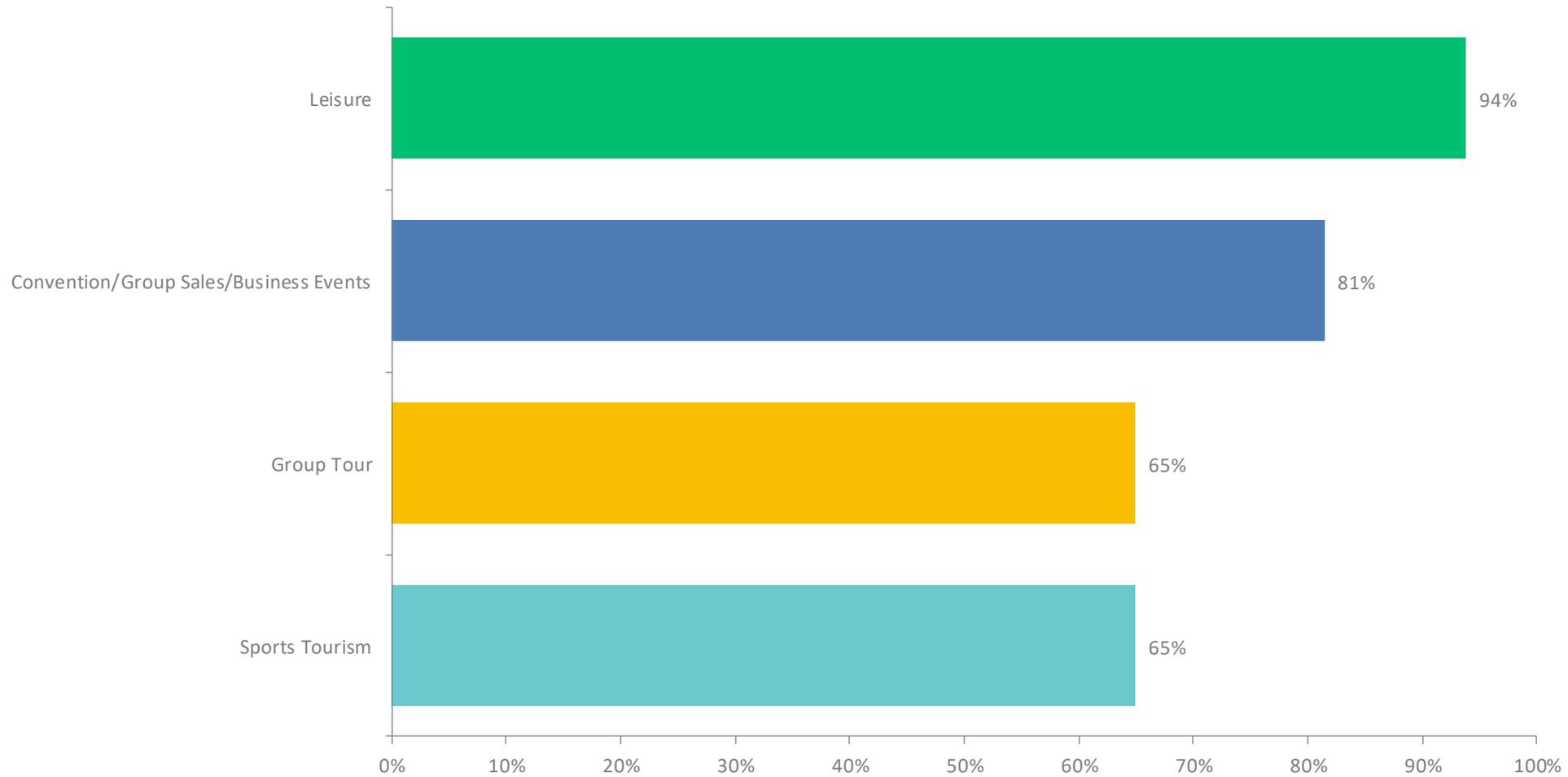
Annual Operating Budget Range



Promotional Geography



Promotional Responsibilities

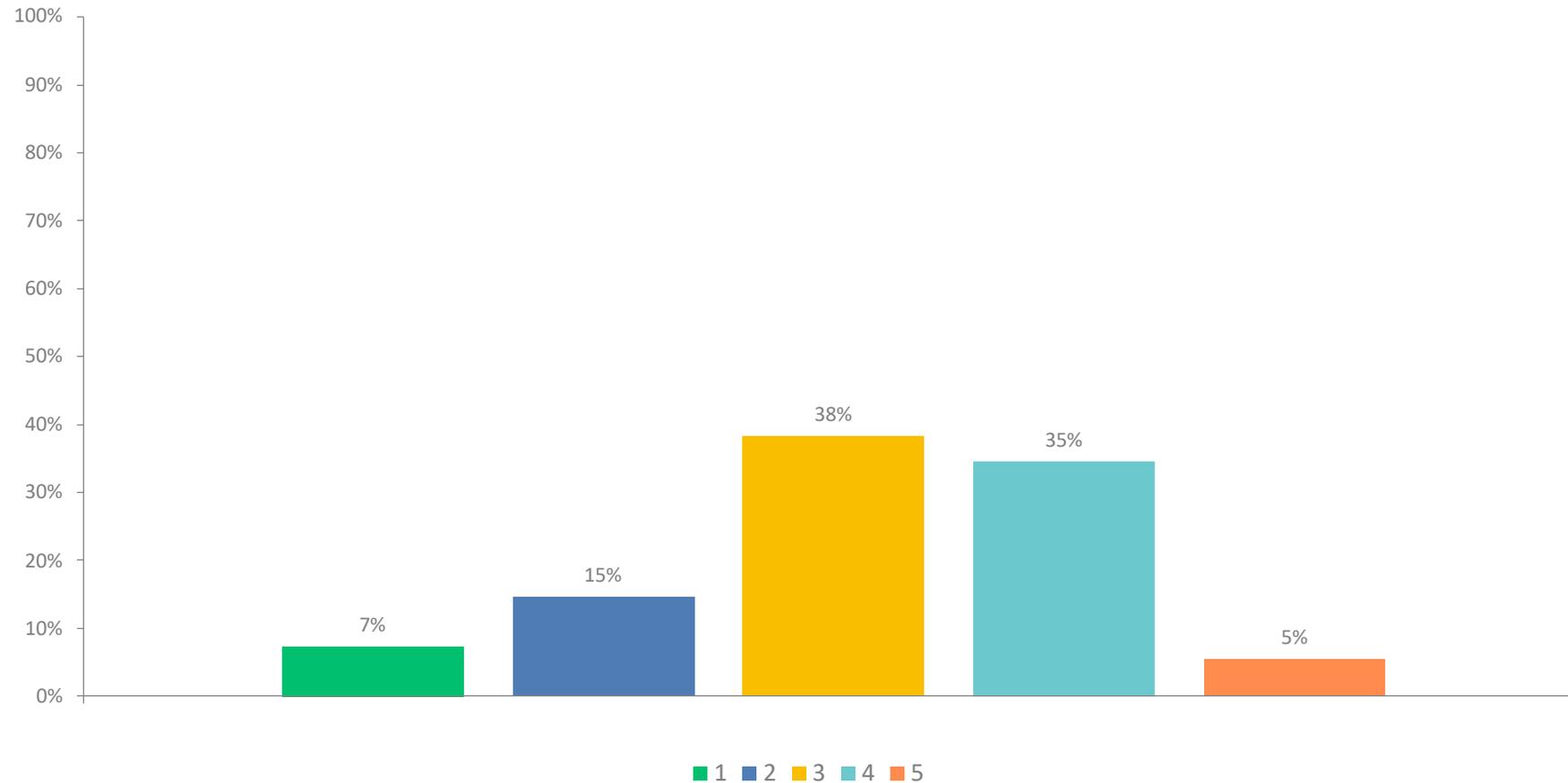


**Destinations International Stewardship & Sustainability
Survey**

Awareness & Perception

How would you rate your organization as it relates to being proactive in sustainability?

(1-Low, 5-High)



In your own words, how would you describe "stewardship" and or "sustainability" as it relates to the roles and responsibilities of a destination organization?

Sustainability refers to the holistic approach of a destination to improve the quality of life of visitors and citizens. Stewardship refers to giving back to the community

We view it through the broader lens of the UN SDGs. While there's much we do that touches a variety of SDGs, our specific organizational focus is on 8 (Decent Work and Economic Growth), 9 (Industry, Innovation and Infrastructure), 10 (Reduce Inequalities), and 11 (Sustainable Cities and Communities). On that basis, our goal is to view every business decisions through that lens, proactively identifying opportunities to support these goals.

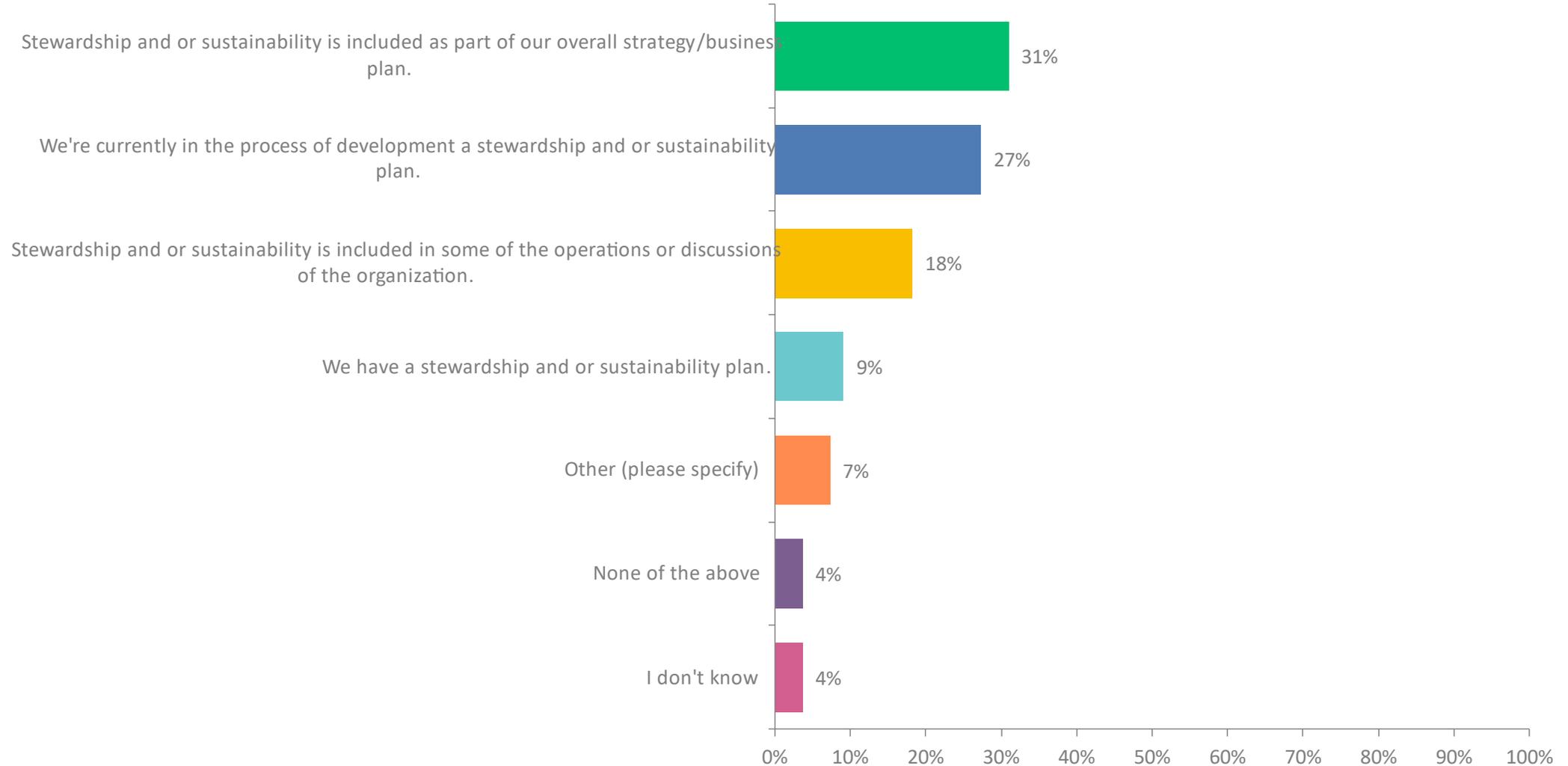
Sustainability is about being confident in our long game as a destination. It's about looking far beyond immediate economic benefits and planning for the long term to ensure our destination retains its character - environmentally, culturally, and socially. It is our destination's character which makes us an attractive place to visit in the first place; and we must lead the charge to protect and preserve those attributes and show what it means to love the land and its people.

Not sure

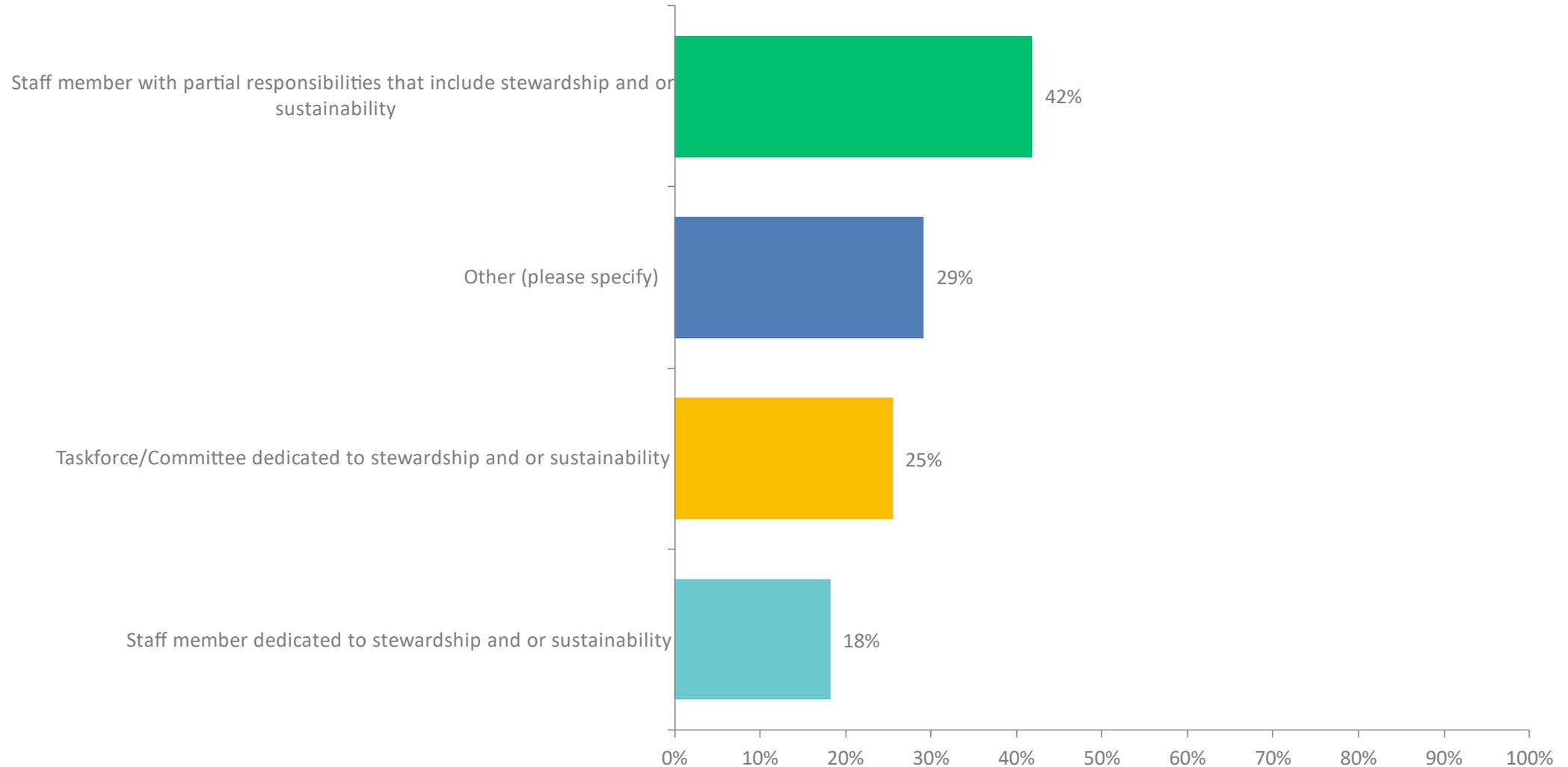
N/A

We need to ensure that we don't degrade the assets we promote.

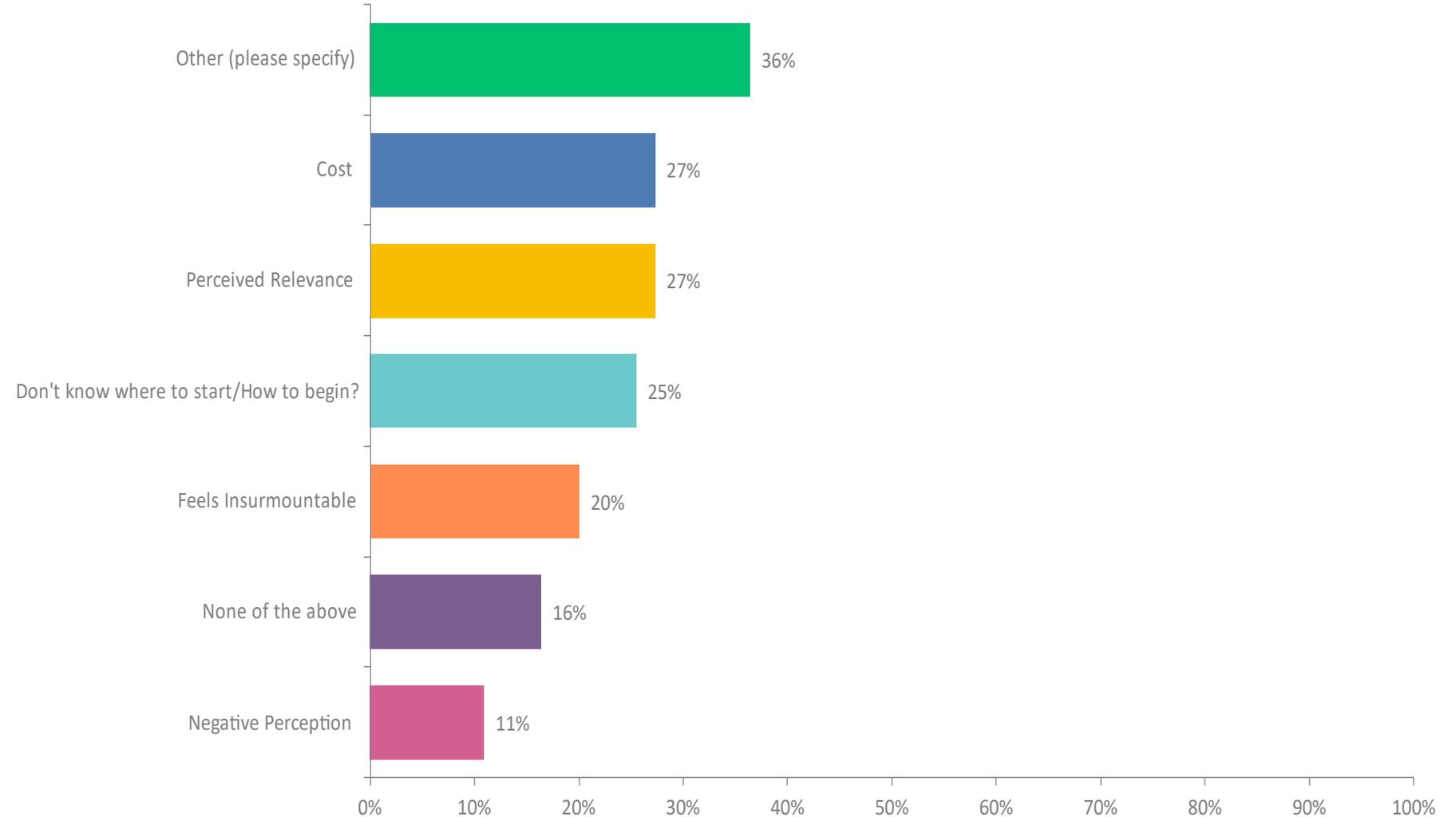
Which of the following best applies to your destination organization?



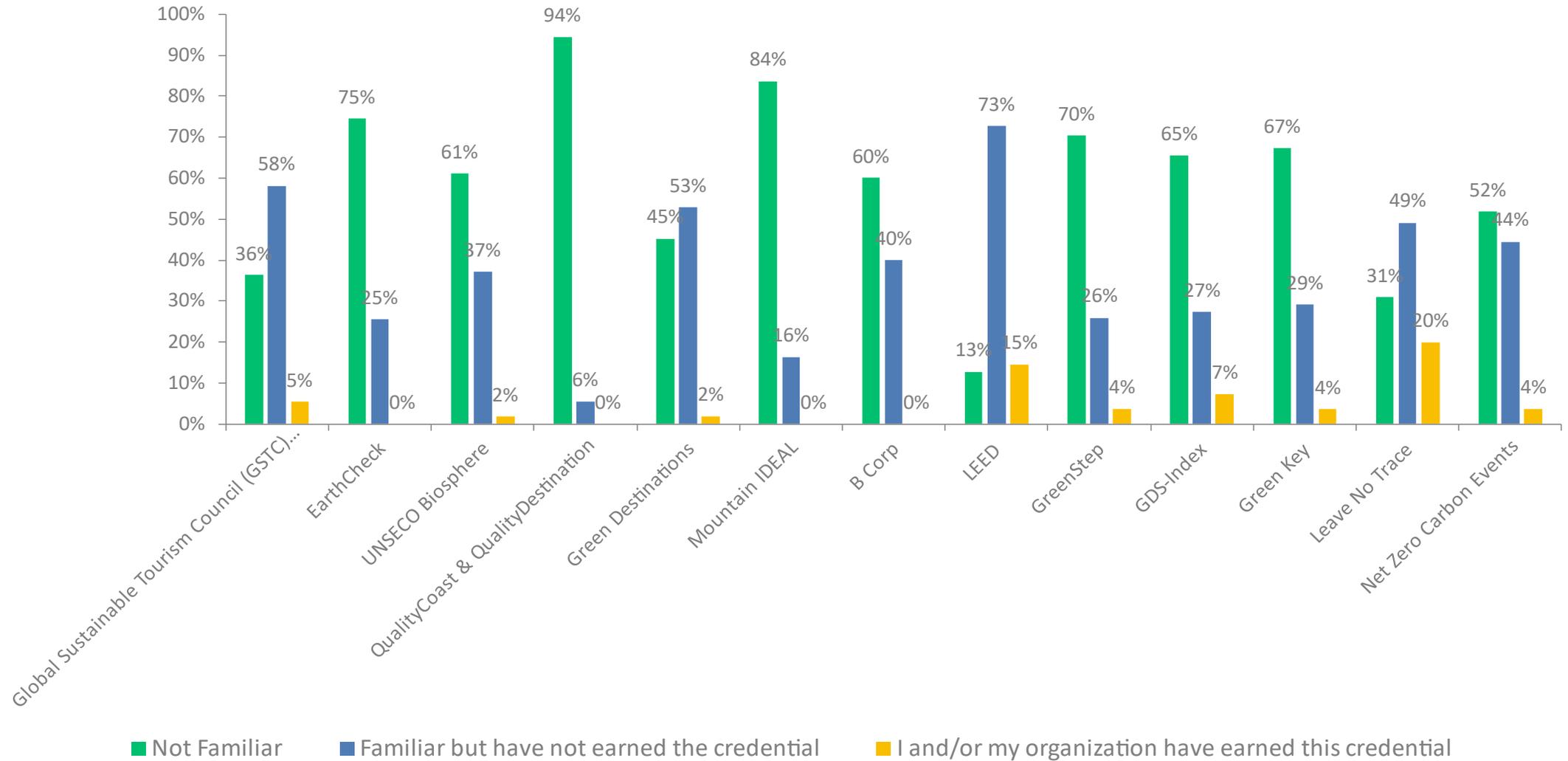
Regarding your organization, which of the following applies?



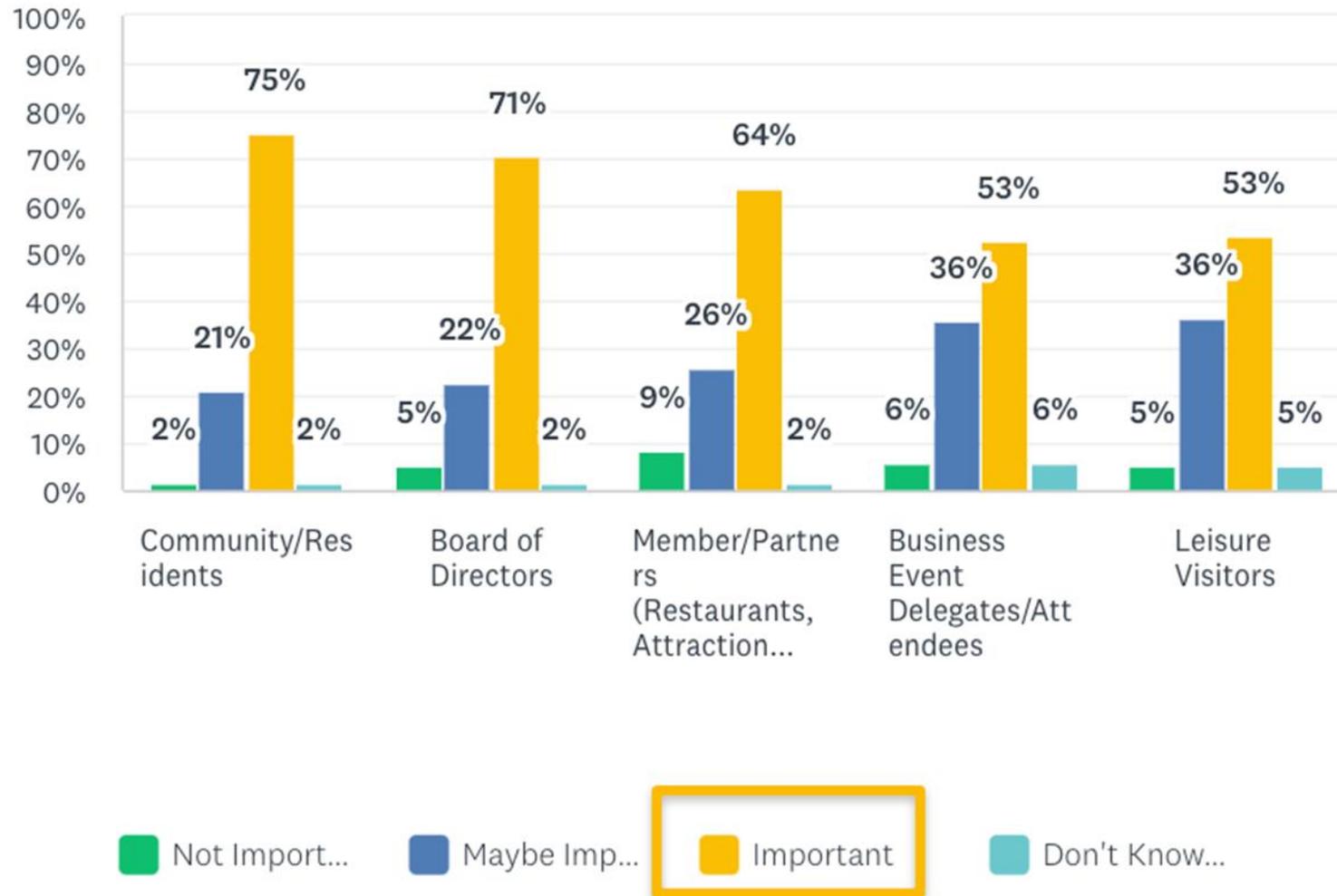
Which of the following challenges/barriers is your destination organization facing in regard to stewardship and or sustainability?



What is your familiarity with the following stewardship and or sustainability certifications/certificates or certification organizations?



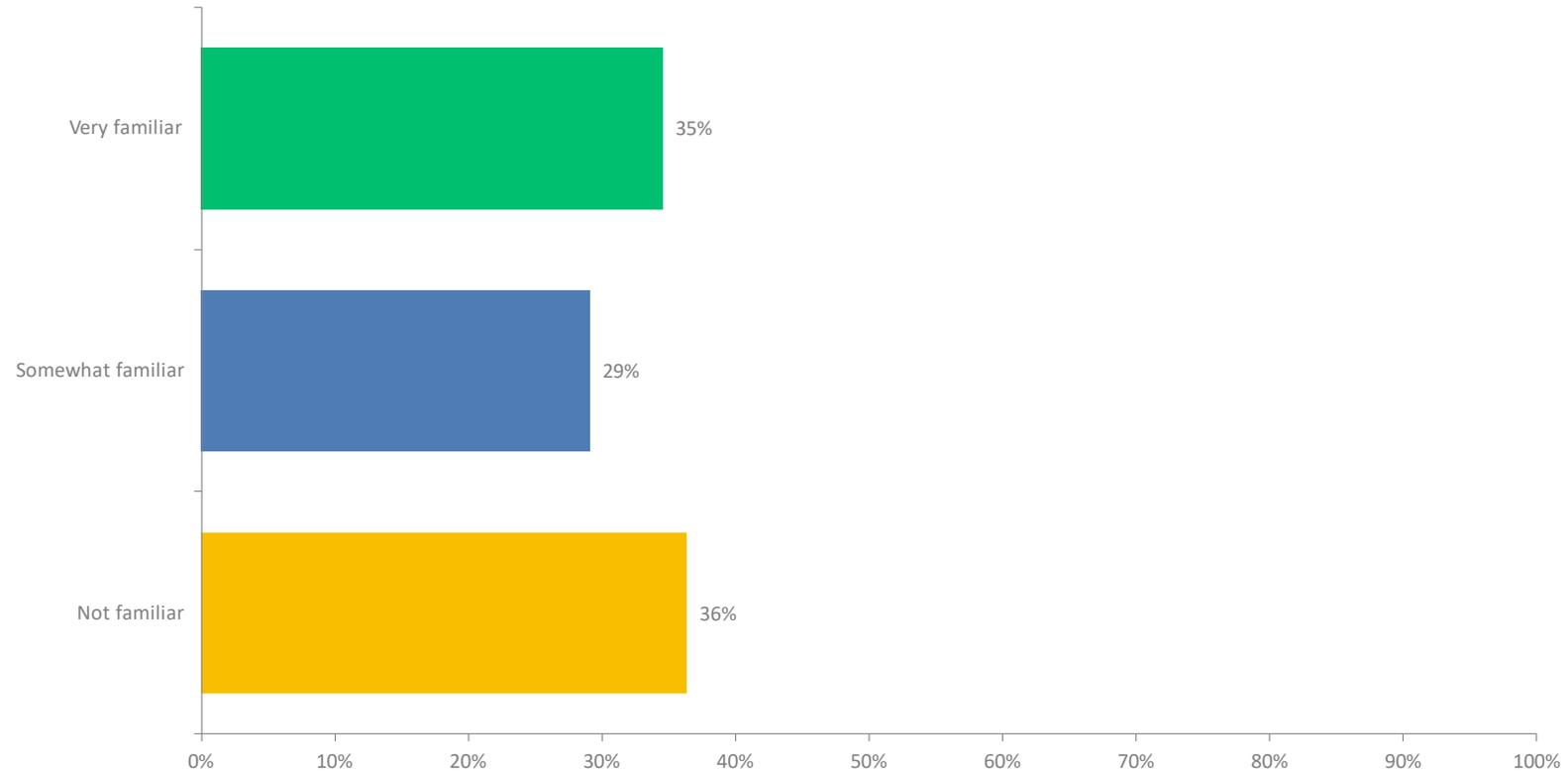
What level of importance do you feel the following stakeholders have regarding stewardship and or sustainability?



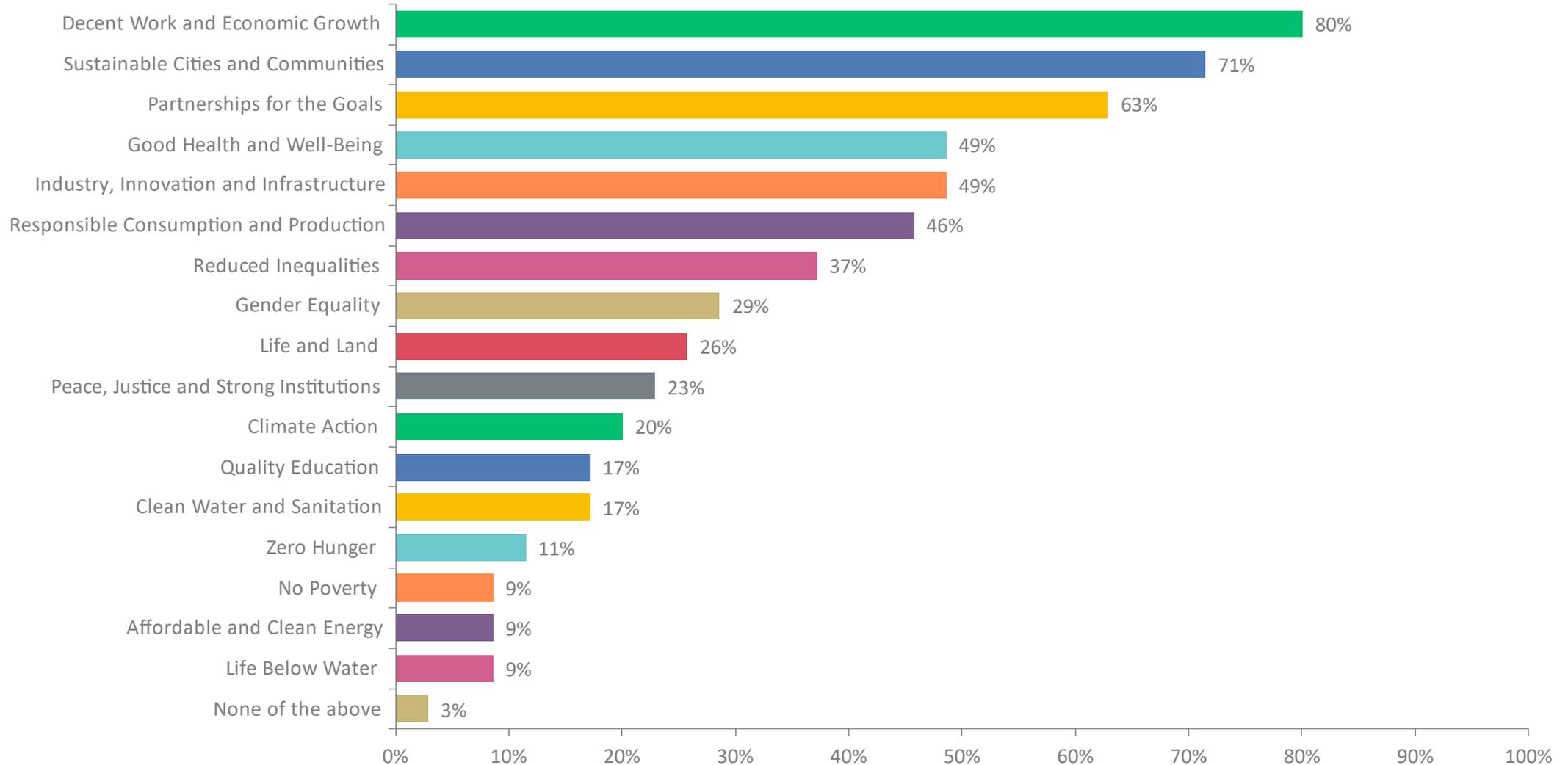
**Destinations International Stewardship & Sustainability
Survey**

**United Nations World Tourism
Organization (UNWTO)
Sustainable Development Goals
(SDGs)**

How familiar are you with the UNWTO's Sustainable Development Goals?



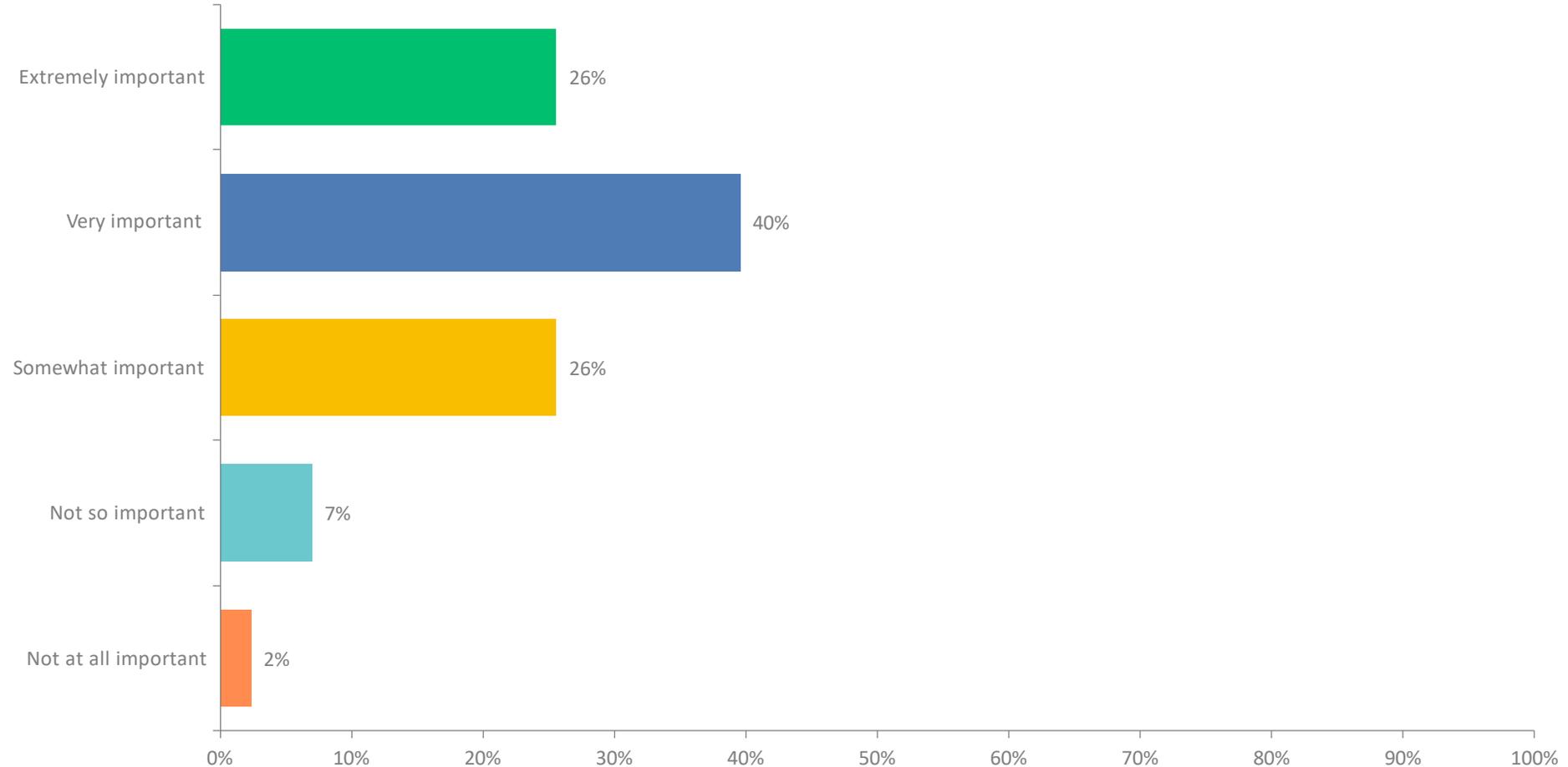
Of the 17 SDGs, which do you believe your organization can have the biggest impact on?



**Destinations International Stewardship & Sustainability
Survey**

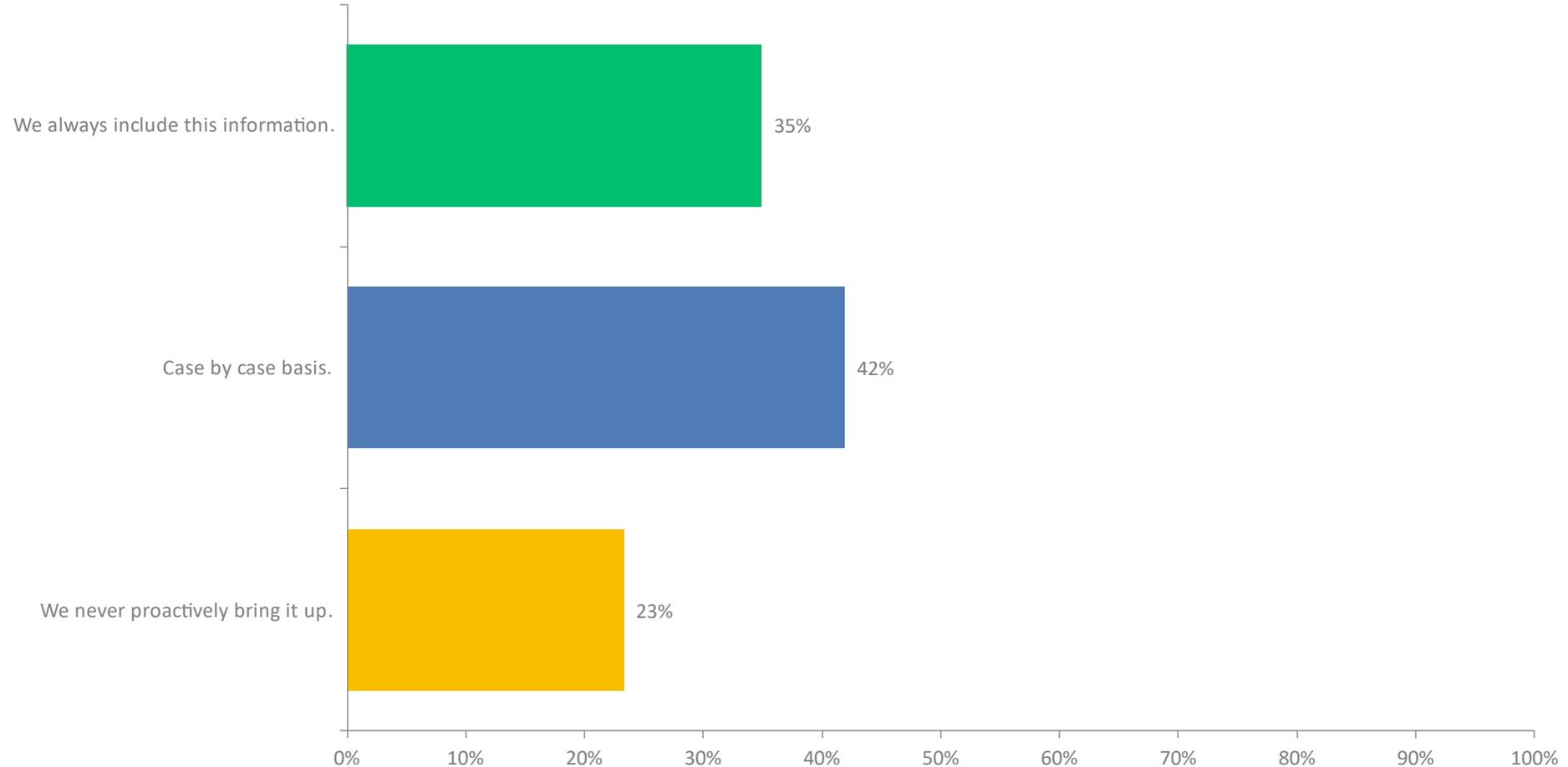
Business Events

How important is stewardship and or sustainability to your business events strategy?



Does your organization proactively include information about stewardship and or sustainability in your sales collateral and engagements

(proposals, presentations, site visits, etc.)



What aspects of stewardship and or sustainability are planners inquiring about for your destination?

engage food sustainability
practices **events** green
impact sustainable
carbon Recycling

Eco-labelling and locally produced food.

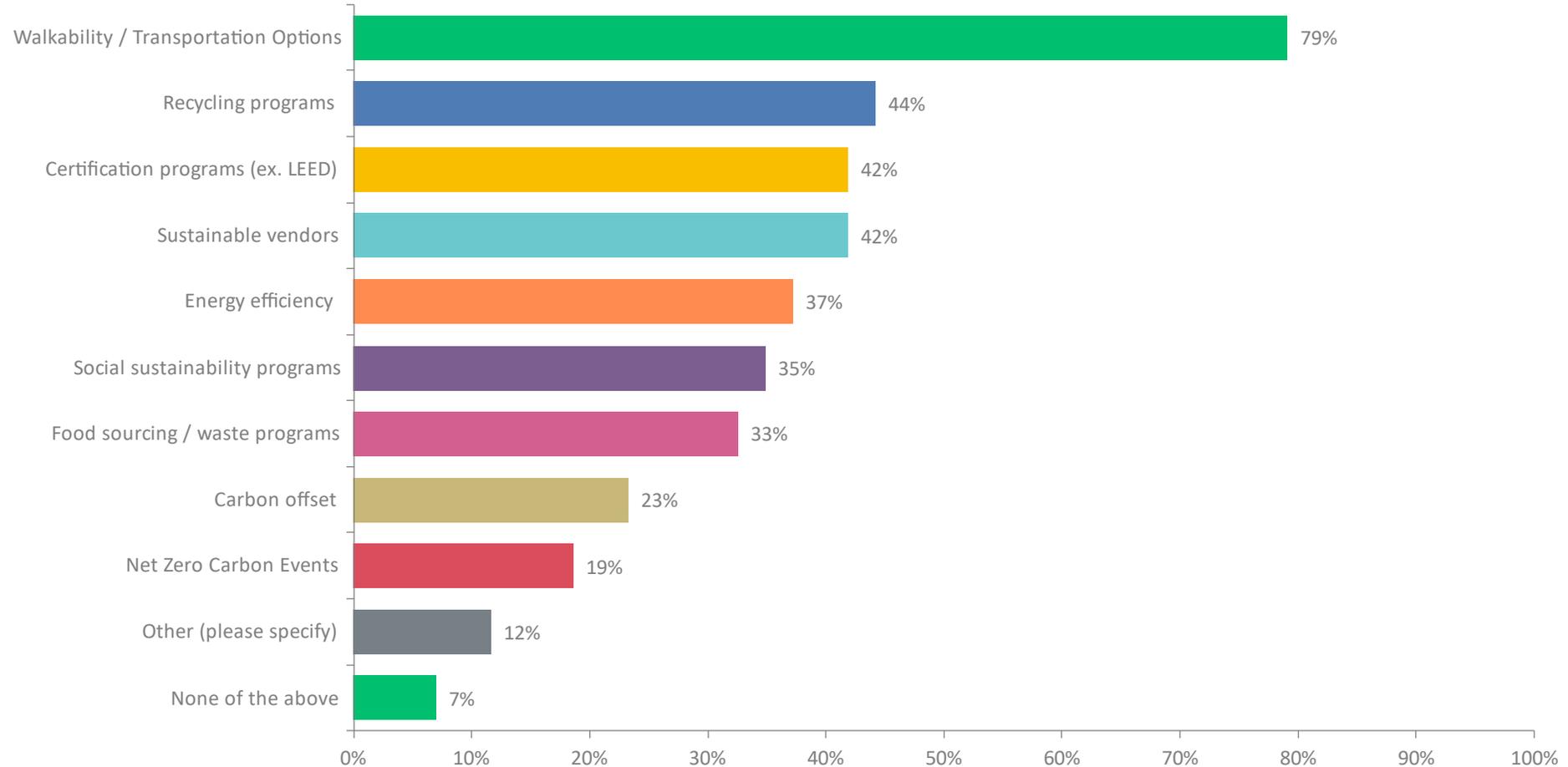
Recycling, eco-friendly materials, supporting local businesses.

Facets of the destination that address sustainability, off-site venues that are sustainable, legacy programs

How to make sustainable choices when in the city, what venues are doing in terms of minimising the climate impact of their event, how they can engage with & support local business

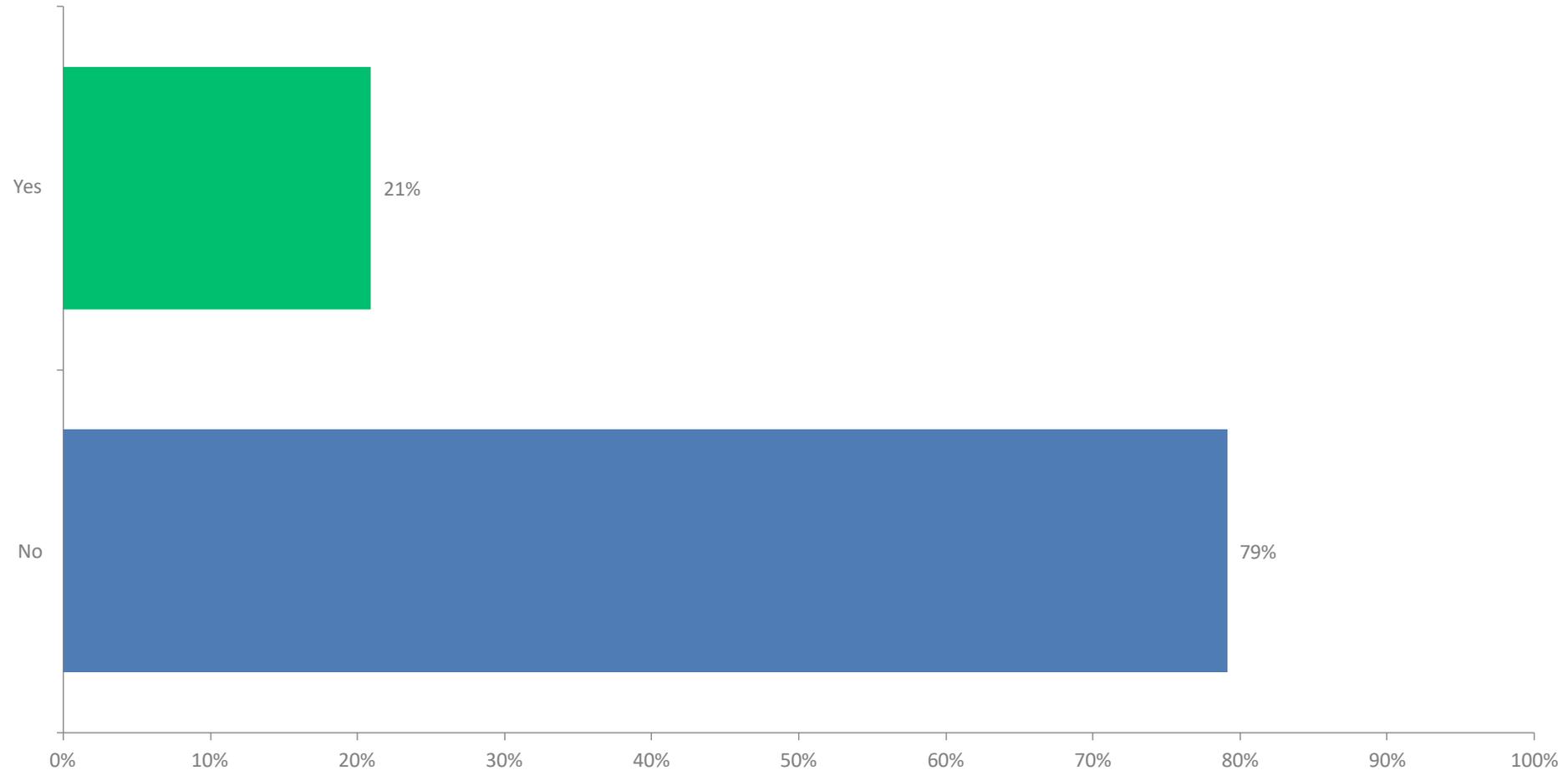
Which of the following criteria do you typically include in your stewardship and or sustainability conversations with planners?

(select all that apply)



Do you measure the impact of the events that come to your destination beyond economic?

(environment, social, etc.)



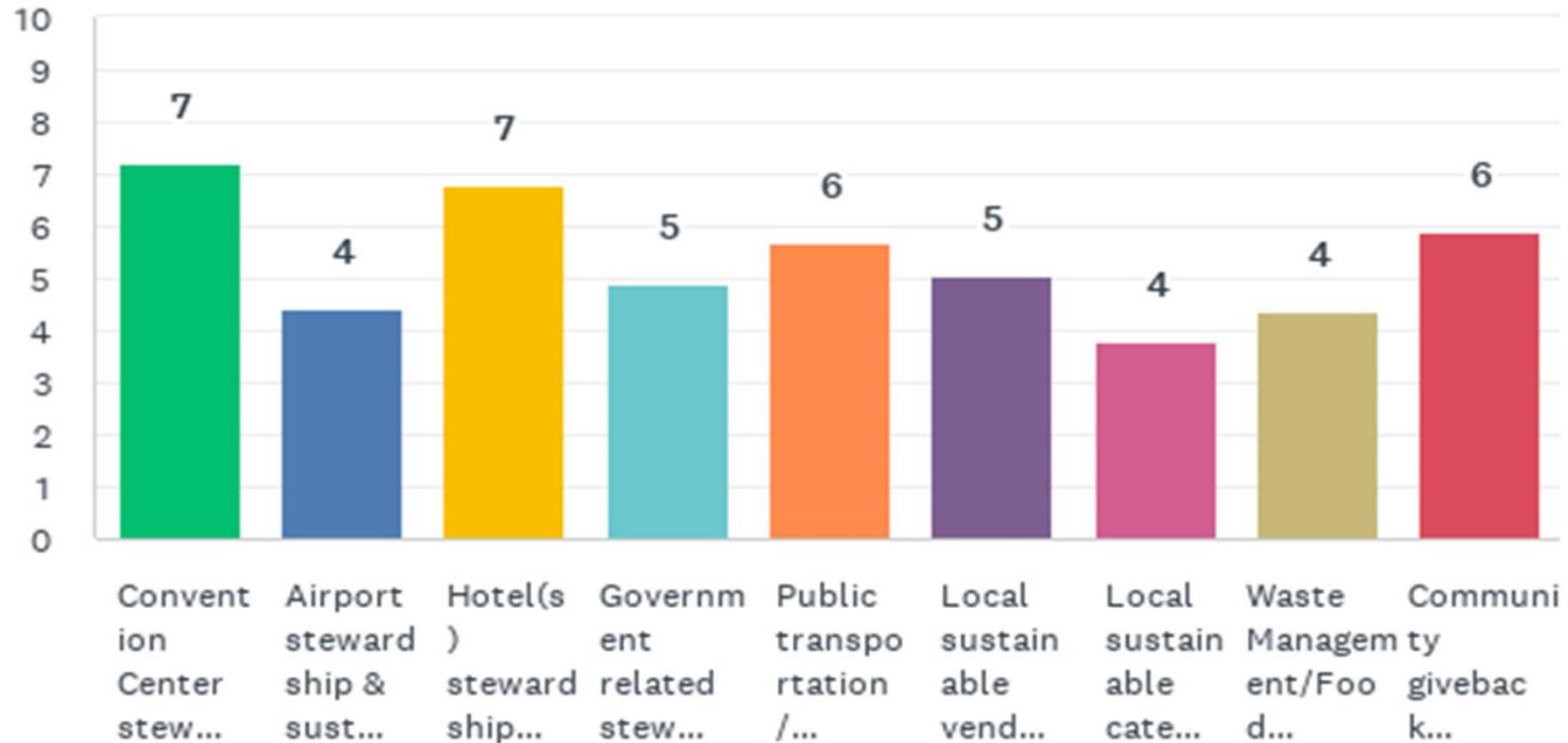
Do you measure the impact of the events that come to your destination beyond economic? YES

Focus on employment impacts and job creation, as well as engagement opportunities with local schools and charitable organizations

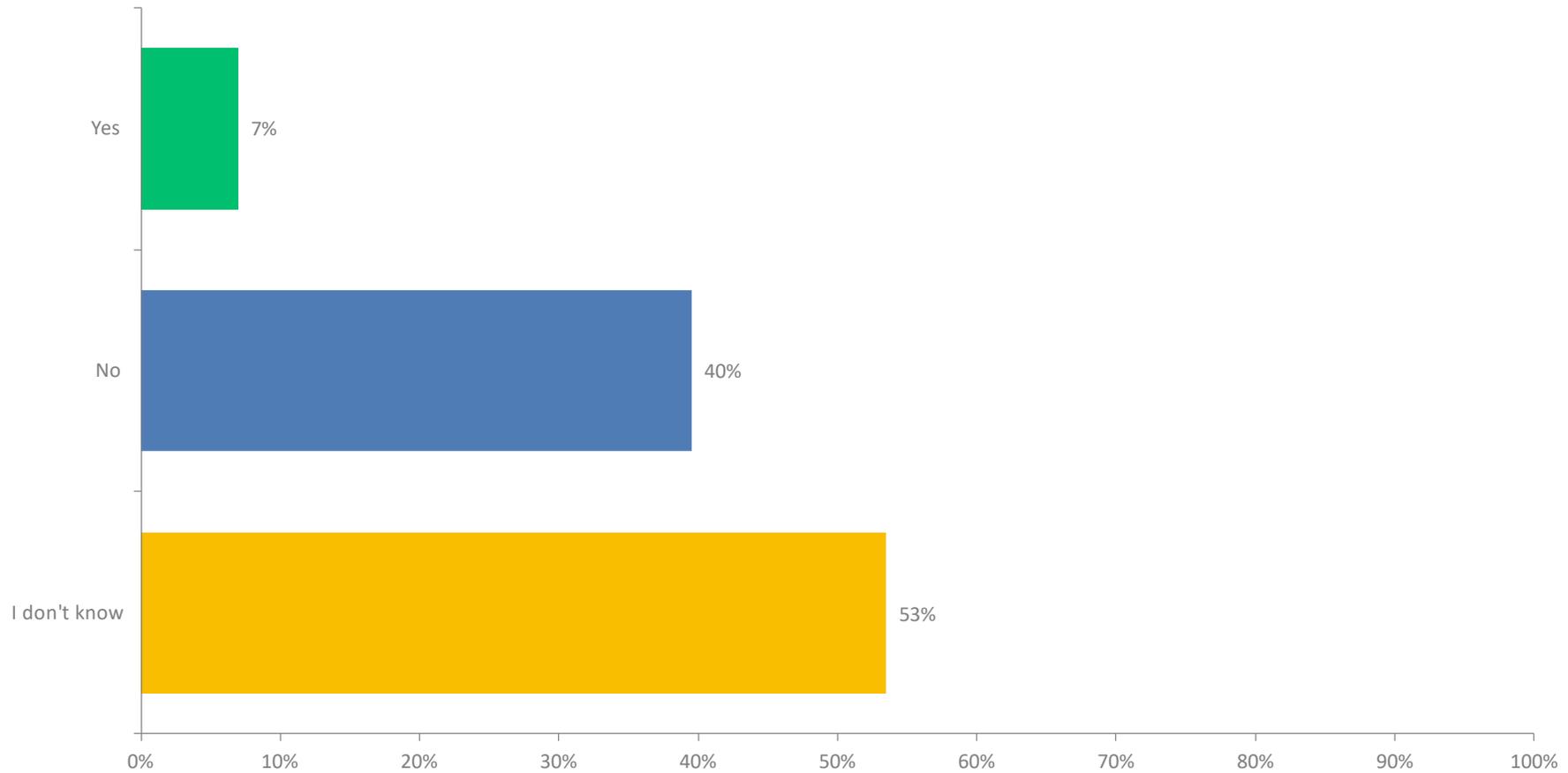
Only if the group's impact was significant, either through hours of services, pounds of waste diverted/recycled, packaged food products (from trade show exhibitors) donated to food banks, etc.

Any events which have a legacy programme attached to them, will be measured in terms of how many people engaged with the event and/or increased website traffic etc.

Rank the following in terms of how often you discuss the area of stewardship and or sustainability with planners, with the top topic being the most discussed:



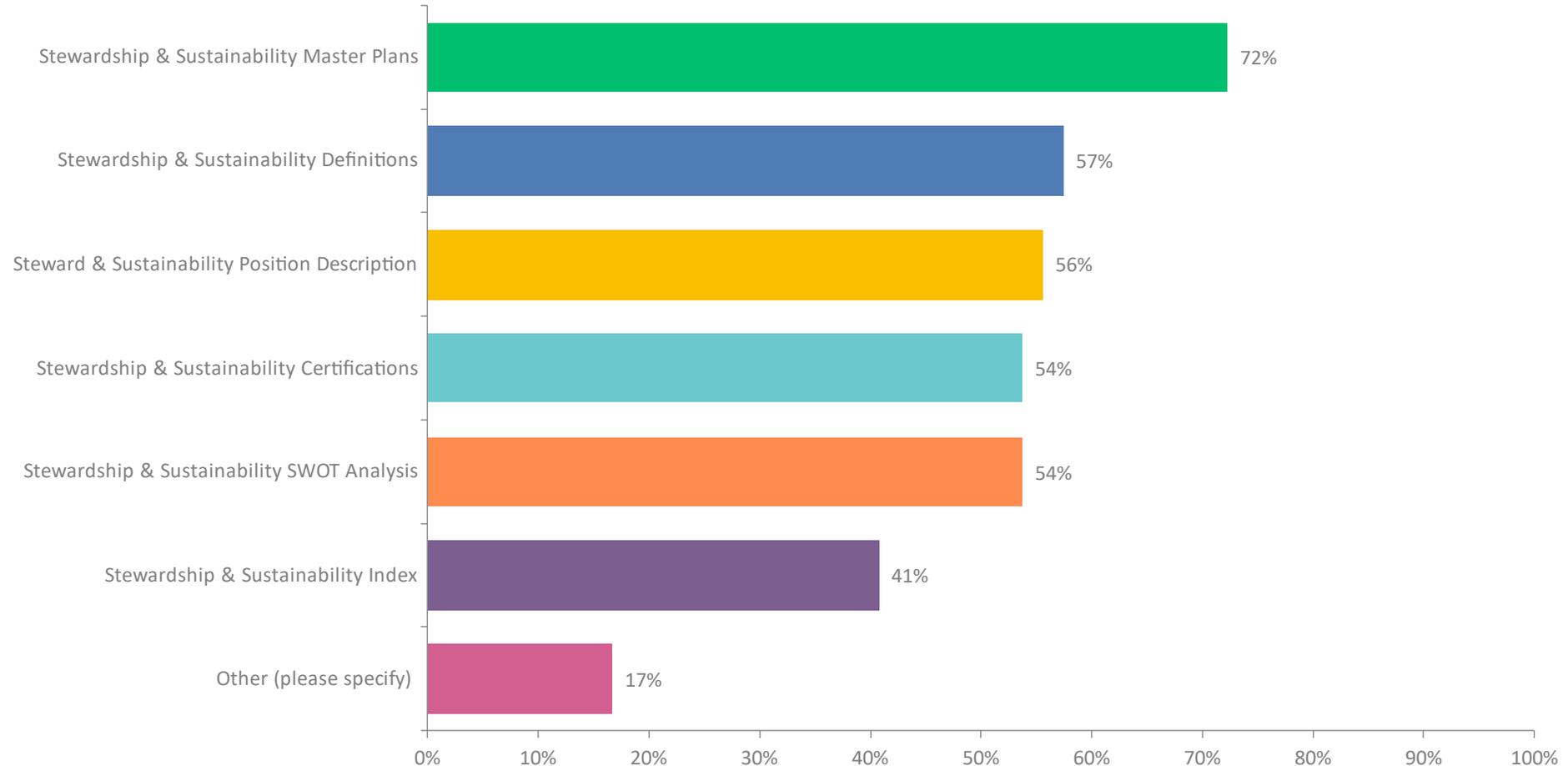
Has your destination ever lost business due to sustainability standards or practices not being in place?



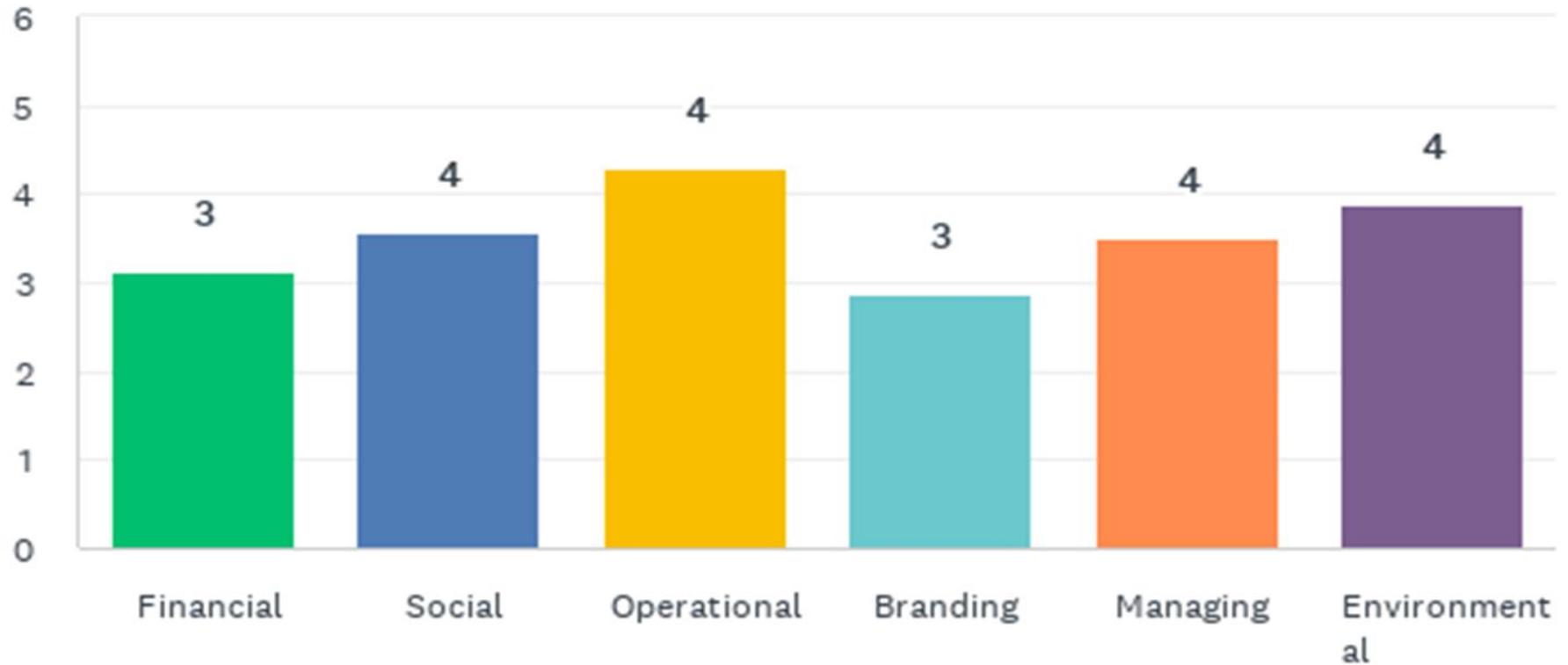
Destinations International Stewardship & Sustainability Survey

Goals & Legacy

Which of the following do you feel are needed to help destination organizations on their journey of stewardship & sustainability?



Which of the following best practices around sustainability would help your organization the most soon?



In your opinion, what are some examples of your peers (other destination organizations) sustainability you believe are excelling in stewardship and or sustainability?

None in this country. To be responsible with the environment, the US needs more aggressive measures at the government level. I don't think the travel industry has enough power to, for example, get rid of styrofoam and plastic in hotels, or awfully cold (by AC) meeting spaces and hotel room when no one is even using them.

Gothenburg have been able to communicate and show the world what they do. Ljubiana, Slovenia is a great exampel of a destination that has done an amazing transformation.

Bordeaux, Cuidadores de Destinos, Paris, Nantes, Valencia,

Business events Canada, Flanders, Gothenburg

Victoria BC and Banff AB in Canada are both shining examples of sustainability leaders in the destination space

**Destinations International Stewardship & Sustainability
Survey**

**2024 Destinations International
Sustainability Roadmap**

Completion: December 2023

Destinations International Sustainability

2024 & 2025: Create
Development Strategies,
Begin Execution





DI Organization & Events

Lead by Example. Organizational Policies and Structure. Carbon Neutral Events and Legacy Strategy.

Destination Organization Members

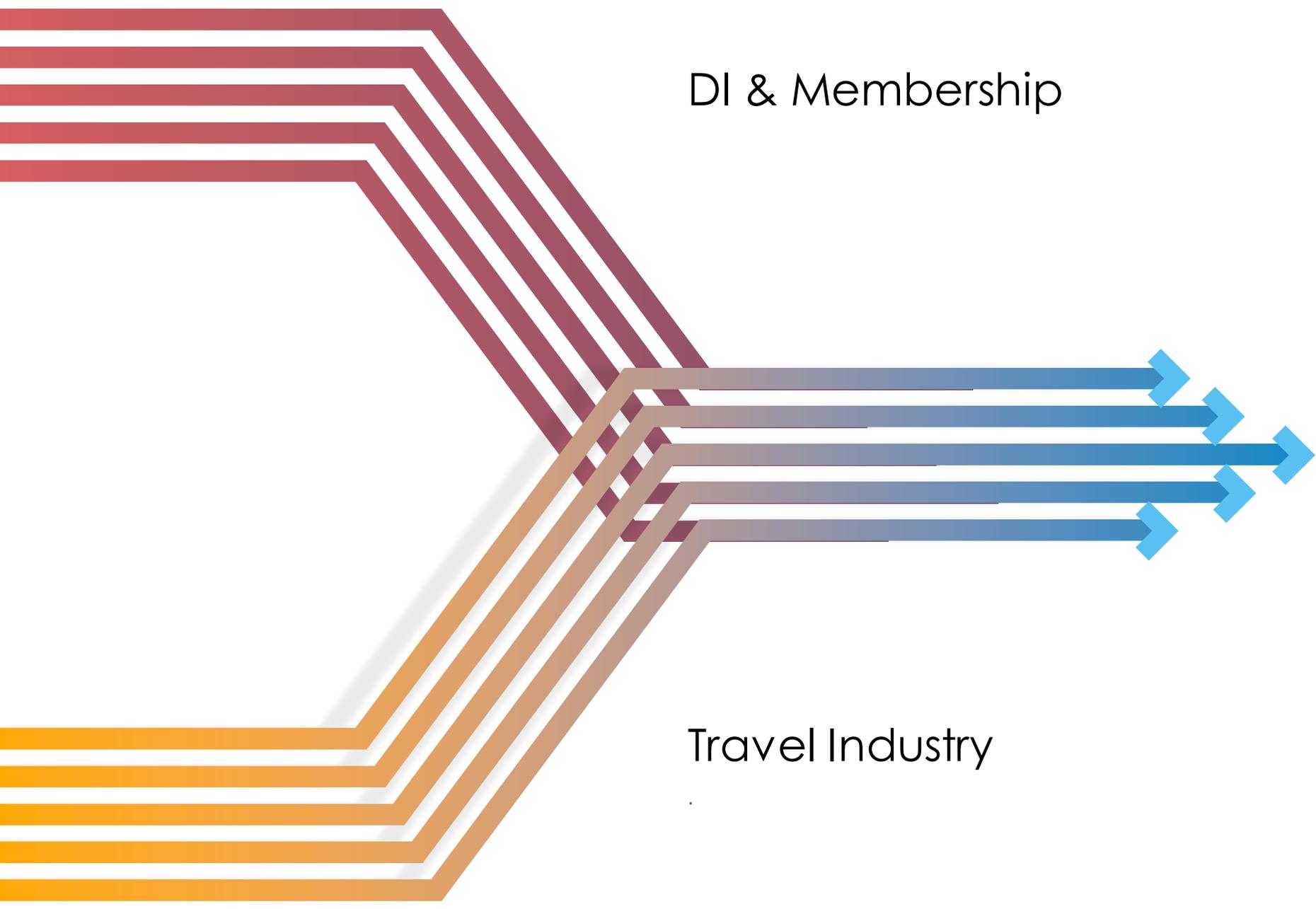
Education, Best Practices, Case Studies, Toolkits, Assessments, Workbooks, Field Guides, Tools, and Research.

Destination Business Members

Education, Showcase Forums, Product Development Assistance.

Travel Industry

Coalitions & Partnerships.



DI & Membership

Travel Industry

GOAL

Individual &
Industry Legacy
Strategy

Phase One

2024 - 2025

Destinations
International

Best
Practices &
Case Studies

Meeting
Sessions

Getting
Started
Toolkits

Definitions
& Examples

Position
Descriptions

Sustainability
Stewardship
Research

Webinars &
Blog Posts

Community
Engagement
Strategies



Phase Two

2025 - 2026



Annual Best Practices & Case Studies Report

Stewardship Award Program

Sustainability Stewardship Program Field Guide

Sustainability Stewardship Assessment Tool

Education Certificate Program(s)

Sustainability Impact Calculator

Sustainable Organization Accreditation

Community Engagement Field Guide

Thank You For Your Attention

Send Questions Or Ideas To:
jjohnson@destinationsinternational.org

