

# A sustainable strategy for Conventionland Tirol

*Conference and convention tourism in Tirol is taking responsibility for safeguarding an attractive environment, sought-after recreation area and thriving economic area with the new "ReGeneration NOW" sustainability strategy. Initial measures, such as licensing with the Austrian Eco-label or successful participation in an international benchmarking process, have already been implemented.*

In a collaborative process involving public consultation and experts from the tourism and meeting industry together with external stakeholders, Convention Bureau Tirol (CBT) has developed a sustainability strategy for Tirol as a congress and meeting destination. Convention Bureau Tirol aims to expand its role as a sustainable competence centre in the MICE sector (*MICE stands for Meetings, Incentives, Conventions and Events*). The global pandemic has increased the desire for authenticity, closeness to nature and the responsible use of resources and living space. As a role model in the Alpine region, CBT therefore intends to consistently implement bold and future-oriented steps both in its own further development, as well as contributing to the innovative and sustainable development of the meeting industry.

## Specific measures planned

The strategy, entitled "ReGeneration NOW", sheds light on the motives behind the initiative and includes a comprehensive action plan with concrete and holistic goals based on the Sustainable Development Goals (SDGs) of the United Nations. In the four defined fields of action, the so-called 4 Ps, RegenerationNOW commits to a strong role model effect, for example through a significant increase in certifications, sustainable mobility, social commitment and "green meetings". This paves the way for Tirol, as a congress and conference destination, to take the role as a social, economic and ecological trailblazer in the tourism sector.

Find the detailed sustainability strategy "ReGeneration NOW" [HERE](#).

## GDS-Index Benchmarking

In order to better identify and quantify this sustainable development, Convention Bureau Tirol has subjected itself to an extensive, international destination benchmarking process according to the Global Destination Sustainability Index (GDS-Index), in which over 71 performance criteria in the areas of environment, social affairs, suppliers and destination management are assessed. When it first took part in the GDS benchmarking index, Meeting Destination Tirol was immediately catapulted into the upper echelons of the world's most sustainable congress destinations: Conventionland Tirol was the first ever congress destination to land at 6<sup>th</sup> place in the GDS Index and therefore amongst the top 10, with over 73 participating destinations. This is the fruit of the labour and commitment of all those at Conventionland Tirol and its associated stakeholders.

Particularly good results were achieved in the areas of environment, social issues and destination management. The sustainability strategy of the CBT and the new tourism strategy "Tiroler Weg" (Tyrolean Way) have contributed significantly to this. There is still room for improvement in the area of the value chain. This includes, for example, the certification of individual businesses, travel options and impact management. The corresponding next steps can already be found in the catalogue of measures of the Convention Bureau Tirol.

## Licensing with the Austrian Eco-label

One measure in the area of certification has already been implemented: Convention Bureau Tirol strives to lead by example and has been a licensee of the Austrian Eco-label since September 2021. This means that it now has the appropriate skills to act as a consultant on the subject of "Green Meetings" in Tirol, both for interested customers and Tyrolean companies offering convention services. "Now we have undergone licensing ourselves, it has become clear to us more than ever what advantages it brings. This is not just about a label, but about essential processes for future-orientated businesses. Existing initiatives become visible and quantifiable, while potential fields of action become clear," notes Veronika Schumann, head of Convention Bureau Tirol.

### Convention Bureau Tirol

*As a professional and free service and advisory centre, Convention Bureau Tirol and its network of over 60 partner companies, such as congress centres, locations, conference hotels and agencies, support the organisation of congresses, conferences, incentives and other events with green ideas, sustainable information and suitable contacts. Convention Bureau Tirol thus assumes the role of central marketing organiser and advocate for Tirol as congress and event venue.*

[www.convention.tirol](http://www.convention.tirol)

### The Global Destination Sustainability Movement

*The GDS movement unites and empowers destination management professionals to create healthy and robust spaces that invite people to visit, meet and live. Our goal is to work together to develop sustainable and holistic strategies, mindsets and skills that will enable the destinations of the future to thrive and regenerate society and nature.*

[www.gds.earth](http://www.gds.earth)

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