

## TIROL AMONGST THE TOP 15 IN INTERNATIONAL SUSTAINABILITY RANKING

*Results of the Global Destination Sustainability (GDS) Benchmarking 2022 were released at the ICCA (International Congress and Conference Association) annual congress in Krakow/Poland. This is the second time that Tirol has participated as a congress and conference destination in this international destination assessment and once again ranked amongst the top 15.*

The figures of this year's GDS Index provide good reasons to be hopeful and positive about the future of events and travel. Destination management organisations around the world are accelerating the development and implementation of their sustainability strategies. Even leading players are not resting on their laurels and constantly working on their sustainability profile, thus continually raising the bar in the sector.

### **Tirol in third place in the environmental category**

In order to quantify sustainable developments in Tirol, Convention Bureau Tirol also participated in the GDS benchmark in 2022, in which over 70 performance criteria in the areas of environment, social affairs, suppliers and destinations management are assessed. In its second time of participation, Tirol once again landed amongst the top 15 with a total score of 80.9. The Tirolean congress and conference region not only improved its overall score but was even able to secure 3rd place among all 65 participating destinations in the environmental category.

### **Tourism businesses still have scope for improvement**

"In the area of destination management, Tirol improved its score by 5.5 points, which underlines the importance of uniform, sustainable strategies in the state, such as those advocated by the Tirolean Way. We were also able to improve our performance in the category of service providers by 10 points," emphasises Veronika Schumann, head of the Convention Bureau Tirol. However, we don't intend to sit on our laurels: "In order to remain at the top of the most sustainable destination rankings in coming years, we must consistently continue our efforts in this regard. There is demand for improvement, for example, in the area of sustainable certifications." Furthermore, greater attention must be paid in the future to published and implemented sustainability strategies, transparent evaluation procedures and activities with regards to the recycling of resources.

With its [ReGenerationNOW](#) sustainability strategy, the Tirolean 2021 conference region has already taken initial steps towards achieving a green meeting future. The comprehensive associated catalogue of measures can be viewed publicly, and the progress or status is updated every 6 months.

### **Convention Bureau Tirol**

*The experts from Convention Bureau Tirol support customers free of charge, impartially and professionally with new ideas throughout the entire planning process and implementation of their event in Tirol.*

*Convention Bureau Tirol, together with over 50 quality-certified partners, supports its regional, national and international event organising customers on their way to green event success with information, ideas and suitable contacts.*

[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 resilient spaces that invite people to visit, meet and live. Their goal is to work together to develop sustainable and circular strategies, mindsets and skills that will enable the destinations of the future to thrive and regenerate both society and nature.*

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

**CHRISTINA PILZ, BA**  
Convention Bureau Tirol  
Tirol Werbung GmbH  
Maria-Theresien-Straße 55  
6020 Innsbruck  
Österreich  
+43-512-5320.395  
[christina.pilz@convention.tirol](mailto:christina.pilz@convention.tirol)  
[www.convention.tirol](http://www.convention.tirol)