

## TIROL CONTINUES TO RANK AMONG THE TOP 15 IN INTERNATIONAL SUSTAINABILITY RATINGS

*The Global Destination Sustainability (GDS) movement recently published results of its international sustainability rankings. Findings that are once again thoroughly encouraging for Tirol: in its third year of participation, the Alpine destination once again made it into the top 15.*

This year the GDS benchmark recorded an impressive growth in participants of 42 new destinations and cities worldwide and surpassed the 100 mark for the first time - a clear commitment to the common desire for sustainable change. The GDS Index evaluates a total of 69 qualitative and quantitative criteria in the areas of environment, social affairs, service providers and destination management, thus enabling the sustainable efforts of cities and destination management organisations (DMOs) worldwide to be assessed and compared.

### **4th place in the environmental category**

Tirol was able to improve on its previous year's result by 1.6 percent, achieving 15th place with 82.53 points and once again establishing itself among the top players of the most sustainable worldwide destinations. Apart from Zurich, Tirol is the only Alpine region to be represented in the top 15. Tirol even managed to secure fourth place in the environmental category.

"In the service provider category, Tirol achieved its objective of significant further development with an impressive 88.68 percentage points, which is mainly thanks to the increased sustainable certifications of our partner businesses," says a delighted Veronika Schumann, head of Convention Bureau Tirol. In Tirol, 78 percent of event venues have already been certified with internationally recognised sustainability standards, such as the Austrian Eco-label. Schumann still sees potential in the hotel industry and event agencies and states: "In order to continue to be one of the leading players in the field of sustainability, we will further intensify our efforts to achieve certification and publicly accessible sustainability strategies.

### **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, sustainable 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 meeting spaces. The common goal is to develop sustainable and circular strategies, mindsets and skills that will enable destinations of the future to thrive and regenerate society and nature.*

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

**Mag. Florian Neuner**

Branchen- und  
Unternehmenskommunikation

**Tirol Werbung** GmbH

Maria-Theresien-Straße 55

6020 Innsbruck

+435125320320 *t*

florian.neuner@tirolwerbung.at *e*

**www.tirol.at** *w*

**LEBENSRAUM TIROL**  
HOLDING