



EARTHCheck

*Leading
Destinations of the
World™
A pathway*

2024

Leading Destinations of the World

All destinations are different, but sustainable destinations generally have the following attributes:

1. **A strong vision** on behalf of the local community and a formal mandate for action
2. **Community leadership** (from the bottom up and the top down) backed up by a plan of action
3. A commitment to **triple bottom line performance outcomes** (i.e. metrics)
4. Sustainability and responsible management at the heart of the **Destination Brand**
5. **Unique experiences and products** that celebrate the values of the local community
6. **A sense of place** which is maintained and protected

Leading Destinations of the World

- Not all destinations share the same pathway.
- Outcomes are important, the pathway is not.
- DMOs and Government entities have different roles and responsibilities, the approach to sustainability should reflect the ability to deliver.
- Flexibility in the approach is needed to reflect the evolution of a destination, its maturity and ability to drive meaningful outcomes.
- Partnerships offer the greatest reward, but we recognise that this is not always achievable.

The next two diagrams highlight potential pathways for destinations. They are not the only approaches that Leading Destinations of the World™ will take.



EARTHCHECK

Top Down

Council Led Approach

Destination Certification

Destination certification under review to better reflect social and economic measures and the nature of the tourism industry.

Net Zero Pathway

Partnered Approach

Destination Certification



Destination Commitment

Training Opportunities

Destination Dashboard

Carbon Calculator

Business Certification

Net Zero Pathway

DMO Approach

Destination Commitment

Training Opportunities

Destination Dashboard

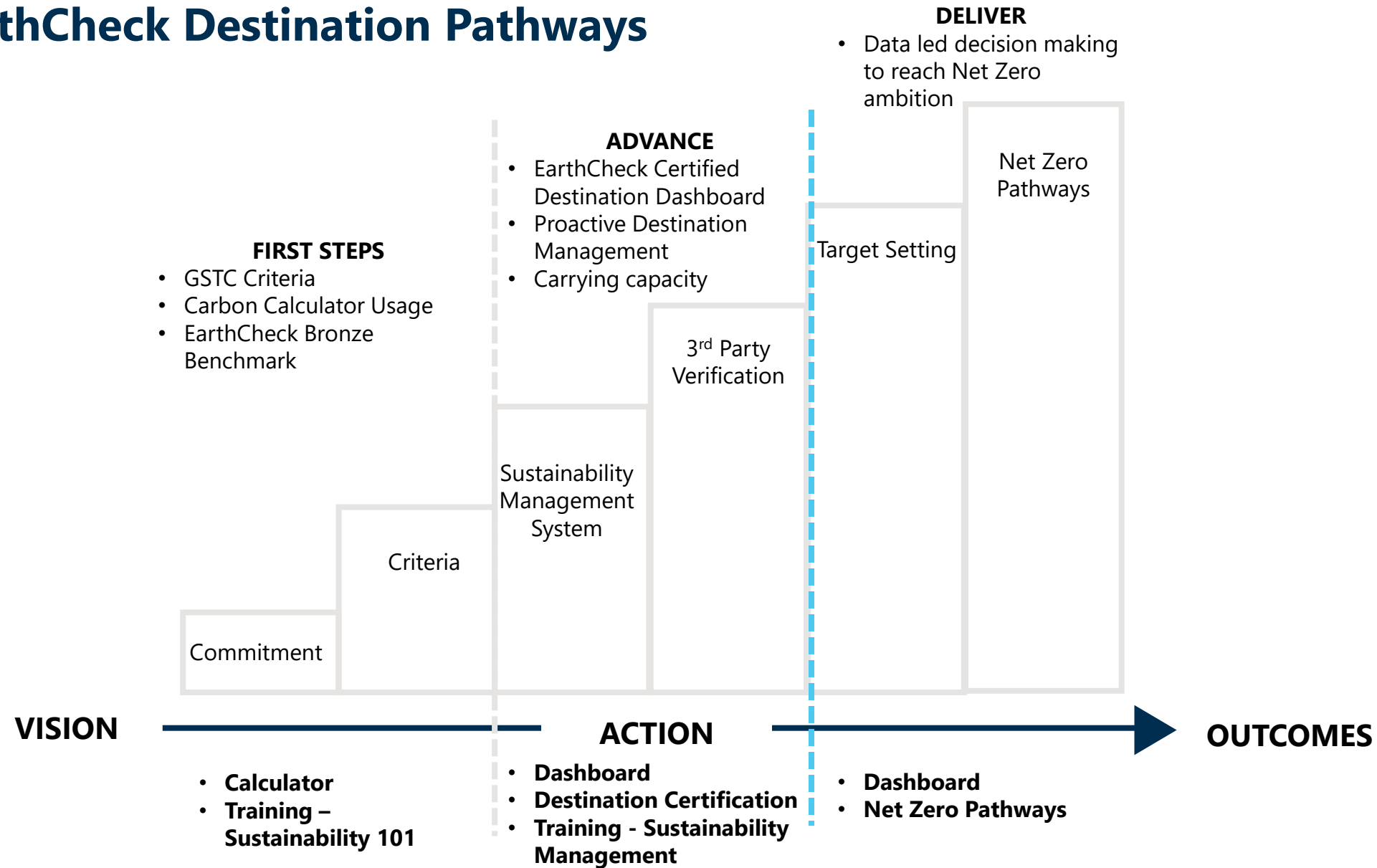
Carbon Calculator

Business Certification

Net Zero Pathway

Bottom Up

EarthCheck Destination Pathways



Where next?

- **Destination standard review**
 - Aligned to EarthCheck's broader Accreditation discussion, the Destination Standard will undergo full review to simplify and align with contemporary destination management principles (whilst maintaining is scientific rigour).
- **Leading Destinations of the World™ Fireside Chats**
 - 3 held annually to connection destination stakeholders, discuss common challenges and inspire new solutions.
- **Case-studies of different pathways.**
 - Whether certification, policy or action led, there are various entry points to a sustainability journey. This suite of case-studies will highlight the learnings from each pathway and opportunities for future engagement.
- **Destination dashboard**
 - The EarthCheck Group Consul is seeing a refreshed look in 2024, with this comes advanced options for destinations to explore destination and operator performance providing deeper insights into destination performance.

Resources & support materials

- Regenerative Tourism – <https://earthcheck.org/research/what-is-regenerative-tourism/>
- ESG Reporting - <https://earthcheck.org/research/why-esg-reporting-matters/>
- Communicating Sustainability –
 - Operators - https://earthcheck.org/wp-content/uploads/2024/02/0224_EarthCheck_GreenwashingGuides_OperatorsV3.pdf
 - Destinations - https://earthcheck.org/wp-content/uploads/2024/02/0224_EarthCheck_GreenwashingGuides_DestinationsV3.pdf
- Disaster Management – <https://www.qualitytourismaustralia.com/wp-content/uploads/2023/08/ATIC-EarthCheck-Dont-Risk-It-Guide.pdf>
 - Spanish - <https://earthcheck.org/wp-content/uploads/2023/01/No-arriesgues-tu-negocio-EarthCheck-Dont-Risk-It.pdf>



Regenerative



ESG



Communications



Don't Risk It



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