Travel Forever
The new global standard for sustainable tourism
Every day, tourism plays a larger role in our world.

- Over 900 million international tourists traveled last year
- UNWTO forecasts it will increase to 1.6 billion tourists by 2020
And sustainable tourism becomes even more vital.

Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development. A suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

UN World Tourism Organization
It has the power to create change on a global scale.

- Preserve destinations for generations to come
- Revitalize local economies and communities
- Alleviate poverty
- Safeguard our cultural heritage
- Help reach the UN Summit’s Millennium Development Goals
- Create jobs within and beyond destinations
- Keep tourism dollars within destinations
But consumers aren’t clear on what it is.
Even our industry has trouble defining it.

- Green Tourism
- Ecotourism
- Cultural Tourism
- Adventure Tourism
- Community Tourism
- Responsible Tourism
- Sustainable Tourism
Hundreds of organizations are doing the right thing. But each in different ways.
Global change cannot happen without clarity and focus.
Introducing the Global Sustainable Tourism Criteria

A set of common guidelines created with the input of experts, groups and companies from around the planet, defining sustainable tourism in a way that is actionable, measurable and credible. Setting a minimum standard of sustainability for tourism businesses across the globe.
A truly global initiative.

Establishment of GSTC Criteria:
• Outreach to 80,000 constituencies
• 2,000 experts
• 18-month process
• 5 rounds
• 4,500 existing criteria analyzed
• 91% approval for any criterion
• ISEAL compliant
What are the Criteria?

- A universal language defining a minimum standard for sustainability
- Global principles that can be adapted to address local conditions and specific industry sectors
- A guideline for establishing programs
- “Certifying the certifiers”
37 criteria, 4 pillars.

Sustainability Management  
Social & Economic  
Cultural  
Environmental
The power of a single solution.

- Global, actionable definition of sustainable tourism
- Trust and value in certification
- Influence on consumer demand and confidence
- Larger market potential and greater share
- Supply and market positioning for sustainable product
Consumers are ready.

- 66% in U.S. believe their travel choices make a difference*
- 44% consider the environment when making travel decisions*
- $200 billion industry in the U.S. alone**
- 59% of travelers would be influenced by a green rating index*
- 56% are skeptical and looking for information*

*Saber Holdings, 2010
** LOHAS
Global Sustainable Tourism Council

Promoting sustainable tourism practices around the world.

We do this by:

• Educating about and advocating for the Criteria

• Expanding understanding of, and access to, sustainable tourism practices worldwide

• Increasing demand for sustainable tourism
GSTC: Global reach

- 76 founding members
- Over 170 U.S. cities
- Active in Africa, the Americas, Europe, Middle East, East Asia and the Pacific
We all benefit.

Travelers
Distributors
Tourism Boards
Governments
Donor Agencies
What can membership mean for you?

- Affect global decisions in the sustainable tourism sector
- Learn how to adopt a globally accepted set of sustainable tourism practices in your business
- Access to training and educational resources that engage employees
- International marketing opportunities
- Focused networking connections
- Partnerships with other members
- Participation in annual membership meeting
- Exclusive access to member-only section of gstcouncil.org
- Alignment with a global multi-stakeholder tourism organization supported by the UN
One standard. One vision we can all embrace.
Q&A

To learn more about the Global Sustainable Tourism Council:

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