



RECOVER STRONGER WITH ECOTOURISM

Rebuild communities as vibrant, resilient and sustainable ecotourism destinations.

Image: Murray Lowe Photography

ECO DESTINATION CERTIFICATION

An internationally developed regional framework for your sustainable tourism bushfire recovery.

Recognised by the Global Sustainable Tourism Council, the program allows progression through logical stages of:



Nature Destination



Ecotourism Destination



Green Destination
Certified (Ecotourism)

Speak to the Ecotourism Australia team for further information.

07 3256 6777 or eco@ecotourism.org.au

ECO DESTINATION CERTIFICATION

Destination certification is much more than the tourism sector. It's about embedding real, tangible environmental, social and economic sustainability practices within your community's recovery.

- A tool to assist with economic recovery and support.
- Provides a holistic view of all regional sustainable regional and ecotourism activities.
- Assess existing sustainability practices and identifies gaps for improvement.
- A pathway for the community to work together on a common vision and grow resilience.
- Creates a business environment where ecotourism and sustainability thrive within the community.
- Establishes the destination's sustainability standards at a global level recognised by GSTC.
- Provides expert advice and insight into best practice international standards.
- Connects the region to a like minded community of ECO and sustainable destinations internationally.
- Is a credible and authentic third party audited certification.

The program covers six topics:

Destination Management
Nature & Scenery
Environment & Climate

Culture & Tradition
Social Wellbeing
Business & Hospitality

**This certification is applicable under your council's
bushfire recovery funding.**

