



Sustainable destination brand

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We give local ideas global opportunities

Towards sustainability in tourism



Engaging
tourism
industry



Piloting
destination



Knowledge
courses
and
training



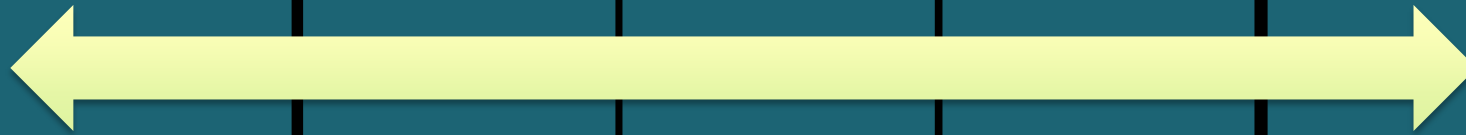
Visibility:
Green
Travel
(www.visitnorway.com)



Certifying:
Ecotourism
Norway



Branding:
Sustainable
destination



2013

Sustainable destination Standard

Covering:

- Nature, culture, environment
- Social values,
- Economic viability
- Involvement of tourism and municipality
- 45 criteria, 108 indicators



Measurable

- Process criteria, performance counts

Continuous development

- Renew brand every 3 year - must improve

A 1-2 year process to qualify for the Sustainable destination Brand



- Local project organization
- **Develop and document**
- Process consultant assists

What's our direction 2015+

- Qualify all kinds of destinations for the brand
 - Coast- and mountain destinations
 - Rural destinations and towns
 - Historical destinations and skiresorts
- Develop indicators for specific tourist industries
 - Cities, cruise, skiresorts
- Aim on international recommendation – GSTC
- Aim on developing a joint Nordic brand

Thank you from Norway!

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www.innovationnorway.no/tourism

www.visitnorway.com





Photo: Andrea Giubelli – Visit Norway



Gaute Bruvik - visitnorway.com



Ole Christian Salomonsens



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Terje Rakke/Nordic life