



Vision/DestiNet European Sustainable Tourism Awards (VESTAS)

Supporting certificates and awards

The VESTAS were created to showcase, consolidate and highlight the enormous drive taking sustainable tourism to its maximum potential. There are some 50 sustainable tourism certifying agencies in Europe. Initially the VESTAS sought to partner with as many of these agencies as possible so that they may showcase their chosen awardees. One third of these agencies have made over 90 nominations - for the first year a great success.

The VESTAS and partnering awards will provide a cohesive and powerful showcase to further the cause of sustainable tourism.

The first European award ceremony is to take place at ITB on March 11, 2011



The VESTAS partners, nominees and selected best practices will be featured:

- Throughout the ITB 2011
- At the ceremony itself in front of 200+ Responsible Tourism operators (and their networks)
- Through the networks of the 21+ partner agencies
- In Vision on Sustainable Tourism (40k+ global trade subscribers)
- In travelmole.com (450k+ global subscribers)
- In destinet.eu (the UN Type II knowledge network)
- In the brochure to be produced for 2011
- In press releases made by Vision and DestiNet
- In the tweets and blogs and retweets
- On the VESTAS web site

Award categories

The VESTAS will present one or more best practice examples in the following categories:

- **Most Sustainable/Responsible**
 - Carrier
 - Accommodation
 - Visitor Attraction
 - Tour Package
 - Destination
- **Rusty Nail**

In addition to the "best" awards a "rusty nail award" for destinations or enterprises who are clearly unsustainable will also be given, based on any of the categories.

- **Peace through Tourism**

To demonstrate that the VESTAS cover the issue of sustainability in depth, a special national award shall be launched to 'the country contributing most to peace through tourism'.

Selection of "best of the best"

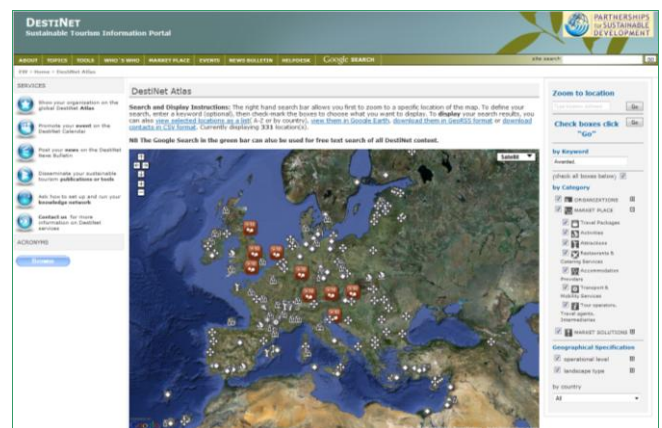
The nominations will classify themselves according to the Global Sustainable Tourism Criteria of:

- effective sustainability planning and management
- maximizing social and economic benefits for the local community
- enhancing cultural heritage, and
- reducing negative impacts to the environment.

A group of international experts will select the "best of the best" examples upon their profiles and achievements according to eight topics:

- Natural & cultural heritage
- Sustainable transport & travel
- Sustainable supply chain management
- Quality assessment certification and marketing
- Knowledge networking, training and education
- Destination management and good governance
- Climate change energy and resource efficiency
- Sustainable consumption and production (overarching)

All of the nominations and winners will be featured at the ITB event and on the DestiNet "Atlas of Excellence".



Outlook

Following these successful launch and partnership arrangements, the VESTAS in 2011 are to begin their rollout globally.

The VESTAS!

The VESTAS is a joint initiative of Vision on Sustainable Tourism/ TravelMole & DestiNet/ ECOTRANS

[More details](#) [Contact](#)

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