GLOBAL
**DESTINATION
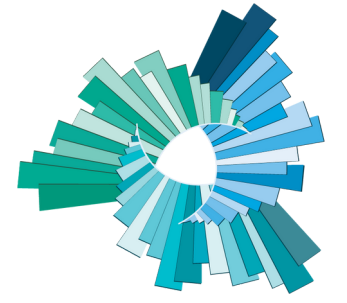SUSTAINABILITY
MOVEMENT**

Media Kit

www.gds.earth

About Us

GDS-Movement envisions thriving places and communities activated by regenerative tourism and events. Our mission is to empower people with the mindsets, skill sets, and toolsets to create regenerative destinations to visit, meet, and live in.

About GDS-Index, GDS-Forum, and GDS-Awards

GDS-Index is a measurement and management tool for destinations keen to contribute to the social, environmental, and economic well-being of people, place, and planet through tourism and events. It helps co-create more sustainable destinations by assessing, benchmarking, consulting to, and communicating about participating destinations' sustainability contributions. Destinations are assessed annually, and ranked.

GDS-Forum convenes and unites destination management professionals to catalyse innovation for regeneration and transform tourism from the inside. Its inaugural instance, "Co-Creating Destination Positive", was held in Valencia, Spain, 3 – 4 October 2023, as part of a collaborative journey for committed and passionate industry professionals, brought to you by CityDNA, VISIT VALÈNCIA, and Global Destination Sustainability Movement (GDS-Movement). It includes the 2023 GDS-Awards ceremony, which was, this year, hosted with our long-time partner, ICCA, on 4 October, and followed by the CityDNA Autumn Conference 2023, "Building Blocks for Destination Positive", 4 – 7 October.

Each year, GDS-Movement celebrates destination sustainability efforts in the annual GDS-Awards. This year, it announces the winners of the Leadership, Most Improved Destination (both based on GDS-Index data), as well as the Innovation and the new GDS-Movement and #Meet4Impact Impact award (both based on criteria judged by external experts).
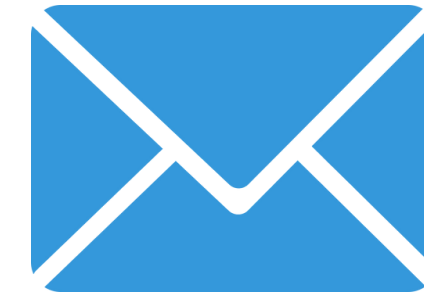
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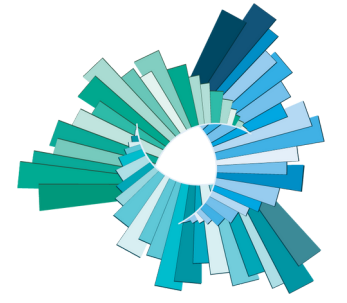
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Global Destination Sustainability Movement (GDS-Movement)

@gds-movement

info@gds.earth

or contact us here

Global Destination Sustainability Movement (GDS-Movement)

@gds-movement

https://bit.ly/GDSM_LinkedIn

Relevant Hashtags:

#GDSmovement #regeneration

#PowerofCommunity #sustainability

#regenerativetourism #EventProfs

#RegenerativeDestinationManagement

Key LinkedIn influencers of GDSM:

- Guy Bigwood (@guybigwood)

- Milda Salciute, CMP, CED (@msalciute)

- Alejandra H. Zita (@alejandrahzita)

- Bella Shahsuvaryan (@bella-shahsuvaryan)

- Jessica Vandy (@jessica-vandy)
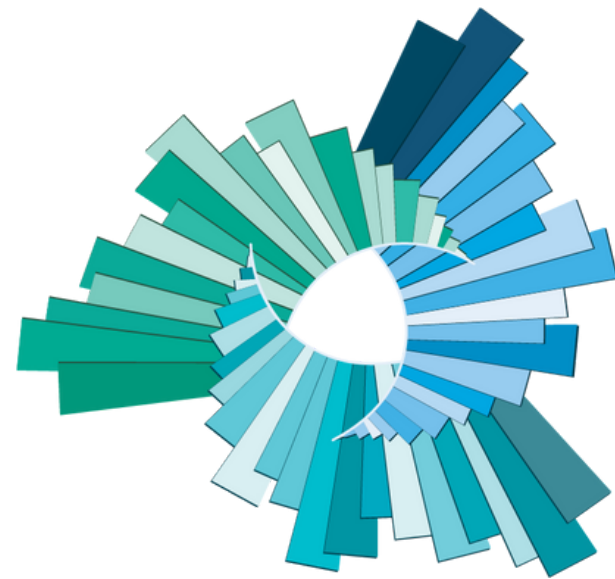
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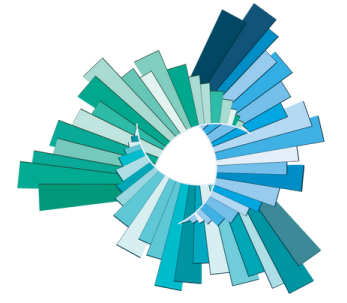
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Changemaker Bios

- Meet the team

Leadership profile: Guy Bigwood,

Chief Changemaker and CEO

For the last 15 years, Guy has been delivering award-winning consulting services focused on helping cities, governments, corporations and associations step up, scale up and speed up their sustainability programmes and regenerative practices. Guy's pioneering work has been recognised with 22 sustainability awards including the Events Industry Council Pacesetter Award, and recognition as a Fellow of the Institute of Environmental Management and Assessment. He was named one of the Micebook and *isla* Power 50: Green Champions in October 2023.

Social Stickiness Checklist

✓ In a hurry? Share what we post!

✓ DIY? Tell who, what, when, where, why, and how audiences may benefit

✓ Add a Call to Action (CTA)

✓ Link to www.gds.earth

✓ Tag people and companies in posts, reposts, comments and replies

✓ Use hashtags #GDSmovement #RegenerativeDestinationManagement

✓ Break text with spaces (easier to read quickly)

✓ Reply to comments in the first few hours after posting (more comments = more views)
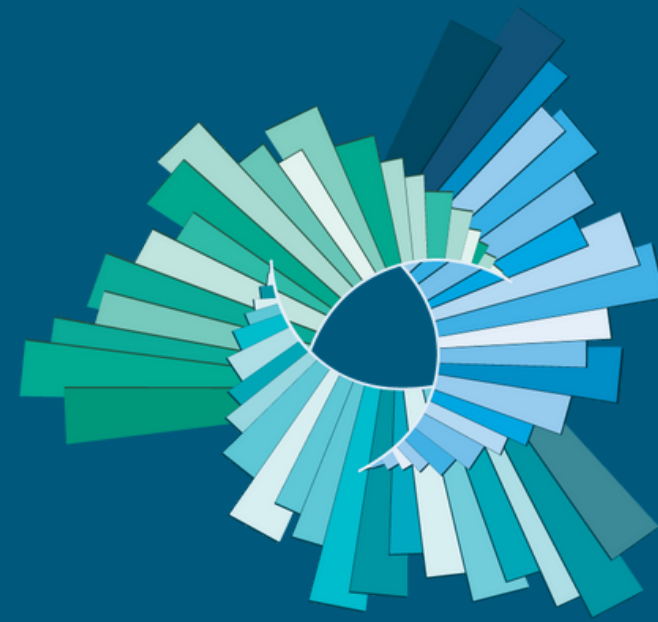
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- Download the logo guide HERE

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