Benchmarking Methodology 2024

About the GDS-Index

The Global Destination Sustainability Index (GDS-Index) is a destination-level performance tool that measures, benchmarks, and improves the sustainability strategy and implementation of tourism and events destinations of participating destinations worldwide.

Its purpose is to inspire, engage, and enable destinations to become more regenerative, flourishing, and resilient places to visit, meet, and live in.

Scope: Unlike other destination standards and rankings, the GDS-Index was originally created for the events and meetings industry. However, since 2020 it has integrated leisure tourism into the criteria, making it a unique and holistic programme to evaluate and drive performance across the visitor economy in urban destinations.

Origins: The GDS-Index was created in 2016 by the International Congress and Convention Association (ICCA), City Destinations Alliance (CityDNA), IMEX Group, and MCI.

Governance and Criteria Development

The criteria are reviewed annually, and a draft is developed by the GDS-Index team following consultation and input from present and past participating destinations, external experts, and the GDS-Team. These draft criteria undergo an in-depth revision from the GDS-Index Technical Advisory Committee. The GDS-Index team integrates all changes proposing a second draft criteria shared with destinations and interested stakeholders for final review.

Feedback Destinations, External Experts, GDS-Team → TAC Meetings → Final Consultation → Launch GDS-Index

The Technical Advisory Committee (TAC)

The TAC is a team of experts in sustainable destination management, from diverse sectors and areas of city, tourism, events, and not-for-profit organisations. Its role is to provide constructive criticism and new ideas on the development of the GDS-Index benchmarking criteria, reporting indicators, research, academy, and technical platform development. The committee consists of 15 members serving a 2-year term. New members need to apply.

Alignment with international standards

To ensure the continued quality and relevance of the GDS-Index, we work to align the criteria with the following internationally recognised standards and initiatives:

UN SDGs: The GDS-Index is committed to the United Nations (UN) 2030 Agenda, and we strive to mainstream the integration of the 17 Sustainable Development Goals (SDGs) into the management of destinations globally.

GSTC Destination Criteria: We use the GSTC-D v2 criteria to inform the development of the GDS- Index criteria, ensuring that we remain relevant for business and leisure tourism.

UNWTO: We are an official partner of the UN One Planet Sustainable Tourism Programme, and integrate key components of the One Planet Vision into the criteria.

ISEAL Codes of Good Practice: The process was guided through its internationally-recognised guidelines.

Benchmarking Categories and Methodology

Criteria

The 2024 GDS-Index comprises 77 indicators that evaluate destinations across four key areas.

Environmental Performance

20 questions – includes a city's performance about its policies and infrastructure, such as climate change commitment and action, carbon emissions, renewable energies, resource and water management, circular economy, public transport, air pollution levels, and biodiversity.

Social Performance

12 questions – indicates the performance of the city against indicators of SDG integration, corruption, personal safety, access to information and communications, health and wellness, inclusivity, and funding mechanisms, using external sources such as the Social Progress Imperative Index, and Corruption Perceptions Index.

Supplier Performance

16 questions – addresses the sustainability commitment and performance of the local meetings and tourism industry supply chain, including NGOs, airports, events agencies, hotels, venues, attractions, and restaurants.

Destination Management Performance

29 questions – indicates the sustainability commitment of the Convention Bureau or Destination Management Organisation, including questions about the maturity of a destination's sustainability and regeneration strategy, visitor management, climate action, DEI, leadership, communication of sustainability initiatives (to support client planners), and accurate reporting on sustainability operations.

Data Collection and Verification

Once signed up as a member of the GDS-Index, the Municipality or Destination Management Organisation gathers data from interested parties and completes an online questionnaire using our OMNI data portal. It answers the questions using locally available

data, alongside supporting evidence. Consultants from the GDS-Index then evaluate the submission, looking for errors in the data before verifying it. Valid evidence must be submitted to qualify each answered criterion. Failure to provide relevant evidence could result in the loss of points. Only after this assessment can the benchmarking results be released to the destination and made available online.

After benchmarking, each destination receives a Performance Improvement Report (PIR). This report details their GDS-Index score and ranking, benchmarks them against averages and other destinations, provides recommendations to improve their strategy and implementation performance, and offers relevant best practices from other destinations.

Data sources

The Index criteria evaluate quantitative data points such as recycling/landfilling rates or percentages of 3rd-party-certified hotel rooms, and qualitative concepts such as the destination's commitment to sustainability and regeneration, the existence of a destination sustainability strategy, or the maturity of reporting practices.

The quantitative data submitted by the destinations should originate from official sources, such as the city or the country's statistics office or from publicly available data from credible sources such as The World Bank's DataBank or Eurostat. Where there is no comparable city-level data, a regional or national value is taken. Qualitative indicator data is usually collected by the Destination Management Organisation, Convention Bureau, or city, with the help of their partners (city departments, hotel associations, etc.).

Scoring

Each performance indicator is assigned a maximum number of points, and according to how well the destination fulfils each indicator, it obtains some of these points, no points, or all points (a full score). All the indicators' points for each category are then aggregated to get the category score and calculated as follows, where i = indicator and c = category.

$$\textbf{Formula 1: } Category\ Score_c = \Sigma\left(\frac{achieved\ points_i}{maximum\ points_i}\right)$$

To get the total score of the index, all category scores are aggregated.

Destinations are then ranked by performance and the website is updated to reflect their ranking.

The following pages detail the GDS-Index categories, criteria, and scoring, showing alignment with the UN-SDGs.

Environmental Performance

Sub-category	Criteria Number	Indicator	Scoring
Climate, Energy, & Emissions	EN-1	**Does the city have a Climate Change Mitigation and Adaptation strategy?**	
		- The city has a publicly-available climate change mitigation strategy	0,5 points
		- The city has a publicly-available climate change adaptation strategy	0,5 points
		-The strategy is periodically reviewed	0,5 points
		-The strategy includes a roadmap to net zero greenhouse gas emissions	0,5 points
		-The strategy includes commitments/actions to support a just transition/environmental justice	0,5 points
		- The strategy explicitly indicates actions for tourism	0,5 points
		- The strategy explicitly indicates actions for events	0,5 points
	EN-2	**Has the city signed up to an international declaration to measure and reduce GHG emissions in line with the Paris Agreement?**	
		- Yes	1 point
		- No	0 points
	EN-3	**Please state the city's 2030 carbon reduction target.**	>81% - 4 points 61 - 80% reduction - 3 points 41 - 60% reduction - 2 points 20 - 40% reduction - 1 point <20% reduction - 0 points
	EN-4	**Please state how much the city has already reduced its emissions against its 2030 target.**	>81% - 4 points 61 - 80% reduction - 3 points 41 - 60% reduction - 2 points 20 - 40% reduction - 1 point <20% reduction - 0 points
	EN-5	**What are the city's greenhouse gas emissions per capita, measured in tonnes of equivalent carbon dioxide units? Please explain how this figure is calculated in your destination.**	< 3 tCO2e points - 4 points 3 - 4.9 tCO2e - 3 points 5 - 7.9 tCO2e - 2 points 8 - 11.9 tCO2e - 1 point >12 tCO2e - 0 points
	EN-6	**What climate action has been taken at city level to address the impact of the tourism and events sector?**	
		- The city has signed up to an international tourism or events commitment (e.g. the Glasgow Declaration)	0,5 points
		- The city has committed to achieving net zero greenhouse gas emissions for tourism and events at the latest by 2050, with an interim target of 50% reduction by 2030	0,5 points
		- The city has a published climate action plan for tourism and events	0,5 points
		- The city has conducted a study to assess the risks of a changing climate to tourism and events	0,5 points
		- The city measures and reports on the carbon footprint of tourism and events	0,5 points
	EN-7	**What percentage of the city's total electricity consumption is supplied by renewable sources?** **Please calculate electricity consumed (not produced) from renewable sources, divided by total electricity consumed from all sources.**	> 40% - 4 points 30% - 39.9% - 3 points 20% - 29.9% - 2 points 10% - 19.9% - 1 point < 10% - 0 points

Resources	EN-8	**Does the city have a publicly available circular economy strategy? Please select all that apply.**	
		- The city has an advanced circular economy strategy that focuses on designing out waste and pollution, increasing material and product reuse, and regenerating natural systems	0,5 points
		- The city has a basic circular economy strategy focusing on recycling and waste management	0,5 points
		- The strategy explicitly indicates actions for tourism	0,5 points
		- The strategy explicitly indicates action for events	0,5 points
		- A performance report was produced in the last 3 years	0,5 points
	EN-9	**What percentage of the city's municipal solid waste has been disposed of in a landfill?**	> 50% - 0 points 35% - 50% - 1 point 20% - 35% - 2 points 10% - 20% - 3 points 0% to 10% - 4 points
	EN-10	**What percentage of city's solid municipal waste is recycled? Please include composting but not incineration.**	> 71% - 4 points 51% - 70% - 3 points 31% - 50% - 2 points 15% - 30% - 1 point < 15% - 0 points
	EN-11	**What is the annual total collected municipal solid waste per capita (kg/capita)?**	Very low < 199 kg/yr. -4 points Low 200 - 350 kg/yr. - 3 points Moderate 350 - 499 kg/yr. - 2 points High 500 - 649 kg/yr. - 1 point Very High > 650 kg/yr. - 0 points
Air Quality	EN-12	**What is the city's annual Fine Particulate Matter, PM2.5, concentration?**	Very Low (<5) - 4 points Low (6 - 15) - 3 points Moderate (16 - 25) - 2 points High (26 - 59) - 1 point Very High (>60) - 0 points
	EN-13	**What is the city's annual Fine Particulate Matter, PM10, concentration?**	Very Low (<15) - 4 points Low (16-50) - 3 points Moderate (51-75) - 2 points High (76-100) - 1 point Very High (>101) - 0 points
Water	EN-14	**What percentage of city wastewater receives centralised treatment?**	>80% - 4 points 60% - 79% - 3 points 40% - 59% - 2 points 20% - 39% - 1 point 0% to 19% - 0 points
	EN-15	**Does the city have a publicly-available water management programme? Please select all that apply.**	
		- The programme measures and monitors water usage within the city	1 point
		- The programme monitors and reports on water quality	1 point
		- The programme provides guidance for monitoring and reducing commercial water usage	1 point
		- The programme includes a system to respond to water quality issues	1 point
	EN-16	**What percentage of the city's wastewater is reused/recycled?**	Unmarked

Transport	EN-17	How many kilometres of bicycle paths and lanes are there in relation to 100 000 population in the destination?	>101 - 2.5 points 76 - 100 - 2 points 51 - 75 km - 1.5 points 25 - 50 km - 0.5 points 0 - 25 km - 0 points
	EN-18	**Does the city have an integrated mobility plan to improve citizen health and reduce city pollution caused by transport? Please select all that apply.**	
		- The plan has targets to enhance sustainable mobility and reduce pollution/congestion	1 point
		- The plan has baseline data on mobility against which progress is regularly measured	1 point
		- The plan monitors soft mobility improvements (i.e. walking, pedestrianisation, cycling strategies), alternatives, and the facilitation of soft mobility connections	1 point
		- Investment in low-carbon public transport	1 point
Bio-Diversity	EN-19	**Does the city have a biodiversity strategy, and what does it include?**	
		- Yes, the city has a biodiversity strategy aligned to local needs, international laws, standards or frameworks, to reverse biodiversity loss	1 point
		- The strategy is time-bound with regular monitoring and a revision process in place	1 point
		- The strategy includes programmes and participatory approaches, encouraging community-led initiatives, and empowering residents to take ownership of green spaces and biodiversity conservation projects	1 point
		- The strategy maps critical habitats and areas of high ecological value impacted by visitors, and defines actions to mitigate them	1 point
		- Strategy development involved a wide range of interested parties, including indigenous peoples and/or local communities (IPLCs), environmental NGOs, scientists, policymakers, and businesses	1 point
	EN-20	**What is the city's green and blue area (hectares) per 100,000 population?**	> 1000 ha - 2 points 500 - 999 ha – 1,5 points 201-499 ha - 1 point 101-200 ha – 0,5 points <100 ha - 0 points

Social Performance			
Sub-category	Criteria Number	Indicator	Scoring
SDGs	SO-1	**How well is the city's sustainability strategy aligned with the UN Sustainable Development Goals (SDGs)?**	
		- The strategy mentions the SDGs	1 point
		- The strategy aligns its goals clearly to all or specific SDGs	2 points
		- The strategy aligns its goals to the SDGs, and specific targets and indicators	3 points
Corruption	SO-2	**What is the country's score on the Corruption Perception Index?**	90 -100 - 4 points 75-89 - 3 points 50-74 - 2 points 30-49 - 1 point 0-26 - 0 points
Personal Safety	SO-3	**What is the country's score for "Personal Safety" on the Social Progress Index?**	100-85 (Very High) = 4 points 75-84 (High) = 3 points 65-74 (Upper Middle) = 2 points 55-64 (Lower Middle) = 1 point 45-54 (Low) = 0 points
Access to Information & Communication	SO-4	**What is the country's score for "Access to Information and Communications" on the Social Progress Index?**	100-85 (Very High) = 4 points 75-84 (High) = 3 points 65-74 (Upper Middle) = 2 points 55-64 (Lower Middle) = 1 point 45-54 (Low) = 0 points
Health and Wellness	SO-5	**What is the country's score for "Health and Wellness" on the Social Progress Index?**	100-85 (Very High) = 4 points 75-84 (High) = 3 points 65-74 (Upper Middle) = 2 points 55-64 (Lower Middle) = 1 point 45-54 (Low) = 0 points
	SO-6	**Does the city's crisis management plan include tourism and events?**	
		- Tourism and events are not addressed	0 points
		- Specifically addresses tourism	1 point
		- Specifically addresses events	1 point

Inclusive-ness	SO-7	What is the country's score for "Inclusion" on the Social Progress Index?	100-85 (Very High) = 4 points 75-84 (High) = 3 points 65-74 (Upper Middle) = 2 points 55-64 (Lower Middle) = 1 point 45-54 (Low) = 0 points
	SO-8	Does the public transport network accommodate accessibility needs comprehensively? Please choose the two most accurate statements:	
		- Parts of the public transport network have been modified to assist individuals with physical disabilities	1 point
		- Parts of the public transport network have been modified to assist individuals with non-physical disabilities (such as visual, cognitive, hearing, and other types of disabilities)	1 point
		- The entire public transport network is accessible to individuals with physical disabilities	2 points
		- The entire public transport network is accessible to individuals with non-physical disabilities (such as visual, cognitive, hearing, and other types of disabilities)	2 points
	SO-9	Are public spaces designed to accommodate accessibility needs comprehensively? Please choose the two most accurate statements:	
		- Some public spaces are modified to facilitate access for individuals with physical disabilities	1 point
		- Some public spaces are modified to facilitate access for individuals with non-physical disabilities (such as visual, cognitive, hearing, and other types of disabilities)	1 point
		- Every public space is accessible to individuals with physical disabilities	2 points
		- Every public space is accessible to individuals with non-physical disabilities (such as visual, cognitive, hearing, and other types of disabilities)	2 points
	SO-10	How does the city council or DMO engage, consult, and manage local residents in important tourism topics? Please select all that apply.	
		- The destination has a system to measure and monitor resident sentiment	1 point
		- The destination facilitates public participation in co-creating destination tourism strategy and policies	1 point
		- The destination has a mechanism for continuous dialogue with the community to improve the implementation of the strategy	1 point
		- The destination manages a specific participatory budget where projects or initiatives that impact visitors can be proposed and prioritised by local residents	1 point
	SO-11	How does the city ensure housing accessibility for residents in response to short-term tourism rentals?	
		- The city has specific regulations for short-term tourism rentals to prevent oversaturation and loss of affordable housing	1 point
		- The city or relevant government authority invests in affordable housing projects or cooperative housing for local residents	1 point
		- The city or relevant government authority offers financial assistance to the resident population (e.g. funding for first-time home buyers, subsidies, or incentives for landlords offering long-term leases to locals)	1 point
		- The city does not regulate short-term tourism rentals	0 points

Funding Mechanisms	SO-12	How does the city manage funding mechanisms (taxes, assessments, or levies) to contribute to the sustainable and regenerative development of the destination?	Unmarked
		- The city has a mechanism that generates funding from tourism for environmental protection initiatives	
		- The city has a mechanism that generates funding from tourism for projects focused on preserving and promoting local cultural heritage	
		- The city has a mechanism that generates funding from tourism to regenerate local communities	
		- The funds generated are ringfenced and must be invested to regenerate the community or environment	
		- The city provides annual reports on the use of funds that are available to the public	

Supplier Performance			
Sub-category	Criteria Number	Indicator	Scoring
Hotels	SU-1	What percentage of the destination's hotel room inventory has an active 3rd-party sustainability certification? See the guiding notes for the relevant hotel room numbers determined per population size.	> 80% - 4 points 50% - 79% - 3 points 25% - 49% - 2 points 10% - 24% - 1 point < 10% - 0 points
Hotels	SU-2	Are there destination-wide initiatives or programmes in place that target hotels to create a more circular economy? Please select all that apply.	
Hotels	SU-2	- Food-waste-reduction programme	0.5 points
Hotels	SU-2	- Single-use and plastic-elimination programme	0.5 points
Hotels	SU-2	- Composting programme	0.5 points
Hotels	SU-2	- DMO is promoting existing circular economy programmes to hotels	0.5 points
Hotels	SU-3	Does the destination have a programme promoting and supporting hotels with a commitment to sustainable food? Please select the areas that the programme addresses.	
Hotels	SU-3	- Organic produce	0.5 points
Hotels	SU-3	- Locally-grown and -made produce	0.5 points
Hotels	SU-3	- Plant-based, healthy options	0.5 points
Airport	SU-4	What percentage of the destination's key airport(s) have a current 3rd-party certification (i.e. ISO 14001) for its sustainability management? Please calculate an average if there is more than one airport.	> 80% - 2 points 50% - 79% - 1.5 points 25% - 49% - 1 point 10% - 24% - 0.5 points Less than 10% - 0 points
Airport	SU-5	What percentage of the destination's key airports are carbon neutral for their direct emissions (not flights)? Please calculate an average if there is more than one airport.	> 80% - 2 points 50% - 79% - 1.5 points 25% - 49% - 1 point 10% - 24% - 0.5 points Less than 10% - 0 points
Event Agencies	SU-6	What percentage of event agencies located in the destination have a formal, written sustainability policy?	> 80% - 2 points 50% - 79% - 1.5 points 25% - 49% - 1 point 10% - 24% - 0.5 points Less than 10% - 0 points
Event Agencies	SU-7	What percentage of event agencies located in the destination have an active 3rd-party sustainability certification?	> 80% - 4 points 50% - 79% - 3 points 25% - 49% - 2 points 10% - 24% - 1 point Less than 10% - 0 points
Attractions	SU-8	What percentage of the top 10 attractions located in the destination have an active 3rd-party sustainability certification?	> 80% - 4 points 50% - 79% - 3 points 25% - 49% - 2 points 10% - 24% - 1 point Less than 10% - 0 points
Attractions	SU-9	Are there destination-wide initiatives or programmes in place that specifically target culturally- and naturally-sensitive sites to increase positive visitor impact? Please select all that apply.	Unmarked
Attractions	SU-9	- Tools are provided to help measure and monitor visitor flows on culturally- and naturally-sensitive sites	Unmarked
Attractions	SU-9	- Support is provided to minimise visitors' negative impact on culturally- and naturally-sensitive sites	Unmarked
Attractions	SU-9	- Visitor information material and guidelines are provided for visitor behaviour at culturally- and naturally-sensitive sites	Unmarked
Attractions	SU-9	- Visitor management training and support are provided to heritage	Unmarked

		operators of culturally- and naturally-sensitive sites	
Restau-rants	SU-10	**Are there destination-wide initiatives or programmes in place that specifically target restaurants to create a more circular economy? Please select all that apply.**	
		- Food-waste-reduction programme	0,5 points
		- Single-use and plastic-elimination programme	0,5 points
		- Composting programme	0,5 points
		- The DMO is promoting existing circular economy programmes to restaurants	0,5 points
	SU-11	**Does the destination have a programme promoting and supporting restaurants and caterers with a commitment to sustainable food? Please select the areas that the programme addresses.**	
		- Organic produce	0,5 points
		- Local produce	0,5 points
		- Plant-based, healthy options	0,5 points
	SU-12	**Does the destination promote and incentivise 3rd-party certification for restaurants and caterers with a commitment to sustainable food?**	1 point
Venues	SU-13	**What percentage of the destination's dedicated convention centres have an active 3rd-party sustainability certification for their operations?**	> 80% - 4 points 50% - 79% - 3 points 25% - 49% - 2 points 10% - 24% - 1 point Less than 10% - 0 points
Academia	SU-14	**What percentage of the destination's universities, colleges, and hospitality schools have integrated sustainability into their tourism and event management curriculum?**	> 80% - 3 points 50% - 79% - 2 points 25% - 49% - 1 point < 24% - 0 points
Tourism and Events Businesses	SU-15	**Are there destination-wide initiatives or programmes in place that target tourism/events businesses to take climate action? Please select all that apply.**	
		- Carbon awareness/literacy training is provided to the tourism/events supply chain	0,5 points
		- Tools and support to measure their carbon emissions and support the development of their climate action plans are provided to tourism businesses	0,5 points
		- Tools and support are provided to measure events' carbon emissions	0,5 points
		- Funding and incentives are provided to support the development of low-carbon products and experiences	0,5 points
		- Carbon-reduction, -avoidance, and -elimination initiatives are promoted to the tourism/events supply chain	0,5 points
	SU-16	**Does the destination encourage and support suppliers to offer quality jobs/decent work in tourism?**	
		- The destination has programmes or initiatives to monitor working conditions	0,5 points
		- The destination encourages suppliers to provide quality jobs (e.g. living wage, limited use of zero-hour contracts)	0,5 points
		- The destination encourages, educates, and supports suppliers, particularly accommodation providers, to take action against modern slavery	0,5 points

Destination Management Performance			
Sub-category	Criteria Number	Indicator	Scoring
Strategy	DM-1	**Does the DMO have a sustainability or regenerative strategy for the visitor economy? Please select all that apply.**	
		- Sustainability vision and action plan established for events	1 point
		- Sustainability vision and action plan established for tourism	1 point
		- Multi-year strategy (+3 years)	1 point
		- Aligned to the city's overall development agenda (not just tourism and events)	1 point
		- Integrates the UN Sustainable Development Goals (SDGs)	1 point
	DM-2	**Does the DMO strategy contain objectives, indicators, targets, and an action plan that aims to generate socially-positive outcomes? Please select all that apply**	
		- Clearly defines 3 or more objectives for the change that is desired within the destination	0,5 points
		- Contains a minimum of 3 indicators	0,5 points
		- Contains a minimum of 3 targets	0,5 points
		- Contains or links to an action plan to help achieve each objective through the DMO's events strategy	0,5 points
		- Contains or links to an action plan to help achieve each objective through the DMO's tourism strategy	0,5 points
	DM-3	**Does the DMO strategy contain objectives, indicators, targets, and an action plan that aim to generate environmentally-positive outcomes? Please select all that apply**	
		- Clearly defines 3 or more objectives for the change that is desired within the destination	0,5 points
		- Contains a minimum of 3 indicators	0,5 points
		- Contains a minimum of 3 targets	0,5 points
		- Contains or links to an action plan to help achieve each objective through the DMO's events strategy	0,5 points
		- Contains or links to an action plan to help achieve each objective through the DMO's tourism strategy	0,5 points
	DM-4	**Does the DMO strategy contain objectives, indicators, targets, and an action plan that aim to generate economically-positive outcomes? Please select all that apply.**	
		- Clearly defines 3 or more objectives for the change that is desired at the destination	0,5 points
		- Contains a minimum of 3 indicators	0,5 points
		- Contains a minimum of 3 targets	0,5 points
		- Contains or links to an action plan to help achieve each objective through the DMO's events strategy	0,5 points
		- Contains or links to an action plan to help achieve each objective through the DMO's tourism strategy	0,5 points
	DM-5	**Has the DMO's sustainability strategy been developed with wide-spread stakeholder consultation? Please select all that apply and explain how the stakeholder feedback is reflected in the strategy.**	
		- Involvement of key industry partners (hotels, venues, agencies)	0,5 points
		- Involvement of visitors and event attendees to the destination	0,5 points
		- Involvement of clients	0,5 points
		- Involvement of key local government departments	0,5 points
		- Involvement of local community and citizens	0,5 points

Strategy	DM-6	**Has the DMO's sustainability strategy and its development process been reviewed and/or updated and publicly released to key stakeholder groups within the last 3 years? Please select all that apply.**	
		- Reviewed and/or updated in the last 3 years	1 point
		- Publicly released to key stakeholder groups	0,5 points
		- Strategy describes consultation and development process	0,5 points
Visitor Manage-ment	DM-7	**Does the DMO implement initiatives to manage visitors to the destination?**	
		- Measures and monitors the destination's visitor flows seasonally	0,5 points
		- Conducts a social carrying-capacity study	0,5 points
		- Conducts an environmental carrying-capacity study	0,5 points
		- Measures and takes action to spread visitation within the destination seasonally and geographically	0,5 points
		- Promotes and supports innovation for suppliers to develop products and experiences that address seasonality and to maximise the positive impacts of tourism	0,5 points
		- Promotes extended visitor stays	0,5 points
Climate Action	DM-8	**What climate action has the DMO taken at organisational level?**	
		- Commitment to achieving net zero greenhouse gas emissions by 2050 at the latest, with an interim target of at least 50% reduction by 2030	1 point
		- Published a climate action plan for the organisation and annually updates on progress	0,5 points
		- Measurement and reporting on the organisation's carbon footprint	0,5 points
		- Carbon literacy training provided to all staff	0,5 points
		- Communicated to visitors about the climate action taken and highlighted ways in which they can reduce the carbon impact of their trips	0,5 points
DEI	DM-9	**Does the DMO have a destination-level programme for Diversity, Equity, and Inclusion (DEI)? Please select all of the options this programme includes.**	
		- Formal Commitment to DEI	0,5 points
		- Published a DEI action plan for the organisation and annually updates on progress	0,5 points
		- DEI measurement and reporting	0,5 points
		- All staff provided with DEI training	0,5 points
		- External DEI training sessions were provided	0,5 points
		- Best practices guides and/or tools for the tourism supply chain were provided	0,5 points
		- DEI communication to visitors	0,5 points
	DM-10	**Does the DMO supply a list of places of interest, transport lines, hotels/venues that support visitors with accessibility challenges to navigate the destination? Please explain your answer.**	Yes - 1 point No – 0 points

Policy & Certifi- cation	DM-11	**Does the DMO have a documented sustainability policy signed by the most-senior executive support, available publicly and defining the organisation's vision, commitment, and key goals?**	1 point
	DM-12	**Does the DMO have a sustainable procurement policy that clearly defines procurement/purchasing practices, expectations, and requirements from suppliers?**	1 point
	DM-13	**Does the DMO hold a current 3rd-party sustainability certification for its event and/or office operations or is it in the formal process of obtaining one?**	
		- DMO certification not achieved	0 points
		- Formally applied and in the process of DMO certification	1 point
		- Achieved a valid sustainability certification	3 points
	DM-14	**Does the destination hold a current 3rd-party sustainable desti- nation certification or is it in the formal process of obtaining one?**	
		- Destination-wide certification not achieved	0 points
		- Formally applied and in the process of destination-wide certification	1 point
		- Achieved a valid sustainability certification for the destination	4 points
Gover- nance	DM-15	**How does the DMO manage the development and governance of the sustainable tourism and events programme? Please select all that apply.**	
		- Internal sustainability team/committee	0,5 points
		- Dedicated sustainability manager	0,5 points
		- Committee with external industry stakeholders (e.g. venues, hotels)	0,5 points
		- Committee with external non-industry stakeholders (e.g. NGOs, authorities, citizens, or clients)	0,5 points
Capacity Building	DM-16	**How does the DMO incorporate sustainability into its employee management processes and procedures? Please select all that apply.**	
		- Sustainability responsibilities are explicitly included in the job description of management positions	0,5 points
		- Sustainability targets and achievement reviews are integrated into management's performance appraisals	0,5 points
	DM-17	**Do new and existing staff in the DMO receive periodic guidance and training regarding the DMO's sustainability strategy, including their roles and responsibilities in its delivery? Please select all that apply.**	
		- All new staff are trained	0,5 points
		- All existing staff have been trained, and are retrained/updated every 2 years	0,5 points
	DM-18	**Has the DMO supported or organised sustainability training for the tourism and events value chain in the last year?**	
		- Supplied/supported training for tourism and event suppliers	1 point
		- Supplied/supported training for tourism operators	1 point
		- Supplied/supported training for event agencies and meeting planners	1 point
	DM-19	**Does the DMO provide support to the tourism and events supply chain to help increase suppliers' sustainability performance? Please specify**	
		- Provide coaching or consulting support	1 point
		- Provide financial incentives	1 point
		- Provide marketing support	1 point
		- Provide tools to help them improve performance and/or drive innovation	1 point

Measure-ment & Reporting	DM-20	**Does the DMO have a system to measure and monitor the environmental, economic, and social impact and performance of tourism? Please select which issues this data has been collected for using the options below.**	
		- Have a system to collect data on how tourism impacts economic issues	1 point
		- Have a system to collect data on how tourism impacts social issues	1 point
		- Have a system to collect data on how tourism impacts environmental issues	1 point
	DM-21	**Does the DMO have a system to measure and monitor the environmental, economic, and social impact and performance of events? Please select which issues this data has been collected for using the options below**	
		- Have a system to collect data on how events impact economic issues	1 point
		- Have a system to collect data on how events impact social issues	1 point
		- Have a system to collect data on how events impact environmental issues	1 point
	DM-22	**How does the DMO publicly communicate and report on progress towards its sustainability objectives?**	
		- Present performance data via a visual dashboard	1 point
		- Publish performance data on the DMO website	1 point
		- Present performance data in Annual DMO or sustainability report	1 point
	DM-23	**Does the DMO use official reporting frameworks to improve disclosure on sustainable destination strategy and performance? Please select all that apply.**	
		- The sustainability reporting employs the United Nations Sustainable Development Goals (SDGs) and/or targets	1 point
		- The sustainability reporting employs a national or internationally-recognised framework	1 point
		- The sustainability report is audited by a third party	1 point
Marketing & Communi-cations	DM-24	**Does the DMO tourism and events website(s) provide information about the destination's sustainable events and tourism strategy and initiatives? Please select all that apply.**	
		- Sustainable events strategy	0,5 points
		- Sustainable tourism strategy	0,5 points
		- Sustainability tools and manuals for suppliers, clients, and visitors (e.g. a sustainable event guide)	0,5 points
		- Information about the cities' sustainability programme and ambitions	0,5 points
		- Sustainability information about key suppliers (i.e. hotels, venues, agencies, restaurants) including any sustainability certificates and credentials	0,5 points
		- Best practice examples and stories	0,5 points
	DM-25	**Does the DMO provide information about the destination's sustainability strategy and performance in its RFP responses and sales information?**	
		- Do not share this information	0 points
		- Sometimes share this information	1 point
		- Always share this information	2 points

Mobility	DM-26	**Does the DMO actively promote the use of soft mobility to visitors and event participants?**	
		- Promote soft mobility to visitors	1 point
		- Promote soft mobility to event participants	1 point
	DM-27	**How does the DMO financially incentivise visitors and event participants to use public transport?**	
		- Free or discounted public transport for leisure visitors	1 point
		- Free or discounted public transport for all convention and congress visitors	1 point
		- Free or discounted public transport for some conventions and congresses	1 point
		- Not relevant for our destination, because the congress and convention centre is within 30 minutes walking distance of any accommodation within the destination's defined municipal boundary.	Exclude from total
Impact and Regenera- tion	DM-28	**Does the DMO provide clients with ideas and resources to support local social, environmental, or economic causes and projects? Please select all that apply and explain your answer**	
		- Provides a donation programme for food	0,5 points
		- Provides a donation programme for leftover event materials	0,5 points
		- Provides a list of organisations that offer social support programmes and volunteering opportunities for event participants and visitors	0,5 points
		- Shares a carbon offsetting programme	0,5 points
	DM-29	**Does the DMO have a legacy and social impact programme for events?**	
		- Provides an impact or legacy framework and tools to event clients	0,5 points
		- Provides event clients with training on impact and legacy management	0,5 points
		- Trains the DMO team on impact and legacy management for events	0,5 points
		- Provides incentives to clients to help increase the social, environmental, and economic impact of events on the destination	0,5 points
		- Facilitates formal, non-industry partnerships to help clients to generate a long-term, positive impact and legacy at the destination	0,5 points

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