

## **Sustainable tourism: Berlin joins Global Sustainable Tourism Council**

- **Germany's capital city has become a member of the Global Sustainable Tourism Council**
- **visitBerlin actively supports sustainable tourism and drives forward its development in Berlin's tourism sector**
- **See [visitBerlin.com](https://www.visitberlin.com) for information about sustainable services for Berlin visitors**

**Berlin, 25 August 2021** Berlin has joined the Global Sustainable Tourism Council (GSTC) which establishes and manages global standards for travel and tourism. In this way, Berlin is highlighting its international perspective on sustainability as it gears up to take a pioneering role in the sector. Today, many travellers are consciously choosing sustainable tourist destinations. One of Europe's greenest cities, Berlin already has an impressive selection of sustainable services. In joining the Global Sustainable Tourism Council, visitBerlin – Berlin's official tourism organisation – is taking this development to the next level.

**Burkhard Kieker**, CEO visitBerlin, commented: "Our membership of the Global Sustainable Tourism Council fits perfectly with our commitment to sustainability for our city and our partners – and gives it an international profile. For some years, visitBerlin has already integrated ecological and social sustainability into its remit – and we need to address these topics to ensure Berlin can remain liveable in future and retain its appeal for our guests."

"As an important city in global tourism and in the life of Germany and all of Europe, Berlin's commitment to sustainable tourism development would not only influence Berlin's tourism industry but inspire other European cities to do the same. GSTC heartily welcomes visitBerlin into our network of policy-makers and businesses striving to work systematically and holistically on more sustainable forms of tourism," says **Randy Durband**, CEO of GSTC.

## **Sustainable initiatives in Berlin tourism**

In numerous projects over the years, visitBerlin has played a part in developing and supporting city-friendly tourism. In 2019, the Berlin Convention Office of visitBerlin also launched **Sustainable Meetings Berlin** dedicated to sustainable event planning in Berlin's congress and meetings sector. This initiative also provides a free sustainability audit and certification for partners.

To heighten awareness and knowledge among the major tourist sector players of this key future issue, visitBerlin's e-learning platform TourismusHub offers various workshops dealing with aspects of sustainability, resilience, and transformation.

Travellers looking for green options can find a range of useful information on [visitBerlin.de](https://www.visitberlin.de), for example, **hotels** meeting demanding sustainability standards, **tips for excursions**, **eating out** and **shopping**, sustainable **locations** and **bike tours**.

## **visitBerlin with a new sustainability strategy**

As a company, visitBerlin also takes up its corporate responsibility. The aim of visitBerlin's **sustainability strategy** is to ensure sustainability is further anchored in the company and systemically developed. To support this policy, visitBerlin has also appointed a Sustainability Officer. The strategy focuses on such aspects as city-friendly, quality-oriented tourism marketing and management as well as sustainable product development.

More details on [visitBerlin.de](https://www.visitberlin.de).



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### Our Team at a glance

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## Sustainability at visitBerlin

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## **Berlin nachhaltig erleben**

Berlin, 26.8.2021

4. Ausgabe des Sommer-Themendienstes

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