Destination Future

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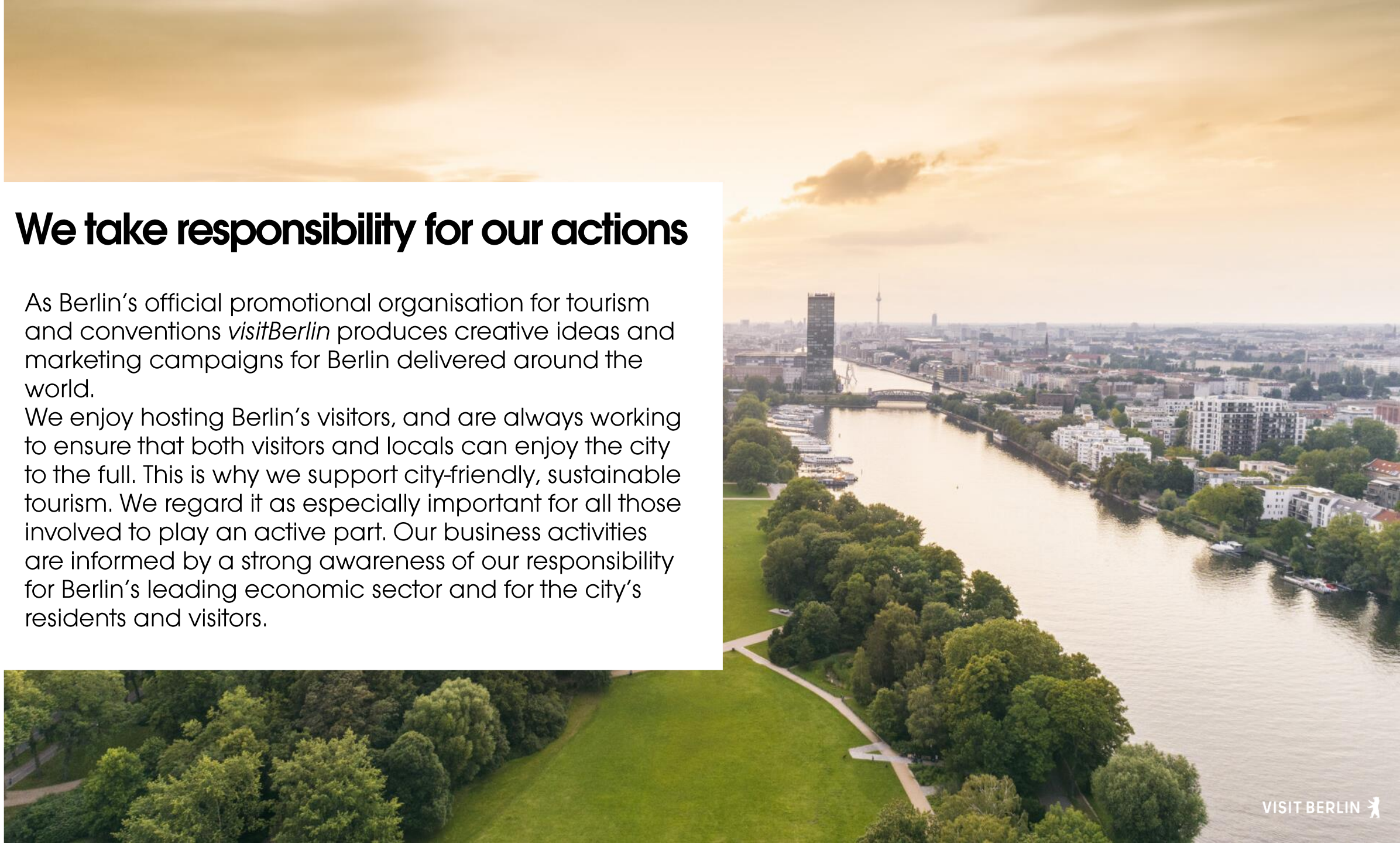
Our Sustainability Strategy

2021 ff.

We take responsibility for our actions

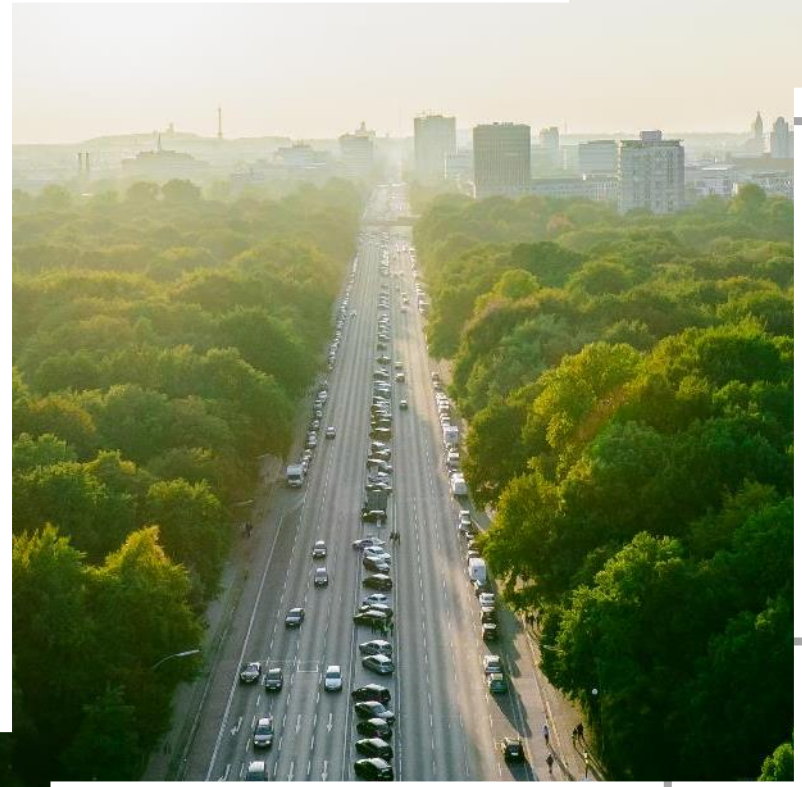
As Berlin's official promotional organisation for tourism and conventions *visitBerlin* produces creative ideas and marketing campaigns for Berlin delivered around the world.
We enjoy hosting Berlin's visitors, and are always working to ensure that both visitors and locals can enjoy the city to the full. This is why we support city-friendly, sustainable tourism. We regard it as especially important for all those involved to play an active part. Our business activities are informed by a strong awareness of our responsibility for Berlin's leading economic sector and for the city's residents and visitors.



The Tourism Plan 2018 +

Strategic framework for developing Berlin as a destination

The Tourism Plan 2018 + for Berlin has been drafted in stakeholder processes and with the support of *visitBerlin*, and provides the framework for developing tourism in Berlin.
It focuses on city-compatible, sustainable, and quality tourism. *visitBerlin* is entrusted with implementing parts of this plan. By developing a sustainability strategy for the *visitBerlin* company going beyond that task, the objectives of the Tourism Plan 2018+ can cascade down through *visitBerlin*'s areas of action, allowing the activities for sustainable development to be managed even more efficiently and effectively.



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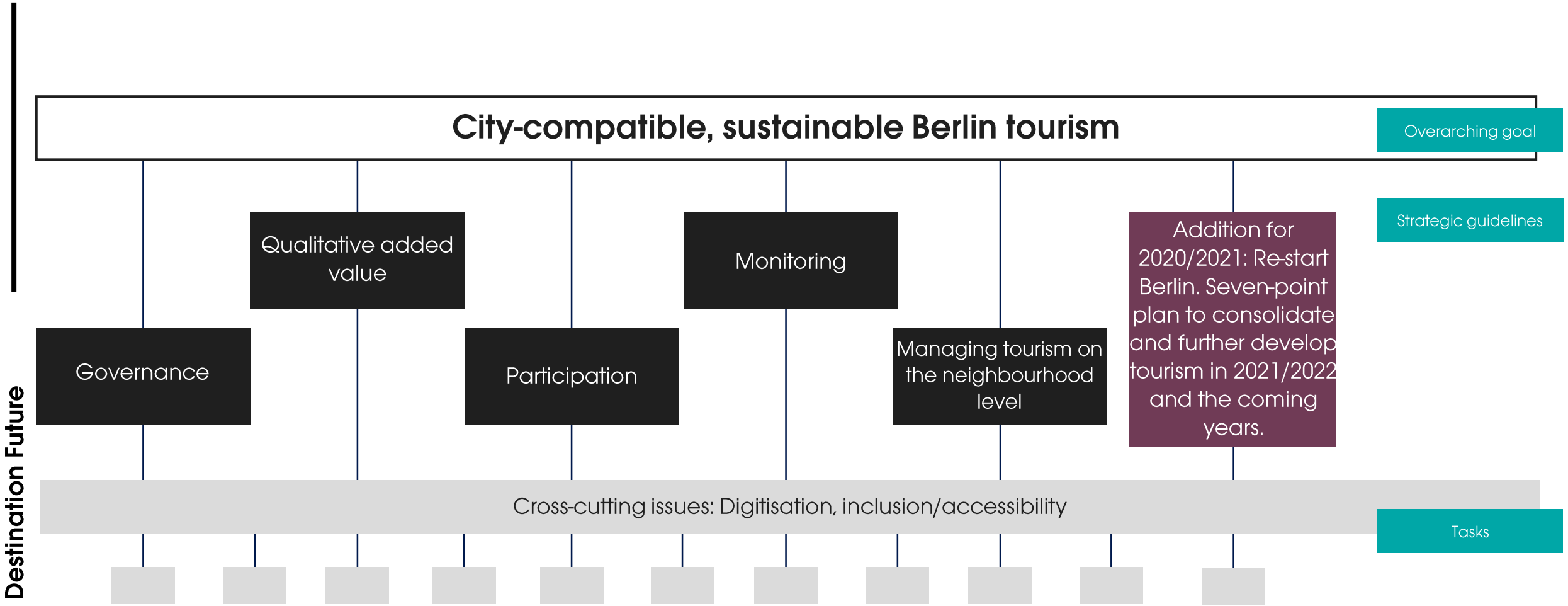
Strategic Guidelines for the Berlin Tourism Plan 2018+



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Sustainability plays an overarching role in the future of *visitBerlin* and our work as a Destination Marketing and Management Organisation (DMMO).

Sustainability is a megatrend which, through very different aspects, has entered mainstream society. As a result, in the tourism and congress sector as well, this is having a lasting impact on consumer decisions.

The tourism and congress industry can have positive as well as negative effects on sustainable development. We want to pro-actively contribute to the positive, sustainable development of tourism in Berlin.

Our core business is closely linked to sustainable development. In future, we want to systematically heighten awareness of internal and external aspects of sustainability.

A sustainable approach supports our corporate goals and ensures the long-term success of *visitBerlin* and our partners.

© Getty Images: Thorsten Gast EyeEm

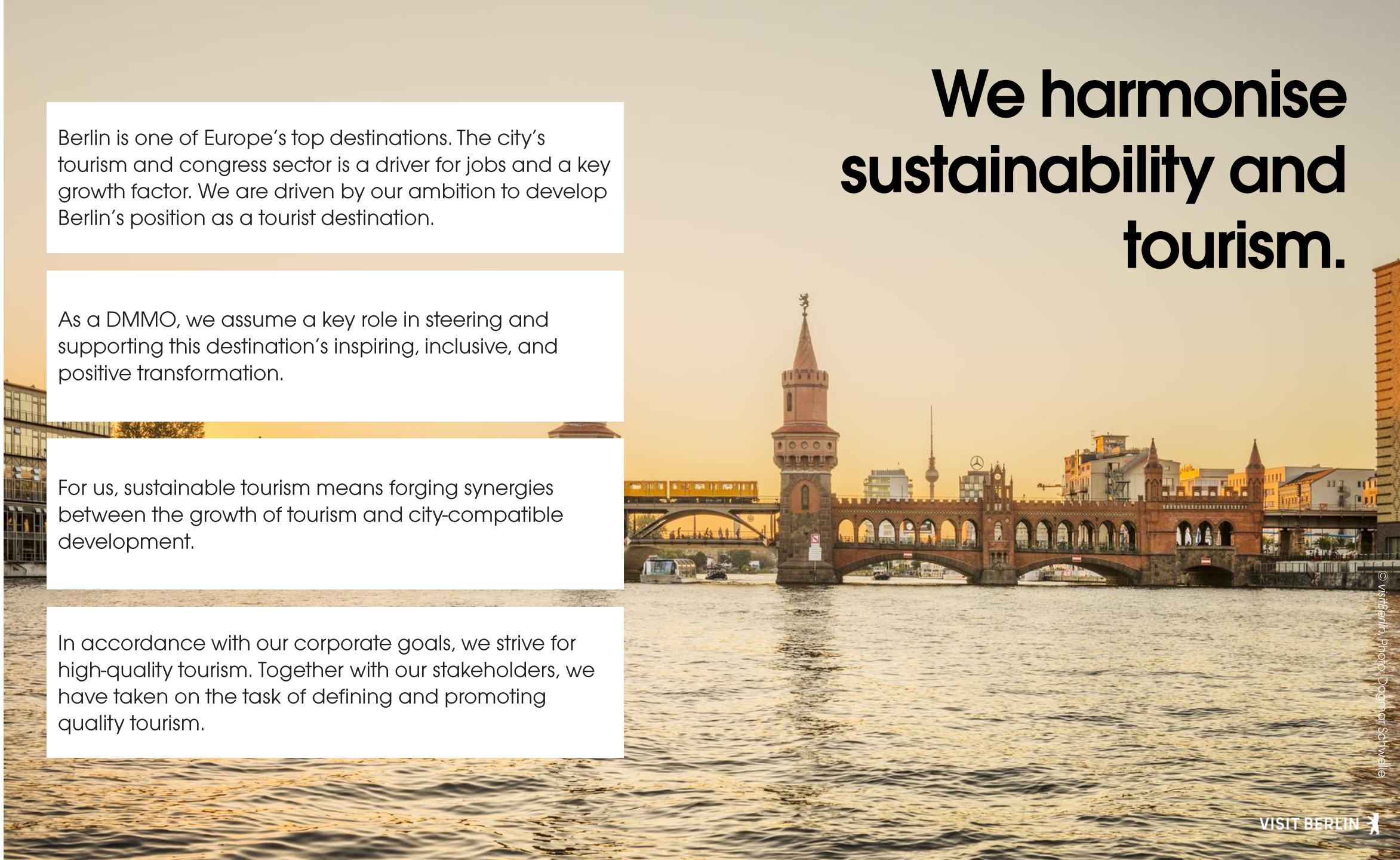
We harmonise sustainability and tourism.

Berlin is one of Europe's top destinations. The city's tourism and congress sector is a driver for jobs and a key growth factor. We are driven by our ambition to develop Berlin's position as a tourist destination.

As a DMMO, we assume a key role in steering and supporting this destination's inspiring, inclusive, and positive transformation.

For us, sustainable tourism means forging synergies between the growth of tourism and city-compatible development.

In accordance with our corporate goals, we strive for high-quality tourism. Together with our stakeholders, we have taken on the task of defining and promoting quality tourism.



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Sustainability as the bedrock

Our mission statement shows who we are, what we stand for, and where we see our future. Supplemented by explicit aspects of sustainability, it is the bedrock of our corporate strategy.

Our mission statement

With our expertise in tourism, we shape the future of the city – socially, ecologically, and economically.

Our purpose – Why do we exist?

We harmonise tourism and urban development.

Tourism is our constant and specific focus.

Our greatest assets are our expertise and our network.

Our promise – What do we offer?

Bringing people together, curating knowledge, stimulating ideas – we ensure all the city's visitors can enjoy 'their' Berlin.

We understand and respect the various needs of the city's residents and visitors. Our work aims at ensuring harmony and balance.

We act for the urban society and the common good.

Our values – What makes us special?

We work for Berlin's benefit by acting in an entrepreneurial spirit and fulfilling our public service task.

We treat the means entrusted to us with care and respect.

Our mission statement

Our purpose – Why do we exist?

We harmonise tourism and urban development.

With our expertise in tourism, we shape the future of the city – socially, ecologically, and economically.

Tourism is our constant and specific focus.

We develop Berlin as a sustainable destination.

We fashion a sustainable, innovative future for the city.

Through our work, tourism remains a sustainable driver of jobs in Berlin and a growth factor.

We support Berlin's development as a sustainable city.

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We give sustainability a platform in tourism.

We develop and promote sustainable tourism services

We are a point of contact for sustainable tourism.

We are a knowledge broker for our partners and foster their sustainability skills.

We encourage ongoing dialogue and acceptance in the city.

Our mission statement

3

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Our mission statement

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We act for the urban society and the common good.

Our values – What makes us special?

We work for Berlin's benefit by acting in an entrepreneurial spirit and fulfilling our public service task.

We treat the means entrusted to us with care and respect.

We deal responsibly with the resources provided for us.

We stand for variety, diversity, and equal opportunities.

We encourage a sustainable perspective in our partners.

Our work comprises sustainability in all its aspects.

We are an active driver in developing sustainable tourism in Berlin.

We are a sustainable and attractive employer.

We actively foster the destination's sustainable development in the context of the Sustainable Development Goals.

Grundsatz unserer Strategie

In the process of developing our sustainability strategy, we identified - through a materiality analysis - that promoting industry development is our greatest lever. Our aim is to be a **driver of sustainable tourism development in Berlin.** One of the company's goals was also specifically geared towards fulfilling this objective. Thus, our sustainability strategy is integrated into our corporate strategy.

Driver of Sustainable tourism development in Berlin

Sustainability Mission

Berlin is one of the most **sustainable** and **city-compatible** MICE & tourism destinations in **Europe.**

Corporate Goal

Basis for achieving the corporate goal

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Our strategy draws on recognised guidelines

To give our sustainability strategy a relevant framework, we take a variety of guidelines as points of orientation.

The UN Sustainable Development Goals allow us to locate ourselves within the overarching social context, while the Global Sustainable Tourism Council (GSTC) Destination Criteria provide a specific reference to tourism.

We analyse our areas of action and set concrete sustainability goals.

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Our areas of action & strategic goals

Corporate governance

Establishing *visitBerlin* as an attractive, ecological, and socially responsible employer

Tourism marketing

Establishing Berlin's sustainable image globally

Tourism management

Together with our partners, developing and securing sustainable and city-friendly Berlin tourism

Product development & sales

Integrating sustainability criteria in the product range and product development

Area of action: Corporate governance

Corporate governance

Establishing *visitBerlin* as an attractive, ecological, and socially responsible employer

1. Positioning *visitBerlin* as an ecologically aware and socially responsible company
2. Promoting diversity and equal opportunities at *visitBerlin*
3. Promoting and strengthening participation and exchange with and between employees
4. Increasing employee satisfaction through attractive working conditions including training and development opportunities
5. Quantification and minimisation of resource and energy consumption as well as greenhouse gas emissions from internal activities
6. Anchoring a sustainability structure in the company
7. Ensuring the occupational health and safety of employees

Overarching targets

Area of action: Tourism marketing

Tourism marketing

Establishing Berlin’s sustainable image globally

1. Focused communication of sustainable topics to all B2B and B2C target groups to position Berlin as a sustainable travel destination
2. Positioning Berlin worldwide as a sustainable MICE destination
3. Promoting quality tourism through specific measures addressing sustainable target groups in Berlin’s tourist sector
4. Promotion of measures with the most positive ecological and social impact possible along the entire tourism service chain
5. Manifesting diversity and variety in Berlin's image & promoting inclusive offerings

Overarching targets

Area of action: Tourism management

1. Promoting the resilience, adaptation, innovation and sustainability of local interest groups

2. Management of tourism flows for a balanced distribution

3. Improving accessibility and inclusion for tourist & event sites as well as cultural facilities

4. Continuing and intensifying a structured stakeholder dialogue

5. Maintaining and increasing the Berlin residents' approval of the visitor economy

Tourism management

Together with our partners, developing and securing sustainable and city-friendly Berlin tourism

6. Contributing to urban development with our tourism expertise // performing an interface function between tourism and urban development

7. Minimising the harmful environmental impacts of the visitor economy, especially the tourism carbon footprint in the sense of quality tourism

Overarching targets

Area of action: Product development & sales

Destination Future

Overarching targets

1. Quantifying and minimising resource usage and the climate impact of own products

2. Raising awareness and advising partners / providers on the three pillars of sustainability

3. Promoting the local economy and value creation

4. Development and distribution of sustainable products, experiences, packages

Product development & sales

Integrating sustainability criteria in the product range and product development

We are continually developing

We are in an ongoing exchange with our stakeholders to identify areas of action and priority measures.

We systematically analyse social and political discourse so we can react accordingly.

Our strategic focus is subject to regular internal evaluations. For this, we employ methods in materiality analysis and effectively embed them in a constant process of improvement.

In addition, we give our external stakeholders a platform so they are informed about our activities and, at the same time, can positively influence our strategic alignment.

iStock.com, Photo: bluejayphoto

Together with our stakeholders we harmonise sustainability and tourism in Berlin

Destination Future

Berlin organisations & associations
visitBerlin Partnerhotel e.V.
Berlin Event Network e.V.
INTOURA
DEHOGA
IHK

Employees

The State of Berlin (*Land Berlin*)
Senate offices, especially Senate Department for Economics, Energy and Public Enterprises
District offices

Travel and MICE industry

Berlin's tourism & MICE companies/industry

Destination Marketing Organisations

Media & Press

VISIT BERLIN

Berlin's residents

Berlin's visitors

Municipal/public-sector businesses
BVG & S-Bahn
Berliner Stadtreinigung
Flughafen Berlin Brandenburg
Kulturprojekte
Berlin Partner
Messe Berlin

Memberships
CityDNA – City Destinations Alliance
Initiative Mehrwert
GDS-Movement
GSTC
UNESCO
Best Cities
German Convention Bureau
Deutsche Zentrale für Tourismus

Shareholders
visitBerlin Partnerhotel e.V.
Investitionsbank Berlin
Land Berlin
Flughafen Berlin Brandenburg GmbH
TMB Tourismus-Marketing Brandenburg GmbH
Messe Berlin GmbH
IHK Berlin

Education & Research
Colleges
Universities
Vocational Schools
Research Facilities
Institutes

Destination Future

We look forward to hearing from you!

Your contact:

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www.about.visitberlin.de/en/our-responsibility-berlin

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