City and Borough of Wrangell
Wrangell Convention & Visitors Bureau
AGENDA

Wednesday, November 15, 2023
12:00 PM

Location: Assembly Chambers

WORKSHOP

1. CALL TO ORDER

2. ROLL CALL

3. AMENDMENTS TO THE AGENDA

4. APPROVAL OF MINUTES

a.   Approval of the WCVB May 24th, 2023 regular meeting minutes.

5. PERSON'S TO BE HEARD

6. CORRESPONDENCE

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a.   Approval of the 2024 Travel Wrangell Marketing Plan.

b.   Approval of the Travel Wrangell Marketing Plan Appendix A, detailing Media and Advertising Outlets.

c.   Approval of Marketing Projects for 2024.

d.   Discussion of the Global Sustainable Tourism Council criteria for destination management.

9. ADJOURNMENT

Minutes of Wrangell Convention & Visitors Bureau Meeting
Held on May 24, 2023

A. CALL TO ORDER: Caitlin Cardinell called the meeting to order at May 24th at 12:07 PM

B. ROLL CALL:

Present: Mya Delong, Chris Buness, Caitlin Cardinell

Absent: Brenda Schwartz-Yeager, Corree Delabrue (attended late/left early)

Staff Present: Kate Thomas, Matt Henson

C. AMENDMENTS TO THE AGENDA: NONE

One title under unfinished business was redundant in agenda packet but supporting documents were correct. Does not affect supporting agenda items.

D. APPROVAL OF MINUTES:

Approval of the WCVB April 26th, 2023 regular meeting minutes.

M/S: Delong/Buness to approve the regular meeting minutes of the WCVB April 26th, 2023 meeting.

Approved Unanimously

E. PERSON'S TO BE HEARD: NONE

F. CORRESPONDENCE:

Director gave oral staff report. Thomas stated that a written report will be provided next month to the assembly and CVB detailing in writing the oral report given today.

Corree Delabrue entered the chambers at 12:09 PM.

Brenda Schwartz-Yeager entered the chambers at 12:10 PM.

G. UNFINISHED BUSINESS:

1. Review and discuss second draft design for the newly branded street banners to be installed along Front Street.

Committee members were asked to evaluate the presented designs and provide a Yay or Nay to each banner. A selection of six banners were agreed upon by committee members. Two banner designs were sent back for further staff review.

Committee members stated that the banner representing the maritime industry was closer to what they were looking for but still was not the right picture for Wrangell. Schwartz, Cardinell and Delong mentioned that fishing gear such as crab pots, lead line or buoys would be suitable for a representation of the maritime industry. Schwartz provided Henson with several photos for use.

Delong stated the use of the word "nonconforming", "elusive", and "Imperfectly Perfect" evoked a negative connotation and should not be used for the banners.

Thomas stated that staff has been in contact with the tribe for approval of cultural images and that the current cultural representation has not yet been approved by the tribe. However, upon initial conversation with the tribe, the images used are currently living depictions of existing totems and buildings.

Schwartz noted that staff did a good job in compiling the critique form the last meeting and providing new designs that were aligned with the vision of the committee.

Corree Delabrue left the chambers at 1:00 PM

2) Review and approve Mobile Mapping Application expenditure.

Delong: there are Facebook groups asking questions that would be solved by wander. Schwartz agrees. Schwartz believes the use of the Marian Glenz fund should apply for this expenditure.

M/S: Schwartz/Delong approval from the WCVB to spend up to $12,000 on a mobile application for implementation and the first year of services.

Delong state she believes this is the appropriate next step in the digital realm and will modernize Wrangell's tourism.

Schwartz stated that the Application needs to show that it is self-sustaining for this to be a feasible long-term expenditure.

Buness mentioned that her recent travel experience makes this very relevant. Other destinations are utilizing like products regularly and there is a clear transition to mobile applications over print mediums. She also mentioned that the ability to update each point of interest as things change as well as the ability to regularly download and store analytics is a plus.

Schwartz cautioned that QR code use might not align with current visitor demographic due to age and known habits. Our current visitor is not necessarily going to use this, but this could be a catalyst for a younger demographic.

Cardinell stated the likely best time to pull analytics would be October 15th and March 15th to analyze use of the application on and off season. The trial of this software is good. If implemented correctly may not bear fruit for some time. With current interactions, the use of a digital platform would be very timely. Printed maps are more cumbersome than helpful due to size a bulkiness.

Thomas stated that we will allow Wander to upload our initial point of interest and then we will take over after the on-boarding phase and then we will transition to maintenance of the platform to alleviate staff resources.

Approved Unanimously

H. NEW BUSINESS:

1) Review and approval of the FY24 draft budget for the Transient Tax and Commercial Passenger Vessel funds.

Review of FY24 Proposed Budget.

Schwartz stated that this budget provided a much more in-depth review of numbers and allows for more comfort for larger expenditures. Asked for a more scrutinized budget work session review for FY25 starting in December 2023.

Thomas stated that an in-depth review is possible. Thomas shared that the CVB will likely have less of a role in specific projects due to the creation of the Marketing and Development Coordinator position as the CVB will not need to schedule time for the creation of new work as that will be covered by the staff member in the new role.

M/S: Delong/Cardinell move to approve the Economic Development Department budgets for the Transient Tax.

Approved Unanimously.

2) **Review draft Marketing Plan and Design Standards**

No discussion took place. Staff asked the committee to table this item and move the review of the document to the next meeting in the interest in getting to actionable items sooner. Thomas asked committee members to review the document on their own time and provide feedback via email if possible before the next meeting.

3) **Discuss Visitor Survey**

Henson read the questions and provided a summary for each question format. Thomas asked the importance of Q1. Henson stated that the arrival date and the date the survey is taken may not coincide. The need for arrival date can provide data for overall heavy arrival dates, average trip length among other data points.

Cardinell mentioned it may be better that Q4 is a multi-select format rather than short answer. She stated that asking visitors to write down each place they intend to visit or have visited would take too long. It was also stated that having a list of options to choose from may provide inspiration for visitors to explore other points of interest.

Thomas stated that Q5 should be grouped with Q8. Q5 is a rating and Q8 can provide visitors with an open forum to further discuss their reasons for their answer to Q5.

Schwartz and Thomas stated that there needs to be a question asking visitors how they got to town.

Buness asked how the survey will be deployed in the area and how data will be collected. Henson mentioned that the survey can be deployed via a QR code and critical tourism stakeholders can help encourage guests to participate in the survey in their places of business. Thomas mentioned that having a face-to-face survey would be an option as well. Henson also mentioned that the computer station in the Nolan Center visitor center could be a place where guests could be encouraged to participate during their visit to the museum. Thomas stated that all relevant borough staff and stakeholders will be informed of the survey and asked to help promote and facilitate visitor response.

Thomas stated that the overall survey should take no more than 90 seconds for a visitor to fill it out. In-depth brevity is key for this.

I. **ADJOURNMENT:** @ 2:10 PM. Next meeting date and time is to be determined.

_____
Chair

ATTEST: _____
       Secretary

Agenda Item A New Business

Travel Wrangell Marketing Plan

Wrangell Convention and Visitors Bureau
AGENDA ITEM
November 15th, 2023

Information: Beginning in May of 2023, development of the initial framework of the Tourism Marketing Plan took way. The development process included comprehensive research, target audience identification, goal setting, strategy formulation, tactical executive, and evaluation measures. The Marketing Plan encompasses an understanding of Wrangell's unique attractions, analyzing market trends, and creating a compelling message to attract visitors. The plan aligns with past successes and builds on new digital initiatives and markets. It also considers the budget while leveraging various marketing channels to promote tourism effectively. Intentionally the plan spans the calendar year of 2024, with scheduled review in the fall. Ongoing monitoring and adjustments are crucial to ensure the plan remains relevant and achieves desired results in industry and economic growth. Take note that data driven results are contingent on setting a baseline for all data sets, objectives, and key performance indicators within the first year of function.

The plan as presented only reflects the raw narrative. A complete and final version will be published in design, showcasing the Travel Wrangell Brand- furthering brand awareness and recognition.

Recommended Motion: Move to approve the 2024 Travel Wrangell Marketing Plan as presented.

Attachments: Travel Wrangell Marketing Plan (unformatted)

Travel Wrangell Marketing Plan

EXECUTIVE SUMMARY

The Wrangell Convention and Visitors Bureau provides for the Borough's destination marketing organization (DMO). Travel Wrangell represents the DMO as the front facing brand and image of the destination.

Wrangell is at an exciting point in its growth. The current marketing plan builds upon pasts successes but lends itself to a more cohesive presence in the marketplace through the evolution of a destination brand-aligned creative concept and associated projects. This plan establishes the creative vision that captures the uniqueness of Wrangell as a destination and evolving marketing tactics that influence target markets, spanning regional travel, business activity and middle-aged independent travelers.

The purpose of this document is to layout the mission and comprehensive plan to market Wrangell as a destination within the visitor and business industries. This plan is to be reviewed year to year for updates and inclusions as the industry's marketing tactics are evolving rapidly in present times. In campaigns and initiatives, Travel Wrangell plans to drive independent visitor numbers, economic growth and diversity while building Wrangell's reputation as a must-see destination.

It is necessary to invest in strategic planning, asset development and technical management systems including but not limited to tourism management plans, acquisition of video and images, customer relationship management, content management systems, and search engine optimization. These assets and tools will allow staff to engage in both online and traditional marketing efforts including joint venture, social media and print advertising.

Successful outcomes of the industry and services and plans will be achieved by adhering to and improving strategic plans, prioritizing relationships with local partners and stakeholders, investing in local infrastructure to improve visitor services, and continuing to foster a positive relationship between the visitor industry and residents.

MISSION

Travel Wrangell's mission is to promote the community as an authentic-Alaska town with a variety of recreation opportunities for independent travelers that offers unique experiences unable to be obtained anywhere else in the world.

VISION

Travel Wrangell's vision is to be recognized as the premiere destination for exclusive outdoor recreation and leisure travel, in southeast Alaska.

VALUE

The value of the destination is conveyed through high quality, attractive marketing campaigns that convince potential visitors that they can live like a local and experience real Alaska while staying in Wrangell.

DESTINATION PROFILE

Nestled in Southeast Alaska, Wrangell stands out as a captivating destination for visitors. What sets it apart from other communities in the region, which often feature souvenir and jewelry shops, is its vibrant "working waterfront" district. Perched at the tip of Wrangell Island, where the Stikine Rover meets the seas, the community boasts a wealth of wildlife, culture, and history.

Wrangell offers unique opportunities for nature enthusiasts and wildlife aficionados. The crown jewel of its attractions is Anan Creek, renowned worldwide for its exceptional bear viewing experiences. Beyond that, Wrangell beckons with a myriad of enticing activities, including journeys into the Stikine-Leconte Wilderness, explorations of Chief Shakes Island, and visits to Petroglyph Beach State Historic Park- home to Southeast Alaska's highest concentration of ancient rock engravings.

While Wrangell's current focus in tourism centers on exclusive boutique tours, there's an imminent need for expansion. The community must diversify its offerings, crafting new and exciting shore excursions to accommodate the growing number of visitors. Simultaneously, efforts should continue to cultivate the independent traveler segment, ensuring that Wrangell can harness its full potential in catering to a broader range of visitors, all while preserving its unique charm.

TARGET AUDIENCE AND MARKET

Targeted Demographics

- **Primary Demographic**
    - Age: 35 - 55
    - HHI: $75K+
    - Travel Behavior
        - Outdoor recreational traveler
        - Look to social media and peers for travel inspiration
        - Shares travel experiences on social media during and after trip
        - Interest in or lifestyle of digital nomad
- **Secondary Demographic**
    - Age: 55+
    - HHI: $100K+
    - Travel Behavior
        - Cruise ship passenger
        - Looks for shore excursions or activities close to city center
        - Finds travel inspiration from well-known print publications
        - Interest in birding and wildlife adventures as well as historical and cultural tours/interpretations

Targeted Demographic Locales

- West Coast Markets; Seattle DMA , Portland DMA, Vancouver DMA
- Designated Market Areas (DMAs); Chicago, New York, Dallas, Los Angeles Colorado, Montana
- International Markets; England, Australia, New Zealand. Australia, German speaking Europe
- Regional Markets; stakeholders, residents, and businesses/organizations

SWOT

Strengths

- Lower visitor numbers and a small local population allow for an exclusive travel experience.
- Wrangell represents authentic Alaska as a working-class town.
- Proximity to Juneau and Seattle makes traveling to and from relatively easy.
- Alaska native culture is vibrant and prevalent within the community.
- Visitors can travel to Wrangell from Seattle and visit major points of interest on the same day as arrival.
- Wrangell has an abundance of recreation attractions and landmarks ranging from bear viewing to glaciers to fishing and paddling as well as remote cabin and trail infrastructure within proximity to town.

Weaknesses

- Aging marine and community infrastructure.
- Seasonality of the industry and a lack of winter recreation opportunities.
- Accessible by air and water only, as there are no roads leading to the community.
- Fewer amenities and luxuries than other larger communities in the region.
- Waterfront shared among industries including transportation and shipping, small businesses, and visitor services such as tour operators.
- The lack of in-market, affordable amenities such as lodging.
- Travel expenses to and from Wrangell limit affordability for new markets.
- Lack of land-based tours and activities.
- Limited access to prime attractions such as Anan Bear Observatory.
- Visitor perception that Wrangell is difficult to access.

Opportunities

- Partnerships with tribal entities to grow cultural tourism initiatives.
- Eco and adventure-based tourism; hiking, biking, kayaking and canoeing.
- Independent traveler growth.
- Business travel to include retreats, conventions, and conferences.
- Regional and domestic travel.
- Future development of the waterfront plan.
- Partnerships with other island communities proximate to Wrangell; Ketchikan, Petersburg, and Prince of Wales.
- Winter recreational activities.
- Development and expansion of shore and land-based excursions.
- Emphasis on marine services.
- Increase in yacht traffic and length of stay.

Threats

- Rapid growth and/or decline of cruise tourism in southeast Alaska.
- Rising cost of goods and transportation services.
- Competition with other destinations that have higher rates of affordability.
- Anti-tourism sentiment throughout the region and locally.

- Workforce limitations and lack of affordable-seasonal housing.
- Instability of the Alaska Marine Highway System.
- Loss of commercial airline transportation.

GOALS

The following goals aim to attract and engage a diverse range of travelers by origin while strategically promoting the destination's unique attractions, experiences, and culture. The purpose is to maximize economic benefits through sustainable growth for the local community and industry stakeholders.

- ❖ Fuel the visitor economy.
- ❖ Drive consistent year-round demand for the destination.
- ❖ Improve visitor experience in market.
- ❖ Foster brand awareness, trust and loyalty.
- ❖ Differentiate Wrangell from other Alaska destinations.

OBJECTIVES

Establishing a baseline for data is a crucial step in evaluating the success of the Tourism Marketing Plan. This baseline provides a foundation for understanding the current state of the industry in a specific destination. By identifying key performance indicators and benchmarks, staff can measure the effectiveness of their efforts, track progress and make more informed decisions to attract more visitors and enhance the overall tourism experience.

In the development of marketing tools and systems to help achieve the goals identified in this plan, staff must establish a baseline of data to evaluate growth under the following objectives:

- ✓ Maintain year-round occupancy levels
- ✓ Increase visitors volume to the destination
- ✓ Increase website traffic
- ✓ Increase marketing email subscribers
- ✓ Increase use of mobile applications
- ✓ Increase meetings/group event bookings at civic center

TOURISM KEY PERFORMANCE INDICATORS

These are the bottom-line quantifiable metrics that Travel Wrangell will use to measure the overall success of its sales and marketing initiatives. In the calendar year 2024, the following metrics will be tracked.

- Visitation
- Tax collections
- Occupancy
- Email subscribers
- Website and mobile application traffic
- Social media engagement
- Earned media value
- Qualified leads generated

INTEGRATED MARKETING COMMUNICATION PERFORMANCE METRICS

These are the quantifiable metrics used to measure the effectiveness of individual marketing and advertising tactics. These metrics are determined based on the individual tactics that support the goals and strategies set forth by this plan.

The following tourism KPIs historically have been and will continue to be tracked year-over-year.

- Direct visitor expenditure
- Increase overall economic impact
- Increase annual hotel occupancy
- Increase average daily room rate
- Increase average length of stay
- Increase qualified social channel followers

STRATEGIES

➢ Engage stakeholders in economic development initiatives.
➢ Leverage partnerships to maximize promotions, increase visitor appeal and attract event planners.
➢ Develop robust, relevant content that highlights the depth and breadth of the destination.
➢ Maintain brand consistency across all marketing communications.
➢ Increase local, regional and visitor knowledge of events and activities in Wrangell.
➢ Strengthen lead generation by maximizing use of digital platforms.
➢ Develop methods of data collection, metrics and reach within target markets.
➢ Engage with consumers throughout their entire customer journey (before, during, post-trip).
➢ Educate various target audiences and inspire year-round travel to Wrangell.
➢ Enhance sales and marketing efforts through the development of effective tools and resources.
➢ Create an environment for and leverage earned media.
➢ Integrate media campaigns across multiple platforms; in market messaging, print media, publications, and digital media.
➢ Maintain positive public relations to cultivate productive and inclusive management systems.
➢ Analyze success of media campaigns routinely to inform improvement plans.

TACTICS

Overarching marketing tactics

- Showcase branded publications and digital media to residents to create industry knowledge.
- Pursue recurring features in local and regional publications and media stations.
- Ensure all staff members are briefed on new and up-coming features, businesses, activities, and events within the community.
- Announce accomplishments and interesting stories through earned media.
- Maintain media list to create and distribute press releases.
- Develop and implement system to employ earned media.
- Develop methods to better utilize content management systems and customer relationships management modules.
- Integrate social and digital platforms for data reporting.
- Use geo-targeting and re-targeting to reach prospective visitors.
- Participate in professional conferences that foster learning and relationship building.

- Hold regular reviews of metrics and analytics.
- Capture and build media asset library of events, points-of-interest, service providers for publications and ads.
- Schedule regular communications with stakeholders and partners to stay updated on upcoming events and initiatives.
- Update tradeshow booth and visual presentation to align with brand branding.
- Distribute branded swag and materials to visitors and vendors to fortify a sentiment that lasts beyond their time of stay.

Independent recreation and leisure travel

- Build experiential advertising opportunities by working with influencers and travel writers.
- Continue cooperative marketing opportunities with ATIA and other agencies to maintain a presence in competitive markets.
- Capitalize on third party contract services to minimize overhead.
- Redesign visitor guide to drive engagement with desired demographic and make publication more attractive.
- Link print media back to digital infrastructure to increase conversions.
- Design and install interpretative boards and signage that represents the brand in market.
- Use newsletters and e-blasts to drive people to the Travel Wrangell website.
- Establish links to local service provides to increase spending conversions.
- Utilize video to show viewers what it is like to experience Wrangell and highlight locals through human interest stories.
- Promote brand hashtags and utilize them intentionally to further brand consistency and to track relevant conversions.
- Use ads and posts centered around seasonality and events to raise awareness of niche opportunities in Wrangell.

Regional and statewide business travel

- Develop system for lead generation, expanding beyond traditional exchanges such as word of mouth and business cards.
- Design a multiplatform campaign designed to sell Wrangell as a meeting place, utilizing paid media for target audiences.
- Develop promotional videos and informational one-pagers to attract more retreats and conventions.
- Develop digital facilities guide for conference and event planners.
- Create a marketing toolkit to offer meeting planners as they promote their event.
- Host familiarization trips with meeting and event planners to showcase the assets and hospitality services in Wrangell.
- Maintain brand's role in marketing Borough, acting as the catalyst and resource for planning meetings and events.
- Partner with other visitors' bureaus to increase leads and awareness of Wrangell as a critical stopping point for group travel.
- Design and create customizable branded email follow ups for meeting and event planners following initial contact.

Agenda Item B New Business

Media and Advertising Outlets (Appendix A)

Wrangell Convention and Visitors Bureau
AGENDA ITEM
November 15th, 2023

Information: This appendix provides an organized list of various platforms and channels in which the marketing plan tactics will be deployed. This includes digital platforms (e.g. social media, websites, email campaigns), tried and true traditional media (print publications), outdoor advertising, and any other relevant outlets. While not all outlets reflect a specific timeline, where possible that is detailed to ensure that out of market efforts are released at productive-high traffic times throughout the year. This appendix is not restrictive but does help guide staff in prioritizing creatives that fall within the objectives and budget of marketing.

The appendix as presented only reflects the raw narrative. A complete and final version will be published in design, showcasing the Travel Wrangell Brand- furthering brand awareness and recognition.

Recommended Motion: Move to approve the Media and Advertising Outlets as presented.

Attachments: Travel Wrangell Marketing Plan Appendix A – Media and Advertising Outlets

Media and Advertising Outlets – Appendix D

Digital Advertising

- ATIA Cooperative Advertising
- Google Ads
- Hulu Advertising
- Meta Business Advertising
- LinkedIn Advertising
- Cornell Banner Ads
- All About Bird Banner Ads

Print Advertising

- Travel Alaska Vacation Planner (ATIA)   Run for following year, Buy and Materials due in July
- Wrangell Travel Guide   Process starts in Feb, Delivery in May
- AARP Magazine (ATIA)   Run in Feb/Mar Issue, Buy and Materials due in November
- National Geographic Magazine (ATIA)   Run in February Issue, Buy and Materials due in November
- Alaskan Community Visitors' Guides   Varies
- Cornell Bird   Run in Winter Issue, buy and Materials due in Sept and Oct
- Breath of the Bear   Run for following year, Buy and materials due in Nov and ??
- Vacation Country Travel Guide   same as above
- Fly Alaska   same as above
- Meet Alaska Directory (ATIA)   Run for following year, Buy and Materials in September
- Fish Alaska
- Alaska Magazine
- Outside Magazine (ATIA)
- Sunset Magazine (ATIA)
- Milepost
- Bird Watchers
- Wagoners
- Meetings Today

Conferences and Expos

- DMA West
  - Tech Summit   March/April
  - Education Summit   September/October
- ATIA Convention   October
- Seattle Boat Show   February
- SeaTrade   March
- Alaska Media Roadshow   October/November
- Destinations International   Varies

Social Media Outlets

- Travel Wrangell   @travelwrangell or @travellwrangellak
  - Instagram
  - TikTok
  - YouTube
  - LinkedIn

- o Facebook
  - o Website
- City and Borough @wrangellcb, @wrangellak
  - o Facebook
  - o Instagram
  - o YouTube
  - o LinkedIn
  - o Website
- Auxiliary Sites
  - o Wrangellmarineindustry.com
  - o Wrangellmarine.com
  - o Bearfest.com
  - o Stikinebirding.org

Agenda Item C New Business

Marketing Project List

Wrangell Convention and Visitors Bureau
AGENDA ITEM
November 15th, 2023

Information: The list of Marketing Projects is not completely exhaustive. However, it does reflect some of the initial necessities to create systems for better management and media practices to bolster industry promotions and empower staff to achieve the objectives of the marketing plan.

The marketing initiatives, while reflected in the strategies and tactics of the Travel Wrangell Marketing Plan, are detailed in a separate list by category. The categories are direct increase in visitors, outsourcing to third party, easy and accessible, and fun but not a priority. Approval this list does not supersede staff's obligation to seek approval for larger expenditures. Nor does it commit the department to all the projects that are detailed on the list. Rather it serves as a reference point for staff as projects are prioritized and scheduled against the greater priorities of the Marketing Plan. It also allows stakeholders to see the creative work planned as a result of the Marketing Plan development.

Recommended Motion: Move to approve the 2024 marketing project list.

Attachments: Marketing Project List

Task/Item	Tourism Increase	Outsourced	Low Hanging Fruit	Fun but not Priority
Promotional Videos (MSC, CBW, TW)	YES		YES	YES
Tradeshow and Tourism Travel	YES		YES	
SEO Maintenance	YES	YES		
Travel Writer Influencers	YES	YES		
CMS System	YES	YES		
Market Research (Dest. Analysts)	YES	YES		
Turn CVB to Membership Sys	YES	YES		
Travel Guide Creation	YES	YES		
Miles Partnership and Borough Media	YES	YES		
Cruise Industry Analytics	YES	YES		
Refresh Travel Brand	YES			YES
Regional, State and Federal Events	YES			YES
Airport Physical Marketing			YES	
City Dock Marketing Infrastructure			YES	
Media Acquisition			YES	
Hospitality Marketing			YES	
USFS Joint Publications			YES	
MSC Expo Display			YES	
Street Banners			YES	
Lobby Monitors			YES	
E-Newsletters			YES	
USFS POIs			YES	
Wander Map Audit			YES	
Floor/Sidewalk Stickers			YES	
Annual Stakeholder Marketing Pres			YES	
Letterhead, Forms Standardization			YES	
Visitor Survey			YES	
TBMPs			YES	
Annual Reporting on Analytic to CBW			YES	
.gov suffix			YES	
Utility Box Wraps		YES		YES
Vinyl Window Wraps (NC and PnR)		YES		YES
Email Automation and Campaigns		YES		
Borough Rebrand		YES		
Waterfront Masterplan		YES		
Visitor Industry Report		YES		
Economic Reports		YES		
YouTube				YES
Interp Signs				YES
Borough Door Signage				YES
Community Service/Internship Prog				YES
Live Stream Cameras at POIs				YES
Church St Signage				YES
WRG as place for remote work				YES
NC Placename banners				YES
New Borough Website				YES
Directional Signs				YES

Agenda Item D New Business

Sustainable Tourism Management Criteria

Wrangell Convention and Visitors Bureau
AGENDA ITEM
November 15th, 2023

Information: The Global Sustainable Tourism Council (GSTC) Criteria provides a framework for assessing and promoting sustainable tourism management practices. These criteria aim to guide destinations, businesses, and organizations in the tourism industry toward more responsible and environmentally friendly practices.

The criteria for tourism management include:

1. Sustainable management
   a. Management structure and framework
   b. Stakeholder engagement
   c. Managing pressure and change
2. Socio-economic sustainability
   a. Delivering local economic benefits
   b. Social wellbeing and impacts
3. Cultural sustainability
   a. Protecting cultural heritage
   b. Visiting cultural sites
4. Environmental sustainability
   a. Conservation of natural heritage
   b. Resource management
   c. Management of waste and emissions

Staff are proposing that the WCVB and Travel Wrangell utilize this tried and true standard for development and criteria as the baseline and guide for the next phase in refining and growing the industry, which is the establishment of Tourism Best Management Plan for the destination of Wrangell, Alaska.

Recommended Motion: No action. Review and discussion.

Attachments: GSTC Destination Criteria

Global Sustainable Tourism Council

GSTC Destination Criteria
Version 2.0
6 December 2019

with
Performance indicators and SDGs

Formally endorsed by the GSTC International Standards Working Group and formally adopted by the GSTC Board of Directors as the first revision of the GSTC Destination Criteria per the terms of the GSTC Bylaws

The Global Sustainable Tourism Council
PO Box 96503 - #51887
Washington, DC 20090 USA
info@gstcouncil.org
www.gstcouncil.org

Preamble

The Global Sustainable Tourism Council (GSTC) Criteria were created to provide a common understanding of sustainable tourism. The GSTC Destinations Criteria – known informally also as "GSTC-D" -- are the minimum that any tourism destination should aspire to reach. They are organized around four main themes: sustainable management; socio-economic impacts; cultural impacts; and environmental impacts. They have applicability to the entire tourism sector.

The GSTC Criteria have been developed and revised while striving to adhere to the Standard-Setting Code of the ISEAL Alliance, the body recognized to provide guidance on international norms for developing sustainability standards in all sectors. The most recent revision of the GSTC-D took place in 2019 and was based on two rounds of stakeholder consultation. Information on the development of the criteria and plans for future revisions are available on www.gstcouncil.org.

What are the Criteria for?

Some of the uses of the GSTC Destination Criteria include the following:
• Serve as the basis for certification for sustainability
• Serve as basic guidelines for destinations that wish to become more sustainable
• Help consumers identify sound sustainable tourism destinations
• Serve as a common denominator for information media to recognize destinations and inform the public regarding their sustainability
• Help certification and other voluntary destination level programs ensure that their standards meet a broadly accepted baseline
• Offer governmental, non-governmental, and private sector programs a starting point for developing sustainable tourism requirements
• Serve as basic guidelines for education and training bodies, such as tourism schools and universities
• Demonstrate leadership that inspires others to act.

The Criteria indicate what should be done, not how to do it or whether the goal has been achieved. This role is fulfilled by performance indicators, associated educational materials, and access to tools for implementation, all of which are an indispensable complement to the GSTC Criteria.

To whom do the Criteria apply?

The GSTC-D have been designed for destinations[1]. The criteria do not relate to a single body but rather to a named place that can be uniquely identified. The criteria simply require that the condition described pertains in that destination, irrespective of what body may be responsible for it or how or by whom any related action is implemented.

---

[1] A destination has been defined by the World Tourism Organization (UNWTO) as: "A physical space with or without administrative and/or analytical boundaries in which a visitor can spend an overnight. It is the cluster (co-location) of products and services, and of activities and experiences along the tourism value chain and a basic unit of analysis of tourism. A destination incorporates various stakeholders and can network to form larger destinations".

1

The scope of the GSTC-D is broad and the Criteria can be applied to a wide range of destinations. They may be in any part of the world and of any type (e.g. urban, rural, mountain, coastal or mixed). The criteria can relate to large destinations (e.g. sizeable cities or regions) and to small ones (e.g. national parks, clusters of local communities, etc.).

While the GSTC-D relate to the place, not to a body, many of the criteria may nevertheless be taken up by and applied through a destination management organisation which is responsible for a coordinated approach to sustainable tourism within the destination. The existence of such an organisation is a central requirement of the GSTC-D, as stipulated in Criterion A1. It should be noted that such an organisation is not necessarily a local authority or public sector body and requires the involvement of both the public and private sector.

Some of the criteria refer to enterprises. These may be individual businesses but they may also be other forms of facility, operation and undertaking. For example they could include museums, festivals, public buildings and monuments, not only commercial businesses such as hotels or paid attractions.

Performance indicators and SDGs

The performance indicators presented here are designed to provide guidance in measuring compliance with the criteria. They are not intended to be the definitive set or all-inclusive, but to provide a solid sample set for users of the GSTC C-D in developing their own indicator sets. The performance indicators essentially provide a suggested list of circumstances, factors, evidence and actions to be looked for in a destination in assessing compliance with the criteria.

Application of the criteria will help a destination to contribute towards the 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals. Against each of the criteria, one or more of the 17 SDGs is identified, to which it most closely relates.

Language and Translations

English is the official language of the GSTC Criteria and its related system.

Translations into other languages appearing on the GSTC website or elsewhere are to be used for training and awareness purposes and are not authorized for usage in technical programs including certification and accreditation except where specifically stipulated by formal agreement between the GSTC or its authorized Accreditation Body and the standard owner and/or Certification Body. In the case of authorized usage of a language other than English, any doubt regarding interpretation of the Criteria shall revert to the official English language version.

Transition period

The transition periods for replacing GSTC Destination Criteria v1.0 with v2.0 are based on function, as follows:
- For purposes of policy-setting, training, and any other purposes not related to certification, v2.0 should be used with immediate effect
- Owners of GSTC-Recognized destination/community standards shall have a period of two years to comply with the new v2.0, up to 31st December 2021. Owners may wish to adapt their standard to the revisions earlier, but should do so no later than June 30th, 2021, to allow time for any necessary adjustments per GSTC's review of the compliance of those changes.
- Certification Bodies that were accredited to certify destinations to GSTC Destination Criteria v1.0 must have the revised v2.0 fully integrated into the certification system with evidence of past application of it by December 31st, 2021. Their normal maintenance of accredited status shall not be delayed during the transition period. New applicants for Accreditation after December 2019 must ensure that they are using GSTC-D v2.0, or a GSTC-Recognized standard that is equivalent to v2.0, prior to submitting an application for Accreditation.

www.gstcouncil.org

Revisions to the GSTC Criteria

This version (v2.0) has been formally adopted by the Board of the Directors as the definitive version of the GSTC Destination Criteria (GSTC-D), as from 6 December 2019.

This version of the GSTC Destination Criteria (v2.0) is the 1st revision since their December 2013 formal release.

GSTC shall conduct periodic reviews of no less than five years after the previous revision to determine whether the current version remains relevant and whether and when a formal revision process should commence. The next such review shall likely take place approximately December 2024. GSTC welcomes comment on the Criteria at any time via the Criteria section of www.gstcouncil.org. Should comments provide evidence of need to conduct a review earlier than December 2024, GSTC may conduct a review at an earlier date.

The structure of the criteria

The criteria are in four sections, each with two or three sub-sections, as shown below. The order of the sections and sub-sections in no way indicates the relative importance of each topic.

SECTION A: Sustainable management	**SECTION C: Cultural sustainability**
A(a) Management structure and framework	C(a) Protecting cultural heritage
A(b) Stakeholder engagement	C(b) Visiting cultural sites
A(c) Managing pressure and change	
SECTION B: Socio-economic sustainability	**SECTION D: Environmental sustainability**
B(a) Delivering local economic benefits	D(a) Conservation of natural heritage
B(b) Social wellbeing and impacts	D(b) Resource management
	D(c) Management of waste and emissions

www.gstcouncil.org

GSTC DESTINATION CRITERIA v2.0
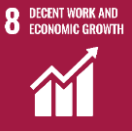
Criteria	Indicators	SDGs
SECTION A: Sustainable management		
A(a) Management structure and framework		
A1 Destination management responsibility The destination has an effective organization, department, group, or committee responsible for a coordinated approach to sustainable tourism, with involvement by the private sector, public sector and civil society. This group has defined responsibilities, oversight, and implementation capability for the management of socio- economic, cultural and environmental issues. The group is adequately funded, works with a range of bodies in delivering destination management, has access to sufficient staffing (including personnel with experience in sustainability) and follows principles of sustainability and transparency in its operations and transactions.	a. Documentary evidence showing relevant make-up and responsibilities of the group. b. A financial plan and budget showing current and future funding sources. c. Evidence of links and engagement with other bodies. d. Records of permanent staff and contracted personnel, indicating relevant experience. e. Management guidelines and processes, which demonstrate awareness and adherence to sustainability principles and transparency in operations and letting of contracts.	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 17 PARTNERSHIPS FOR THE GOALS
A2 Destination management strategy and action plan The destination has established and is implementing a multi-year destination management strategy and action plan that is publicly available, is suited to its scale, was developed with stakeholder engagement and is based on sustainability principles. The strategy includes an identification and assessment of tourism assets and considers socio-economic, cultural and environmental issues and risks. The strategy relates to and influences wider sustainable development policy and action in the destination.	a. A published document setting out the current destination strategy and action. b. The strategy/plan clearly visible and available on-line. c. Evidence of stakeholder consultation, meetings etc. in developing the plan. d. Reference to sustainability principles and an assessment of assets, issues and risks, contained in the strategy and action plan. e. Specific references in the strategy/action plan to wider sustainable development policy (including pursuit of the SDGs), and vice versa.	17 PARTNERSHIPS FOR THE GOALS

4

23

A3 Monitoring and reporting		
The destination is implementing a system to monitor and respond to socio-economic, cultural and environmental issues and impacts arising from tourism. Actions and outcomes are regularly monitored, evaluated and publicly reported. The monitoring system is periodically reviewed.	a. Specific quantifiable socio-economic, cultural and environmental indicators and targets identified. b. Measurement against these indicators, with results recorded and publicised at least annually. c. Written evidence of monitoring and reporting of actions and outcomes. d. Previous reviews of monitoring system and schedule for future reviews.	**12** RESPONSIBLE CONSUMPTION AND PRODUCTION

A(b) Stakeholder engagement

A4 Enterprise engagement and sustainability standards		
The destination regularly informs tourism-related enterprises about sustainability issues and encourages and supports them in making their operations more sustainable. The destination promotes the adoption of sustainability standards, promoting the application of GSTC-I Recognized standards and GSTC-I Accredited certification schemes for tourism enterprises, where available. The destination publicizes a list of sustainability certified enterprises.	a. Evidence of regular communication of sustainability issues to tourism-related businesses (Media, meetings, direct contact etc.). b. Sustainability support and advice to tourism-related business – available and promoted. c. Number and percentage of businesses certified against tourism sustainability standards (and whether GSTC recognised/accredited), with targets for wider outreach. d. Evidence of promotion of certification schemes. e. List of tourism-related certified enterprises, kept up to date.	**12** RESPONSIBLE CONSUMPTION AND PRODUCTION **17** PARTNERSHIPS FOR THE GOALS
A5 Resident engagement and feedback		
The destination enables and promotes public participation in sustainable destination planning and management. Local communities' aspirations, concerns and satisfaction with tourism sustainability and destination management are regularly monitored and publicly reported, and action is taken in response to them. The destination has a system to enhance local understanding of sustainable tourism opportunities and challenges and to build the capacity of communities to respond.	a. Evidence of the promotion and facilitation of public participation in destination planning/management. b. Information on the type and level of such participation. c. Surveys of residents and other systematic feedback mechanisms, covering tourism issues. d. Evidence of action taken in response to residents' feedback. e. Programme of information, education and training on tourism provided for residents.	**17** PARTNERSHIPS FOR THE GOALS **11** SUSTAINABLE CITIES AND COMMUNITIES

5

A6 Visitor engagement and feedback		
The destination has a system to monitor and publicly report visitor satisfaction with the quality and sustainability of the destination experience and, if necessary, to take action in response. Visitors are informed about sustainability issues in the destination and the part that they can play in addressing them.	a. Visitor surveys (and other feedback mechanisms) – carried out and reported. b. Surveys and feedback includes visitor reaction to sustainability issues. c. Evidence of actions taken in response to visitor survey/feedback findings. d. Examples of visitor information that covers sustainability issues and how to respond to them.	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 11 SUSTAINABLE CITIES AND COMMUNITIES
A7 Promotion and information		
Promotion and visitor information material about the destination is accurate with regard to its products, services, and sustainability claims. Marketing messages and other communications reflect the destination's values and approach to sustainability and treat local communities and natural and cultural assets with respect.	a. Current information and promotional material with appropriate content. b. A process exists for checking the accuracy and appropriateness of destination promotion and information. c. Evidence of consultation with local communities and environmental and cultural bodies on communications content and delivery.	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 11 SUSTAINABLE CITIES AND COMMUNITIES
A(c) Managing pressure and change		
A8 Managing visitor volumes and activities		
The destination has a system for visitor management which is regularly reviewed. Action is taken to monitor and manage the volume and activities of visitors, and to reduce or increase them as necessary at certain times and in certain locations, working to balance the needs of the local economy, community, cultural heritage and environment.	a. The destination management strategy and action plan addresses seasonality and spread of visitation. b. Variation in visitor volumes throughout the year is monitored, including in the most visited locations. c. Impacts of visitor volumes and activities are identified through observation and community and stakeholder feedback. d. Actions taken to manage visitor flows and impacts. e. Marketing strategy and selection of target markets takes account of visit patterns, the impact of activities and destination needs.	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 11 SUSTAINABLE CITIES AND COMMUNITIES
A9 Planning regulations and development control		
The destination has planning guidelines, regulations and/or policies which control the location and nature of development, require	a. Specific policies/regulations/ guidelines which control development – documented and identified by title and date.	

6

environmental, economic, and socio-cultural impact assessment and integrate sustainable land use, design, construction, and demolition. Regulations also apply to operations, including property rental and concessions for tourism purposes. The guidelines, regulations and policies were created with public participation and are widely communicated and enforced.	b. Impact assessment requirements are set out, covering environmental, economic, and socio-cultural impacts, at sufficient scale to address long term issues for the destination. c. Specific regulations on property rental and operation for tourism, with evidence of their application and enforcement. d. Evidence of public participation in the development of policies/regulations/guidelines. e. Evidence of consultation with, and consent from indigenous people or minority ethnic groups when tourism development has been proposed or has occurred in their territories. f. Evidence of communication and enforcement of the policies/regulations/guidance, at planning, development and implementation stages.	11 SUSTAINABLE CITIES AND COMMUNITIES 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
A10 Climate change adaptation The destination identifies risks and opportunities associated with climate change. Climate change adaptation strategies are pursued for the siting, design, development and management of tourism facilities. Information on predicted climate change, associated risks and future conditions is provided for-residents, businesses and visitors.	a. The destination management strategy and action plan identifies and addresses climate issues. b. Regulations, guidelines and zoning for tourism development and activities accommodate the consequences of climate change. c. A climate risk assessment, covering current and future risks – undertaken and made publicly available. d. Evidence of consideration of impact on, and contribution of, local ecosystems to climate change adaptation. e. Information on climate change that has been made publicly available.	13 CLIMATE ACTION
A11 Risk and crisis management The destination has a risk reduction, crisis management and emergency response plan that is appropriate to the destination. Key elements are communicated to residents, visitors, and enterprises. Procedures and resources are established for implementing the plan and it is regularly updated.	a. A documented risk reduction, crisis management and emergency response plan for tourism in the destination. b. The plan recognises a wide range of risks, including natural disasters, terrorism, health, resource depletion, and others appropriate to the location. c. Communication procedures identified for use during and after an emergency. d. Programme for local delivery of information and training on risk and crisis management.	11 SUSTAINABLE CITIES AND COMMUNITIES 16 PEACE, JUSTICE AND STRONG INSTITUTIONS

7

SECTION B: Socio-economic sustainability		

B(a) Delivering local economic benefits		
B1 Measuring the economic contribution of tourism The direct and indirect economic contribution of tourism to the destination's economy is monitored and publicly reported. Appropriate measures may include levels of visitor volume, visitor expenditure, employment and investment and evidence on the distribution of economic benefits.	a. Programme of economic data gathering. b. Annual reports on the direct and indirect economic contribution of tourism in the destination. c. Data covering a range of measures of economic impact (e.g. volume, expenditure, employment, investment and spread of economic benefit in the destination).	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 8 DECENT WORK AND ECONOMIC GROWTH 1 NO POVERTY
B2 Decent work and career opportunities The destination encourages and supports career opportunities and training in tourism. The destination's tourism enterprises commit to providing equality of opportunity for local employment, training and advancement, a safe and secure working environment, and a living wage for all.	a. Provision of relevant skills training programmes/courses, available locally. b. Statements of commitment by tourism enterprises to the provision of decent work/ career opportunities. c. Training and employment opportunities promoted to and taken up by local people, including women, young people, minorities and people with disabilities. d. Channels for checking working conditions and receiving/handling grievances (e.g. involvement of labour unions).	8 DECENT WORK AND ECONOMIC GROWTH 4 QUALITY EDUCATION 5 GENDER EQUALITY 10 REDUCED INEQUALITIES
B3 Supporting local entrepreneurs and fair trade The destination encourages the retention of tourism spending in the local economy through supporting local enterprises, supply chains and sustainable investment. It promotes the development and purchase of local sustainable products based on fair trade principles and that reflect the area's nature	a. Advice, finance or other support – available in the destination for tourism-related SMEs. b. Assistance with market access for local tourism-related SMEs. c. Action to encourage and assist local tourism enterprises to purchase goods and services locally.	8 DECENT WORK AND ECONOMIC GROWTH 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

8

and culture. These may include food and beverages, crafts, performance arts, agricultural products, etc.	d. Initiatives to help local farmers, artisans and food producers to engage in the tourism value chain. e. Local produce and crafts identified, promoted and available for sale to visitors in the destination.	**2** ZERO HUNGER

B(b) Social wellbeing and impacts

B4 Support for community The destination has a system to enable and encourage enterprises, visitors, and the public to contribute to community and sustainability initiatives in a responsible manner.	a. Support for local community and sustainability initiatives by local tourism enterprises is encouraged and facilitated. b. Schemes exist, and are promoted, for visitors to support local community and sustainability initiatives. c. Volunteering and engagement with the community does not involve intrusion or exploitation.	**3** GOOD HEALTH AND WELL-BEING **4** QUALITY EDUCATION
B5 Preventing exploitation and discrimination The destination upholds international standards on human rights. It has laws, practices and an established code of conduct to prevent and report on human trafficking, modern slavery and commercial, sexual, or any other form of exploitation, discrimination and harassment of or against anyone, particularly children, adolescents, women, LGBT and other minorities. The laws and established practices are publicly communicated and enforced.	a. Reference (title, date) to specific laws that pertain in the destination regarding human rights, exploitation, discrimination and harassment. b. Evidence of communication and enforcement of above laws and related good practice (including to tourism enterprises and visitors). c. Risk and impact analysis regarding human rights, including human trafficking, modern slavery and child labour – conducted regularly. d. Destination and key tourism players are signatories to the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism.	**10** REDUCED INEQUALITIES **16** PEACE, JUSTICE AND STRONG INSTITUTIONS
B6 Property and user rights Laws and regulations regarding property rights and acquisitions are documented and enforced. They comply with communal and indigenous rights, ensure public consultation and do not authorize resettlement without free prior and informed consent and fair and just compensation. Laws and regulations also protect user and access rights to key resources.	a. Reference (title, date) to specific laws that pertain in the destination regarding property rights and acquisitions and user and access rights to resources. b. Reference in the above laws to communal and indigenous rights, public consultation and resettlement. c. Evidence of enforcement of the above laws in the context of tourism development and activity.	**11** SUSTAINABLE CITIES AND COMMUNITIES **16** PEACE, JUSTICE AND STRONG INSTITUTIONS

9

	d. Evidence of community consultation, consent and compensation.	
B7 Safety and security The destination has a system to monitor, prevent, publicly report, and respond to crime, safety, and health hazards that addresses the needs of both visitors and residents.	a. Security and health services are well established and active in the destination. b. The needs of visitors are identified and addressed in the delivery of security and health services. c. Tourism facilities are inspected for compliance with safety and hygiene standards.	**3 GOOD HEALTH AND WELL-BEING** **16 PEACE, JUSTICE AND STRONG INSTITUTIONS**
B8 Access for all Where practical, sites, facilities and services, including those of natural and cultural importance, are accessible to all, including persons with disabilities and others who have specific access requirements or other special needs. Where sites and facilities are not immediately accessible, access is afforded through the design and implementation of solutions that take into account both the integrity of the site and such reasonable accommodations for persons with access requirements as can be achieved. Information is made available on the accessibility of sites, facilities and services.	a. The existence of any regulations and standards regarding the accessibility of visitor sites, facilities and services. b. Consistent application of accessibility standards in public facilities. c. Data on the extent/proportion of visitor sites and facilities that are accessible. d. Evidence of programmes to improve access for people with a range of access needs. e. Information on accessibility included in communications about the destination as a whole. f. Details of accessibility included in visitor information about key sites.	**3 GOOD HEALTH AND WELL-BEING** **10 REDUCED INEQUALITIES**

10

			30
SECTION C: Cultural sustainability			

C(a) Protecting cultural heritage

C1 Protection of cultural assets		
The destination has a policy and system to evaluate, rehabilitate, and conserve cultural assets, including built heritage and cultural landscapes.	a. Lists of cultural assets, including evaluation and indication of vulnerability. b. Programme of rehabilitation and conservation of assets. c. Mechanisms for using income from tourism to support conservation of cultural assets.	11 SUSTAINABLE CITIES AND COMMUNITIES

C2 Cultural artefacts		
The destination has laws governing the proper sale, trade, display, or gifting of historical and archaeological artefacts. The laws are enforced and publicly communicated, including to tourism enterprises and visitors.	a. Reference to relevant laws relating to historical artefacts pertaining in the destination (title, date). b. Evidence of communication of relevant laws to tourism enterprises and visitors. c. Evidence of enforcement of relevant laws.	11 SUSTAINABLE CITIES AND COMMUNITIES

C3 Intangible heritage		
The destination supports the celebration and protection of intangible cultural heritage, including local traditions, arts, music, language, gastronomy and other aspects of local identity and distinctiveness. The presentation, replication and interpretation of living culture and traditions is sensitive and respectful, seeks to involve and benefit local communities, and provides visitors with an authentic and genuine experience.	a. Identification and listing of intangible cultural heritage. b. Examples of celebration and visitor experiences of intangible cultural heritage (events, distinctive products etc.). c. Evidence of involvement of local and indigenous communities in developing and delivering visitor experiences based on intangible cultural heritage. d. Feedback from visitors and local communities on delivery of intangible heritage experiences.	11 SUSTAINABLE CITIES AND COMMUNITIES 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

C4 Traditional access		
The destination monitors, protects, and when necessary rehabilitates or restores local community access to natural and cultural sites.	a. Monitoring of accessibility to natural and cultural sites for the local community. b. Evidence of engagement with the local community regarding traditional access. c. Specific action to protect and/or rehabilitate local community access.	11 SUSTAINABLE CITIES AND COMMUNITIES

C5 Intellectual property The destination has a system to contribute to the protection and preservation of intellectual property rights of communities and individuals.	a. Reference to laws on intellectual property pertaining in the destination (title, date). b. Communication of intellectual property rights to tourism stakeholders. c. Evidence that intellectual property rights are protected in the development of cultural experiences for visitors.	16 PEACE, JUSTICE AND STRONG INSTITUTIONS
C(b) Visiting cultural sites		
C6 Visitor management at cultural sites The destination has a system for the management of visitors within and around cultural sites, which takes account of their characteristics, capacity and sensitivity and seeks to optimize visitor flow and minimize adverse impacts. Guidelines for visitor behaviour at sensitive sites and cultural events are made available to visitors, tour operators and guides before and at the time of the visit.	a. Monitoring of visitor flows and impact on cultural sites, with results shared across the destination. b. Evidence of action to manage tourism-related impacts in or around cultural sites. c. Existence and distribution of published guidelines on visitor behaviour at sensitive sites and cultural events and periodic monitoring of compliance. d. A code of practice for tour operators and tour guides and/or other engagement with them on visitor management at cultural sites. e. Provision of training for guides.	11 SUSTAINABLE CITIES AND COMMUNITIES 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
C7 Site interpretation Accurate interpretative material is provided which informs visitors of the significance of the cultural and natural aspects of the sites they visit. The information is culturally appropriate, developed with host community collaboration, and clearly communicated in languages pertinent to visitors and residents.	a. Provision of informative interpretative material on site and in formats that are accessible pre-arrival. b. Evidence that interpretative material has been well researched and is accurate. c. Interpretation material that identifies the significance and sensitivity/fragility of sites. d. Evidence of host community collaboration in preparation of relevant interpretative material. e. Interpretative material available in relevant languages.	11 SUSTAINABLE CITIES AND COMMUNITIES 4 QUALITY EDUCATION

www.gstcouncil.org

SECTION D: Environmental sustainability		

D(a) Conservation of natural heritage

D1 Protection of sensitive environments The destination has a system to monitor, measure and respond to the impacts of tourism on the natural environment, conserve ecosystems, habitats and species, and prevent the introduction and spread of invasive species.	a. List of natural heritage sites and assets, indicating type, conservation status and vulnerability. b. Programmes to conserve biodiversity and natural heritage. c. Programmes to eradicate and control invasive species. d. Action to identify, monitor and mitigate tourism impacts on biodiversity and natural heritage. e. Mechanisms for using income from tourism to support conservation of natural assets. f. Communications with visitors and enterprises on reducing spread of alien species.	14 LIFE BELOW WATER 15 LIFE ON LAND
D2 Visitor management at natural sites The destination has a system for the management of visitors within and around natural sites, which takes account of their characteristics, capacity and sensitivity and seeks to optimize visitor flow and minimize adverse impacts. Guidelines for visitor behaviour at sensitive sites are made available to visitors, tour operators and guides before and at the time of the visit.	a. Monitoring of visitor flows and impact on natural sites, with results shared across the destination. b. Evidence of action to manage and mitigate tourism-related impacts in or around natural sites. c. Existence and distribution of published guidelines on visitor behaviour at sensitive sites, and periodic monitoring of compliance. d. A code of practice for tour operators and tour guides and/or other engagement with them on visitor management at natural sites. e. Cooperation with local conservation bodies to identify environmental risks associated with tourism and measures to reduce them. f. Provision of training for guides.	14 LIFE BELOW WATER 15 LIFE ON LAND
D3 Wildlife interaction The destination has a system to ensure compliance with local, national, and international laws and standards for wildlife interactions. Interactions with free roaming wildlife, taking into account cumulative impacts, are non-invasive and responsibly managed to avoid adverse impacts on the	a. Reference (title, date) to international, national and local laws that apply in the destination regarding interaction with wildlife. b. Endorsement of international standards for wildlife viewing for both marine and terrestrial species.	14 LIFE BELOW WATER

animals concerned and on the viability and behaviour of populations in the wild.	c. Distribution of a code of practice for wildlife interaction, including viewing, which reflects international standards. d. System for checking compliance with regulations, and code of practice amongst tourism operations. e. Actions to monitor wildlife wellbeing and minimize disturbance, in locations where interactions occur. f. Provision of information to visitors on harmful wildlife interaction, such as touching and feeding.	15 LIFE ON LAND
D4 Species exploitation and animal welfare The destination has a system to ensure compliance with local, national, and international laws and standards that seek to ensure animal welfare and conservation of species (animals, plants and all living organisms). This includes the harvesting or capture, trade, display, and sale of wildlife species and their products. No species of wild animal is acquired, bred or held captive, except by authorized and suitably equipped persons and for properly regulated activities. Housing, care and handling of all wild and domestic animals meets the highest standards of animal welfare.	a. Reference (title, date) to specific international, national and local laws, standards and guidelines that apply in the destination regarding animal welfare and conservation of species. b. Notification of laws, standards and guidelines to tourism enterprises and guides. c. A system for inspection of the conditions of captive wildlife and domestic animals, including their housing and handling. d. Licensing and checking of qualifications of personnel responsible for captive wildlife. e. Action to promote the Convention on International Trade in Endangered Species (CITES) in the tourism sector and to ensure compliance with it. f. Provision of information to visitors on avoiding trade in endangered species, e.g. in purchase of souvenirs derived from threatened species of wildlife notified by IUCN or CITES. g. Enforcement of legislation to ensure that any hunting activity is part of a scientifically based, properly managed and strictly enforced approach to conservation.	14 LIFE BELOW WATER 15 LIFE ON LAND

14

D(b) Resource management		
D5 Energy conservation The destination has targets to reduce energy consumption, improve efficiency in its use, as well as increase the use of renewable energy. The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report their contribution to these targets.	a. Energy consumption targets are publicised and promoted. b. Programme to increase energy efficiency – e.g. promoting and supporting insulation. c. Investment in renewable energy and percent of total provision/consumption. d. Support and incentives for energy monitoring and reduction by enterprises.	**7 AFFORDABLE AND CLEAN ENERGY**
D6 Water stewardship The destination encourages enterprises to measure, monitor, publicly report and manage water usage. Water risk in the destination is assessed and documented. In cases of high water risk, water stewardship goals are identified and actively pursued with enterprises, to ensure that tourism use does not conflict with the needs of local communities and ecosystems.	a. Provision of guidance and support for monitoring and reduction of water usage by enterprises. b. Program to regularly assess water risk. c. Setting, publication and enforcement of water stewardship goals, where water risk has been assessed as high. d. Monitoring and control of sources and volume of water used for tourism purposes and its effect on local communities and ecosystems. Promotion and checking of adherence to goals by tourism enterprises. e. Visitor information on water risk and minimising water use.	**6 CLEAN WATER AND SANITATION**
D7 Water quality The destination monitors water quality for drinking, recreational and ecological purposes using quality standards. The monitoring results are publicly available, and the destination has a system to respond in a timely manner to water quality issues.	a. Programme of water quality monitoring. b. Existence of data and reports on water quality. c. Monitoring bathing water, with certification and identification of sites reaching set standards. d. Evidence of actions to improve water quality. e. Information for visitors on quality of local drinking water, to encourage use as alternative to bottled water.	**3 GOOD HEALTH AND WELL-BEING** **6 CLEAN WATER AND SANITATION**

15

D(c) Management of waste and emissions		
D8 Wastewater The destination has clear and enforced guidelines in place for the siting, maintenance and testing of discharge from septic tanks and wastewater treatment systems. The destination ensures that wastes are properly treated and reused or released safely without adverse impacts on the local population and the environment.	a. Written guidelines and regulations on wastewater treatment. b. System of enforcing guidelines amongst enterprises. c. Monitoring/testing of released wastewater. d. Provision of sustainable municipal water treatment systems, for use by the tourism sector, where practical and appropriate.	**3 GOOD HEALTH AND WELL-BEING** **14 LIFE BELOW WATER**
D9 Solid waste The destination measures and reports on its generation of waste and sets targets for its reduction. It ensures solid waste is properly treated and diverted from landfill, with provision of a multiple-stream collection and recycling system which effectively separates waste by type. The destination encourages enterprises to avoid, reduce, reuse, and recycle solid waste, including food waste. Action is taken to eliminate or reduce single-use items, especially plastics. Any residual solid waste that is not reused or recycled is disposed of safely and sustainably.	a. Waste monitoring programme, with results and targets published. b. Coordinated campaign/advice/support with tourism enterprises on waste management, including food waste. c. Campaign to reduce/eliminate single use items, especially plastics. d. Waste management programme for public offices and facilities. e. Provision of a collection and recycling system, with at least four streams (i.e. organic, paper, metal, glass and plastic). f. Provision of sustainable system for disposal of residual waste. g. Campaign to eliminate dropping of litter, including by visitors, and to keep public spaces clean. h. Adequate bins for separated waste disposal.	**12 RESPONSIBLE CONSUMPTION AND PRODUCTION** **14 LIFE BELOW WATER** **15 LIFE ON LAND**
D10 GHG emissions and climate change mitigation The destination has targets to reduce greenhouse gas emissions, and implements and reports on mitigation policies and actions. Enterprises are encouraged to measure, monitor, reduce or minimise, publicly report and mitigate greenhouse gas emissions from all aspects of their operation (including from suppliers and service providers). Offsetting of any remaining emissions is encouraged.	a. Published target for percentage of emissions reduction by specified date. b. Annual climate report, including monitoring and mitigation actions. c. Supported campaign or other engagement with tourism enterprises on reduction and mitigation of emissions. d. Action to reduce emissions from public sector operations. e. Information for enterprises and visitors on offsetting schemes that meet recognised standards.	**13 CLIMATE ACTION**

www.gstcouncil.org

D11 Low-impact transportation The destination has targets to reduce transport emissions from travel to and within the destination. An increase in the use of sustainable, low-emissions vehicles and public transport and active travel (e.g., walking and cycling) is sought in order to reduce the contribution of tourism to air pollution, congestion and climate change.	a. Investment in more sustainable transport infrastructure, including public transport and low emissions vehicles. b. Information promoted to visitors on alternative transport options to and within the destination c. Data on visitor use of alternative transport modes. d. Improvement and promotion of cycling and walking opportunities. e. Prioritization of visitor markets accessible by short and more sustainable transport options. f. Public sector and tourism enterprises prioritise low-impact transportation in their own operations.	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 13 CLIMATE ACTION
D12 Light and noise pollution The destination has guidelines and regulations to minimize light and noise pollution. The destination encourages enterprises to follow these guidelines and regulations.	a. Guidelines on light and noise pollution – produced and promoted to tourism enterprises. b. Identification and monitoring of potential sources of noise and light pollution related to tourism. c. Mechanisms to enable residents to report noise and light pollution, with follow-up action.	3 GOOD HEALTH AND WELL-BEING 11 SUSTAINABLE CITIES AND COMMUNITIES

17