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For immediate release

Global Green Destinations Days 2019: An international forum showcasing solutions for destinations in times of mass tourism

Croatia will host the Global Green Destinations Days 2019, on October 8-12. The City of Dubrovnik, well known for its recent overtourism issues, will present its new strategy and its solutions. Top experts from all continents will discuss how to keep excessive tourism at bay and secure the interests of host communities. New insights will be shared on the preservation of nature & local culture, dealing with waste and plastic litter, and strategies for developing an environmentally responsible and climate-friendly destination policy.

“A key event for destinations that wish to avoid overtourism”

“...an inconvenient truth of global tourism is that it is developing in a rather unsustainable and irresponsible way, which makes life difficult for many destinations and host communities. It is time that destinations exchange experience and solutions on how to avoid disruption. This event is the place-to-be for destination managers and experts.”

Albert Salman, President of Green Destinations

The leading global event in sustainable destination management

This three-day international event, supported and co-organised by the Tourism Boards of Mali Lošinj, Croatia, Zagreb and Kvarner and with the Croatian Ministry of Tourism, is an initiative of Green Destinations, an international foundation for sustainable tourism. This year's event offers **more than 50 presentations** and **panel sessions** on the topic of **Green Solutions for Destinations**, and will unveil the **2019 Sustainable Destinations Top 100**.





Keynote presentations by international leaders in tourism sustainability

The conference will be opened by the **Croatian Minister of Tourism Mr. Gari Cappelli**. Croatian and international experts in sustainable tourism will present current experiences and challenges in sustainable destination management. Invited Speakers include:

- **Mr. Albert Salman**, President of Green Destinations and founder of the Sustainable Destinations Top 100
- **Mrs. Susan Santos de Cárdenas**, President of the Society for Sustainable Tourism & Development, and founding board member of the Asian Ecotourism Network (AEN)
- **Mrs. Beatriz Barreal**, founder and CEO of Riviera Maya Sostenible and Co-creator of México Sostenible
- **Mr. Hrvoje Carić**, Institute for Tourism Croatia
- **Mrs. Jelka Tepšić**, Deputy Mayor City of Dubrovnik, Croatia
- **Mr. Antoine Delaunay Belleville**, Founder of Disco Soupe Mouvement and Future of Waste. MakeSense.org, France.

International experts present and discuss green solutions

Spreading tourism over space and time

Invited speakers will evaluate approaches how to control mass tourism and overtourism in Europe, SE-Asia and Latin America. Many will be keen to learn about the new policy for Dubrovnik, but some more excellent cases are presented in special panel sessions dealing with the management of hotspots, in Portugal, Catalunya, Slovenia and Croatia. This discussion is continued in a panel on support mechanisms for destination management. In parallel, speakers will present initiatives to create new travel offer by creating long hiking and cycling routes and other examples from Germany and Catalunya.

Marketing green destinations and responsible travel offer

The Slovenian Tourism Board will share its new marketing strategies to better manage tourism, which is followed by presentations about three coordinated initiatives to reach more responsible travellers: the Green Travel Guide (a new initiative of Green Destinations), bookdifferent.com and iamagoodtraveller.com.





Tourism to support local communities, culture & tradition

Destinations will present various good practice stories regarding built and intangible heritage and the influence of tourism on local communities; with examples from Guyana and Uganda show how local and indigenous communities can be involved in and benefit from tourism. Learn how an old tunnel was transformed into a bike lane in Taiwan and how Slovenian destinations are enhancing their intangible heritage through city tours and gastronomy trips.

Tourism to support nature and biodiversity

Representatives from Menorca will show how they protected their territory by becoming a Biosphere Reserve, Bohinj will present their International Wildflower Festival and speakers from Guam will present their initiatives to prevent damage to coral reefs by raising awareness between stakeholders.

The Carbon and Climate Challenge

Several solutions will be presented to deal with the issues of carbon emissions and climate change, showcasing soft and electric mobility as weapons utilized to tackle this problem. In this theme, Alpine Pearls will present the successful E-tour, cutting across several countries, while Miren Kras will guide us through their strategy to embrace E-Mobility and promoting sustainable ways of transportation.

Water and Waste management and how to reduce the use of plastics

This theme, focusing particularly on fighting marine litter and plastic waste reduction, includes a special workshop by Antoine Delaunay Belleville (Future of Waste, France) on engaging stakeholders for a circular economy. We will hear how Zlarin Island plans to become Croatia's first plastic-free island, while speakers from the Azores, Kornati National Park, Östergötland and Lastovo will share their experiences on reducing marine litter in their destinations.

Global Green Destinations Days serve as a starting point for stimulation of practice, promoting unique features of destinations, preservation of biotic diversity, balance between the protection and accessibility of the natural and cultural heritage, harmonized development of the local communities.

Registrations are open until 2 October 2019 at <http://bit.ly/ggdd-ticket-shop>

More information: events@greendestinations.org | www.greendestinations.org/ggdd19

