

BUILD BACK BETTER

with Ecotourism Australia's ECO Destination Program

There is no doubt about it, these are incredibly difficult times for regional communities, many of whom have faced the multiplied impacts of COVID-19 and the 2019-20 bushfires, years of drought or other weather-related events. At Ecotourism Australia, our job is to support and grow a sustainable approach to tourism in Australia and beyond.

Tourism will come back, and when it does, people will have a desire to travel from their homes more than ever — but will your destination be ready? This 'time out' from tourism offers regions a chance to reassess and ensure that they continue down the road that is best for their community in the long-term.

We must: *"Ensure sustainability is at the heart of any tourism recovery programme thus taking this crisis as an opportunity for transformation."* UNWTO

The ECO Destination Certification program assists regions to take a considered approach to developing and rebuilding their tourism industry and offers the opportunity to emerge from this crisis as a flourishing ecotourism destination, with long-term practices that benefit the entire community and the environment that community relies on.

ECOTOURISM AUSTRALIA'S ECO DESTINATION PROGRAM:

- Is an internationally developed regional framework for destinations to build back better using sustainability principles.
- Allows destinations to re-position and market their region to the high yield ecotourism visitor.
- Creates a business environment in which ecotourism and sustainability thrive within the community.
- Is a tool to assist with long-term economic recovery in a sustainable way.
- Assesses existing sustainability principles and identifies gaps for consideration and improvement.
- Provides expert advice and insight into international best practice standards.
- Connects the region to a like-minded community of ECO and sustainable destinations internationally.
- Includes six focus areas: destination management, nature & scenery, environment & climate, culture & tradition, social wellbeing and business & hospitality.
- Is a credible and authentic third party audited certification.
- May be eligible under national or state government crisis recovery funding.

WANT MORE INFORMATION?

[Program Essentials Guide](#)

[ECO Destination webpage](#)

Contact the Ecotourism Australia team for further information on how it can assist your region specifically. Multiple packages available.

ECOTOURISM AUSTRALIA

Ecotourism Australia is a not for profit organisation focused on inspiring environmentally sustainable and culturally responsible tourism.

(+61) 7 3256 6777 | eco@ecotourism.org.au

www.ecotourism.org.au

