

# eco CERTIFIED Tourism

ECO Certification assures travellers that certified products are supported by a strong, well-managed commitment to sustainable practices and provides high quality nature-based tourism experiences.

The ECO Certification Program is a world first and it has been developed to address the need to identify genuine nature and ecotourism operators.

ECO Certification demonstrates a business's commitment to sustainability.



**CARE:** The business is looking after the natural environment and reducing their impact on sensitive areas



**DISCOVER:** They're taking guests to discover and explore the world's best sustainable tourism destinations, iconic locations and unforgettable natural landscapes



**LEARN:** Guides and staff offer captivating interpretation and education to guests about the environment they're experiencing and how to protect it



**SUPPORT:** The business is supporting and engaging their local community and local businesses



**REDUCE:** They're reducing their operational emissions and carbon footprint and teaching guests to reduce theirs



**PROTECT:** They're leaving no trace, and are protecting our unique wildlife and endangered species



**CONSERVE:** They're making real contributions to the conservation of our environment and wildlife



**RESPECT:** Helping to preserve Australian Indigenous cultures & guarantee their stories are shared with respect & sensitivity



**EXPERIENCE:** Providing an unforgettable quality guest experience and allowing guests to connect with the natural environment



The ECO Certification program's criteria, processes and compliance standards are Approved by the Global Sustainable Tourism Council, Ecotourism and Advanced Ecotourism certified operators are eligible to carry the GSTC-Approved logo.

## EXPLORE . CONNECT . PROTECT

[www.ecotourism.org.au](http://www.ecotourism.org.au)



## Why choose ECO Certified Products?

- ◆ Reduce your risk by providing the best possible nature experiences delivered by reliable and sustainable tourism businesses
- ◆ Guaranteed quality experiences for your clients
- ◆ Work with businesses committed to protecting ecologically sensitive destinations
- ◆ Choose from a diverse and exciting product and activity range to suit all budgets and markets
- ◆ Well established and long-lasting businesses (25% of certified operators have been certified for over 10 years)
- ◆ Internationally Approved by the Global Sustainable Tourism Council
- ◆ Certified operators made up 25% of the 2016 Australian Tourism Award Winners
- ◆ Supported and promoted by all Protected Area and National Park Agencies across Australia
- ◆ A high proportion of Tourism Australia's "Best Of" collections feature certified operators

### *Travel that doesn't cost the Earth*

**Find all certified experiences on our Green Travel Guide:**

*Our searchable database of quality ecotourism experiences.*



**227**

Accommodations



**1,290**

Tours



**110**

Attractions

[www.ecotourism.org.au/eco-experiences/green-travel-guide/](http://www.ecotourism.org.au/eco-experiences/green-travel-guide/)