

**ECO
TOURISM**
australia

**GLOBALLY RECOGNISED
SUSTAINABLE TOURISM
CERTIFICATION**

**DESIGNED SPECIFICALLY FOR HOTEL
AND ACCOMMODATION PROVIDERS**

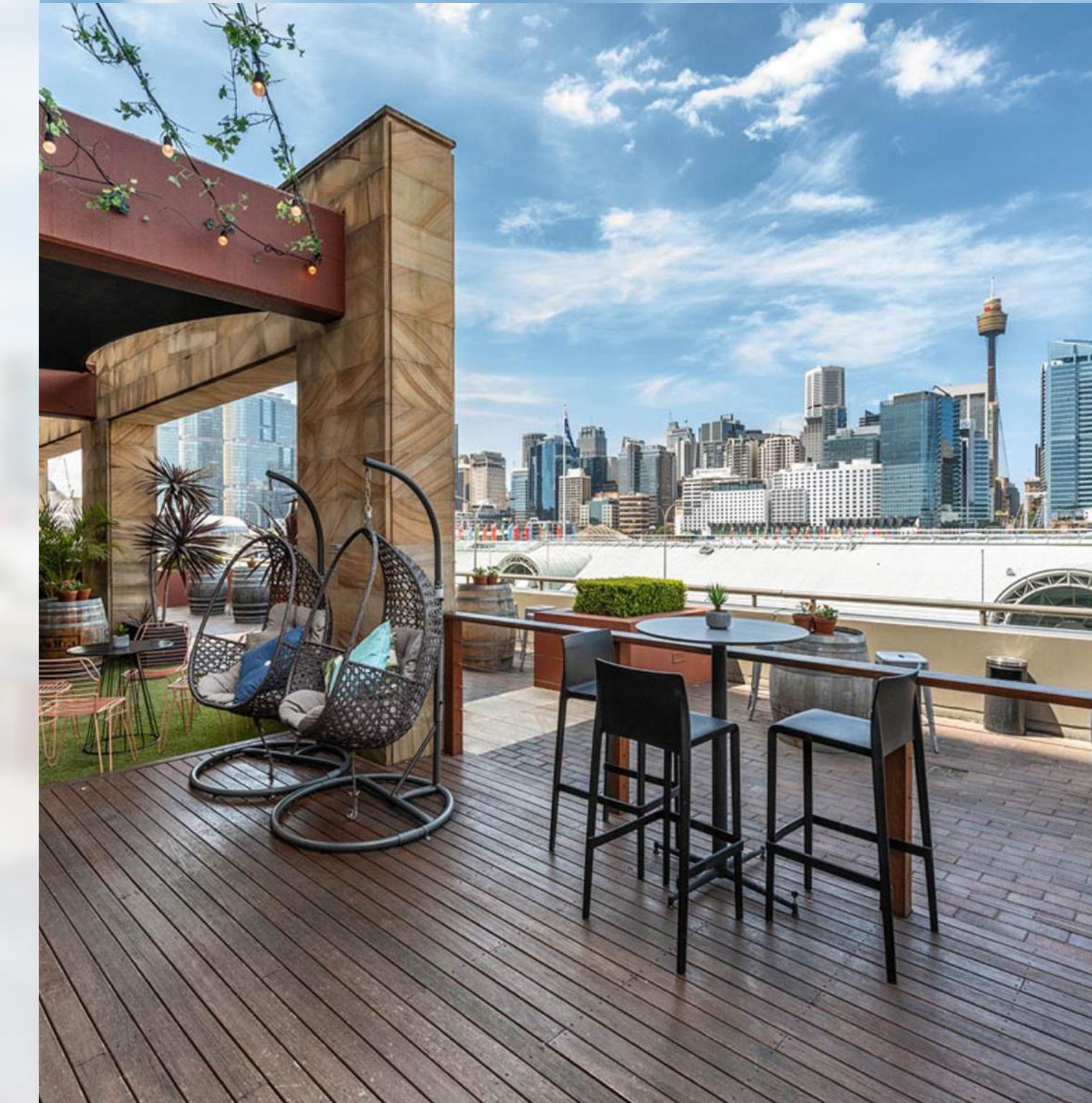


Image: ibis Sydney Darling Harbour



Why is certification important?

Our certification programs assure travellers that certified businesses and products maintain a strong, well managed commitment to sustainable practices, aligning with international best practice sustainability standards.

Who is Ecotourism Australia and what do we do?

We are the national peak body for eco and sustainable tourism dedicated to connecting, championing, inspiring and educating people on environmentally sustainable and culturally responsible tourism. We design and deliver certification programs for tourism products and destinations, representing over 2,000 certified attractions, accommodation providers, tours, food and beverage, conference venues and events. Our certification standard is globally recognised.



How does certification benefit my business?

Certification offers official recognition for your tourism business, affirming adherence to global standards and best practices. It promotes sustainability across all aspects of your operations and focuses on product development. Certification encourages high-standard practices that benefit you, your staff, and the destination long-term.



WHY CHOOSE ECOTOURISM AUSTRALIA

1

**Australia's peak body for
sustainable tourism**

2

**Globally recognised
best practice standards**

3

**Independently audited
and verified**

GLOBAL AND NATIONAL PARTNERSHIPS



UN Tourism



PROUDLY SUPPORTED BY
**Australian Wildlife and
Nature Recovery Fund**



Deloitte.
Access Economics



BIG RED GROUP
The Experience Network.



CERTIFIED BUSINESSES

500+ certified operators

2000+ certified experiences



Explore all of our certified operators

www.greentravelguide.org



THE 4 PILLARS OF SUSTAINABILITY

- 1 Sustainable Management**
- 2 Environmental Impacts**
- 3 Socio-economic Impacts**
- 4 Cultural Impacts**

OUR PROGRAMS



Our Pathway Program



The Strive 4 Sustainability Scorecard is a pathway program for any tourism business to start them on their sustainability journey.

Internationally recognised Certification Program



Sustainable Tourism Certification is for all non-nature-based tourism businesses with a focus on sustainable practices.



OUR PRE-CERTIFICATION PROGRAM

Strive 4 Sustainability Scorecard

The Strive 4 Sustainability Scorecard is a pathway program for any tourism business at the beginning of their sustainability journey.

Scan the QR code to find out how you can get started on your sustainability journey.

Our Pathway Program

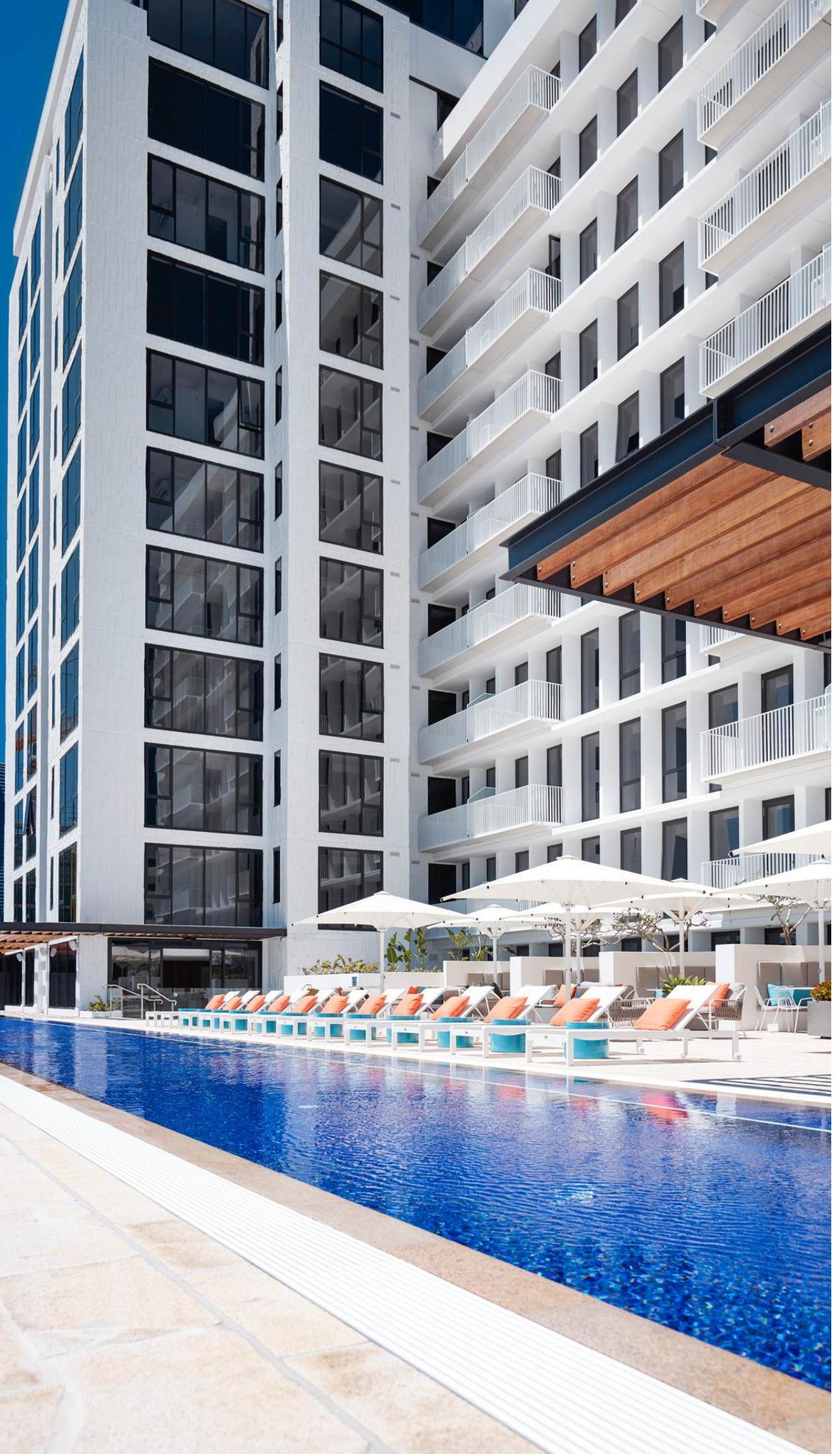


www.ecotourism.org.au

strive 
4 SUSTAINABILITY
POWERED BY ECOTOURISM AUSTRALIA

Founding Partner





GET TO KNOW OUR Sustainable Tourism Certification program

Ecotourism Australia's Sustainable Tourism Certification is designed for all businesses that operate in the tourism supply chain in a non-nature-based space, including hotels, attractions, tours, transport, restaurants, breweries, and more who focus on sustainable practices.

Scan the QR code to learn how you
can become a sustainability leader.



www.ecotourism.org.au





Image: Mercure Melbourne Doncaster Exterior



Accommodation Australia, in partnership with Ecotourism Australia, continue to support a pathway to sustainable tourism for all members through the Strive 4 Sustainability Scorecard.

As an added incentive, Accommodation Australia members who progress to ECO Certification or Sustainable Tourism Certification within a year of completing the Scorecard will receive \$100 off their application fee for the first year.

Start your sustainability journey today and join the growing movement of businesses committed to sustainable tourism.

For more information visit www.ecotourism.org.au/sustainability