



Celebrating 12 Months of Partnership: Ecotourism Australia and Accommodation Australia's Sustainability Journey

In recent years, the demand for sustainable accommodation has surged significantly. According to [Booking.com's 2024 Sustainable Travel Report](#), almost 50% of travellers feel better about staying in accommodations with sustainable credentials. This underscores the importance of meeting guests' sustainability expectations authentically.

September marks the one-year anniversary of the partnership between Ecotourism Australia and Accommodation Australia. Over the past 12 months, this collaboration has achieved commendable milestones, setting a strong foundation for sustainable tourism across the accommodation sector in Australia.

This partnership has successfully brought sustainability to the forefront of the tourism industry. Almost 140 accommodation providers have achieved global best practice sustainability standards through Ecotourism Australia's [ECO Certification](#) or [Sustainable Tourism Certification](#) programs. It has proven valuable for members, helping them improve their sustainability application and credentials.

The Sustainable Tourism pathway program supports the tourism industry in meeting international best practice sustainability standards across four pillars: sustainable management, environmental, socio-economic, and cultural impacts. It starts with the Strive 4 Sustainability Scorecard, a pre-certification benchmarking assessment, before progressing to ECO Certification (for nature-based tourism businesses) and Sustainable Tourism Certification (for non-nature-based tourism businesses).

The Strive 4 Sustainability Scorecard is a practical tool designed to demystify responsible tourism. It measures a business's sustainability practices and provides recommendation for future improvement. Businesses scoring 50% or higher receive a certificate that can be displayed publicly, showcasing their commitment to sustainability.

Currently, 20 accommodation providers are in the Strive 4 Sustainability Scorecard program, paving the way for a greener future.

The certification standards, recognised globally, assures visitors they are choosing tourism experiences committed to strong business sustainability and positive environmental, social, and cultural impacts. Ecotourism Australia is proud to be one of only two global sustainable tourism certification standard providers in Australia. Looking to the future, the partnership remains committed to supporting more accommodation providers on their sustainability journey. Accommodation Australia members are encouraged to begin their journey with the Strive 4 Sustainability Scorecard. It offers a comprehensive assessment of current practices and provides actionable steps to enhance sustainability. With more travellers seeking responsible travel options, providing genuine sustainable experiences is increasingly important.

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 the sustainability journey today and join the growing movement of businesses committed to sustainable tourism. For more information, visit [Strive 4 Sustainability](#).