Panel “Destinations adaptation to and mitigation of climate change”

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German National Tourist Board
Quality tourism strategy:
Tourism that creates and maintains spaces worth living in harmony with nature and culture, contributes to the quality of life of all people - visitors and locals alike - and positively shapes the image of Germany abroad.
Challenges

- Political and strategic guidelines
- Knowledge and motivation
- Digitalisation
- Networking (within tourism and beyond)
- Quality proof (certification)
- Visibility of sustainable products and services
Green Travel Map Germany

Certified accommodation at a glance

- Easy access to sustainable accommodation in whole Germany
- From EcoCamping up to star rated hotels
- Planning service for travelers, tour operators, travel agents, booking services and journalists

www.germany.travel/sustainability
Campaign „Feel good“ 2020
Make sustainable tourism offers visible!

Highlights of sustainable tourism in Germany

4 sectors:
- Tourism regions
- Cities / Villages
- Mobility
- Accommodation

Microsites and Social Media campaign

Focus on benefits for the client