

2023 TOP 100 UNVEILING PRESS RELEASE - to be published on the 9 October 2023 at 21:00 CEST.

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Green Destinations Top 100 Stories: 2023 list unveiled

The Green Destinations Top 100 Stories list was unveiled during Green Destinations' annual flagship event: Green Destinations 2023 Conference, Estonia.

Green Destinations is proud to unveil another edition of the Green Destinations Top 100 Stories, sharing and promoting stories that recount innovative and effective initiatives and projects from destinations working towards more sustainable development globally.

Green Destinations Top 100 Stories is an annual competition organised by Green Destinations. The competition is held under the auspices of the Top 100 Partnership, supported by the Future of Tourism Coalition, with special contributions by: Green Destinations, ITB Berlin, QualityCoast, Good Travel Guide, Travelife, Ecotourism Australia, and DEL Turismo, in addition to fee-waiver sponsorship by Acorn Tourism Consulting and Simpleview.

[<Image>](#)

This 9th edition has generated an inspiring collection of Good Practice Stories from resilient destinations worldwide. These good practices will be shared with destination managers, tour operators and visitors to facilitate knowledge sharing in the tourism industry. By telling their stories, destination management organisations can be

acknowledged and recognised for the solutions they have implemented in response to sustainable tourism challenges and problems. With the tourism sector facing very challenging times in the past years, these destinations' resiliency and hard work to become more responsible should be celebrated. All selected destinations have also been evaluated on the core criteria of the Green Destinations Standard identified as the basics of sustainability performance.

This year saw a total of 165 registrations, with 128 stories submitted. Submissions were evaluated by the Top 100 evaluator team, country experts and Green Destinations partners, coordinated by Green Destinations. Criteria such as the quality, transferability, level of innovation in the stories and presence of all sustainability pillars were considered in the selection. Please find the list of the selected 2023 Top 100 Destinations as follows:

<[Image](#)>

The call for applications for the 2024 Top 100 Stories Competition is expected to open on 1 November 2023.

The Top 100 Committee, chaired by Albert Salman, President of Green Destinations, has stressed that selecting the Top 100 list does not mean the destination is sustainable. Rather, the selection acknowledges that the destination has been pre-selected based on a minimum level of compliance with the core criteria of the Green Destinations Standard and selected to the list based on the assessment of their Good Practice Story.

More information:

Green Destinations 2023 Conference Estonia: www.greendestinations.org/gd2023

Green Destinations Top 100 Stories: www.greendestinations.org/top100