

Sustainable Destination Management: Essential Checklists



Unlock the Benefits of Sustainable Tourism

Sustainable tourism attracts eco-conscious travelers and boosts the destination's reputation. Embracing sustainability is an investment into a vibrant, resilient future for your destination.

Your Guide to Enhancing Sustainability

This guide is a fundamental resource for destinations aiming to enhance their sustainability initiatives. It offers practical steps and insights, whether you're building on existing strategies or starting fresh. At Bridge Sustainability, we specialize in sustainable tourism, including energy management, water conservation, waste reduction, and promoting respectful behaviors among tourists.

Use these checklists as a starting point and reach out to us for further support.



76% of tourists want to travel sustainably.

2023 Sustainable Travel Report, Booking.com

Energy Management Checklist



- An energy policy is in place, which clearly outlines the goals and reasons for energy conservation.
- Major facilities and energy-consuming equipment, including visitor centers, parks, recreational facilities, and maintenance vehicles, are regularly tested and maintained for efficiency. This includes HVAC, and energy efficient lighting.
- Renewable energy sources are promoted and utilized where feasible.
- An incentive program exists to permit renewable energy adaptation.
- A communication plan is in place to inform visitors and staff about energy conservation practices, current efforts and future goals.
- Partnerships with local energy conservation programs and initiatives are established to support community-wide energy-saving efforts.

Water Management Checklist



- There is a public policy outlining conservation goals, targets and details about water sources.
- All public water systems are tested for efficiency and regularly maintained.
- Public restrooms and facilities are equipped with water-efficient fixtures, sensor taps, energy efficient dryers, and plumbing is regularly monitored for leaks.
- Outdoor areas, including landscaping and recreational facilities, are managed with water-efficient practices, such as using native and/or drought-resistant plants and drip/smart irrigation systems.
- Water conservation measures such as rain harvesting, and greywater for irrigation are promoted and implemented.
- Visitors are educated on water conservation practices and encouraged to participate.

Waste Management Checklist



- A zero waste and plastic-free policy is set as a milestone, with clear objectives and timelines for implementation. . This can include a circular economy commitment through Reduce, Reuse, Recycle approach.
- All stakeholders are actively engaged in waste management processes through goals, incentives, training programs, and opportunities for idea sharing.
- Eco-friendly and, where possible, chemical-free substances are used throughout the destination, including in kitchens, green spaces, and maintenance areas.
- Effective recycling, garbage separation, and composting programs are implemented across all public areas and facilities.
- Waste audits are routinely conducted to track source, type, and quantity of waste generated.
- A separate inventory of hazardous substances is maintained, with clear guidelines for their safe handling, storage, and disposal.

Visitor Participation Strategies



Visitor Engagement and Education

Highlight the importance of sustainability and its impact on the destination. Create a visitor Code of Conduct to guide about cultural and wild areas.



Incentive Programs

Program implementing a visitor tax/Fund to support conservation/cultural initiatives.



Engaging Experiences and Activities

Create eco-friendly experiences that promote sustainable behavior and education.



Collaborate with Local Businesses

Partner with local businesses to promote eco-friendly practices and provide a directory of sustainable options for visitors. Visitor promotions/discounts for choosing sustainable providers.



Why Work With Us

"Bridge's expertise in sustainability planning, strategy, and green communications significantly enhanced the sustainability efforts of our member organizations. Alexis and Anna played a pivotal role in empowering our clients for future growth through their dedication and expertise. Bridge has been a key partner in advancing our mission for a more sustainable tourism industry."

- **Mike Overend, Thompson Okanagan Tourism Association**

Through the Tourism Sustainability Network (TSN), we have helped over 30 businesses enhance their sustainability scores and adopt better practices.

We leverage sustainable practices for long-term success and resilience. Our expertise in sustainability, communications, and law provides a one-stop shop consulting experience, offering tailored solutions for unique business challenges.

Our Key Services:

- Global Sustainable Tourism Council (GSTC) Sustainability Assessment
- Sustainability Strategy Development & Goal Setting
- Green Communications and Content Development
- Sustainability Coaching and Training

Contact us today to start your journey towards enhanced sustainability!

"Working with Bridge Sustainability has been a game-changer for us. Their strategic insights and practical solutions have helped us achieve our sustainability goals and stand out in the industry."

- **Miranda Halladay, Elephant Island Winery, Narmata, BC**