EXZELLENZINITIATIVE
NACHHALTIGE REISEZIELE

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German Tourism Association and Exzellenzinitiative Nachhaltige Reiseziele: Strong Partnership for Sustainable Tourism

To shape the future of tourism in Germany in a sustainable and climate-friendly way, the Exzellenziniative Nachhaltige Reiseziele and the German Tourism Association (GTA) intend to work even more closely together in the future.
In September of last year, the two partners jointly organized the digital "Sustainability Network Forum in German Tourism: Where Is the Journey Heading?", which attracted strong interest from across the industry. A strategic partnership has now been agreed upon to further advance sustainability efforts within the tourism sector through events, exchange formats, joint projects, and tourism policy work.

"The destinations within the network of the Exzellenzinitiative Nachhaltige Reiseziele clearly demonstrate how sustainability in tourism is already being actively advanced in many places and that adopting a sustainable approach is worthwhile. Through our cooperation with the Exzellenzinitiative Nachhaltige Reiseziele, we want to bring these impulses into the broader German tourism industry and promote exchange through events and other formats. Our goal is to support the sustainable development of German tourism destinations and strengthen it through tourism policy work," says Norbert Kunz, Managing Director of the German Tourism Association.

The Exzellenzinitiative Nachhaltige Reiseziele is a partnership platform of sustainability-oriented destinations within German tourism. The initiative aims to pool expertise and ideas, foster exchange on sustainability topics at eye level, and collaboratively develop progressive practical solutions. Partners of the Excellence Initiative network to jointly address challenges, exchange best practices and lessons learned, and advance collaborative projects intended to accelerate and expand the implementation of sustainability throughout German tourism. The initiative currently includes 17 partners across 12 German federal states.

"Since the early beginnings of our network activities with the first kick-off event in 2018, the DTV has accompanied us, and we are delighted to now formalize this partnership," says Cilia Mayer, Coordinator of the Exzellenzinitiative Nachhaltige Reiseziele. In addition to events and exchange formats, the partnership will focus particularly on support from the DTV in tourism policy work, multiplier and dissemination activities, networking between DTV working groups and the Excellence Initiative, and joint professional collaboration on projects.

The establishment of the initiative was supported until September 2021 through the German Federal Ministry for Economic Affairs and Energy's (BMWi) funding program for Performance Enhancement and Innovation in Tourism (LIFT). Since October 2021, the initiative has continued independently under the umbrella of TourCert gGmbH, where the initiative's office is institutionally based.

"We are very pleased to join forces with the DTV to support the sustainable development of tourism in Germany. As an important umbrella tourism association, the DTV has tremendous reach and visibility.

We see this partnership as a signal to the German tourism sector that the time for transformation has come," emphasizes Marco Giraldo, Managing Director of TourCert gGmbH.

Image and text materials related to this press release are available online.

About the Exzellenzinitiative Nachhaltige Reiseziele
The Excellence Initiative is a network of sustainability-oriented destinations within German tourism, organized as a working group of the respective tourism destination organizations.
The partners of the cooperation network see themselves as stakeholders within a partnership platform that actively and demonstrably supports the long-term implementation of sustainability in German tourism.
The initiative serves as a "think tank" and lean solution platform tailored to the needs of its partners. Success stories and best practices are shared to establish sustainability as a quality and differentiation factor as well as a driver of innovation, thereby contributing to economic strengthening within travel regions and creating competitive advantages.
The exchange of experiences is intended to reduce uncertainty and encourage the continuous implementation of sustainability across German destinations. The initiative also launches concrete collaborative projects, including publicly funded initiatives.

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About the German Tourism Association (DTV)
The German Tourism Association (DTV) has represented the interests of tourism organizations at the federal, regional, and local levels in Germany since 1902.
Its primary goals are to strengthen tourism as an economic sector and to develop tourism infrastructure and forward-looking, sustainable quality tourism in Germany that meets future needs.

Around 120 members are actively engaged in the association. These include state, regional, and municipal tourism organizations, municipal umbrella associations, as well as companies and associations from sectors such as mobility, trade fairs, leisure, camping, and caravanning.
For its members, the DTV acts as a representative toward policymakers, public authorities, and institutions, initiates projects, promotes exchange and networking within the industry, and further develops tourism quality systems.

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