EXZELLENZINITIATIVE
NACHHALTIGE REISEZIELE

Press Release Stuttgart, February 21, 2022

Exzellenzinitiative Nachhaltige Reiseziele: Continuing Independently with a New Focus Topic for 2022

Together with its currently 17 cooperation partners, the Exzellenzinitiative Nachhaltige Reiseziele continues to pursue its vision of becoming the central point of contact for all destination stakeholders working on sustainability within German tourism.The desire to exchange knowledge on sustainability topics and jointly identify solutions remains strong. As the impacts of the climate crisis become increasingly visible, the network's activities in 2022 will focus on the theme "Tourism in Times of Climate Change." The annual goals and activities were developed during a kick-off event held in February.

Tourism in the Context of Climate Change

Inspired by the digital network forum "Sustainability in German Tourism: Where Is the Journey Heading?", which the Excellence Initiative organized together with the German Tourism Association (DTV) in September of the previous year, the network's activities in 2022 will operate under the guiding theme "Tourism in Times of Climate Change."

As the impacts of the climate crisis become increasingly evident, it is essential to define concrete requirements for climate-friendly and climate-adapted tourism and implement them at the regional level. On February 4, 2022, the partners of the Excellence Initiative joined the initiative's office for a digital annual kick-off meeting to define goals and activities for the year ahead. Planned activities include digital exchange sessions on climate mitigation and climate adaptation requirements, as well as methods for climate accounting at destination and business level, a network event hosted by one of the partner destinations, increased exchange of best practices within the initiative and across the tourism industry, and collaborative work on key focus topics within dedicated working groups.

Tourism stakeholders are warmly invited to engage in active dialogue with the initiative's office to exchange best practices, explore cooperation opportunities, and plan future exchange formats. For further questions or comments, please contact Cilia Mayer at: Cilia.Mayer@tourcert.org

Independent Continuation Following the LIFT Funding Phase

The Exzellenzinitiative Nachhaltige Reiseziele was founded in June 2020 during the COVID-19 crisis as a stakeholder-driven network and "think tank" for sustainability-oriented tourism destinations in Germany. From the beginning, the development of the network was supported through the German Federal Ministry for Economic Affairs and Energy's (BMWi) funding program for Performance Enhancement and Innovation in Tourism (LIFT). Since the end of the funding period in October 2021, the initiative has continued independently and, together with its partners, reaffirmed its commitment to maintaining the network's activities in the long term.

Institutionally, the initiative's office continues to be hosted by TourCert gGmbH. As part of the restructuring process, coordination responsibilities were transferred from Martin Balas (Senior Consultant & Partner) to Cilia Mayer (Head of Customer Success).

The activities of the Excellence Initiative can be followed via the Sustainable Destinations Knowledge Portal: https://www.wissensportal-nachhaltige-reiseziele.de/akteure

Further information about the destination partners currently participating in the network can be found here:www.wissensportal-nachhaltige-reiseziele.de/akteure

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

About the Exzellenzinitiative Nachhaltige Reiseziele

The Exzellenzinitiative Nachhaltige Reiseziele is a partnership platform for 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 excellent 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 within German tourism.

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About TourCert

The independent certification organization TourCert gGmbH was founded in 2009 with the mission of promoting ecological, social, and economic corporate responsibility in tourism.
TourCert advises and supports tourism businesses and destinations in implementing sustainable and successful business practices and provides qualification programs through seminars and online training offered by the TourCert Academy.
In addition, the company certifies and awards the TourCert Seal for sustainability and corporate responsibility in tourism. As an entry-level recognition, TourCert also awards the distinction "TourCert Check."