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MEDIA RELEASE:

Douglas Shire and Mount Hotham Make Prestigious 2019 Top 100 Sustainable Destinations List

Two destinations currently progressing through Ecotourism Australia's ECO Destination Certification program have been awarded a place in the prestigious 2019 Sustainable Destinations Top 100 list, announced yesterday in Croatia.

The list, now in its 5th iteration, features destinations from 28 other countries, including the USA, UK, Canada, Germany and Slovenia.

Douglas Shire (Queensland), which also featured in last year's Top 100 list together with Australia's Red Centre, is joined this year by Mt Hotham (Victoria), which began its ECO Destination Certification journey only a few short months ago.

Being recognised among other world leading destinations for their sustainability efforts – all nominating destinations had to provide extensive evidence and be judged by an international team of experts – is something which both Douglas Shire and Mt Hotham see as extremely valuable:

“Being named in the Sustainable Destinations Top 100 has been very positive experience for the Douglas Shire and has enhanced the destination's sustainability credentials,” said Douglas Shire Deputy Mayor Abigail Noli.

Mt Hotham's Alpine Resort Management Board, which manages a very sensitive ecosystem, noted that sustainability and environmental issues are important considerations for their guests in choosing which destinations they visit.

“This success demonstrates that we are taking concrete steps to improve the management of our destination, and that we are a leader amongst our peers and competitors in this space,” Mt Hotham Alpine Resort Management Board CEO, Jon Hutchins said.

With the demand for sustainable travel experiences growing worldwide, Ecotourism Australia CEO Rod Hillman said that it's important for destinations claiming to be 'green' to be able to back up their claims:

“Our most recent membership survey showed that 73% of our certified tourism operators feel that there is a growing consumer demand for certified, sustainable travel experiences. For a visitor to enjoy a truly sustainable holiday, the entire destination needs to be involved, and leadership is needed at the highest level.

That's why we're working closely with Douglas Shire Council and MHARMB – among other destinations – to develop Australia's leading ECO Certified destinations, paving the way for Australia to be recognised as a global leader in fostering responsible, sustainable tourism industry development that is backed up by strong action and a whole-of-destination approach.”

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For questions and comments, please contact:
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Additional info

For more information about the Sustainable Destinations Top 100, visit www.SustainableTop100.org.

For more information about Ecotourism Australia's ECO Destination Certification, visit <https://www.ecotourism.org.au/our-certification-programs/eco-destination-certification/>