



THE WORLD'S
LEADING TRAVEL
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PRESS RELEASE

The World's Top 10 Sustainable Destinations unveiled at ITB

The World's Top 10 Sustainable Destinations have been unveiled in the Awards Hall of ITB Berlin, at the end of its Opening day, March 7. From 100 top-sustainable destinations, 32 finalists had first been selected by a Jury representing 12 international organisations.

The Jury has announced the Winners as follows:

Best of Cities, Communities & Culture:	QualityCoast Western Portugal
Best of Nature:	Chobe-Makgadikgadi-Okavango and Selinda, Botswana
Best of Seaside:	Dutch QualityCoast Delta, the Netherlands
The Earth Award:	Kingdom of Bhutan
Best of Europe:	Slovenia's Green Destinations
Best of Africa:	Volcanoes National Park, Rwanda
Best of Asia-Pacific:	High Pamirs Mountain Region, Tajikistan
Best of the Americas:	Vail, Colorado, USA
Best of the Atlantic:	Azores, Portugal
Best of the Mediterranean:	Gozo, Malta.

Best practice experience to avoid overtourism

In the entire competition, that has taken a full year, it has become evident that the world's Top Destinations provide the Best-of-the Best experience to lead the way towards quality, attractiveness and sustainability in tourism. The Award Winners provide best practice experience for destination managers to involve their local communities in tourism, and to avoid overtourism problems as we have seen in Barcelona, Venice, and many other fragile iconic places.

Key role of destinations finally recognised

Local governments and protected areas have everything on the line to ensure tourism sustainability, but they were hardly visible in the larger tourism award schemes so far. This has now changed thanks to ITB Berlin, the world's leading Travel Trade Show.

For the complete list of Winners see: <http://greendestinations.org/best-of-top100-awards/>.

The Awards event has been organized by ITB Berlin, Green Destinations, TravelMole's Vision on Sustainable Tourism, with the support of BookDifferent.com, and all other [Top 100 Organising partners](#).

Press contact

Valere Tjolle, TravelMole Vision on Sustainable Tourism
T.: +44-7710173005
E.: valeretjolle@gmail.com

Organisational information

The Sustainable Destinations Top 100 Team at Green Destinations

E: events@greendestinations.org

W: <http://greendestinations.org/best-of-top100-awards/>
<http://greendestinations.org/2018-top100>