

Sustainable tourism: Berlin joins Global Sustainable Tourism Council

- **Germany's capital city has become a member of the Global Sustainable Tourism Council**
- **visitBerlin actively supports sustainable tourism and drives forward its development in Berlin's tourism sector**
- **See [visitBerlin.de](https://www.visitberlin.de) for information about sustainable services for Berlin visitors**

Berlin, 25 August 2021 Berlin has joined the Global Sustainable Tourism Council (GSTC) which establishes and manages global standards for travel and tourism. In this way, Berlin is highlighting its international perspective on sustainability as it gears up to take a pioneering role in the sector. Today, many travellers are consciously choosing sustainable tourist destinations. One of Europe's greenest cities, Berlin already has an impressive selection of sustainable services. In joining the Global Sustainable Tourism Council, *visitBerlin* – Berlin's official tourism organisation – is taking this development to the next level.

Burkhard Kieker, CEO *visitBerlin*, commented: "Our membership of the Global Sustainable Tourism Council fits perfectly with our commitment to sustainability for our city and our partners – and gives it an international profile. For some years, *visitBerlin* has already integrated ecological and social sustainability into its remit – and we need to address these topics to ensure Berlin can remain liveable in future and retain its appeal for our guests."

"As an important city in global tourism and in the life of Germany and all of Europe, Berlin's commitment to sustainable tourism development would not only influence Berlin's tourism industry but inspire other European cities to do the same. GSTC heartily welcomes *visitBerlin* into our network of policy-makers and businesses striving to work systematically and holistically on more sustainable forms of tourism," says **Randy Durband**, CEO of GSTC.

Sustainable initiatives in Berlin tourism

In numerous projects over the years, *visitBerlin* has played a part in developing and supporting city-friendly tourism. In 2019, the Berlin Convention Office of *visitBerlin* also launched [Sustainable Meetings Berlin](#) dedicated to sustainable event planning in Berlin's congress and meetings sector. This initiative also provides a free sustainability audit and certification for partners.

To heighten awareness and knowledge among the major tourist sector players of this key future issue, *visitBerlin's* e-learning platform TourismusHub offers various workshops dealing with aspects of sustainability, resilience, and transformation.

Travellers looking for green options can find a range of useful information on [visitBerlin.de](https://www.visitberlin.de), for example, [hotels](#) meeting demanding sustainability standards, [tips for excursions](#), [eating out](#) and [shopping](#), sustainable [locations](#) and [bike tours](#).

visitBerlin with a new sustainability strategy

As a company, *visitBerlin* also takes up its corporate responsibility. The aim of *visitBerlin's*

visitBerlin / Berlin Tourismus & Kongress GmbH
Media Relations
Am Karlsbad 11
D-10785 Berlin

presse.visitberlin.de
facebook.com/visitberlin
Twitter: @visitBerlinNews

Press Contact
Christian Tänzler, Spokesman
Tel.: +49 (0)30 26 47 48 – 912
christian.taenzler@visitberlin.de

presse@visitberlin.de

Press Release



[sustainability strategy](#) is to ensure sustainability is further anchored in the company and systemically developed. To support this policy, *visitBerlin* has also appointed a Sustainability Officer. The strategy focuses on such aspects as city-friendly, quality-oriented tourism marketing and management as well as sustainable product development.

More details on [visitBerlin.de](https://www.visitberlin.de).

visitBerlin

“Inspiring the world for Berlin.” With this mission, Berlin Tourismus & Kongress GmbH promotes Berlin’s destination management as well as the city’s tourism and congress marketing. Under the *visitBerlin* brand, the company is a partner, actor, source of creative ideas, and networker. Its remit is focused on sustainable product development and marketing city-compatible tourism services in all twelve Berlin boroughs with the aim of maintaining the life quality of local residents and harmoniously increasing experience value for visitors. As a tour operator, *visitBerlin* also issues the *Berlin WelcomeCard*, the city’s official tourist ticket, and operates the Berlin Tourist Info Centres. On [visitBerlin.de](https://www.visitberlin.de), Berlin’s official tourism website, Berlin visitors can find all the information they need on every aspect of their trip to the city. Find out more about *visitBerlin* on [about.visitBerlin.de](https://www.visitberlin.de/about)

visitBerlin / Berlin Tourismus & Kongress GmbH

Media Relations
Am Karlsbad 11
D-10785 Berlin

presse.visitBerlin.de
facebook.com/visitBerlin
Twitter: @visitBerlinNews

Press Contact

Christian Tänzler, Spokesman
Tel.: +49 (0)30 26 47 48 – 912
christian.taenzler@visitBerlin.de

presse@visitBerlin.de