

## **Sustainable tourism: Berlin's sustainability criteria recognised internationally**

- **The Global Sustainable Tourism Council has recognised the criteria of Berlin's sustainability certification programmes used for tourism and events industry**
- **Pioneer: Sustainability criteria of a German region awarded for the first time - A confirmation of Berlin's commitment to the path of sustainable development**

**Berlin, 17 February 2023** The German capital is the first German region to have an internationally recognised set of sustainability criteria for the Visitor Economy: The Global Sustainable Tourism Council (GSTC) has recognised Berlin's sustainability criteria as being equivalent to the GSTC Industry Criteria for hotels and tour operators. This validates Berlin's sustainability initiatives, which visitBerlin launched back in the year 2018 with Sustainable Meetings Berlin and expanded to include Sustainable Tourism Berlin at the end of the year 2022.

"Berlin is ready for the future," says **Burkhard Kieker**, CEO of *visitBerlin*. "The criteria of our Berlin sustainability initiatives for the tourism and events industry are now also compliant with international standards. We are thus in a strong position to provide Berlin companies a good head start towards long-term and sustainable development."

"Congratulations to visitBerlin for the continued development of their sustainability programmes, providing a systematic and holistic approach for tourism businesses in the region," says **Randy Durband**, GSTC CEO.

The 65 criteria according to which Berlin companies can be certified with the *visitBerlin* sustainability programmes like [Sustainable Tourism Berlin](#) and [Sustainable Meetings Berlin](#) cover the fields such as governance, risk and compliance, environment, society and economy. These include, for example, proof of a sustainability strategy, the recording and reduction of CO<sub>2</sub> emissions, the promotion of human resources development and training or a sustainable orientation of the supply and value chain. All 65 criteria comply with the exacting GSTC Industry Criteria. In doing so, they reconfirm the high quality standards and the holistic sustainability approach of the "Sustainable Berlin" initiative and bear witness to the international pertinence of the audited criteria for certified partners.

### **Extensive set of criteria checked for highest environmental and social standards**

Berlin's set of criteria is modelled on international standards such as ISO standards, the German Sustainability Code and the Global Sustainable Tourism Council (GSTC) Criteria. These criteria has been evaluated against the GSTC Criteria for hotels and tour operators. Berlin is the first region in Germany with a set of criteria that are deemed equivalent to the GSTC Industry Criteria, thus achieving the "GSTC Recognised Standard" status.

Tourism businesses in particular have a growing sense of responsibility to implement comprehensible and recognised sustainability standards in order to steadily minimise their own

---

**visitBerlin / Berlin Tourismus & Kongress GmbH**

Press Centre  
Am Karlsbad 11  
D-10785 Berlin

presse.visitBerlin.de  
Twitter: @visitBerlinNews

**Press contact**

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

footprint. *visitBerlin* supports this effort and raises awareness among Berlin's tourism stakeholders and guests for [more sustainable travel](#).

The Global Sustainable Tourism Council (GSTC) establishes and manages global sustainable standards, known as the GSTC Criteria, focusing on sustainable management and contribution to social, cultural and environmental life. Since August 2021, *visitBerlin* is a [member](#) of the Global Sustainable Tourism Council and is thus committed to the common understanding of sustainable tourism.

For more information, please take a look at [about.visitberlin.de/en/sustainable-berlin](https://about.visitberlin.de/en/sustainable-berlin) and [about.visitberlin.de/en/Sustainability](https://about.visitberlin.de/en/Sustainability).

***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://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://about.visitberlin.de)