

GSTC2022 Global Conference in Seville, Andalusia, Spain

December 12th-15th 2022



AÇORES
towards sustainability

Azores Leading Sustainable Tourism

Regional Secretariat of Tourism, Mobility and Infrastructures

Carolina Mendonça | Azores DMO Coordinator



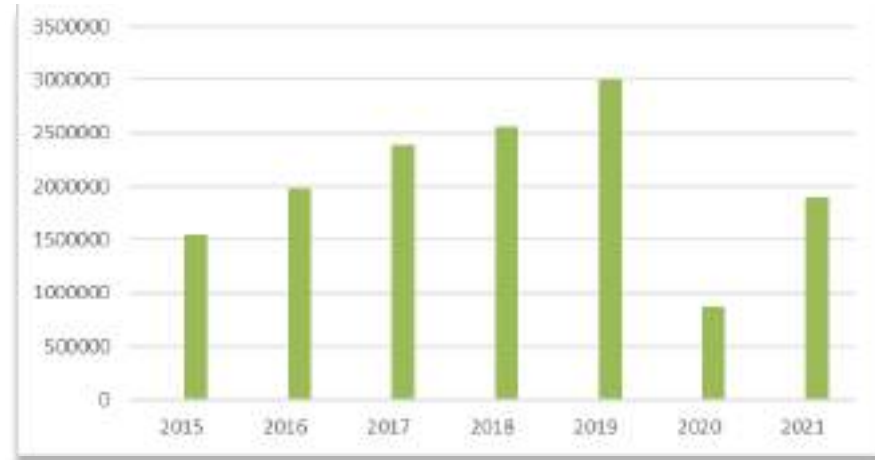
Azores
archipelago

The Azores Archipelago





Tourism development cycle in the Azores



3 M overnight stays in 2019



Certification process



International organization that promotes the universal principles of sustainable tourism
Defines international standards for accredited entities



EarthCheck is the world's leading scientific benchmarking, certification and advisory group for travel and tourism.



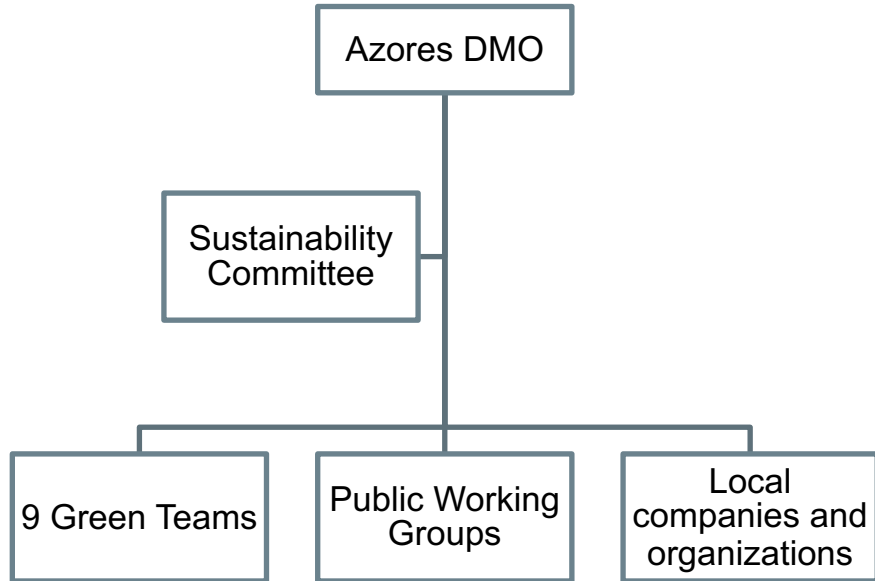
Sustainability is only effective if it is a collaborative process

The Azores DMO works as a 'catalyst' structure for sustainable development

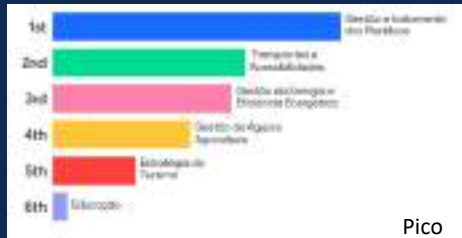
“We can’t manage what we don’t measure.”

— Peter Drucker

Ensure the active participation of the entire community



Prioritization of issues and asymmetries by Island



Pico



Corvo



Santa Maria



Flores



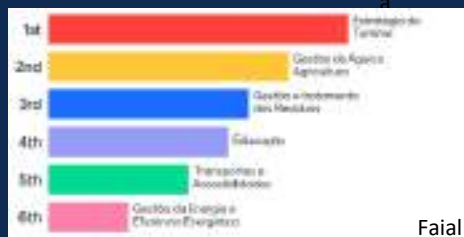
Graciosa



São Miguel



Terceira

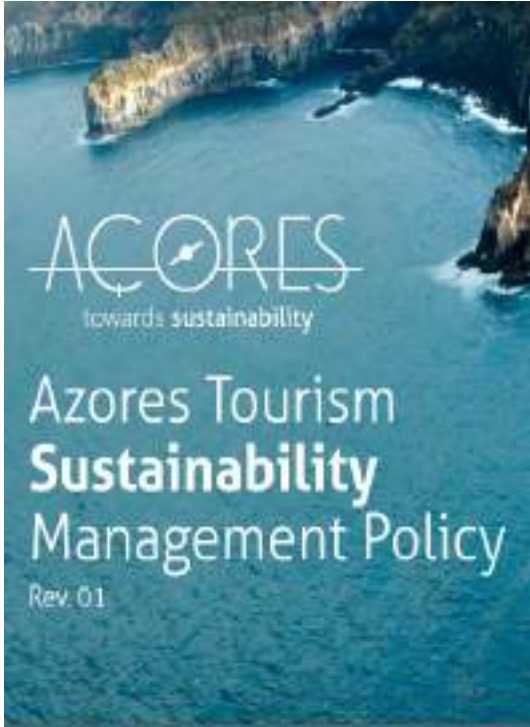


Faial



São Jorge

A transformative process for the Azores



SUSTAINABILITY CHARTER OF THE AZORES

9 Islands

+ 200

SUBSCRIBING ENTITIES

+ 800

COMMITMENTS



IMPACTFUL

A voluntary membership forum, where every entity subscribes with 3 verifiable and objective commitments per year aligned with the SDGs



Sustainable destination management

- Strategic positioning
- Increases notoriety
- Destination competitiveness



Gracias!

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