

Benchmarking Methodology

2021

About the GDS-Index:

The Global Destination Sustainability Index (GDS-Index) is a destination level programme that measures, benchmarks and improves the sustainability strategy and performance of tourism and events destinations.

Its purpose is to inspire, engage and enable destinations to become more regenerative, flourishing and resilient places to visit, meet in and thrive in.

Scope: Unlike other standards and rankings, the GDS-Index was specifically created – originally - for the events and meetings industry and is the only programme of its type in the world. Since 2020 we have integrated leisure tourism into the criteria, making it relevant for all leisure and business tourism destinations.

Origins: The GDS-Index was created in 2015 by fifteen visionary Scandinavian Cities, MCI and the International Congress and Convention Association (ICCA).

Ownership: The GDS-Index is not owned by any one organisation. It is operated as a multi-stakeholder partnership founded and endorsed by IMEX, MCI, the International Congress and Convention Association (ICCA), European Cities Marketing, and GUBI Consulting. Guy Bigwood is responsible for the management of the Secretariat.

Governance and Criteria Development

The criteria are annually reviewed and a draft is developed by the GDS-Index team following consultation and input from participating destinations. These draft criteria undergo an in-depth revision from the GDS-Index Technical Advisory Committee, which is composed of destination sustainability experts from NGOs, DMOs and cities around the world. The GDS-Index team integrate all changes before sharing with a smaller set of destination sustainability managers, for final review. To ensure the continued quality and relevance of the GDS-Index, we work to align the criteria with the following internationally recognized standards and initiatives:

SDGs: The GDS-Index is continually committed to the 2030 Agenda, and we strive to mainstream the integration of the 17 Sustainable Development Goals into the management of destinations globally.

GSTC Destination Criteria: We use the GSTC-D v2 criteria to inform the development of the GDS-Index criteria, ensuring that we remain relevant for business and leisure tourism.

UNWTO: We are an official partner of the UN One Planet Sustainable Tourism Programme, and integrate key components of the One Planet Vision into the criteria

European Cities Marketing DMMO Continuity Checklist: We have also referenced this checklist which is so relevant for tourism and events destinations during this challenging time.



Benchmarking categories and methodology

Criteria

The 2021 GDS-Index comprises of 71 indicators that evaluate the destinations across four key areas.

Environmental Performance:

17 questions – includes a city's performance pertaining to its policies and infrastructure, such as climate change commitment, carbon emissions, renewable energies, resource and water management, public transport and air pollution levels.

Social Progress Performance:

11 questions – indicates the performance of the city against indicators of SDG integration, Corruption, Personal Safety, Access to Information and Communications, Health and Wellness, Inclusiveness, using external sources such as the [Social Progress Index](#), and [Corruption Perceptions Index](#).

Supplier Performance:

13 questions – addresses the sustainability commitment and performance of the local meetings' industry supply chain, including airports, events agencies, hotels, venues and restaurants.

Destination Management Performance:

30 questions – indicates the sustainability commitment of the convention bureau or destination management organisation, including questions pertaining to maturity of a destination's sustainability and regeneration strategy, leadership, communication of sustainability initiatives to support client planners, and the rigorousness of their reporting on sustainability operations.

Data collection and verification

Once signed up as a member of the GDS-Index, the municipality or destination management organisation, gather data from stakeholders, and complete an online questionnaire using our OMNI data portal. They answer the questions using locally available data, alongside supporting evidence. Consultants from the GDS-Index then evaluate the submission, looking for errors in the data before verifying it. Valid evidence must be submitted to qualify each answered criterion. Failure to provide relevant evidence could result in the loss of points.

Only after this assessment can the benchmarking results be released to the destination and made available online.

Data sources

The Index criteria evaluates 28 quantitative data points such as recycling/landfilling rates or percentages of third- party certified hotel rooms; and 41 qualitative concepts such as the destination's commitment to sustainability, the existence of a destination sustainability strategy or maturity of their reporting practices.

The quantitative data submitted by the destinations should originate from official sources, such as the city or the country's statistics office or from publicly available data from credible sources such as The World Bank's databank. Where there is no comparable city level data, a regional or national value is taken. As for qualitative indicators, usually it is information collected by the Destination Management Organisation, Convention Bureau or city with the help of their partners (city departments, hotel associations etc).

Scoring

Each performance indicator is assigned a number of maximum points, and according to how well the destination fulfils each indicator, it obtains some of these points, no points or all points (a full score). All of the indicators' points for each category are then aggregated to get the category score and calculated as following, where i = indicator and c = category.

$$\text{Formula 1:} \quad \text{Category Score}_c = \sum \left(\frac{\text{achieved points}_i}{\text{maximum points}_i} \right)$$

To get the total score of the index, each category score is multiplied by its assigned weight and then aggregated as shown in the following formula.

$$\text{Formula 2:} \quad \text{GDS- Index Score} = \sum_c (\text{category score}_c \times \text{category weight}_c)$$

Destinations are then ranked by performance and the website is updated to reflect their ranking.

For any more information: please contact info@gds.earth. Information is also available on our website www.gds.earth.

CITY ENVIRONMENTAL PERFORMANCE CRITERIA

Category	2021 Criteria Number	2021 Indicator	Scoring
Climate, Energy & Emissions	EN-1	Does the city have a Climate Change Mitigation and Adaptation strategy?	
		- City has a climate change mitigation strategy	1 point
		- City has a climate change adaptation strategy	1 point
		- Strategy includes a roadmap to carbon neutrality	1 point
		- Strategy includes reference to tourism	1 point
		- Strategy includes reference to events and meetings	1 point
	EN-2	Has the city signed up to an international movement to measure and reduce GHG emissions inline with the Paris agreement?	1 points
		-Yes	
		-No	
	EN-3	What are the city's emission reduction targets for 2030 compared to business as usual levels? Please state the reference year.	> 71% reduction - 4 points 51 - 70% reduction - 3 points 31 - 50% reduction - 2 points 20 - 30% reduction - 1 point <20% or no targets - 0 Points
	EN-4	What are the City's Greenhouse Gas basic emissions per capita measured in tonnes of equivalent carbon dioxide unit? Please explain how this figure is calculated in your destination.	< 3 tCO ₂ e points - 4 points 3 > 4.9 tCO ₂ e - 3 points 5 > 7.9 tCO ₂ e - 2 points 8 > 11.9 tCO ₂ e - 1 point >12 tCO ₂ e - 0 points
	EN-5	What percentage of the city's total electricity consumption comes from renewable sources? Please calculate electricity consumed (not produced) from renewable sources, divided by total electricity consumed from all sources.	> 40% - 4 points 30% > 39.9% - 3 points 20% > 29.9% - 2 points 10% > 19.9% - 1 point < 10% - 0 points
Resources	EN-6	Does the city have a publicly available circular economy strategy? Select all that apply.	
		- Advanced circular economy strategy exists that focuses on designing out waste and pollution, increasing material and product reuse and regenerating natural systems	2 points
		- Basic circularity strategy exists focusing on recycling and waste management	1 point
		- Strategy explicitly includes tourism and events	1 point
		- Performance report produced in last 3 years	1 point
	EN-7	What percentage of the city's municipal solid waste has been disposed of in a landfill?	> 50% - 0 points 35% > 50% - 1 point 20% > 35% - 2 points 10% > 20% - 3 points 0% to 10% - 4 points
	EN-8	What percentage of city's solid municipal waste is recycled? Please include composting but do not include incineration.	> 71% - 4 points 51% > 70% - 3 points 31% > 50% - 2 points 15% > 30% - 1 point < 15% - 0 points
	EN-9	What is the annual total collected municipal solid waste (MSW) per capita (Kg/capita)?	Very low < 299 kg/yr - 3 points Low 300 > 449 kg/yr - 2 points Medium 450 > 599 kg/yr - 1 points High > 600 kg/yr - 0 points
Air quality	EN-10	What is the city's annual Fine Particulate Matter (PM_{2.5}) concentration?	Very Low (<15) - 4 points Low (16 - 25) - 3 points Moderate (26 - 35) - 2 points High (36 - 69) - 1 point Very High (>70) - 0 points
	EN-11	What is the city's annual Fine Particulate Matter (PM_{2.5}) concentration?	Very Low (<15) - 4 points Low (16-50) - 3 points Moderate (51-75) - 2 points High (76-100) - 1 point Very High (>101) - 0 points
Water	EN-12	What percentage of city wastewater receives centralised treatment?	> 80% - 4 points 60% > 79% - 3 point 40% > 59% - 2 points 20% > 39% - 1 points 0% to 19% - 0 points
	EN-13	What is the country's water and sanitation score on the Social Progress Index	90 -100 - 4 points 75-90 - 3 points 50-75 - 2 points 25-50 - 1 point 0-24 - 0 points"
	EN-14	How many kilometres of bicycle paths and lanes are there per 100,000 population?	<201 km = 3 points 101 - 200 = 2 points 31 - 100km = 1 point >30 km = 0 points

Transport	EN-15	Does the city have an integrated mobility plan and/or initiatives to improve citizen health and reduce pollution? Please select what is included.	
		- Transport affordability	1 point
		- Soft mobility (i.e. walking, pedestrianisation, biking strategies)	1 point
		- Low carbon public transport	1 point
		- Facilitation of soft mobility connections (i.e. bicycles on trains, electrical car rental from airports)	1 point
Biodiversity	EN-16	Does the city have a biodiversity strategy, and what does it include?	
		- Yes, the city has a biodiversity strategy	1 point
		- The strategy is time-bound with a regular monitoring and revision process in place	0.5 points
		- Different biodiversity threats are identified, alongside action plans and policies to manage and mitigate them	0.5 points
		- It was developed with proper stakeholder engagement (e.g. conservationists and scientists, universities, NGOs and organisations, local communities, indigenous peoples, general public, etc.)	0.5 points
		- Strategy includes reference to tourism and/or events	0.5 points
	EN-17	What is the city's green and blue area (hectares) per 100,000 population?	> 1000 ha - 4 points 500 > 999 ha - 3 points 201-499 ha - 2 points 101-200 ha - 1 point <100 ha - 0 points
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CITY SOCIAL PERFORMANCE CRITERIA

Category	2021 Criteria Number	2021 Indicator	Scoring
SDGs	SO-1	Is the city's sustainability strategy aligned with the UN Sustainable Development Goals?	3 Points
	SO-2	What is the country's performance at implementing the UN Sustainable Development Goals on the UN SDG Index?	>80 - 4 Points 70 - 80 - 3 Points 60 - 70 - 2 Points 50 - 60 - 1 Point <50 - Points
Social Progress	SO-3	What is the country's score on the Social Progress Index?	100-85 (Very High) = 4 75-84 (High) = 3 65-74 (Upper Middle) = 2 55-64 (Lower Middle) = 1 45-54 (Low) = 0
Corruption	SO-4	What is the country's score and ranking on the Corruption Perception Index?	90 -100 - 4 points 75-89 - 3 points 50-74 - 2 points 30-49 - 1 point 0-26 - 0 points
Personal Safety	SO-5	What is the country's score for "Personal Safety" on the Social Progress Index?	100-85 (Very High) = 4 75-84 (High) = 3 65-74 (Upper Middle) = 2 55-64 (Lower Middle) = 1 45-54 (Low) = 0
Access to Information and Communications	SO-6	What is the country's score for "Access to Information and Communications" on the Social Progress Index?	100-85 (Very High) = 4 75-84 (High) = 3 65-74 (Upper Middle) = 2 55-64 (Lower Middle) = 1 45-54 (Low) = 0
Health and Wellness	SO-7	What is the country's score for "Health and Wellness" on the Social Progress Index?	100-85 (Very High) = 4 75-84 (High) = 3 65-74 (Upper Middle) = 2 55-64 (Lower Middle) = 1 45-54 (Low) = 0
	SO-8	Does the city have a crisis management plan? Please select what is included.	
		- A documented Risk Assessment process that evaluates all actual and/or potential man made risks, natural disasters (including health crises) and hybrid risks	1 point
		- A documented emergency response structure that is appropriate to the risks identified	1 point
		- Updated in last year	1 point
Inclusiveness	SO-9	What is the country's score for "Tolerance and Inclusion" on the Social Progress Index?	100-85 (Very High) = 4 75-84 (High) = 3 65-74 (Upper Middle) = 2 55-64 (Lower Middle) = 1 45-54 (Low) = 0
	SO-10	Are the city's walkways and public transport system adapted to support better accessibility for people with disabilities? Please select one of the following.	
		- All public facilities are adapted	2 points
		- Only certain public areas	1 point
		- No adaptation for people with disabilities	0 Points
	SO11	Does the city regularly engage and consult with the local community on important tourism topics? Please select all that apply.	
		- A formal citizen council comprised of local neighbourhood representatives, business representatives and tourism/city council members	1 point
		- Focus groups composed of local residents to discuss relevant topics	1 point
		- Resident Sentiment or Attitude Surveys and Interviews	1 point

DESTINATION SUPPLIER PERFORMANCE CRITERIA

Category	2021 Criteria Number	2021 Indicator	Scoring
Hotels	SU-1	What percentage of the destination's hotel room inventory has an active 3rd party sustainability certification? See the guiding notes for the relevant hotel room numbers that are determined per population size.	> 80% - 4 points 50% > 79% - 3 points 25% > 49% - 2 points 10% > 24% - 1 point < 10% - 0 points
		Are there destination wide initiatives or programmes in place that specifically target hotels to create a more circular economy? Please select all that apply.	
	SU-2	- Food waste reduction programme	0.5 points
		- Single use and plastic elimination programme	0.5 points
		- Composting programme	0.5 points
		- Publicly available report on performance (produced in last 2 years)	0.5 points
	SU-3	Does the destination have a programme promoting and supporting hotels with a commitment to sustainable food? Please select the areas that the programme addresses.	
		- Sustainable/Organic produce	0.5 points
		- Locally grown and made produce	0.5 points
		- Plant-based healthy options	0.5 points
		- Cultural, dietary and allergy restrictions	0.5 points
Airport	SU-4	What percentage of the destination's key airport(s) have a current third party certification (i.e. ISO 14001) for its management of sustainability? Please calculate an average if there is more than one airport.	>68% - 2 points 33%-67% - 1 point 0-32% - 0 points
	SU-5	What percentage of the destination's key airports are carbon neutral for their direct emissions (not flights)? Please calculate an average if there is more than one airport.	> 80% - 3 points 50% > 79% - 2 points 25% > 49% - 1 point < 24% - 0 points
Agencies	SU-6	What percentage of event agencies located in the destination have a formal written sustainability policy?	> 80% - 4 points 50% > 79% - 3 points 25% > 49% - 2 points 10% > 24% - 1 point Less than 10% - 0 points
	SU-7	What percentage of event agencies located in the destination have an active third party sustainability certification?	> 80% - 4 points 50% > 79% - 3 points 25% > 49% - 2 points 10% > 24% - 1 point Less than 10% - 0 points
Restaurants	SU-8	Are there destination wide initiatives or programmes in place that specifically target restaurants to create a more circular economy? Please select all that apply.	
		- Food waste reduction programme	1 point
		- Single use and plastic elimination programme	1 point
		- Composting programme	1 point
		- Publicly available report on performance (produced in last 2 years)	1 point
	SU-9	Does the destination have a programme promoting and supporting restaurants and caterers with a commitment to sustainable food? Please select the areas that the programme addresses.	
		- Sustainable/Organic produce	1 point
		- Local produce	1 point
		- Plant-based healthy options	1 point
		- Cultural, dietary and allergy restrictions	1 point
	SU-10	Does the destination promote and incentivise third party certification for restaurants and caterers with a commitment to sustainable food?	1 point
Venues	SU-11	What percentage of the destination's dedicated congress, conference and exhibition centres have active third-party sustainability certification for the operation of the facility?	> 80% - 4 points 50% > 79% - 3 points 25% > 49% - 2 points 10% > 24% - 1 point Less than 10% - 0 points
Academia	SU-12	What percentage of the destinations universities, colleges and hospitality schools have integrated sustainability into their undergraduate tourism and event management curriculum?	> 80% - 3 points 50% > 79% - 2 points 25% > 49% - 1 point < 24% - 0 points
	SU-13	The destinations universities colleges and hospitality schools have integrated sustainability into their postgraduate (e.g. masters) tourism and event management curriculum?	> 80% - 3 points 50% > 79% - 2 points 25% > 49% - 1 point < 24% - 0 points

DESTINATION MANAGEMENT PERFORMANCE CRITERIA

Category	2021 Criteria Number	Indicator	Scoring
Strategy	DM-1	Has the DMO established and published a long term vision and plan (+3 years) for an improved future state of sustainability of the tourism and events sector? Please select all that apply.	
		- Sustainability vision and action plan established for events	1 point
		- Sustainability vision and action plan established for tourism	1 point
		- Multi-year strategy (+3 years)	1 point
		- Aligned to the city's overall development agenda (not just tourism and events)	1 point
		- Integrates the UN Sustainable Development Goals	1 point
	DM-2	Which of the following considerations are included in your destination's COVID-19 recovery plan?	
		- Environmental & Climate Action	0.5 points
		- Upskilling of local ecosystem	0.5 points
		- Provision of new skills to a new segment of population	0.5 points
		- Diversification of markets and/or products	0.5 points
		- Resident sentiment analysis and management	0.5 points
	DM-3	Does the DMO strategy contain objectives, KPIs and an action plan that aim to generate socially positive outcomes? Please select all that apply.	
		- Clearly defines 1 or more impact objectives for the change that is desired within the destination in a defined timeline	0.5 points
		- Contains a minimum of 1 indicator (KPI) that can be measured against to demonstrate progress towards the objective	0.5 points
		- Clearly defines an action plan and initiatives that will be put in place to achieve each objective through the DMOs events strategy	0.5 points
		- Clearly defines an action plan and initiatives that will be put in place to achieve each objective through the DMOs tourism strategy	0.5 points
	DM-4	Does the DMO strategy contain objectives, KPIs and an action plan that aim to generate environmentally positive outcomes? Please select all that apply.	
		- Clearly defines 1 or more impact objectives for the change that is desired within the destination in a defined timeline	0.5 points
		- Contains a minimum of 1 indicator (KPI) that can be measured against to demonstrate progress towards the objective	0.5 points
		- Clearly defines an action plan and initiatives that will be put in place to achieve each objective through the DMOs events strategy	0.5 points
		- Clearly defines an action plan and initiatives that will be put in place to achieve each objective through the DMOs tourism strategy	0.5 points
	DM-5	Does the DMO strategy contain objectives, KPIs and an action plan that aim to generate economically positive outcomes? Please select all that apply.	
		- Clearly defines 1 or more impact objectives for the change that is desired within the destination in a defined timeline	0.5 points
		- Contains a minimum of 1 indicator (KPI) that can be measured against to demonstrate progress towards the objective	0.5 points
		- Clearly defines an action plan and initiatives that will be put in place to achieve each objective through the DMOs events strategy	0.5 points
		- Clearly defines an action plan and initiatives that will be put in place to achieve each objective through the DMOs tourism strategy	0.5 points
	DM-6	Has the DMO strategy been developed with widespread stakeholder consultation? Please select all that apply and explain how the stakeholder feedback is reflected in the strategy.	
		- Involvement of key industry partners (hotels, venues, agencies)	1 point
		- Involvement of visitors and event attendees to the destination	1 point
		- Involvement of clients	1 point
		- Involvement of key local government departments	1 point
		- Involvement of local community and citizens	1 point
	DM-7	Has the DMO sustainability strategy and its development process been reviewed and/or updated and publicly released to principle stakeholder groups within in the last 3 years? Please select all that apply.	
		- Publicly released to principle stakeholder groups	0.5 points
		- Reviewed and/or updated in last 3 years	0.5 points
		- Reviewed and/or updated in the last year: to include learnings, risks, new goals/KPIs and plans as a result of major issues and crisis (i.e. COVID-19 pandemic, terrorism disasters)	0.5 points
		- Strategy describes consultation and development process	0.5 points
	DM-8	Does the DMO have a documented sustainability policy signed by the most senior executive support, that is available publicly and defines the organisation's vision, commitment and key goals on sustainability?	
			1 point
Policy & Certification	DM-9	Does the DMO have a sustainable procurement policy that clearly defines procurement/purchasing practices, expectations and requirements from suppliers?	
			1 point
	DM-10	Does the DMO hold a current third party sustainability certification for its own event and/or office operations or is in the formal process of obtaining one?	
		- Certification obtained and valid	2 points
		- Certification in formal process	1 point
	DM-11	Does the destination hold a current third party sustainable destination certification or is in the formal process of obtaining one?	

	DM-11	- Certification obtained and valid	2 points
		- Certification in formal process	1 point
Governance	DM-12	How does the DMO manage the development and governance of the sustainable tourism and events program? Please select all that apply.	
		- Internal sustainability team / committee	1 point
		- Dedicated sustainability manager	1 point
		- committee with external industry stakeholders (e.g. venues, hotels)	1 point
		- Committee with external non-industry stakeholders (e.g. NGOs, authorities, citizens or clients)	1 point
Capacity Building	DM-13	Do new and existing staff in the DMO receive periodic guidance and training regarding the sustainability strategy, including their roles and responsibilities in its delivery? Please select all that apply.	
		- All new staff are trained	1 point
		- All existing staff have been trained, and must be retrained/updated every 2 years	1 point
	DM-14	Has the DMO supported or organised sustainability training for tourism and events suppliers in the last year (i.e., hotels, venues, F&B, activity companies, restaurants, production companies)?	1 point
	DM-15	Has the DMO supported or organised sustainability training for meetings and events planners and organisers in the last year?	1 point
	DM-16	Does the DMO provide support to suppliers in the form of local destination advice, incentives or funding to enable them to increase their sustainability performance? Please specify.	1 point
Measurement & Reporting	DM-17	Does the DMO have an up to date system (reviewed in last 2 years) to measure and monitor-on environmental, economic, and social impact and performance of tourism? Please select all that apply.	
		- Data collected showing how tourism and/or events positively and/or negatively impacts economic issues in the destination	1 point
		- Data collected showing how tourism and/or events positively and/or negatively impacts social issues in the destination	1 point
		- Data collected showing how tourism and/or events positively and/or negatively impacts environmental issues in the destination	1 point
	DM-18	Does the DMO have an up to date system (reviewed in last 2 years) to measure and monitor-on environmental, economic, and social impact and performance of events? Please select all that apply.	
		- Data collected showing how tourism and/or events positively and/or negatively impacts economic issues in the destination	1 point
		- Data collected showing how tourism and/or events positively and/or negatively impacts social issues in the destination	1 point
		- Data collected showing how tourism and/or events positively and/or negatively impacts environmental issues in the destination	1 point
	DM-19	Is the data collected, analysed and incorporated to influence DMO strategy development? Please select all that apply.	
		- Data and insights used to develop business events strategy and policy	1 point
		- Data and insights used to develop tourism strategy and policy	1 point
	DM-20	How does the DMO publicly communicate and report on sustainable destination strategy AND performance? Please select all that apply.	
		- Performance data (KPIs) from the previous and/or current year is displayed via a graphical dashboard	1 point
		- Performance data (KPIs) from the previous and/or current year is published on the DMO website	1 point
		- Performance data (KPIs) from the previous and/or current year is included in Annual DMO or sustainability report	1 point
	DM-21	Does the DMO use official reporting frameworks to improve disclosure on sustainable destination strategy AND performance? Please select all that apply.	
		- Sustainability reporting employs SDG goals, targets and indicators	1 point
- Sustainability reporting employees a internationally recognised framework; i.e. GRI, CDP, SASB, IIRC		1 point	
- Sustainability report is audited by a third party		1 point	
Marketing & Communications	DM-22	Does the DMO tourism and events website(s) provide information about the destination's sustainable events and tourism strategy, performance, and initiatives? Information must be available in English and local language as a minimum. Please select all that apply.	
		- Sustainable events strategy and approach	0.5 points
		- Sustainable tourism strategy and approach	0.5 points
		- Sustainability guides and manuals for suppliers, clients and visitors (i.e. a sustainable event guide)	0.5 points
		- Sustainability information about key suppliers (i.e., hotels, venues, agencies, restaurants) including any Sustainability certificates and credentials	0.5 points
		- Best practice examples and stories	0.5 points
	DM-23	Does the DMO have a programme that encourages and promotes local businesses and initiatives that support social innovation and development of local sustainable products and services?	1 point
	DM-24	When exhibiting at trade shows, are booths made from more sustainable materials and/or reused? Please select all that apply.	
		- Made from bio-based and recycled materials	1 point
		- Booth reused for multiple events	1 point
	DM-25	Does the DMO provide information about the destination's sustainability strategy, performance, features, suppliers and best practice in its RFP responses and sales information?	
		- Always	2 points
- Sometimes		1 point	
	DM-26	Does the DMO actively promote the use of soft mobility and zero emissions forms of transport (i.e. walking, bicycles, charging infrastructure maps, hydrogen fuelling stations, electric/hydrogen bus transportation services) to visitors and event participants?	

Accessibility		- Promotion to tourists	1 point
		- Promotion to event participants	1 point
	DM-27	Does the DMO have a programme to financially incentivise event participants to use public transport?	1 answer only
		- Free Public Transport for all convention and congress visitors	3 points
		- Discounted Public Transport for all convention and congress visitors	2 points
		- Free or Discounted Public Transport for SOME conventions and congresses	1 point
		- No public transport in destination	0 points
	DM-28	Does the DMO supply a list of places of interest, transport lines, hotels / venues that supports visitors with accessibility challenges to navigate in the destination? Please explain.	Yes - 1 point No - 0 points
Generating Impact	DM-29	Does the DMO provide clients with up to date ideas and resources to support local social, environmental or economic causes and projects? Please select all that apply and explain.	
		- Donation programmes for food	1 point
		- Donation programmes for leftover event materials	1 point
		- List of organisations who offer social support programmes and volunteering opportunities for events participants and visitors	1 point
		- Local carbon offsetting programme	1 point
	DM-30	Does the DMO have a legacy and social impact programme for events?	
		- Provide an impact or legacy framework and tools to clients	1 point
		- Provide clients with training on impact or legacy management	1 point
		- Provide sustainable event advice and support (supplier recommendations, measurement tools, local facilities)	1 point
	- Provide funding or financial incentives to clients to help increase the social, environmental and economic impact of events on the destination	1 point	
	- Facilitate formal non-industry partnerships to help clients to generate a long term positive impact and legacy in the destination	1 point	
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