

Destination Resilience & Sustainability Scorecard

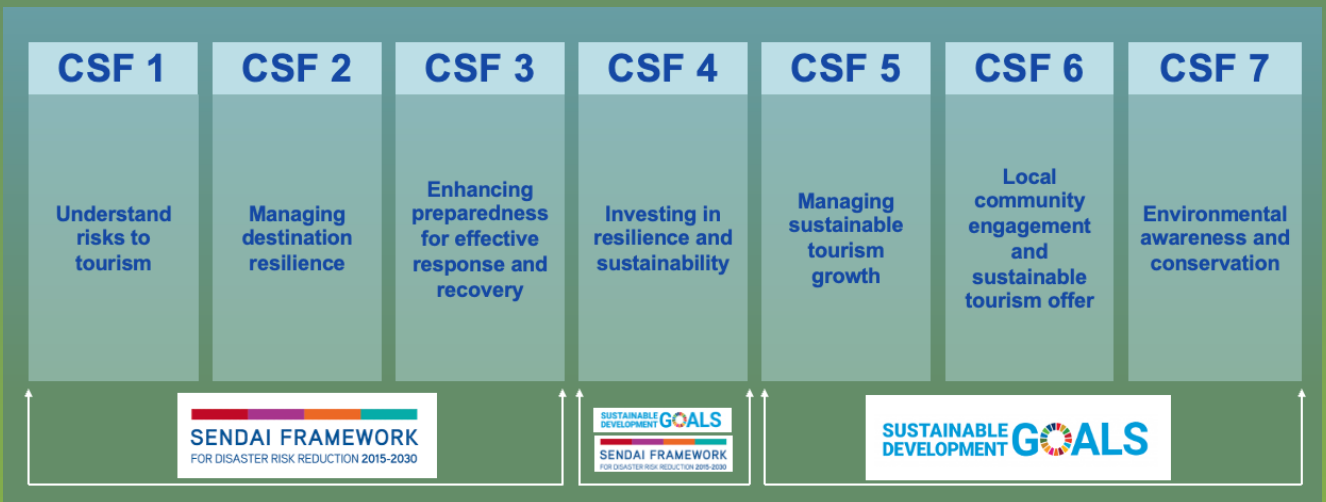
Sustainability is well-used word, but below the surface are an array of complex problems across environmental, societal and economic issues.

Resilience is a prerequisite of sustainability - It is a commitment to proactively future-proof against clear and present danger. This means that for a destination to be sustainable, it must first be resilient. Travel and tourism will never be sustainable until destinations have the infrastructure and management capacity to mitigate negative impacts, implement regulations and adapt global best practices.

Our Approach

Our approach is differentiated in that we address destination resilience holistically and see it as critical to maintaining the integrity of a destination's natural and cultural resources, which are essential components of sustainable tourism.

We have developed a Scorecard methodology where a destination is assessed across critical success factors for resilience and sustainability that it is directly correlated to the United Nation's Sustainable Development Goals (SDGs) and the Sendai Framework for Disaster Risk Reduction (SFDRR).



The **Destination Resilience and Sustainability Scorecard** incorporates qualitative factors from key stakeholders and global best practices and quantitative indexing from climate and catastrophe risk modeling, environmental metrics, and destination tourism indicators.

DESTINATION SUSTAINABILITY STARTS WITH RESILIENCE.

Four-phased Approach

Our approach is unique in that ties quantitative and qualitative destination Critical Success Factors, while contextualizing the criteria based on local destination attributes and strategic actions through a fully participatory process with stakeholders; this ensures a practical framework for Implementation and aims at building ownership.

The unique requirements of different destinations and stakeholders suggest that no one-size-fits-all approach will ever do the job. Our goal is to achieve outcomes that actually work to make the destination better – to position it to be resilient to current threats like climate change, but also for long-term sustainable growth.

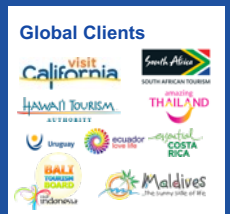


Web-based Platform

We believe in delivering recommendations with metrics and have developed a dedicated web-based platform and dashboard system as an interactive audit tool and dashboard designed to help with ongoing Scorecard assessments and resilience and sustainability performance monitoring assessment by stakeholders.

We Know Destinations

- 100+** Tourism & destination planning clients
- 50** Organizational strategic planning efforts
- 42** Public-private and Governance Advisory projects
- 35** Multi-jurisdictional destination plans



Why Us?

- ✓ **Credible** – aligned to global standards, vetted by industry
- ✓ **Risk-centric** – future-proofing for risks
- ✓ **Practical** – implementable, incremental, tourism-specific
- ✓ **Innovative** – leveraging technology to facilitate strategy
- ✓ **Experience** – global brands, highest standards



SUSTAINABILITY MEETS RESILIENCE METRICS.