

European Ecotourism Conference, Brashov, 23-25 Oct 2013

DestiNet.eu

Improving the benefits of Ecotourism certification

- > Global visibility on the Green Market Place
- > Promotion through external marketing services

Herbert Hamele
Ecotrans e.V., Saarbrücken

Supporting Market Access through global visibility on the Green Market Place

DESTINET
Knowledge Networking Portal for Sustainable & Responsible Tourism

ABOUT | ECOTRANS | WHO IS WHO | TOPICS | RESOURCES | GOOD PRACTICE | MARKET PLACE | OBSERVATORY | ATLAS | HELP

Google Site Search

EW » Home » DestiNet Atlas

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- Log in
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- Join or start a topic user group
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- Promote your event on the DestiNet Calendar
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EU bathing water quality remains high

The Alps: Europe's cherished but endangered mountains

DestiNet Atlas

Search and Display Instructions: The right hand search bar allows you first to zoom to a specific location of the map. To define your search, enter a keyword (optional), then check-mark the boxes to choose what you want to display. To display your search results, you can also view selected locations as a list (A-Z or by country), view them in Google Earth. Currently displaying 0 location(s).

NB The Google Search in the green bar can also be used for free text search of all DestiNet content.

Define search

- Zoom map to Location**
Type location add
- Enter Name or Keyword (optional)**
Type keywords to filter
- Select Category/ies (mandatory) (check all boxes below)**
 - ORGANIZATIONS
 - MARKET PLACE
 - MARKET SOLUTIONS
- Geographical specification (optional)**
 - operational level
 - landscape type

by country: All

Destinet.eu

Market Place

➔ 3.000+ certified and awarded tourism

➔ 130+ Certificates and Standards

Guide on 20 leading certificates 2012
10.000 + copies
(en, de)
Download and dissemination:
NFI, AKTE, Tourism Watch, AKTE

TourCert
Gesellschaft für Zertifizierung im Tourismus

ECO TRANS

Zertifizierung im Nachhaltigen Tourismus Weltweit

Seit 1994 veröffentlicht und aktualisiert ECOTRANS ständig eine umfangreiche Liste von Umweltzeichen, mit dem Ziel die

Transparenz
Verfahren
Zertifizierung
globe
Tourismus

DER
Touristik

ECO TRANS

Sustainable Tourism Certification Worldwide

Since 1994 ECOTRANS has published and continuously updated a global list of ecolabels, with the aim of promoting transparency in this field. The independent,

qualität
Registrierung
DER T



Schweizerischer Reisebüro-Verband
Fédération Suisse des Agences de Voyages
Federazione Svizzera delle Agenzie di Viaggi
Swiss Federation of Travel Agencies

ECO TRANS

Certification Mondiale du Tourisme Durable

Depuis 1994 ECOTRANS a publié et mis à jours continuellement une liste mondiale des écolabels, avec le but de promouvoir la

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ECO TRANS

Certificación Mundial de Turismo Sostenible

Desde 1994 ECOTRANS ha publicado y ha actualizado continuamente una lista global de eco etiquetas, con el objetivo de promover la transparencia en este campo. El portal independiente y orientado hacia la calidad DestiNet para el turismo sostenible y responsable, reúne en un solo lugar todos los programas de certificación y los establecimientos de turismo certificados. Los programas de certificación registrados pueden agregar al [mapa del mercado verde global](#) de DestiNet sus empresas de turismo certificadas, destinos turísticos y compañías de turismo.

TUI está apoyando con esta guía de eco etiquetas el desarrollo sostenible del turismo.

	Áreas de Sostenibilidad (Temas cubiertos)	Transparencia (Acceso al estándar)	Procedimiento de Verificación	Reconocimiento Global			
	Medio Ambiente	Temas Sociales	Economía	Cultura	Publicado		
					Publicado Parcialmente		
					No Publicado		
					Auditor de Tercera Parte In Situ		
					Auditor de Segunda Parte In Situ		
					Auditoría a distancia		
					Reconocido por el GSTC		
	Adventure Green Alaska (AGA)	•	•	•	•	•	•
	Austrian Ecolabel	•			•		•
	Biosphere Responsible Tourism	•	•	•	•		•
	Blaue Schwalbe	•	•	•		•	•
	Blue Flag	•		•	•		



Sustainability in tourism
A guide through the label jungle



Market Place

Tour Operators, Travel agents, Intermediaries

- MARKET PLACE E
- Tour operators, Travel agents, Intermediaries
- Travel Packages
- Transport & Mobility Services
- Accommodation Providers
- Restaurants & Catering Services
- Attractions
- Activities





Market Place



Travel Packages



- MARKET PLACE E
- Tour operators, Travel agents, Intermediaries
- Travel Packages
- Transport & Mobility Services
- Accommodation Providers
- Restaurants & Catering Services
- Attractions
- Activities





Market Place

Transport & Mobility Services

- MARKET PLACE E
- Tour operators, Travel agents, Intermediaries
- Travel Packages
- Transport & Mobility Services
- Accommodation Providers
- Restaurants & Catering Services
- Attractions
- Activities





Market Place



Accommodation Providers

- MARKET PLACE
- Tour operators, Travel agents, Intermediaries
- Travel Packages
- Transport & Mobility Services
- Accommodation Providers
- Restaurants & Catering Services
- Attractions
- Activities





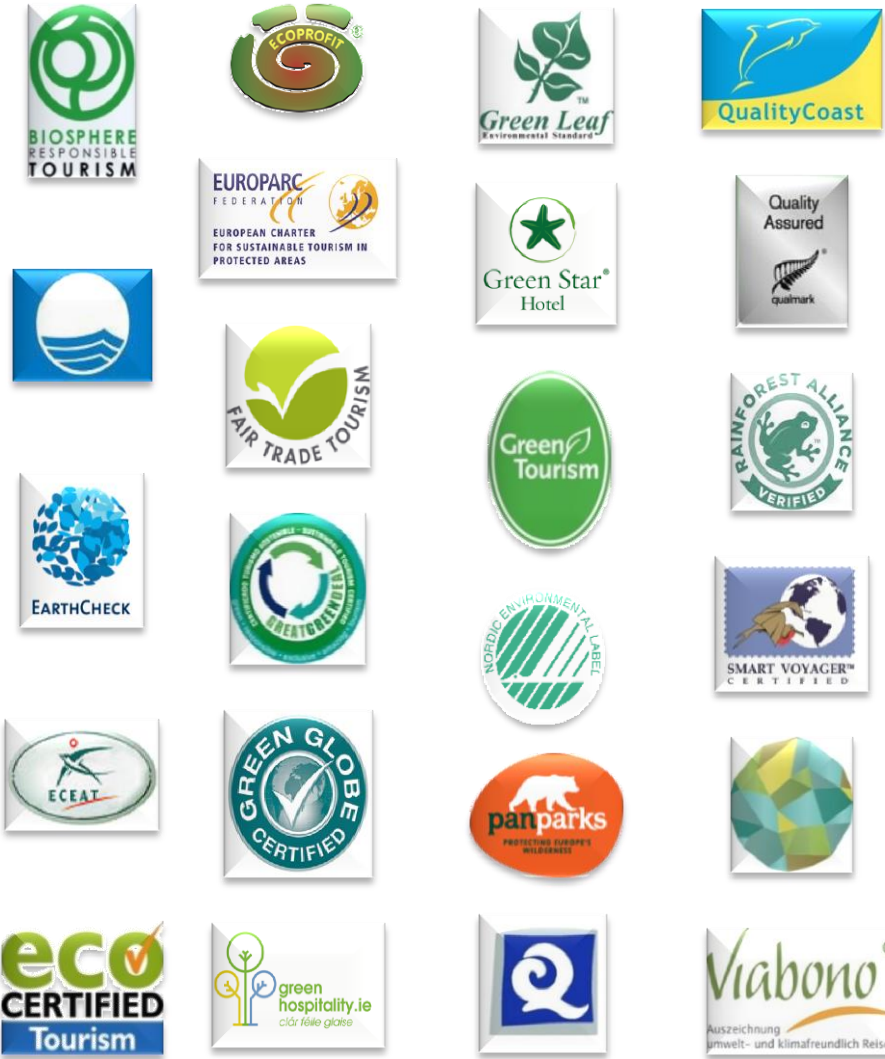
Market Place



Restaurants & Catering Services









- MARKET PLACE E
- Tour operators, Travel agents, Intermediaries
- Travel Packages
- Transport & Mobility Services
- Accommodation Providers
- Restaurants & Catering Services
- Attractions
- Activities





Market Place

 Attractions &
 Destinations









-  MARKET PLACE E
-  Tour operators, Travel agents, Intermediaries
-  Travel Packages
-  Transport & Mobility Services
-  Accommodation Providers
-  Restaurants & Catering Services
-  Attractions
-  Activities





Market Place

Activities

-  MARKET PLACE E
-  Tour operators, Travel agents, Intermediaries
-  Travel Packages
-  Transport & Mobility Services
-  Accommodation Providers
-  Restaurants & Catering Services
-  Attractions
-  Activities





DESTINET

Knowledge Networking Portal for Sustainable & Responsible Tourism



Certificates & maps of certified tourism

 Green Star Hotel		 FAIR TRADE TOURISM		 Alpine pearls	
 Blaue Schwalbe		 Blaue Schwalbe		 CSR TOURISM	
 ECO CAMPING		 Ecolabel		 EUROPARC FEDERATION EUROPEAN CHARTER FOR SUSTAINABLE TOURISM IN PROTECTED AREAS	
 GREEN GLOBE CERTIFIED		 Viabono		 CERTIFIED ECOTOURISM - NORWAY	
 QualityCoast		 EU Ecolabel www.ecolabel.eu		 PATRIMOINE MONDIAL - PATRIMOINE MONDIAL	
 SustainableTrip a smart guide for savvy travellers		 GREAT GREEN		<p>Available as of November 2013</p>	

Promotion of certificates & certified tourism to external marketing services

DestiNet is promoting the 50+ certificates and standards with descriptions on DestiNet and their certified businesses, tour operators and destinations to external marketing services

3 examples

- Bookdifferent
- GreenHopping
- GreenDestinationViewer

e.g. BookDifferent.com

BookDifferent is a non-profit foundation which operates worldwide. The aim of this booking hotel site is to make booking sustainable hotels easy.

www.bookdifferent.com is the first hotel booking site that indicates hotels with an eco-label, among accommodations without such a label. This affiliate of booking.com offers the same hotels at a 100% best price guarantee but with a lot more positive impact.

Booking.com uses DestiNet.eu as independent source for certificates and certified tourism

bookdifferent HOME CORPORATE ABOUT EUR

Search hotels 347,647 Hotels in 182 countries 4,176 Eco hotels Best price guaranteed

Destination: e.g. city, region, hotel name or landmark | Check-in date: | Check-out date:

Search!

4,176 Eco-hotels

If you are looking for a sustainable hotel, you are no longer dependent on specialized sites. Green hotels can be found quickly and easily on BookDifferent. Starting in 2013, we show which of the 347,647 accommodations on our site are sustainable. We are the first hotel booking site that shows which of our hotels are registered with an eco-label.

We feel that the quality of our participating eco-labels must prevail. Therefore, we have teamed up with [Eootrans](#), founding member of the Global Sustainable Tourism Council and the Global Partnership for Sustainable Tourism. Eootrans's mission is to establish and promote clear principles, strategies and examples of good practice for sustainable tourism development in Europe.

In Eootrans we have found a sparring partner and compass on subjects concerning green tourism.


An important instrument of Eootrans is the web site [DestiNet.eu](#), an independent portal which brings together the global community of people and organisations working for making tourism more sustainable.

Quality

In short, DestiNet.eu provides BookDifferent, and therefore our hotel bookers, transparent and reliable information about the eco-certifications we show on our site, securing the quality of these labels for our bookers.

Finding sustainable hotels on BookDifferent is easy. The Eco-label is a search criteria which can be selected just like the hotel facilities, the number of stars or district. The loon of a green leaf indicates sustainable hotels.

Our eco hotels have one or more of following eco-labels:




Austrian Ecolabel

The [Austrian Ecolabel](#) ("Österreichisches Umweltzeichen für Tourismus") was the first national eco-label for tourism worldwide. Accommodations in Austria.

[Read more about the Austrian ecolabel on DestiNet.eu](#)
[All 125 hotels with the Austrian eco-label on BookDifferent](#)

Find Eco-hotels easily

- Search for a destination with or without date by using the search form at the top of the web page.




- If Eco-hotels are available you will have the option to select the Green Key and / or Green Globe 'eco-label' in the left column.

Eco-Label

Green Key 55

Green Globe 3

- Only hotels awarded with an Eco-label, indicated with the loon of a green leaf, will be shown.



„Read more about the Austrian Ecolabel on [DestiNet.eu](#)“



Standard description : transparency, credibility, sustainability areas, recognition

link to the map on the Green Market Place

DESTINET
Knowledge Networking Portal for Sustainable & Responsible Tourism

ÜBER UNS | ECOTRANS | WER IST WER | THEMEN | RESSOURCEN | GUTE PRAXIS | MARKTPLATZ | OBSERVATORIUM | ATLAS | HILFE | Google Site Search

EW - nach Hause - Wer ist wer - MARKET SOLUTIONS - CERTIFICATES, BRANDS, AWARDS - Certificates and Standards - Austrian Ecolabel for Tourism

My DestiNet

- Einloggen
- Fügen Sie weitere Kontakte und/oder Organisations-Profil hinzu
- Nutzen oder eröffnen Sie eine thematische Benutzergruppe
- Teilen Sie Ihre Publikationen und Werkzeuge aus dem nachhaltigen Tourismus
- Werben Sie für Ihre Veranstaltung auf dem Kalender DestiNet
- Präsentieren Sie Ihre Neuigkeiten auf dem DestiNet News Channel
- Platzieren Sie Ihr Produkt auf dem globalen Marktplatz für nachhaltigen Tourismus
- Erstellen Sie eine DestiNet-Verknüpfung für Ihr Land, Ihr Zielgebiet oder Netzwerk

Benachrichtigungen
Benachrichtigungen abonnieren

Tourism Highlights - European Environment Agency
EU bathing water quality remains high
The Alps: Europe's cherished

Austrian Ecolabel for Tourism

The Austrian Ecolabel ("Österreichisches Umweltzeichen für Tourismus") was the first national eco-label for tourism worldwide. Since 1996 it has been awarded to accommodation businesses and restaurants, since 2008 also to travel packages offered by Austrian tour operators, and since 2010 to "green meetings and events". The Austrian Ministry as certifying body is also competent body for the European Ecolabel.

"GSTC recognised standard" in January 2012

Certifying Organisation	Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management (Ministry of Life)
Partner Organisation/s	Austrian Consumer Association (VKI)
Travel Countries	Austria (Travel Packages: worldwide)
Certified Tourism Services	ca 270 > see list > see map
Sustainability Areas	Environment
Transparency	Link to the Standard
Assessment Process	On site Third Party Assessment
Market Place	Accommodations, Travel packages, Camping sites and Restaurants
License Period	4 Years

Vorname Andreas
Nachname Tschulik
Organisation Bundesministerium für Land- und Forstwirtschaft, Umwelt und Wasserwirtschaft (BMLFUW)
Postanschrift Stubenbastei 5, 1010 Wien, Österreich
Telefonnummer +43(0)1 515 22
E-Mail info@umweltzeichen.at

[vgl. alle Orte auf der Karte](#)

270 certified businesses and travel packages on the Green Market Place

The screenshot displays the DestiNet website interface. At the top, the DestiNet logo is accompanied by the tagline "Knowledge Networking Portal for Sustainable & Responsible Tourism" and a "PARTNERSHIPS for SUSTAINABLE DEVELOPMENT" logo. A navigation bar includes links for "ÜBER UNS", "ECOTRANS", "WER IST WER", "THEMEN", "RESSOURCEN", "GUTE PRAXIS", "MARKTPLATZ", "OBSERVATORIUM", "ATLAS", "HILFE", and "Google Site Search".

The main content area is titled "DestiNet Atlas" and features a satellite map of Austria with numerous blue location markers. Text instructions explain how to use the search and zoom functions, and a note states that the Google search bar can be used for all DestiNet content. A sidebar on the left, "My DestiNet", offers various user actions like logging in, adding contacts, and creating thematic user groups. A right sidebar, "Suche eingrenzen", provides search filters for categories (Organisations, Marketplace, Market Solutions), geographic levels (Operative, Landscape), and countries.

All 125 hotels with the Austrian Ecolabel which are listed on [booking.com](https://www.booking.com) are promoted on BookDifferent

The screenshot shows the BookDifferent website interface. At the top, it displays 'bookdifferent' and navigation links for HOME, CORPORATE, ABOUT, and EUR. Below this, there are statistics: '347,647 Hotels in 182 countries', '4,176 Eco hotels', and '100% Best price guaranteed'. The search section includes fields for 'Destination' (with a placeholder 'e.g. city, region, hotel name or landmark'), 'Check-in date', and 'Check-out date', along with a 'Search!' button. A yellow banner prompts users to 'Enter check-in and check-out date to search for availability and prices.'

On the left side, there are filters for 'Country' (Austria: 125) and 'Eco-Label'. The 'Eco-Label' section is expanded, showing the following options:

- Green Key Global: 2332
- Green Key: 936
- Green Tourism: 714
- Green Globe: 148
- Austrian Ecolabel: 125
- Biosphere: 21
- All Labels: 125

Below the filters is a 'Review score' section:

- 9+ - Superb choice: 31
- 8+ - Very good choice: 98
- 7+ - Good choice: 117
- 6+ - Reasonable choice: 119

The main area features a map of Central Europe, showing parts of Germany, the Czech Republic, Austria, and Slovenia. The map is overlaid with a grid of colored circles (blue, yellow, orange) representing hotel locations. The map includes labels for major cities like München, Wien, Praha, and Bratislava, as well as geographical features like the Alps and the Danube river.

Booking is done on [Booking.com](https://www.booking.com)

Book Different Foundation receives commission and supports social projects

★ Altstadt Vienna

Kirchengasse 41, 1070, Vienna, Austria
District: 07. Neubau

Search available rooms

Check-in date  Check-out date  [Check availability](#)



Junior Suite

[Show rates](#)

All Junior Suites were designed to meet individual needs, and none of them is alike.

Easy chairs, plump floral sofas, classic and design furniture, high ceilings, honey-coloured parquet floors, unusual light objects and contemporary art transform every room into your personal living room.



Facilities: Minibar, Safety Deposit Box, Telephone, Air Conditioning, Hairdryer, Bathrobe, Desk, Seating Area, Free toiletries, DVD Player, CD Player, Toilet, Heating, Slippers, Cable Channels, Bath or Shower, Flat-screen TV, Sofa, Wooden / Parquet floor, Wardrobe/Closet, Allergy-Free, Coffee Machine



Suite

[Show rates](#)



Superb choice

Based on 247 reviews
[View the latest reviews](#)

9.1

Eco label

[read more about eco labels](#)



e.g. GreenHopping.com

GreenHopping is a start-up company in Brussels which aims to promote sustainable tourism in **Europe**

GreenHopping uses DestiNet as information source on sustainable and Ecotourism certificates, certified and awarded tourism businesses and destinations



2500+ certified and awarded businesses and destinations on DestiNet


DESTINET
Knowledge Networking Portal for Sustainable & Responsible Tourism

[ABOUT](#) [ECOTRANS](#) [WHO IS WHO](#) [TOPICS](#) [RESOURCES](#) [GOOD PRACTICE](#) [MARKET PLACE](#) [OBSERVATORY](#) [ATLAS](#) [HELP](#) [Google Site Search](#)

[EW - Home - DestiNet Atlas](#)

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-  [Login](#)
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-  [Disseminate your sustainable tourism publications or tools](#)
-  [Promote your event on the DestiNet Calendar](#)
-  [Promote your news on the DestiNet News Channel](#)
-  [Place your product or service on the global sustainable tourism Market Place](#)
-  [Create a DestiNet hub for your country, destination or network](#)

Notifications

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Tourism Highlights - European Environment Agency

EU bathing water quality remains high

The Alps: Europe's cherished but endangered mountains

A greener music festival in Roskilde

[More...](#)

ECOTRANS - DESTINET SERVICES

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DestiNet Atlas

Search and Display Instructions: The right hand search bar allows you first to zoom to a specific location of the map. To define your search, enter a keyword (optional), then check-mark the boxes to choose what you want to display. To display your search results, you can also view selected locations as a list(A-Z or by country), [view them in Google Earth](#). Currently displaying 2357 location(s).

NB The Google Search in the green bar can also be used for free text search of all DestiNet content.

2. Enter Name or Keyword (optional)

3. Select Category /ies (mandatory)

(check all boxes below)

- ORGANIZATIONS
 - Governments & Administrations
 - Education, Research, Consultancy
 - NGOs, Partnerships, Networks, Projects
 - Destinations
 - Businesses
- MARKET PLACE
 - Tour operators, Travel agents, Intermediaries
 - Travel Packages
 - Transport & Mobility Services
 - Accommodation Providers
 - Restaurants & Catering Services
 - Attractions
 - Activities
- MARKET SOLUTIONS F1

Define search

1. Zoom map to Location

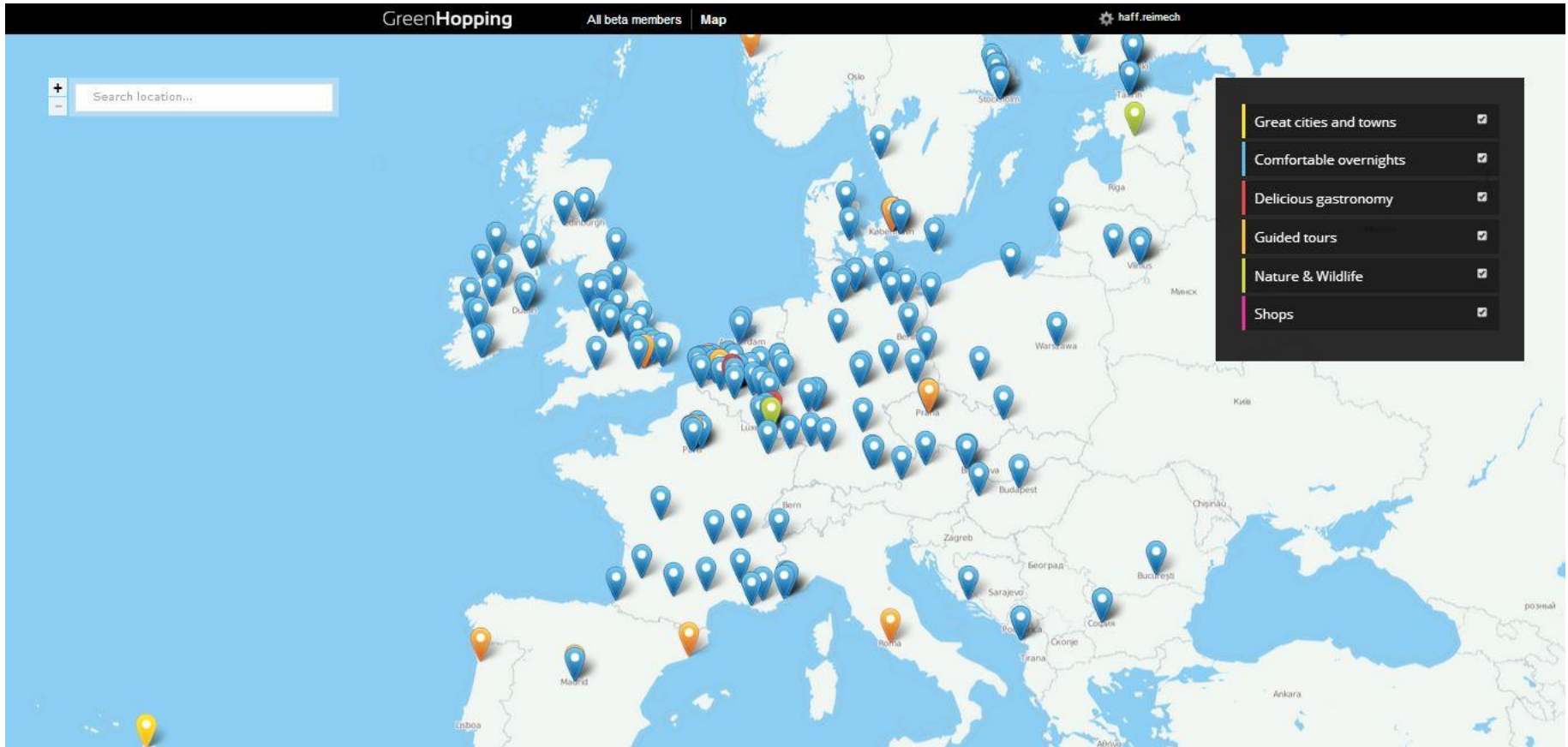
2. Enter Name or Keyword (optional)

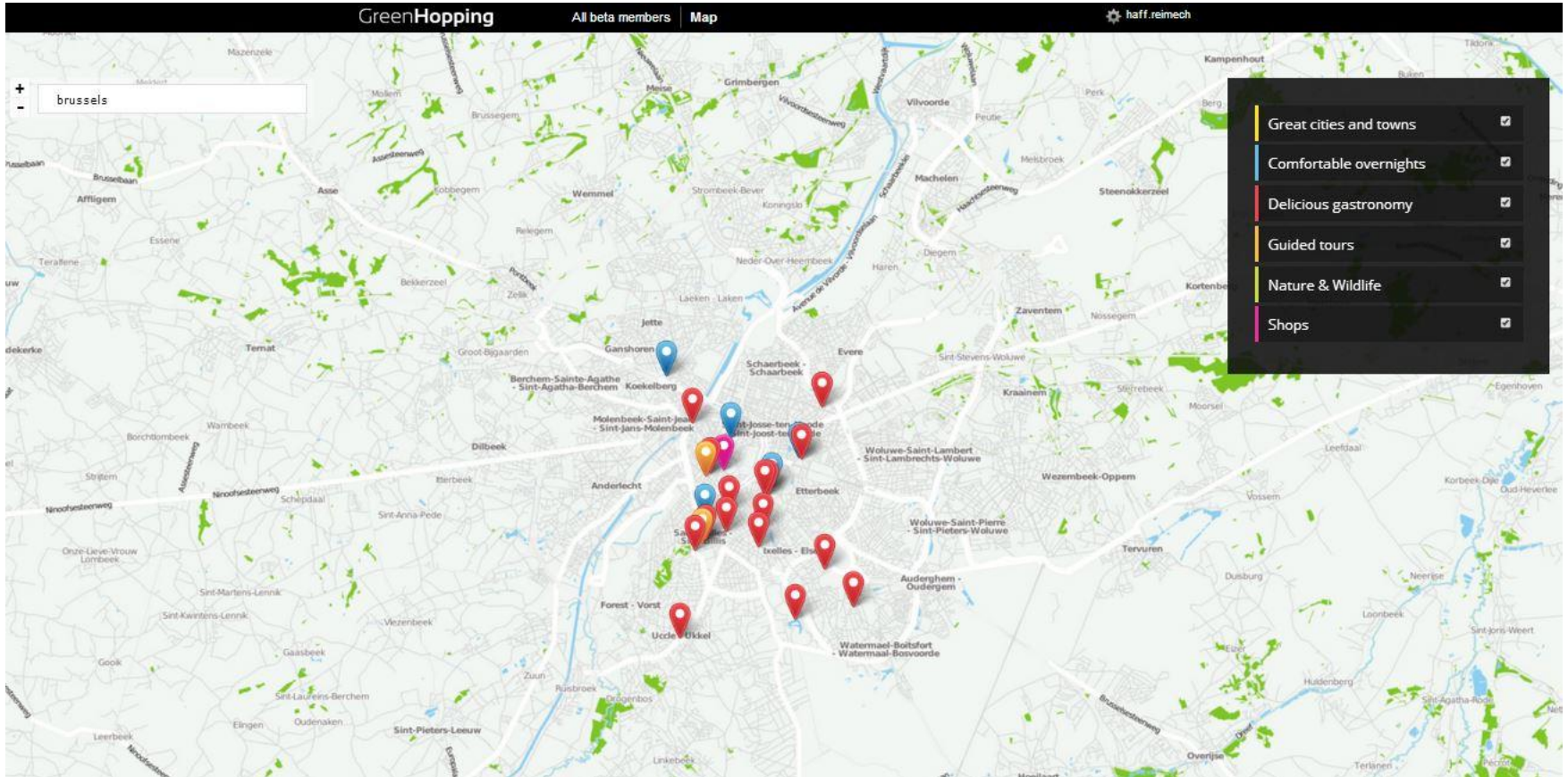


© 2013 Google - [GRIFFIN](#) © 2013 Terra-Server

Map URL:

http://destinet.eu/portal_map?lat_center=49.861005318023004&lon_center=6.13586425781255&map_zoom=4&map_engine=google&base_layer=ms





The screenshot displays a travel application interface. On the left, a search bar contains the text "brussels". Below it, a list of search results is shown:

- Brussels België
- Brussels Belgium
- Brusselsesteenweg Gent, België
- Brussels Hoofdstedelijk Gewest België
- Brusselsestraat Leuven, België

The main map area shows a map of Brussels with several red location pins. A central image shows a group of people jogging on a path, with the text "Brussels Sightjogging" and "Bruxelles Couramment!" overlaid. Below the image is a "View Details" button. On the right side, a dark filter menu is open, listing various categories with checkmarks:

- Great cities and towns ✓
- Comfortable overnights ✓
- Delicious gastronomy ✓
- Guided tours ✓
- Nature & Wildlife ✓
- Shops ✓

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PARTNERSHIPS
for SUSTAINABLE
DEVELOPMENT

ABOUT ECOTRANS WHO IS WHO TOPICS RESOURCES GOOD PRACTICE MARKET PLACE OBSERVATORY ATLAS HELP Google Site Search

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EW » Home » Who is Who » MARKET PLACE » CERTIFIED TOURISM (certifiers section) » Europe: Ecolabel Luxemburg

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[Create a DestiNet for your country, destination or network](#)

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PARTNERSHIPS
for SUSTAINABLE
DEVELOPMENT

ABOUT ECOTRANS WHO IS WHO TOPICS RESOURCES GOOD PRACTICE MARKET PLACE OBSERVATORY ATLAS HELP Google Site Search

EW » Home » DestiNet Atlas

DestiNet Atlas

Search and Display Instructions: The right hand search bar allows you first to zoom to a specific location of the map. To define your search, enter a keyword (optional), then check-mark the boxes to choose what you want to display. To **display** your search results, you can also [view selected locations as a list](#)(A-Z or by country), [view them in Google Earth](#). Currently displaying 39 location(s).

NB The Google Search in the green bar can also be used for free text search of all DestiNet content.

Define search

1. Zoom map to Location

2. Enter Name or Keyword (optional)

3. Select Category/ies (mandatory)

(check all boxes below)

ORGANIZATIONS

MARKET PLACE

Tour operators, Travel agents, Intermediaries

Travel Packages

Transport & Mobility Services

Accommodation Providers

Restaurants & Catering Services

Attractions

Activities

MARKET SOLUTIONS

4. Geographical specification (optional)

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Tourism Highlights - European Environment Agency

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The Alps: Europe's cherished but endangered mountains

A greener music festival in

Luxembourg, Natural park > Recreation area and nature reserve "Haff Réimech"



Recreation area and nature reserve "Haff Réimech"

Luxembourg's largest wetland lies between the Moselle and the vineyards on the grounds of a former gravel mining site which was separated from the river in the wake of the 1960s canalisation works. In 1998, some 100 hectares of its total surface (350 hectares) were declared a natural conservation area. Two paths with several roofed observation points allow visitors to discover the area's unique diversity, which offers a perfect natural habitat to a wide range of bird species. Bathing lakes and water sports are also enjoyed by visitors. There's an artificial beach that allows swimming.

Must do

Must see



The "Wine Road" f...

Start from Schengen.



Riding bicycles

The Moselle is on the ride! Seen from the bike, the Moselle is even more beautiful! Serviceable, friendly, economic, ecological... Rent a bike in Schengen.



Hiking

Nature walks through the commune's green forests are highly appreciated by tourists.

Want more info?

 Website

 Facebook

 Twitter

View on the map

 Schengen
Luxembourg

Focus on

Certified by



EDEN

This is an initiative to promote emerging destinations and sustainable tourism.

[More info](#)

Luxembourg, Restaurant > Le châlet de la Moselle



Le châlet de la Moselle

The restaurant was founded by the Pirsch family in 1948, then taken up in the 70s by the Ludig family. Finally, in 2000, Maryse and Lucien Demaison took over the management. The chef serves authentic and refined cuisine

Specialities



Lamb shoulder slices on the...
The Chef sublimate his lamb with tomatoes, salads, zucchinis, carrots and safran



Iced Nougat
The iced nougat of the Châlet de Moselle? Very tasty!



***Hecht-Knödel mit Fluss...**
Pike quenelles with crayfish is a delicious home-made dish. The recipe is kept secret by the Chef.

Want more info?

- [Website](#)
- [Facebook](#)
- [Twitter](#)

View on the map

[Route du vin 35
6841 Mactum
Luxembourg](#)

Focus on



Certified by



Slow Food

Slow food unites the pleasures of food with responsibility, sustainability and harmony with nature.

[More info](#)



Château de Schengen

The „Romantik Hotel Château de Schengen“ situated 30 km from the city of Luxembourg on the banks of the Moselle, internationally renowned for the signing of the “Schengen Agreement”, offers not only the sophisticated background of a historic event but also the serenity and recreation of its gardens and parks. The “Romantik Hotel Château de Schengen” comprises 36 charming rooms, numerous meeting rooms with terrace as well as a restaurant focused on regional Luxembourgish specialities.

Rooms



Charmé Room
Custom designed furniture, as well as carefully selected fabrics recall the charm of the castle life without compromising on comfort.



Classique Room
Within the Château de Schengen these rooms offer perfect comfort and bedding, comparable to the most renowned international hotels.



Comfort Room
Ambiance, Quality, and Space, these three words perfectly represent the term of “comfort”.



Suite Room
Our suite (80 m²) offers a subtle and refined elegance with all modern comforts with a view over the park of the Château and the Mosel River. Custo:



Chatelain Room
Haven't you always dreamt of spending the night under a magnificent canopy, made from the rarest and finest fabrics, such as Jouy, or mairé or Persien

Want more info?

- Website
- Facebook
- Twitter

View on the map

2 Beim Schloss
5444 Schengen
Luxembourg

Focus on

Certified by



Luxembourg EcoLabel

This EcoLabel is an initiative from the Ministry of Tourism and the Ministry of Sustainable Development and Infrastructure of Luxembourg.
[More info](#)

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Operational level
Export for Outlook

PARTNERSHIPS for SUSTAINABLE DEVELOPMENT

About

Sustainable tourism?

Labels & certificates

EDEN

Luxembourg EcoLabel

The Green Key

Contact us

Terms & conditions

Supported by

Personal Title
Firstname
Lastname
Job Title
Organisation
Postal Address
Phone Number
Fax Number
Email
Webpage
Released
Contributor
Country
Type
Keywords
Topics

Luxembourg EcoLabel



This EcoLabel is an initiative from the Ministry of Tourism and the Ministry of Sustainable Development and Infrastructure of Luxembourg.



This EcoLabel is an initiative from the Ministry of Tourism and the Ministry of Sustainable Development and Infrastructure of Luxembourg.

TYPE OF ACCOMMODATION FOR EcoLABEL

Hotels	49%
Campsites	30%
Gites & Guest houses	14%
Youth Hostels	8%

8% of all tourism establishments in Luxembourg

+ 40 certified accommodations

ENERGY
WASTE WATER
FAIR TRADE PRODUCT

- 10% of the electrical current is from renewable sources
- 10% of the total light bulbs have a low energy consumption
- Taps and shower heads = 9 bars per minute
- Yarns tested in 3 factories
- Hot water heated to 60°C
- No NO_x washing

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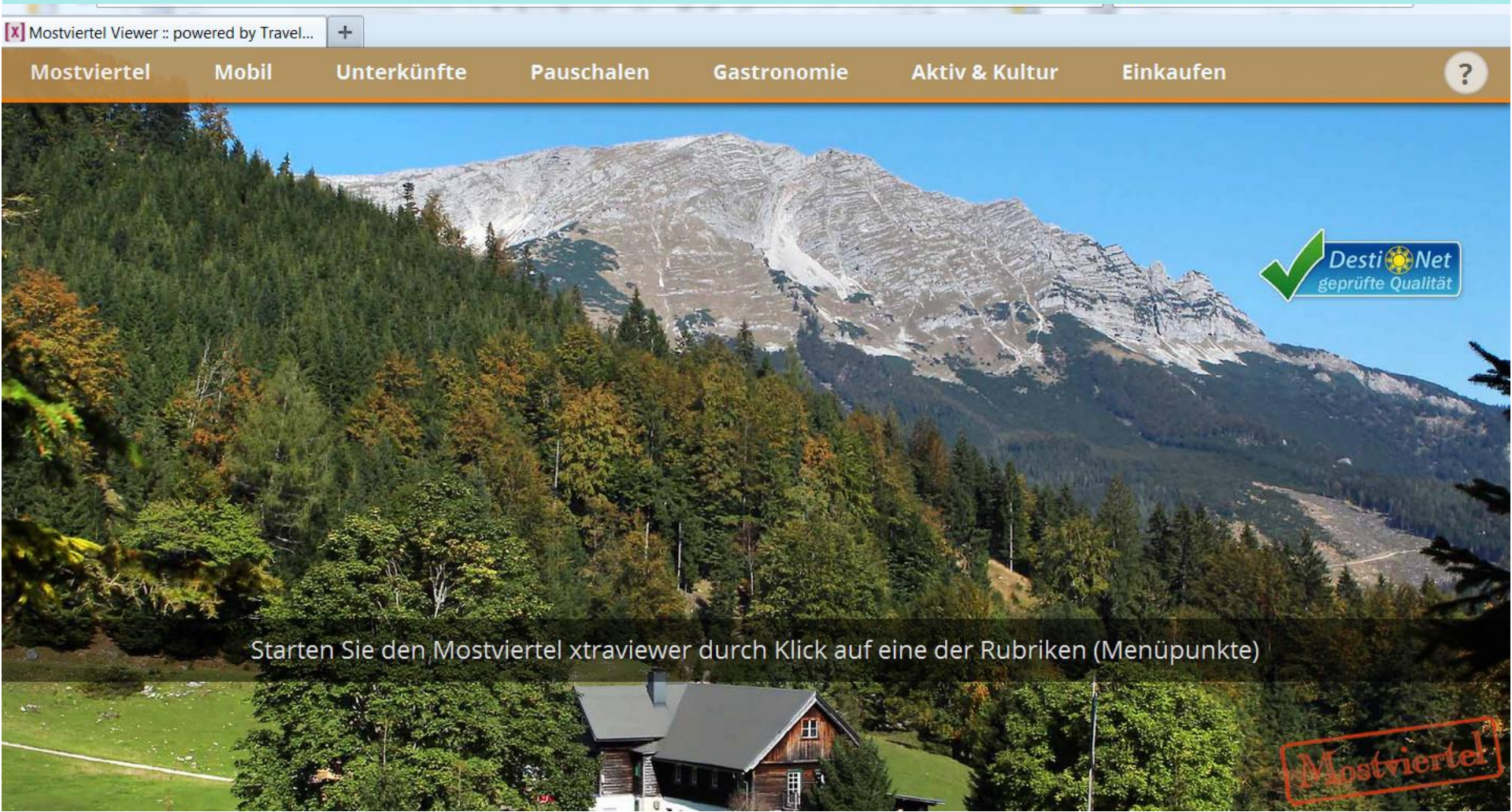
e.g. GreenDestinationViewer

The German **TravelMotion** company is offering information, training and marketing services to travel agencies and tour operators since more than 10 years.

The **GreenDestinationViewer** informs **25.000 travel agents** about green destinations with a commitment to sustainable tourism and with eco-certified businesses and packages, which the tour operators and travel agents can offer and sell to their clients.

The **GreenDestinationViewer** uses DestiNet as independent information source for certified tourism and further initiatives in the destination.

Destination Mostviertel/Austria: mostviertel.xtraviewer.com



Mostviertel

Mobil

Unterkünfte

Pauschalen

Gastronomie

Aktiv & Kultur

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DestiNet

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Das nachhaltige Mostviertel

Mostviertel Tourismus beschäftigt sich seit einigen Jahren – und als eine von wenigen Tourismusregionen in Österreich – intensiv mit dem Thema Nachhaltigkeit. Denn die Kulturlandschaft zu erhalten und fast schon Vergessenes wieder zum Leben erwecken, genießt im Mostviertel seit jeher einen hohen Stellenwert.

In Sachen Nachhaltigkeit nimmt das Mostviertel eine Vorreiterrolle ein. Mostviertel Tourismus initiiert und unterstützt zahlreiche Nachhaltigkeits-Aktivitäten. Nachhaltigkeit ist ein zentrales Thema für die Angebotsgestaltung und die Kommunikation. Die Bemühungen um Nachhaltigkeit und die Leidenschaft der Mostviertler, mit der sie Tradition und Innovation verbinden, wecken mittlerweile auch international Aufmerksamkeit, wie verschiedene Auszeichnungen bestätigen. Informationen über aktuelle Initiativen finden sich auf www.mostviertel.info/nachhaltigkeit.

Umweltzertifizierte Reiseangebote

Als erste Destination Österreichs darf Mostviertel Tourismus seit 2012 Urlaubsangebote mit dem Österreichischen Umweltzeichen für Reiseangebote präsentieren. Zu den umweltzertifizierten Urlaubsarrangements, die Interessierte bei Mostviertel Tourismus buchen können, zählen der „Grand Canyon Österreichs“ (eine Wanderung durch die Ötschergräben), eine Pilgerwanderung auf dem Pielachtaler Pilgerweg, „Zauberhafte Mariazellerbahn“ und ein Arrangement des Alpenhotels Gösing. Optionaler Bestandteil dieser Arrangements ist die umweltschonende An- und Abreise mit der Mariazellerbahn.

www.mostviertel.info/nachhaltigkeit.

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Das Mostviertel ist Partner des ETZ-Projeketes acces2mountain, dass die umweltfreundlichliche Mobilität speziell mit der Bahn zum Ziel hat.

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Steinschalerhof

Biobauernhöfe

Alpenhotel Gösing



Frische Salate aus dem eigenen Garten sind schon etwas sehr Köstliches. Dazu noch frische Gartenkräuter und das alles in Bio-Qualität.

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Steinschalerhof

Biobauernhöfe

Alpenhotel Gösing



Urlaub am Biobauernhof

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Steinschalerhof

Biobauernhöfe

Alpenhotel Gösing



In 2009 wird dem Alpenhotel Gösing wird das Umweltzeichen verliehen.

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Angebotspauschalen folgen hier in Kürze

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Gastronomische Angebote folgen in Kürze.

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Unterwegs mit dem Rad

Wandern



Beliebtes Gewässer für Rafting- und Canyoning-Touren ist die Salza.

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Kaum eine Region bietet so viele flüssige Spezialitäten wie das Mostviertel. Seit der Römerzeit pflegen die Mostviertler die hohe Schule der Most- und Weinkultur.

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Was bedeutet "DestiNet - geprüfte Qualität"?

Die vorgestellten Betriebe und Dienstleistungen tragen durch freiwillige Leistungen zu einer nachhaltigen Entwicklung in ihrer Destination bei. Diese Leistungen sind durch Ökolabels, Nachhaltigkeitspreise oder Mitgliedschaften in Bio- oder Fair Trade Verbänden mit entsprechenden Anforderungen geprüft. Die Betriebe und ihre Nachweise sind auf dem unabhängigen DestiNet Portal für Nachhaltigen Tourismus veröffentlicht.



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xtraviewer Konzept, Realisation und Design

Der xtraviewer ist ein webbasiertes Präsentationstool der TravelMotion GmbH, Groß-Breitenbach 80, D-69509 Mörlenbach, Email: info@xtraviewer.com, Web: www.xtraviewer.com

Mostviertel

Thank you for your attention!

Herbert Hamele

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