



Sustainable Destinations Alliance for the Americas



Organization of
American States



**SUSTAINABLE TRAVEL
INTERNATIONAL™**
Leave the world a better place™



SUSTAINABLE DESTINATION ALLIANCE LAUNCHED

CTO joins OAS, RCL, STI and SITCA to establish
Sustainable Destinations Alliance for the
Americas (SDAA)



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Scale of Impact

First-ever large-scale multi-sector
initiative at the hemispheric level

7 destinations first year;
expansion to 30+ destinations
within the next few years

Approx. \$500K this year alone,
and close to \$1m to date with
RCL support for tool development



The Opportunity

Step 1: Undergo a comprehensive **evaluation** of its performance against globally-recognized criteria and indicators for sustainable destination management. These evaluations will be performed using Sustainable Travel International's Rapid Destination Diagnostic methodology

Step 2: Develop an **action agenda** to establish practical quick-win projects that address the evaluation's priority areas

Step 3: Gain access to an online Sustainable Tourism Professionals **educational training program** designed to build local capacity in sustainability good practices

Step 4: Commit to monitoring of salient key performance indicators using Sustainable Travel International's SMART destination **monitoring system**

Step 5: Receive support with **sustainability storytelling**, designed to help each destination share best practices aligned with the SDAA initiative



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**SUBMIT YOUR APPLICATION TODAY. DEADLINE:
MAY 30, 2014**

www.destinationsfortomorrow.org