



Regenerative Tourism for Destination Marketing Organisations

Community Engagement



Involve local communities

Involve local communities in tourism planning and decision-making.



Support the local economy

Support local businesses and artisans through tourism initiatives.



Measure and report

Measure and report on community impact to assess what's working and what can be improved.

Environmental Stewardship



Clear Goals

Set clear sustainability goals and metrics.



Encourage sustainable travel

Promote low-impact travel and conservation efforts.



Support natural ecosystems

Identify how you can invest in restoring natural ecosystems.



Protect local heritage

Celebrate and protect local heritage and traditions through engagement and initiatives.



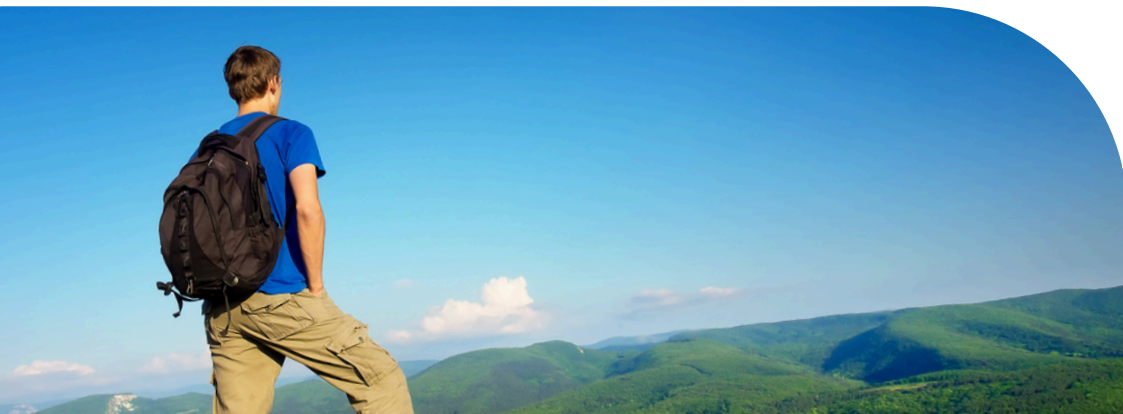
Cultural collaboration

Collaborate with cultural custodians and indigenous voices to promote local culture.



Respectful engagement

Educate visitors on how to respectfully engage with your destinations culture.



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Provide helpful resources

Provide resources to help visitors travel responsibly.

Visitor Education



Increase visitor stays

Encourage visitors to stay longer, and make deeper connections in your destination.



Encourage exploration

Promote off-season and off-the-beaten-path experiences to encourage visitors to explore areas outside of tourist hot spots.

Measurement & Accountability



Monitor outcomes

Track regenerative outcomes (not just visitor numbers) to monitor impact.



Be transparent

Demonstrate transparency, and publish transparent reports on your progress.



Listen to feedback

Adapt your plans based on feedback received from locals and visitors, and adjust plans accordingly.



Here to support you on the path to a regenerative destination

Regenerative tourism is not a destination — it's a journey. This checklist is your first step.

Looking for support on your journey?

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