

# Together for EU Tourism stakeholders meeting

13 SEPTEMBER 2022



#EUTourism

# Azores leading sustainable tourism

Carolina Mendonça

Azores DMO Coordinator

Regional Secretariat of Tourism, Mobility and Infrastructures





Azores  
archipelago



GOVERNO  
DOS AÇORES



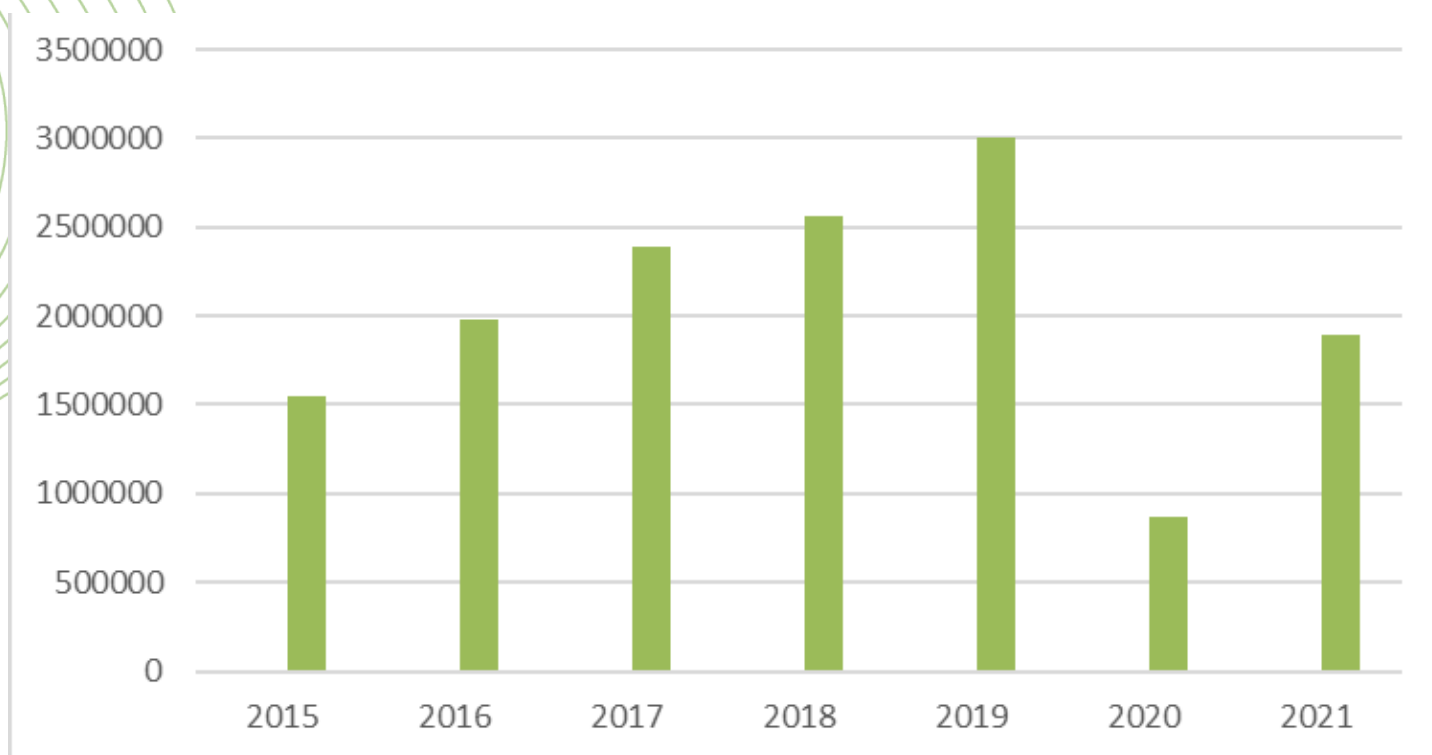
European  
Commission

# The Azores Archipelago

- One of the two autonomous regions of Portugal, one of the outermost Regions of Europe
- Archipelago composed of nine volcanic islands in the Macaronesia region of the North Atlantic Ocean
- 236,440 inhabitants



# Tourism development cycle in the Azores



Fonte: SREA

3 M overnight stays in 2019





**The Azores DMO works as a 'catalyst' structure for sustainable development**

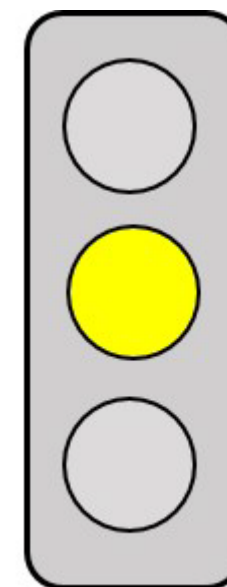
Sustainability is only effective if it is a collaborative process

# Strategic goals for the Azores destination

- Promote the destination's authenticity
- Promote the dispersion and distribution of tourists flows over various areas of the territory
- Mitigate the effects of seasonality
- Increase destination value by focusing on differentiation
- Attraction of a type of tourist that leaves more value in the region and that respects the environment
- Increase awareness and satisfaction

# 11. Easily accessible best practices, peer learning and networking for SMEs

Creation and upgrade of the Sustainability Charter of the Azores Platform, where local SME's can report the sustainability reports, indicators, share good practices, and have access to specific tools, templates, news about sustainable tourism. **Platform upgrade by 2023.**





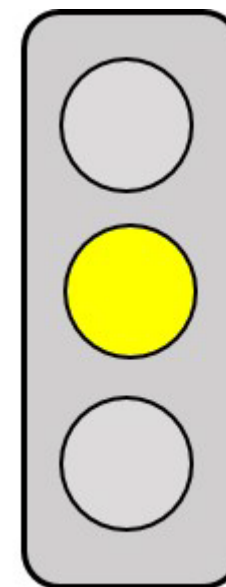
# 12: R&I and pilots on circular and climate friendly tourism

Creation of an online tool (App) that allows the community and tourists to participate in environmental and social activities to offset their carbon footprint.

**App to be launched by 2023.**

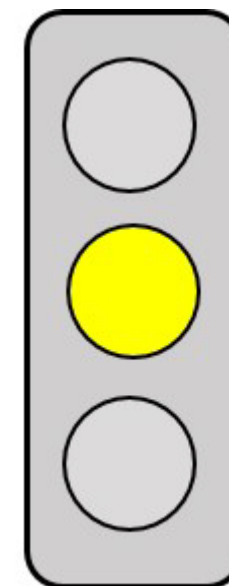


Platform that allows organizations of all types to manage their programs and engage their community of employees, students, clients, and/or other stakeholder groups.



## 20: Awareness raising on changes in tourism demand and the opportunities of twin transition for tourism

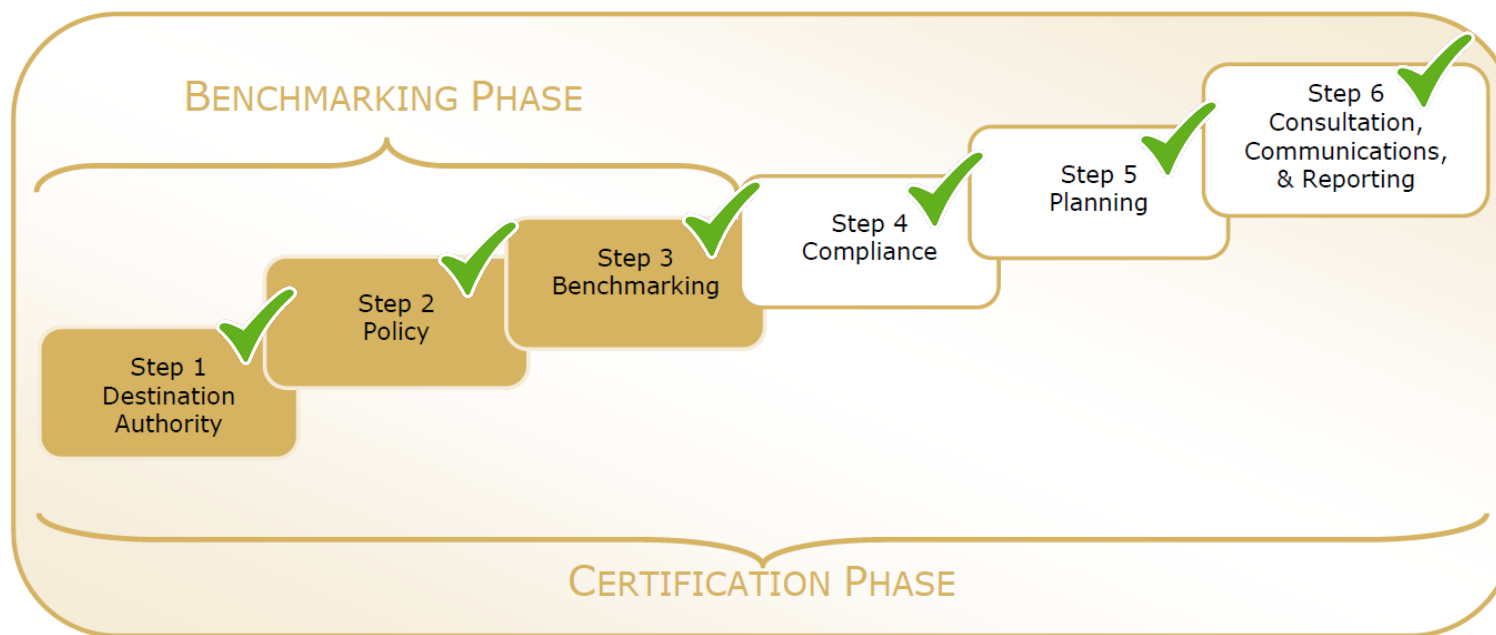
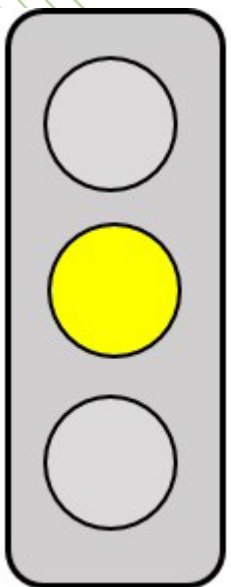
Organization and promotion of at least two annual Sustainability Forums that support the networking and best practice sharing by the Sustainability Charter of the Azores subscribing entities, during the period of 2022/2023.



### 3: Improving statistics and indicators for tourism

Improve the management and collection of sustainable tourism indicators in the scope of the certification process as a sustainable tourist destination under GSTC criteria, and make it available for stakeholders, in order to have a smart and sustainable tourism model approach, with the aim to achieve Gold certification standard by EarthCheck by 2024.

The first and only archipelago in the World to be certified as a sustainable tourist destination under GSTC criteria



## 7: Circularity of hospitality industry

Continue developing the Sustainability Charter of the Azores, that aims to support the adoption of the Agenda 2030 principles in an inclusive and comprehensive way in the different sectors of society. The Charter is aligned with the 17 Sustainable Development Goals, and with a fundamental role for its materialization in the Azores. With this project, we support small and medium-sized companies in all sectors (also Tourism sector) in the implementation of sustainability reports (reporting ESG indicators) and in the adoption of good sustainability practices through sustainability training workshops and capacity building training sessions in all 9 islands. Achieve at least 300 subscribing entities in 2023.

- A new approach to SDG delivery
- Training workshops and networking events on all 9 islands
- Can be replicated to any region, city or country

**9 ISLANDS**

**+ 200**

SUBSCRIBING ENTITIES

**+ 800**

COMMITMENTS



GOVERNO  
DOS AÇORES



European  
Commission

**Thank you for your attention!**

Azores Destination Management Organization

Carolina Mendonça

[Carolina.ap.mendonca@azores.gov.pt](mailto:Carolina.ap.mendonca@azores.gov.pt) | (+351) 916 651 689

Azores, Portugal

<https://sustainable.azores.gov.pt/>