



## Building *(or Enhancing)* Your Destination's Sustainability Landing Page

There are many compelling reasons for a destination to highlight its values in sustainability. Consumers (particularly Gen Z and Millennial travelers) increasingly seek this information, and residents want to see their DMO emphasize sustainable choices to visitors. The mere act of building out a sustainability page can inspire a destination to adopt new practices it hadn't considered before.

Ideally, a destination will weave sustainable messaging throughout its website, but it's beneficial to have a dedicated landing page to communicate key information to potential visitors. Whether you're looking to build your very first sustainability landing page, or looking to enhance an existing page, we hope you will find these tips useful. For additional resources, we encourage you to check out the CalTravel Sustainability and Stewardship Toolkit at [caltravel.org/sustainability-stewardship-toolkit](https://caltravel.org/sustainability-stewardship-toolkit).

- 1. Ask hospitality businesses within your destination how they address sustainability in their operations and highlight the most compelling examples on your landing page.**
- 2. List any relevant partnerships your DMO is engaged with (e.g. Kind Traveler, Leave No Trace, Wheel the World, etc.)**
- 3. Provide a curated list of local volunteer opportunities and encourage visitors to incorporate "voluntourism" into their vacation experience.**
  - Consider a wide variety of volunteer opportunities inclusive of various abilities.
  - Highlight volunteer opportunities that can be secured on short notice and that don't require pre-trainings or background checks.
- 4. Consider elements of sustainability beyond just environmental considerations.**

The word sustainability is typically used in reference to the preservation of our natural resources, but the term encompasses environmental, social, and economic considerations. Emphasize green practices, but also consider broader examples of sustainable practices.

- For instance, a lodging property that offers workforce housing: helps to elevate the economic standing of its employees, reduces carbon emissions by eliminating commutes, and even addresses limited housing supply within the community.
- A hospitality business that is certified as inclusive for patrons with special needs, autism, or sensory processing differences is a great example of accessible tourism – a socially sustainable/responsible practice.

- 5. Define sustainable language for your visitors.**

What is Carbon Neutrality? LEED Certification? How do you define "Green Lodging"? Consumers want to support businesses and destinations with sustainable values but may not even have a firm grasp of sustainable terminology. Educating readers on these concepts positions your

organization as a resource or even an authority on sustainability and quells suspicion of greenwashing.

**6. Don't be afraid to flex your destination's sustainability successes outside of tourism and hospitality.**

Does your utility offer its customers the option of solar or geothermal energy? Is any of transit's bus fleet electrically powered? How many public charging stations do you have in your destination? Does your destination have aims to reach carbon neutrality ahead of the statewide goal? Research the good work being done within your local government and nonprofits in the areas of climate action, accessibility, and economic equity, and highlight those successes as examples of excellence in destination sustainability.