

Strategy for sustainable tourism

GENEVA

Action Plan & Results 2023



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Strategy for sustainable tourism





Strategy for sustainable tourism 2020-2025

The Geneva Tourism & Convention Foundation continues to implement the objectives of its strategy for sustainable tourism defined in June 2021. The actions and results achieved by 2023 are presented in the form of strategic pillars.

2.

GDS-Index



Global Destination Sustainability Index

Résultats 2023

Geneva Tourism has been a member of the Global Destination Sustainability Movement (GDS-M) since 2016. The GDS Movement is a collaborative project between the CEM, ICCA, IMEX and MCI that aims to help destinations, event organisers and suppliers promote the adoption of sustainable practices in their city and in the global tourism industry.

The GDS-Index was developed in 2016 and assesses destinations through their environmental, social, supplier and destination management performance. This assessment ranks destinations according to their sustainability performance. The index enables best practices to be collected and provides a platform for exchanges between destinations.

In 2022, Geneva had a GDS-Index benchmark score of 69.7%, compared with the world average of 61.56%.

In 2023, Geneva is the second Swiss city in the GDS-Index ranking, after Zurich, with a score of 73.3% - up 5.1% on 2022.

Performance results :

- Environmental: 83.3% (5.25% Increase)
- Social: 76.3% (3.33% Decrease)
- Supplier 73% (17.13% Increase)
- DMO 62.2% (2.74% Increase)

2nd Swiss city

3.

Action plan & Results 2023





Pillar 1: Accelerate the transition to a circular economy



Objective

Reduce waste in the tourism sector by 30% by 2025 by applying the principles of circular economy (5Rs).



Action 2023

Organization of a free training course in collaboration with Ecolive (an environmental consulting and management firm) on the theme of energy and climate.



Result 2023

Three training sessions were carried out, with the participation of five establishments.
12 actions to reduce energy consumption and waste were implemented by the participants.

Pillar 2: Accelerate the transition to a post-carbon economy



Objective

Reduce GHGs by 60% by 2030 compared with 1990.



Action 2023

Draft an internal charter for the organization of responsible events.



Resultat 2023

Signature of the charter by all employees of the Geneva Tourism & Convention Foundation.

Pillar 3: Promoting local initiatives



Objective

Encourage and promote "made in Geneva" by supporting local events, local products, crafts and know-how.



Action 2023

- Promotion of local products from local agriculture or Geneva handcrafts.
- Regular promotion of Geneva events and local initiatives on social networks.



Result 2023

- Promotion of local artisans and local products at the temporary stand in the Jardin Anglais, such as SIG water bottles, "Genève Terroir" products, le blanc t-shirts, la Jonx posters, etc.
- 16 publications on Facebook with a cumulative reach in 2023 of 190 086.

Pillar 4: Promote the destination's social and solidarity impact



Objective

Achieve 85% tourist satisfaction.



Action 2023

- Carry out a tourist satisfaction survey during the summer period.
- Interview 2'000 tourists and achieve 85% of tourist satisfaction



Resultat 2023

The survey reported a satisfaction rate of over 90%.

A total of 902 visitors were interviewed.

Pillar 5: Strengthen collaboration between tourism stakeholders



Objective

Increase by 50% the number of players with a "Corporate Social Responsibility" (CSR) policy and/or official certification. The target is 100 partners.



Action 2023

Promotion of the Swisstainable program to destination partners via newsletter, webinars, etc.



Result 2023

87 partners have joined or are in the process of joining the Swisstainable program.



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