



THE WORLD'S
LEADING TRAVEL
TRADE SHOW®
7-11 MARCH 2018



PRESS INFORMATION & INVITATION:

7 March 2018 - 16:00-17:30 – Palais am Funkturm, ITB Berlin

Lake Tota Finalist for the World's Best Sustainable Destinations - to be unveiled at ITB Berlin

The World's Best Sustainable Destinations will be unveiled in the Awards Hall of ITB Berlin, at the end of its Opening day, March 7. **Lake Tota** is among the finalists that have been selected by a Jury representing 12 international organisations, from a total of 100 top-sustainable destinations. The Jury will announce the Best of Cities, Communities & Culture, the Best of Nature, the Best of Seaside, the Earth Award (for environment & climate), and also the best of each part of the world, e.g. Best of Europe.

The World's Top 10 Sustainable Destinations

At the end of the Awards ceremony, the World's Top 10 Sustainable Destinations will unveil: the world's ten Best-of-the Best destinations leading the way towards quality, attractiveness and sustainability in tourism. The Award Winners and the World's Top 10 provide the best practice experience for destination managers to involve their local communities in tourism, and to avoid overtourism problems as we have seen in Barcelona, Venice, and many other fragile iconic places.

Key role of destinations finally recognised

Local governments and protected areas have everything on the line to ensure tourism sustainability, but they were hardly visible in the larger tourism award schemes so far. This has now changed thanks to ITB Berlin, the world's leading Travel Trade Show. ITB provides its prime auditorium (Palais am Funkturm) to a new mainstream award scheme exclusively dedicated to destinations: the Sustainable Destinations Top 100 Awards. This is the most prestigious opportunity to showcase "green destinations" to the world.

ITB Audience Prize

In addition to the Jury Awards, the audience will be asked to vote for the ITB Audience Prize. This poll will be done online, but it is restricted to those who attend the event.

Place and Time

[Palais am Funkturm, ITB Berlin, 7 March 2018, 16:00-17:30h.](#)

For the Finalists see: <http://greendestinations.org/best-of-top100-awards/>.

The Awards event is organized by ITB Berlin, Green Destinations, TravelMole's Vision on Sustainable Tourism, with the support of BookDifferent.com, and all other [Top 100 Organising partners](#).

Press contact

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General information

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<http://greendestinations.org/2018-top100>