

Inspiring Sustainable Change



What is sustainability?

Do less harm; do more good.

Ultimately, that is what sustainability means.

Sustainable Tourism

The World Tourism Organization (WTO) defines sustainable tourism as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”.

Our sustainability focus is aligned with the 17 Sustainable Development goals put out by the United Nations WTO:



DO LESS HARM
DO MORE
GOOD

What We Heard from our Tourism Partners

In March 2023 survey, we surveyed the community on sustainability. We heard the following:

- 55% of survey participants believe that sustainable Tourism is very important.
- 8/10 business owners in our community already practice sustainability.
- 100% participate in local recycling programs.
- 90% practice energy conservation.
- 80% avoid disposable products
- 73% say if there were opportunities for education and awareness training in the community they would participate.

Green Step Certification

What is Green Step Certification?

Tourism Terrace is proud to be GreenStep Sustainable Tourism Certified. Our GreenStep certification showcases our commitment to sustainable tourism. It is recognized by the Global Sustainable Tourism Council and signifies that we have met their rigorous standards. We have undergone a comprehensive assessment and review process to achieve Sustainable Tourism Bronze Certification.

At Tourism Terrace, we prioritize the four elements of sustainability within the GreenStep Framework:

- Sustainable Management
- Social & Economic Impacts
- Natural & Cultural Interactions
- Environmental Impacts

We are dedicated to implementing sustainable practices in our operations, moving towards a more viable and environmentally friendly tourism industry.

The mandatory requirements included the signing of a formal letter of commitment, the formation of a destination sustainability committee, a destination evaluation based on globally-recognized criteria, which included 117 questions across four categories, evidence submission and verification for each question noted as present within the destination, and the development of a Sustainability Action Plan.

Following the assessment, we received a final report that recognized where we were doing well, and also highlighted areas of opportunity for improvement. We have incorporated this information into our Sustainability Action Plan for continued success on our sustainability journey. Tourism Terrace will be reassessed every three years to maintain our certification and be held accountable to our action plan.



Sustainable
Tourism

Our Commitment to Sustainability

Why is Sustainability Certification Important?

Research indicates that over 70% of travellers are looking for sustainable destinations. Our commitment to sustainability positions us to attract a sustainable visitor: a market that is proven to spend more, stay longer, engage fully and tread lightly when they travel.

Sustainability does not begin, nor end with certification. The Sustainable Tourism Certification is more than a label, it's a process. We are working to improve our sustainability performance and/or reduce our negative impacts.

For more GreenStep resources visit: greensteptourism.com.

Learn more about Sustainability on our Visit Terrace website: visitterrace.com/sustainability

The logo for TERRACE BC, featuring the word "TERRACE" in a bold, white, sans-serif font with a stylized wave graphic under the "E", and "BC" in a smaller font to the right. The background of the entire page is a scenic landscape of a coastal area with mountains, a large body of water, and people fishing in the foreground.

TERRACE^{BC}