
Our certifications for businesses



ECO Certification

ECO Certification is designed for tours, accommodations or attractions with a nature focus to their visitor experience.



Sustainable Tourism Certification

Sustainable Tourism Certification is designed for all businesses that operate in the tourism supply chain in a non-nature-based space, including hotels, attractions, tours, transport, restaurants, breweries, and more.

Our certifications for destinations



ECO Destination Certification

The ECO Destination Certification program assures travellers that certified destinations are backed by a strong, well-managed commitment to sustainable practices and provide high-quality nature-based tourism experiences within the region.



Sustainable Tourism Destination Certification

Following similar criteria used in Ecotourism Australia's ECO Destination Certification, Sustainable Tourism Destination Certification is available to all destinations and focuses on sustainability through a whole of region commitment to sustainable and responsible tourism practices.

Supporting programs



Respecting Our Culture (ROC) Certification

ROC encourages businesses to operate in ways that respect and reinforce First Nations' cultural heritage and the living cultures of Indigenous communities.



Climate Action Certification

The Climate Action Certification program encourages businesses to focus on carbon emissions reduction and climate mitigation strategies in detail.



Strive 4 Sustainability Scorecard

Launched by Ecotourism Australia in 2022, in partnership with Tourism Australia, the Strive 4 Sustainability Scorecard is a pathway program for any tourism business to start their sustainability journey.

Choose a program that's **right for you**

Are you a tourism business or a destination?

Business

Destination

Want a snapshot of your sustainability practices now?

Yes



I want a more in-depth verification of my business' sustainability

Founding Partner

TOURISM AUSTRALIA



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Is your destination nature-based with existing nature-based tourism products?

Yes, it is a nature-based destination

No, it is an urban destination



Are your experience offerings primarily nature-based?

Yes

No



Continue your sustainability journey with our supporting programs