



Benefits of being a Central Coast Eco Advocate



centralcoast
NEW SOUTH WALES



Becoming a Central Coast Eco Advocate

Our local Eco Advocate industry community is growing every year with businesses both pursuing and upholding national sustainable tourism certifications.

Eco Advocates are helping to:

- **Build** the Central Coast's profile as a region rich in unique, authentic experiences
- **Attract** eco-conscious travellers who stay longer and spend more
- **Develop** a range of signature ecotourism products
- **Grow** traveller interest in our local community, nature and culture
- **Encourage** more eco-conscious, sustainably-minded operators
- **Provide** sustainable local employment and training opportunities
- **Activate** the ECO Certification framework as a business development tool
- **Create** a regional business environment where the Ecotourism Industry thrives
- **Share** best practice with other Eco Advocates through networking and mentoring.

Marketing support for Eco Advocates

Central Coast businesses who achieve ECO Certification all join our wider ECO Destination journey as 'Eco Advocates' and benefit from:

- **Curated business listing** on Love Central Coast
- **Editorial** in Love Central Coast 'News' (once certified)
- **Destination Ecotourism hubs profile** on Love Central Coast
- **Eco-themed Itinerary feature** on Love Central Coast
- **Social media features** in ecotourism campaigns to +100k audience
- **The Green Travel Guide listing** and its Central Coast profile
- **Video and photo shoot opportunities** on eco and sustainable travel themes
- **Speaking opportunities** at industry events
- **Pitch for Ecotourism Australia** socials and monthly newsletter to 20k+ audience
- **Referral letters** for award or grant nominations.

In 2024, over
1.7million people
viewed the Love
Central Coast website

Benefits of ECO Certification

Achieving ECO Certification is truly fulfilling! Your sustainability commitment is national recognition for meeting global standards and the program benefits are equally valuable.

Business development & training

- Resources, templates, fact sheet and webinars
- Criteria coaching, audits and reviews
- Benchmarking with ReviewPro partnership
- Ecotourism Australia portal access.

Credibility

- Global Sustainable Tourism Council recognition
- Grant/Award application support
- Third-party verification of sustainability
- Actively oppose greenwashing.

Recognition


- Certification logos and certificate
- Green Travel Guide listing
- Digital & social promotion
- Public listings support ECO Certification:
 - Google
 - Booking.com
 - Big Red Group
 - Australian Tourism Data Warehouse (ATDW)
- Certification recognised by Australian Tourism Export Council
- Extended permits in many protected areas
- Special offers via Ecotourism Australia industry partners.

Community

- Join Ecotourism Australia's member network
- Connect with international buyers and stakeholders
- Lead the ecotourism industry as a Central Coast Eco Advocate!

Over 75% of global travellers
say that they want to travel more
sustainably over the next 12 months

Booking.com's Sustainable Travel 2024 Report



Contact us to discuss how your
business can lead the way for
ecotourism on the Central Coast
as an ECO Advocate

LOVECENTRALCOAST.COM/ECO-BUSINESS

Contact
Tourism@CentralCoast.nsw.gov.au

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