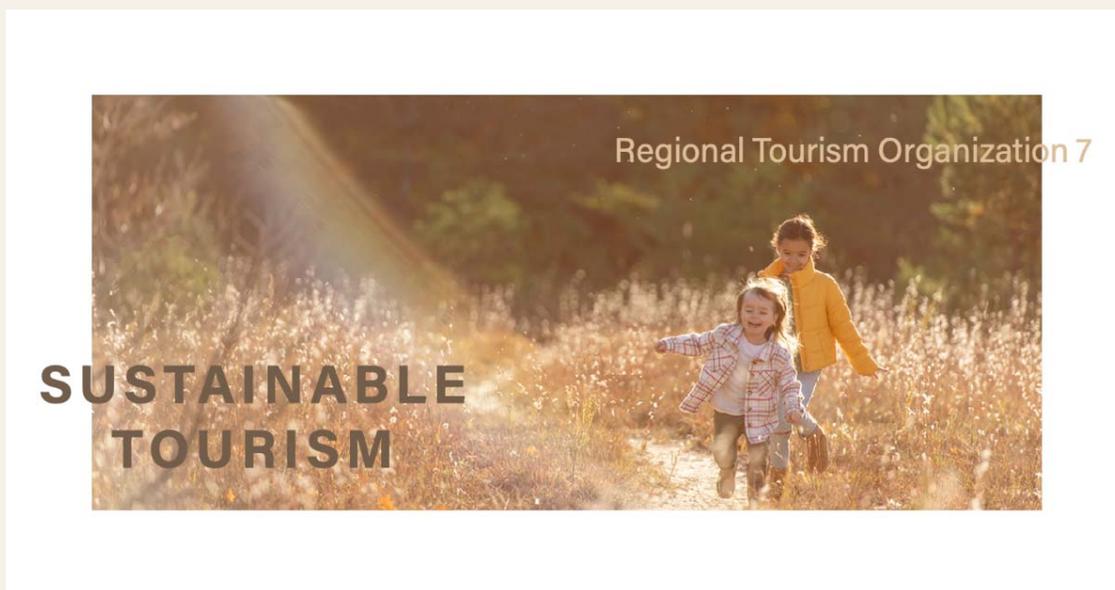


Kelly Lush

From: Regional Tourism Organization 7 <info@rto7.ca>
Sent: February 16, 2023 10:00 AM
To: Kelly Lush
Subject: RTO7 Sustainable Tourism Newsletter, Vol. 2

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FEBRUARY 16, 2023

*The UN World Tourism Organization
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.”*

In our last newsletter (dated **February 6, 2023**), RTO7 shared the news that we have taken the **Sustainable Tourism 2030 Pledge** as a step on our sustainability

journey.

Taking the pledge has led us into the next phase of our journey as RTO7, with the support of **TIAO** (Tourism Industry Association of Ontario), is now in the process of completing the **GreenStep Destination Assessment** for the region of BruceGreySimcoe. The assessment will establish a baseline, uncovering both strengths and opportunities in which to focus the region's efforts to improve performance over time.

The assessment questionnaire consists of 117 questions (with sub questions) within these pillars:

- Management
- Social & Economic
- Natural & Cultural
- Environmental

RTO7 staff have submitted evidence and are just finishing up the assessment process. It is a very thorough process and having the region's performance verified by a third party is an important aspect for the organization. Examples of sustainability initiatives across the region were included (from both the private and public sectors) in the assessment. Looking forward, reassessment takes place in three years' time with the expectation that staff will have increased knowledge about sustainable practices taking place within the region.

Next Steps

- With the help of GreenStep, develop a Sustainability Action Plan for the region
- Establish a Region 7 Sustainable Tourism Working Group, to be comprised of a diversity of industry and community stakeholders. The goal of the working group is to help inform the direction of sustainability initiatives

within the destination and support ongoing efforts to improve the region's sustainability performance.

Stay tuned to follow our progress and learn more about how you can help move your organization and the region forward! If a friend or colleague has forwarded this email to you, take a moment to **subscribe now** to have our newsletters delivered straight to your inbox.

About GreenStep

GreenStep is the only Canadian-based organization that offers Global Sustainable Tourism Council recognized certification assessment criteria, which is aligned to the United Nations' Sustainable Development Goals and international best practices. The organization helps tourism businesses and destinations measure and improve sustainability performance through assessments and certification programs designed specifically for tourism and hospitality. Learn more by visiting their **website**.

Past Newsletters

- **February 6, 2023 Sustainability Newsletter**

Related Links:

- RTO7's **Sustainable Tourism Page**
 - **Sustainable Tourism 2030 Pledge Page**
- BruceGreySimcoe's **Visit Responsibly Page**
- TIAO: **Advancing Sustainable Tourism in Ontario**
- **GreenStep Sustainable Tourism**

IN EVERY NEWSLETTER:

RTO7 Programs and Resources

RTO7 has other programs and resources to help your business recover from the effects of COVID-19, create video and image libraries and more! Click on the links below for more info:

- **Programs**
 - **Partnership Programs**
 - **BruceGreySimcoe Free Training** (click on the image below to learn more about Typsy)
 - **T3 Accelerator**
 - T3 Accelerator Podcast
 - **Tourism Biz Bites from the 7**
 - **Implementation Programs**
 - **Experience Implementation Program** (EIP)
 - Festival Implementation Program (See Operations Implementation Program)
 - **Operations Implementation Program** (OIP)
 - **Recruitment Implementation Program** (RIP)
 - **Sustainability Inclusivity Program** (SIP)
 - Tourism Implementation Program (See Operations Implementation Program)
- **Resources**
 - **Careers in Tourism**
 - **RTO7 Industry Events Calendar**
- Are You Listed?
 - **FREE Tourism Operator Listings on BruceGreySimcoe.com**
- Add Your Festival or Event!
 - **FREE Festivals and Events Listings on BruceGreySimcoe.com**
- Need Help Pushing Out a Promotion?
 - **FREE Promotions Listings on BruceGreySimcoe.com** (complete and up-to-date operator profile required)

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