

# Press Release

## Sustainability: GDS Index ranks Berlin fifth in its metropolises category

- **For the first time, Berlin is listed in the leading sustainability benchmark for the tourism and congress sector of global destinations**
- **Germany's capital makes a strong showing in the Global Destination Sustainability Index – ranked fifth among the international metropolises**

**Berlin, 26 October 2021** On its first appearance in the Global Destination Sustainability Index, Berlin has taken fifth place in the metropolis category. Now Germany's capital is confirmed as a sustainable travel destination and congress metropolis in the leading international index for the tourism and MICE sector. The GDS Index, which promotes and encourages sustainable development in destination management, announces its annual results at the International Congress and Convention Association (ICCA) Congress.

**Burkhard Kieker**, CEO *visitBerlin*: "Sustainability is a core theme for Berlin – and with fifth place in this global sustainability benchmark after such metropolises as Glasgow, Melbourne, Sydney and Vienna, we are clearly moving in the right direction. We are constantly working to foster the innovative and climate-friendly development of this sector in Berlin."

For one year, *visitBerlin* with the Berlin Convention Office has been a member of the Global Destination Sustainability Movement (GDSM) with the aim of making Berlin fit for the future and positioning the city as an innovative and sustainable destination for conferences, meetings and congresses. The drivers playing a part in Berlin here include the recent [sustainability strategy](#) drafted by *visitBerlin*, the [Tourism Plan](#) with its focus on sustainability, and the promotion of [quality tourism](#). Visitors interested in green offers can find a wealth of information on [visitBerlin.de](#) from, for instance, [hotels](#) with high standards of sustainability to [tips for excursions](#), [eating out](#) and [shopping](#), sustainable [locations](#) and [bike tours](#).

Berlin is now included for the first time in the newly published GDS Index of the Global Destination Sustainability Movement. This global initiative works together with diverse destination management organisations to create new and sustainable strategies to develop tourism and congress destinations. The GDS Index is built from a range of indicators evaluating such aspects as a city's environmental and social performance, the performance of tourism sector suppliers, and destination management performance.

### **Sustainable Meetings Berlin free for Berlin's MICE partners**

This year, the Berlin Convention Office together with Berlin's Senate Department for Economics, Energy and Public Enterprises is offering all the city's MICE service providers the chance to become part of the Sustainable Meetings Berlin community free of charge. Partners can benefit from a number of support modules, such as workshops or consulting, to prepare for the [Sustainable Meetings Berlin](#) audit.

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For more on the Sustainable Meetings Berlin initiative [convention.visitberlin.de/sustainable-meetings-berlin](https://convention.visitberlin.de/sustainable-meetings-berlin). More on Berlin as a sustainable destination on [about.visitBerlin.de/nachhaltiges-berlin](https://about.visitBerlin.de/nachhaltiges-berlin).

## GDS Index: The top 10 most sustainable global metropolises

Position	Metropolis	% of possible overall performance
1	Glasgow, United Kingdom	82
2	Melbourne, Australia	76
3	Sydney, Australia	73
4	Vienna, Austria	67
5	<b>Berlin, Germany</b>	<b>66</b>
6	Flanders, Belgium	62
7	Montreal, Canada	60
8	Barcelona, Spain	57
9	Paris, France	54
10	Sapporo, Japan	52

In the Index, metropolises are defined as cities with over 1.5 million residents. More details on the Global Destination Sustainability Index [gds.earth/2021-results/](https://gds.earth/2021-results/).

### **visitBerlin**

"Inspiring the world for Berlin." With this mission, Berlin Tourismus & Kongress GmbH promotes Berlin's destination management as well as the city's tourism and congress marketing. Under the *visitBerlin* brand, the company is a partner, actor, source of creative ideas, and networker. Its remit is focused on sustainable product development and marketing city-compatible tourism services in all twelve Berlin boroughs with the aim of maintaining the life quality of local residents and harmoniously increasing experience value for visitors. As a tour operator, *visitBerlin* also issues the *Berlin WelcomeCard*, the city's official tourist ticket. The company also operates the Berlin Tourist Info Centres and the Berlin Service Center advice line on +49-30-25 00 25. On [visitBerlin.de](https://visitBerlin.de), Berlin's official tourism website, visitors can find all the information they need on every aspect of their trip to the city. Find out more about *visitBerlin* on [about.visitBerlin.de](https://about.visitBerlin.de)

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