

GOOD TRAVEL STORIES COMPETITION 2025



ABOUT THE COMPETITION

Good Travel Stories Competition is a story competition for businesses in the tourism sector, aimed at increasing sustainability awareness, showcasing inspiring sustainability practices from around the world, and guiding businesses on their sustainability journey.

Any tourism business committed to sustainability and that has participated in the Solutions for Business program can join the competition. Applications can be submitted in the **video** and **image** categories based on three themes. The winners will be announced per theme (3 winners in total) regardless of the categories, in the global competition. The top 5 highest-scoring stories from each theme that did not win an award in the global competition will be showcased on social media, and they will be voted on. The story with the highest engagement/vote will be the winner of the **People's Choice Awards**.

PARTICIPATION DETAILS

WHO CAN PARTICIPATE?

Any tourism-related business that is committed to sustainable tourism can participate.

THEMES:

All entries must be submitted considering one of the following themes:

- Climate
- Nature
- People & Culture

CATEGORY:

Video: Businesses must submit short videos, no longer than 2 minutes. The video must be in landscape mode (16:9 aspect ratio/1280 x 720 pixels), in High Definition (HD).

Image: Businesses must provide a maximum of 2 photos that best describe the good practices that make them a significant contributor to sustainability alongside a text of no more than 150 words.

PARTICIPATION DETAILS

ELIGIBILITY:

- To be a tourism-related business,
- To be already checked or certified businesses of the Good Travel Seal or recognised with the Good Travel Scan
- To submit an application based on one of the three given themes in the video or image category in accordance with the specified technical requirements.

PARTICIPATION FEE:

A flat fee for participating in the event:

1.50 euros for businesses with up to 50 employees

2.100 euros for businesses with more than 50 employees

PARTICIPATION DETAILS

PRIZE:

Promotional exposure: Winners will be featured on the Good Travel Guide website, across social media, and in relevant sections of the Green Destinations website for one year.

Discount: A 25% discount on the 2-year renewal (5% extra of the standard 20% discount) of their Good Travel Seal certification (Including People's Choice Award)

Recognition: Their stories will be showcased at the Green Destinations global event.

GOOD TO KNOW

- The language of the competition will be English.
- Maximum number of participants is 10 per destination.
- Maximum number of total participants is 100.
- If the total number of applications is less than 20, Green Destinations has the right to cancel the competition.
- As our goal is to increase sustainability awareness and reward great stories, certification level or medal will not be a determining factor for the winner.
- Submissions that do not meet the requirements will not be accepted.
- A business can not submit multiple entries at the same time.

TIMELINE

The Competition is divided into six (6) different phases:

Phase 1	Submissions	between 01 March 2025 and 30 May 2025
Phase 2	Story Evaluation	between 01 June 2025 and 30 June 2025
Phase 3	Winners revealed	1 July 2025
Phase 4	People's Choice Award evaluation	between 1 July 2025 and 30 July 2025
Phase 5	Winners revealed online for People's Choice Award	between 15 August 2025 and 15 September 2025
Phase 6	Winners of competition and choice award presented at global event	TBC - GD EVENT dates

STEP BY STEP PROCESS

Phase 1: Open for submissions

- Submit a good practice story that relates to one of the 3 themes
- Meet the technical requirements for each category
- Briefly describe the story submitted by explaining the problem, the actions to solve the problem, and its positive effects.

Phase 2: Story Evaluation

The story evaluation consists of 2 steps:

Step 1 – Technical check:

- Does the participant have a GTS checked or certified level certificate, or GT Scan recognized?
- Does the submitted entry meet the technical requirements for the given theme and category?
- Is the entry authentic? Participants are required to declare that the submitted story is true (giving a reference), who produced the visual entry, and that they have the right to use and submit it.

STEP BY STEP PROCESS

Step 2 – Jury evaluations

In this stage, the jury will evaluate and give a score to the story based on the following criteria:

- Resilience
- Inclusivity
- Visual attractiveness
- Innovative
- Effectiveness
- Transferability

Phase: 3: Winners revealed

The winners will be announced at the global event and on social media, and they will be presented at the annual GD global event.

CONTACT US

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*Please write to **gtsTA_4@greendestinations.org** for any clarifications that you may need and **cc the TA** of the region.*