GLOBAL
DESTINATION
SUSTAINABILITY
MOVEMENT

Mapping Change:

Towards Data-Driven Tourism and Events that Regenerate

Feeling the Pulse – February 2025

Today's Experts

Janie Neumann

Relationship Manager &
Destination Climate Action Expert
GDS-Movement

Simon Kløvgaard

Sales & Partnership Manager
BeCause

Asam Nawaz

Head of Sales
BeCause

Tarek Habib

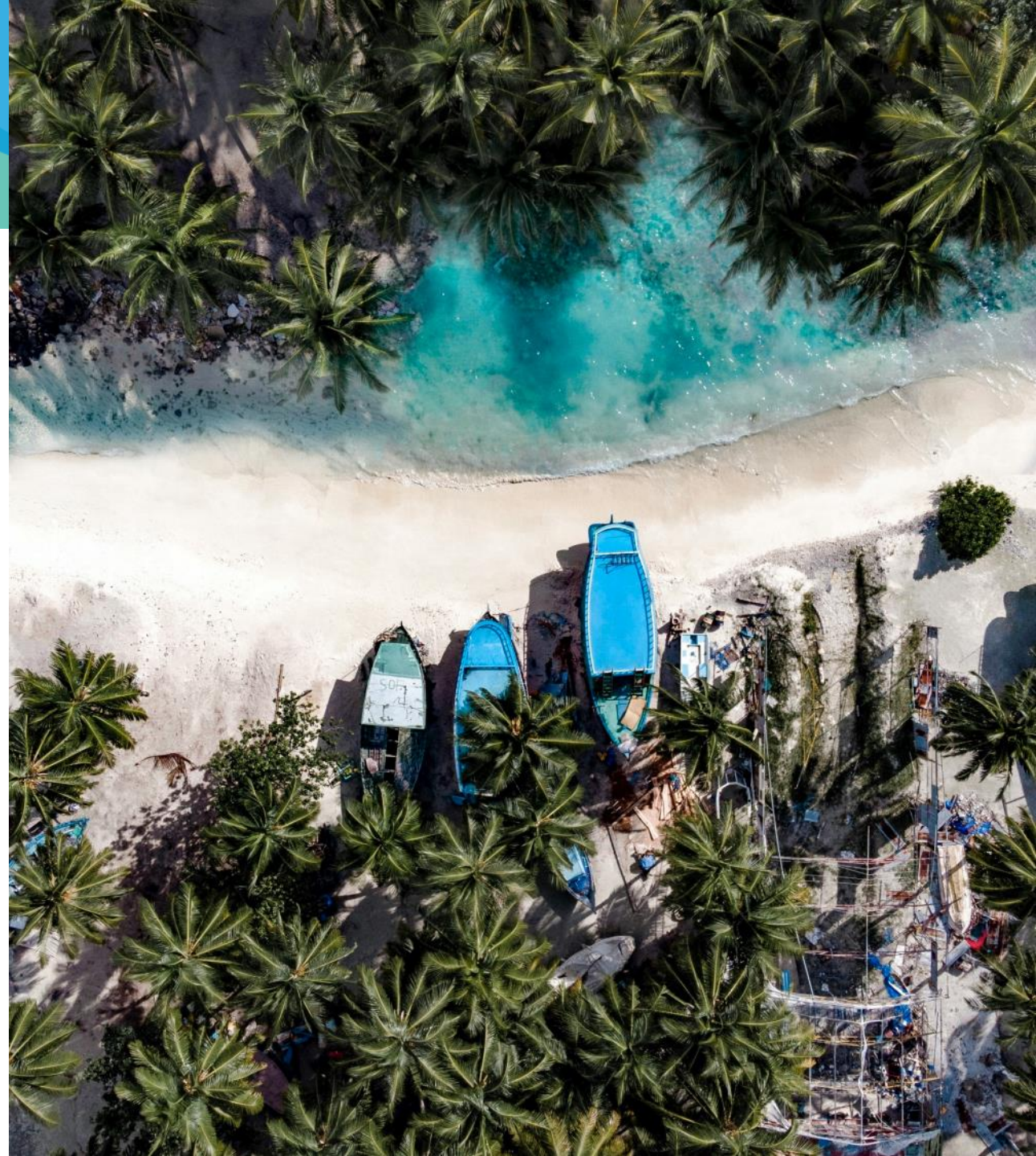
CEO and Co-Founder
Murmuration

Agenda

GDS-Index: coming soon!

Guests

- BeCause
- Murmuration



Housekeeping

- The session is recorded: you will receive the webinar recording via email
- Use the chat box. Share insights, ask questions!
- Raise your (virtual) hand to speak
- Feel free to use reactions on Zoom

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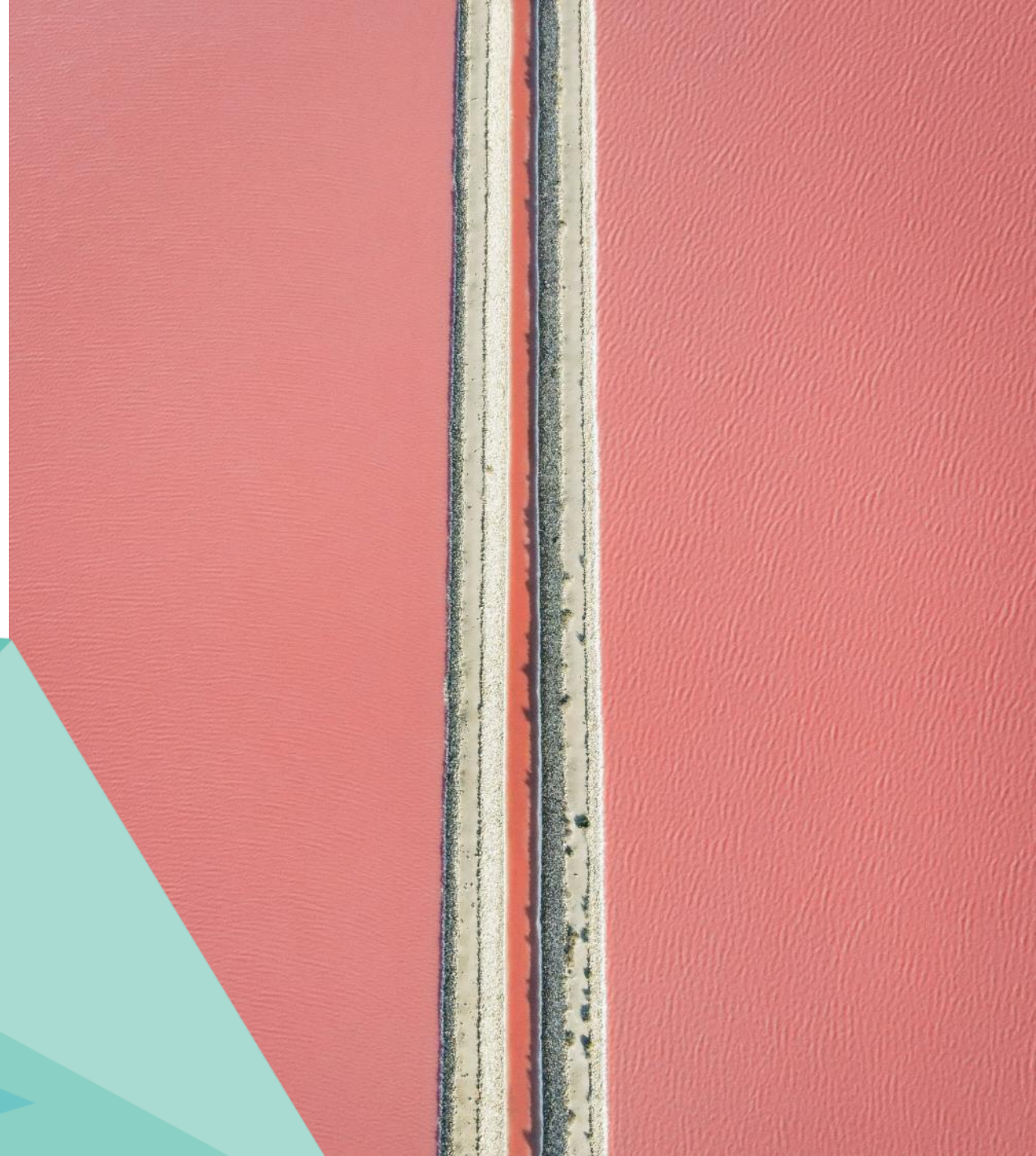
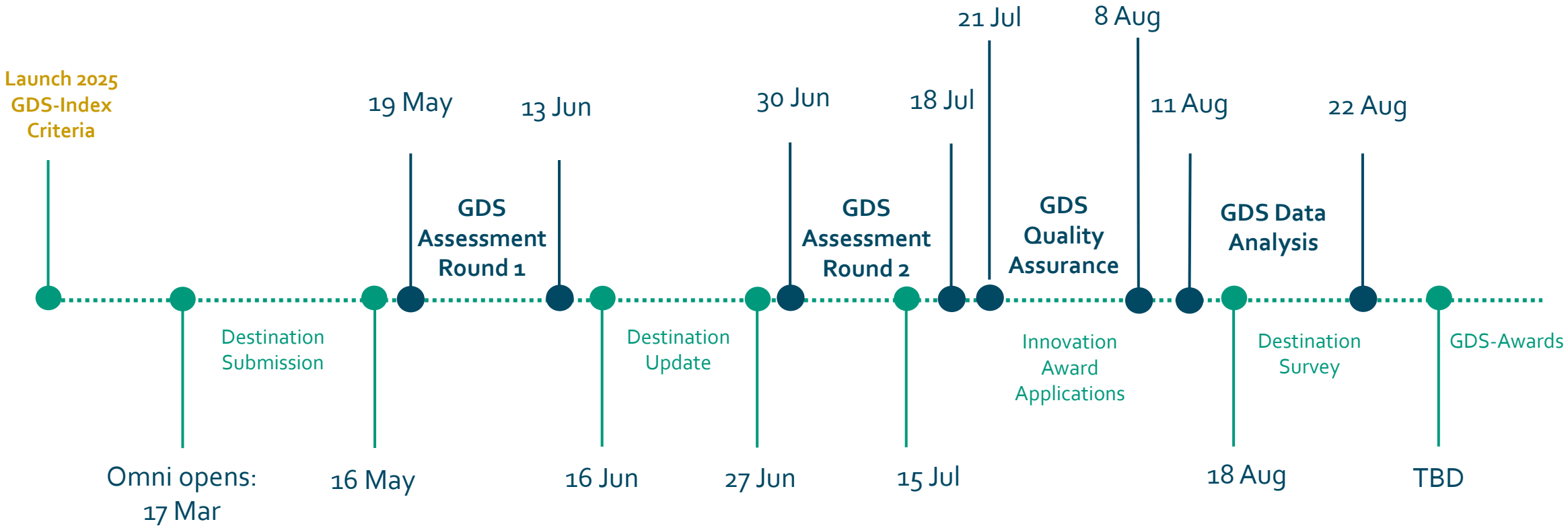
GDS-Index 2025
Coming soon…



2025 GDS-Index Assessment Timeline

GDS-Movement



Destinations

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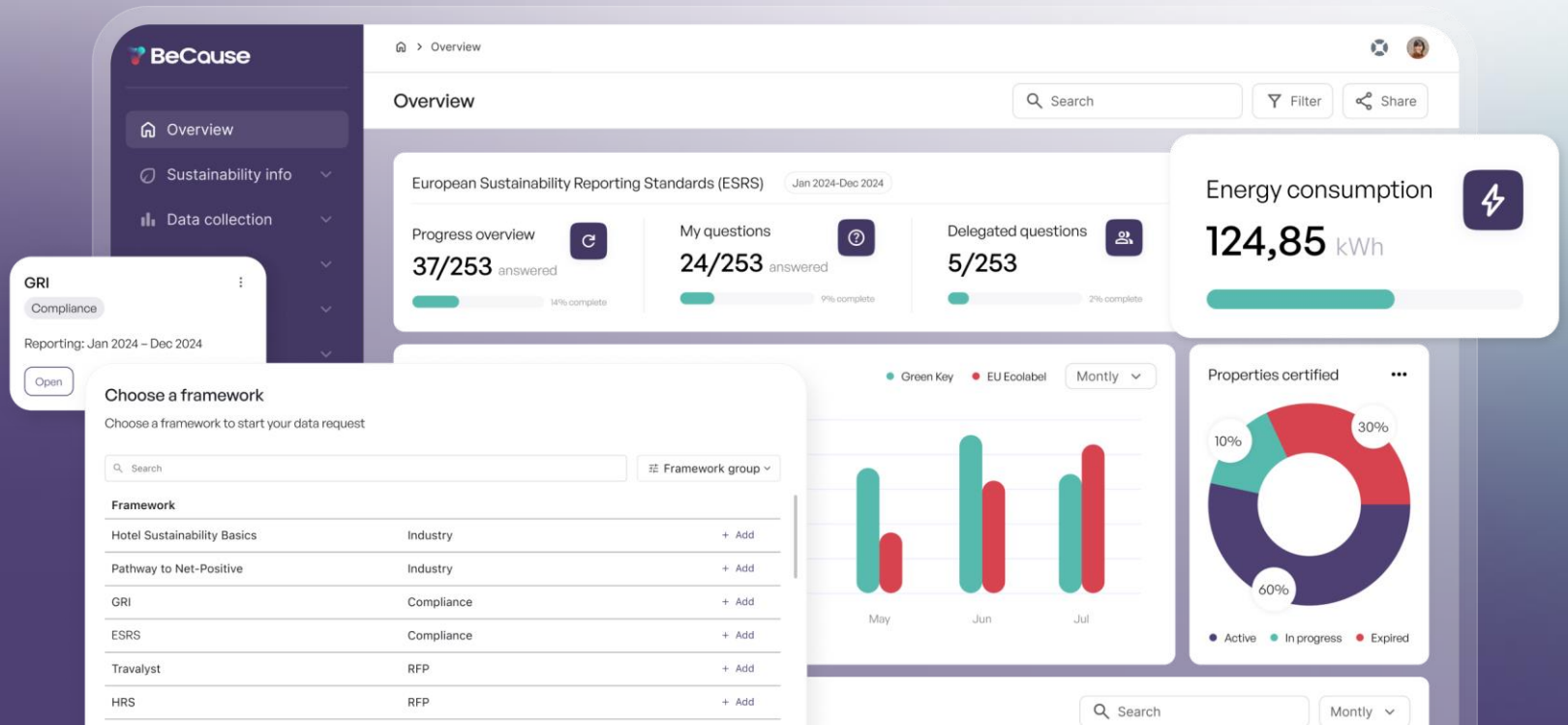
BeCause
The sustainability data hub

Simon Kløvgaard & Asam Nawaz

BeCause

The sustainability data hub – for travel & tourism



Mapping change:
Towards data driven tourism and events that regenerate

Feeling the Pulse Webinar

By Simon Kløvgaard and Asam Nawaz, BeCause

Agenda.

- Intro
- The challenge
  - Getting access to validated data
- The solution
  - Real time metrics and certification data tailored for your destination
- The impact
  - Feed your strategy and empower your actions
- Wrap up

Intro

The sustainability data hub – for tourism, hospitality & travel

A centralized data hub

Connecting business in tourism, travel and hospitality through our centralized data hub

Open **data sharing**

an open approach to collecting, mapping and sharing sustainability data

Beyond compliance

an open approach to collecting, mapping and sharing sustainability data

BeCause in 2 minutes

At the center of a great, networked community

HoResTA Chains

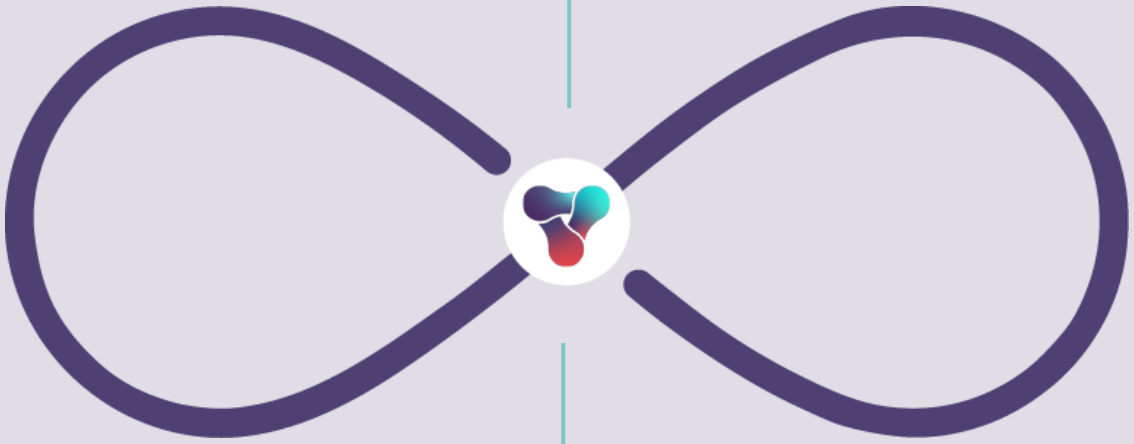
~10

ACCOR
ORASCOM DEVELOPMENT
Wolt
Strawberry
RADISSON HOTELS

Marketplaces

~35

TUI
easyJet
Booking.com
Google
BRITISH AIRWAYS



Certifiers & Solution Providers

~64

NORDIC ECOLABEL
Green Key
TourCert
Travel for Tomorrow
Edge
Ecostars*
sustonica
FUTUREPLUS

IOs & Destinations

~9

WORLD TRAVEL & TOURISM COUNCIL
VisitBritain
UN Tourism
Sustainable Hospitality Alliance
Travalyst
GSTC
Global Sustainable Tourism Council

Industry knowledge and a vision on sustainability

Simon Kløvgaard
Sales & Partnerships Manager

Asam Nawaz
Head of Sales

The challenge

Getting access to validated data

National Tourism Organisations & Destination Management Companies

Giving destinations the insights they need to live up to their goals

Certification Tracking

Many destinations manually track certifications or rely on self-reported data.

Incomplete Hotel Data

Destinations lack visibility into what sustainability initiatives their hotels are undertaking.

Scoring & Benchmarking

Difficulty in efficiently gathering and validating the required sustainability data for the **GDS-Index scoring system**.

Expanding Hotel Participation

: Encouraging more hotels to **engage in sustainability initiatives**.

Meetings & Events

Impact Calculation: Measuring the sustainability impact of events is complex and time-consuming..

The solution

Real time metrics and certification data tailored for your destination

Destinations

Feed your sustainability strategy with validated data from your supply chain!

Certification data on

+50.000

Companies in travel and tourism

Data from

+60

Recognized eco-certifications

The solution

Giving destinations the insights they need to live up to their goals

Certification Dashboard

– A real-time overview of hotel sustainability certifications across a destination.

Automated Data Flow

– Directly integrates with major certification bodies (GSTC, Green Key, EarthCheck, etc.), reducing the need for manual tracking.

Self-Assessment

A tool that allows hotels to **start their sustainability journey** and increase destination-wide participation.

Meetings & Events Metrics

Carbon footprint calculation for events to support sustainability tracking.

Custom Goal-Tracking

Helps align **destination-wide goals** with hotel partners.
Why This Matters for GDS-Index Destinations

The results

Giving destinations the insights they need to live up to their goals

Improved GDS-Index Score

More certified hotels = stronger scoring across criteria.

Better Data Accuracy

Automated certification updates ensure **real-time tracking**.

Less Administration

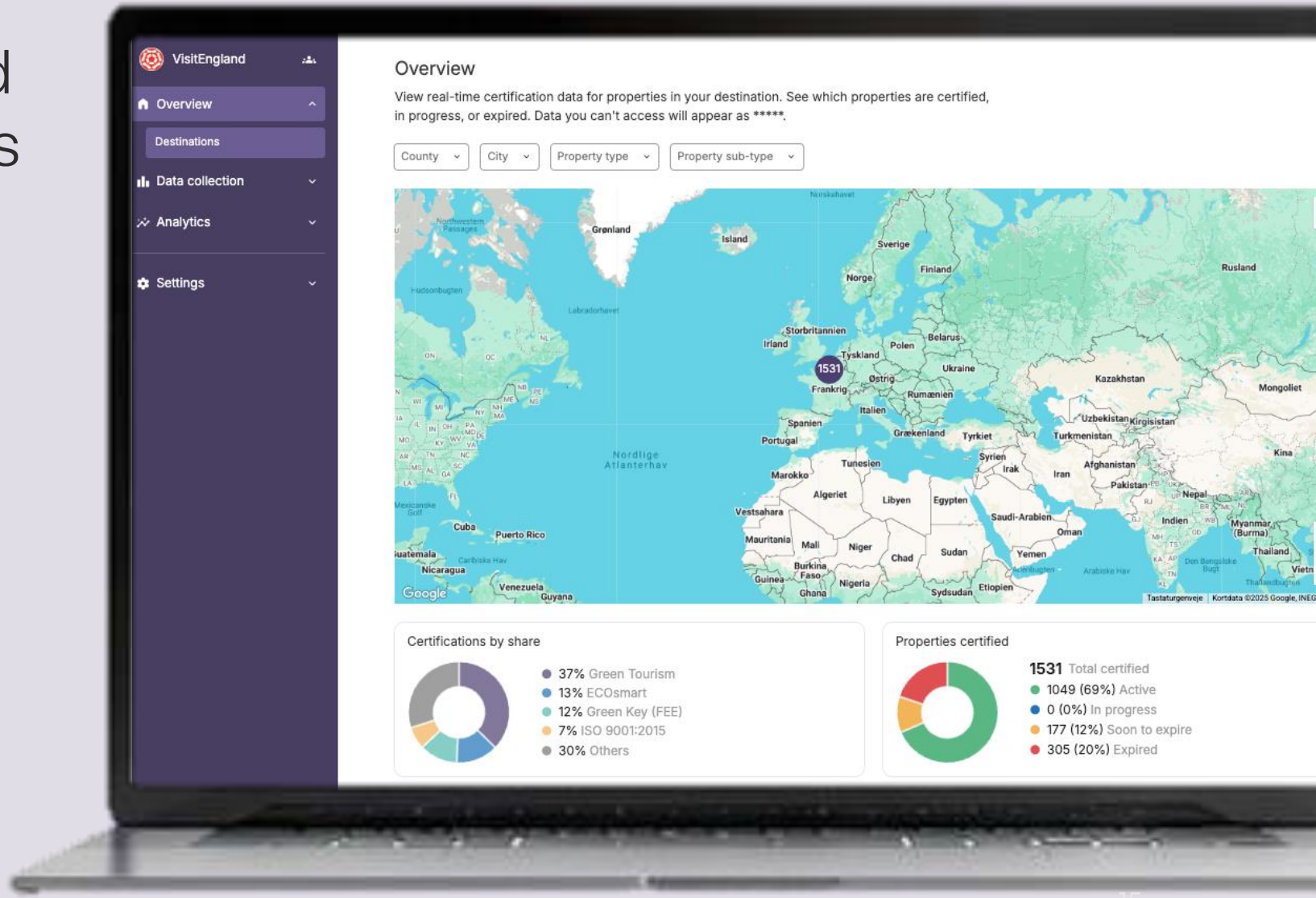
No need for manual tracking; data is centralized.

Higher Hotel Engagement

The **Self-Assessment Certification** allows more hotels to start their sustainability journey, **expanding destination participation**.

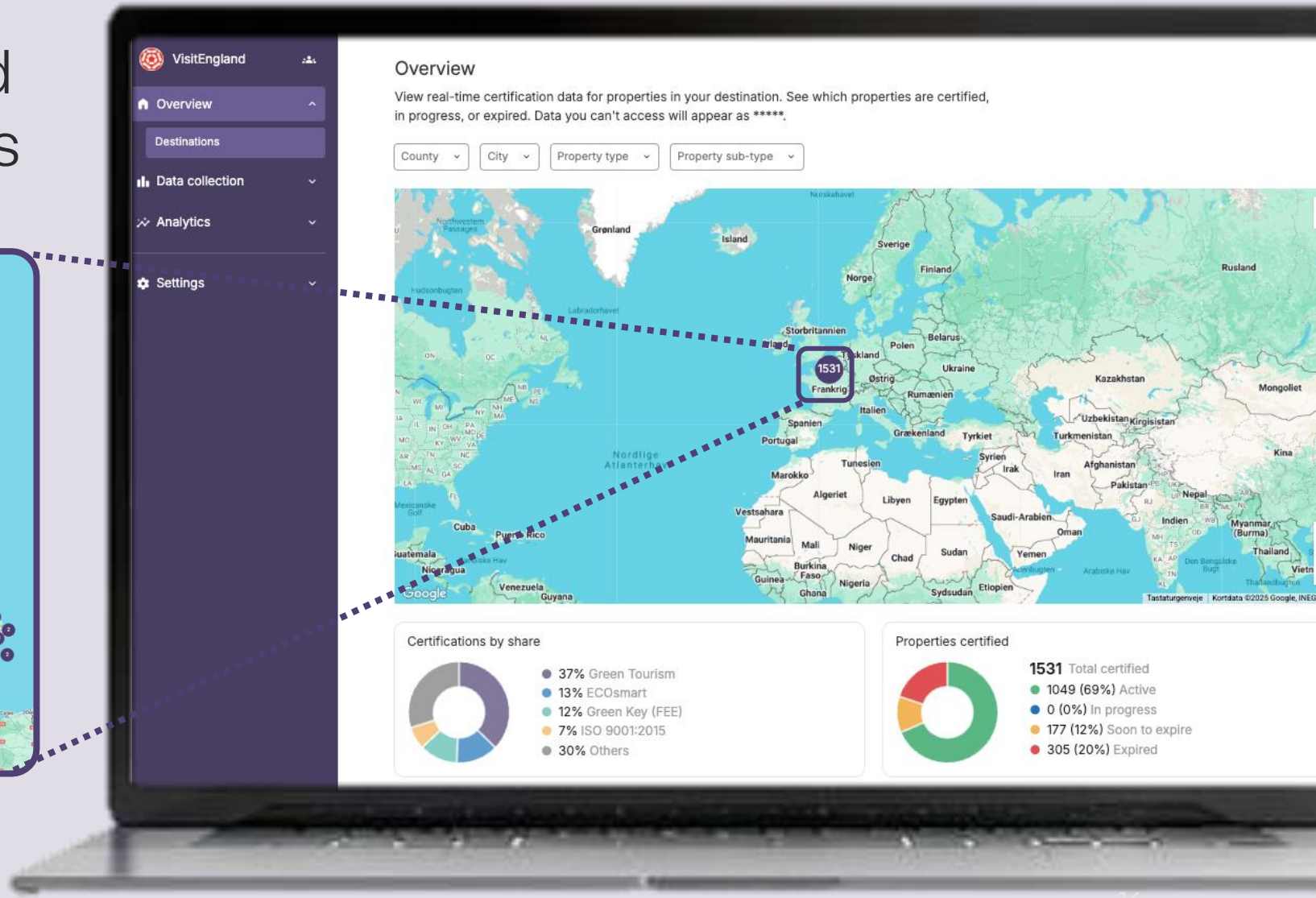
Full overview

Giving destinations the insights they need to live up to their goals



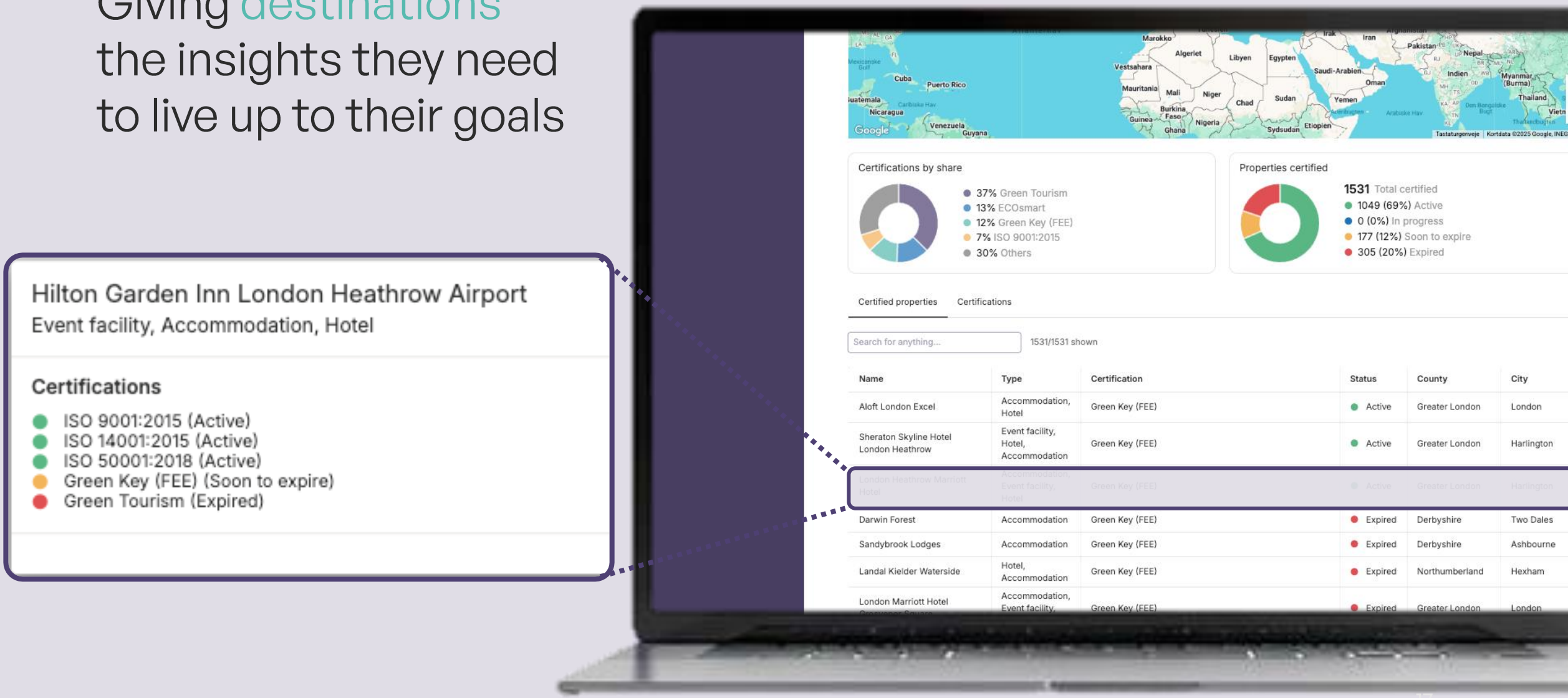
Full overview

Giving destinations the insights they need to live up to their goals



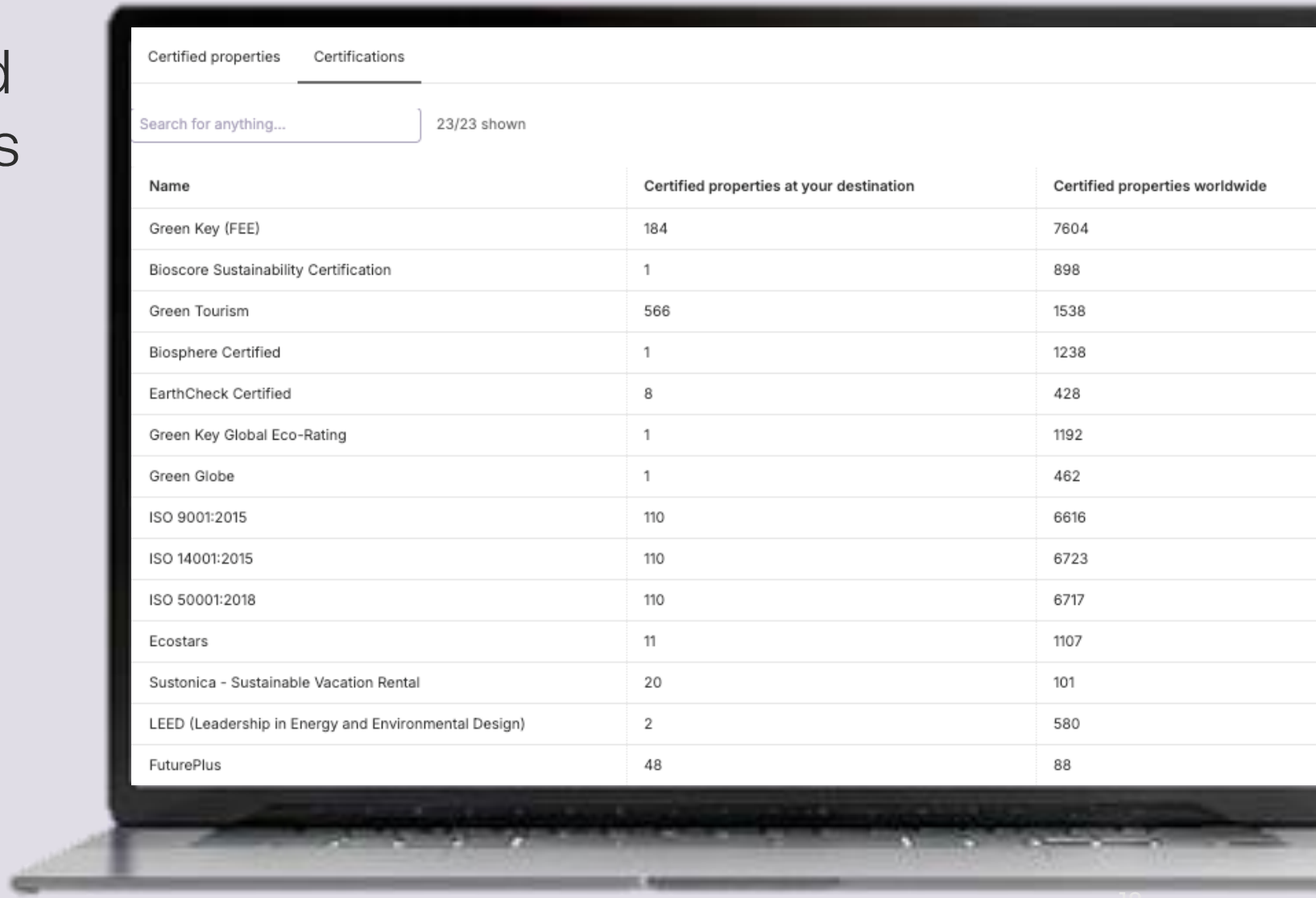
Full overview

Giving destinations the insights they need to live up to their goals



Full overview

Giving destinations the insights they need to live up to their goals



Name	Certified properties at your destination	Certified properties worldwide
Green Key (FEE)	184	7604
Bioscore Sustainability Certification	1	898
Green Tourism	566	1538
Biosphere Certified	1	1238
EarthCheck Certified	8	428
Green Key Global Eco-Rating	1	1192
Green Globe	1	462
ISO 9001:2015	110	6616
ISO 14001:2015	110	6723
ISO 50001:2018	110	6717
Ecostars	11	1107
Sustonica - Sustainable Vacation Rental	20	101
LEED (Leadership in Energy and Environmental Design)	2	580
FuturePlus	48	88

The impact

Feed your strategy and empower your actions

The impact

Giving destinations the insights they need to live up to their goals

Certification Tracking

→ More certified hotels = Higher GDS-Index score.

Automated Data Collection

→ Reduces manual work, ensuring data integrity.

Engagement Tools

→ Self-Assessment Certification encourages hotels to start their journey.

Meetings & Events Measurement

→ Aligns with sustainability criteria for business events.

Wrap up

Key takeaways

What to take with you today?

Data automation is key
to improving GDS-Index scores and sustainability reporting.

BeCause centralizes and simplifies certification tracking, reducing the burden on destination managers.

The Hotel Self-Assessment Certification expands participation,
ensuring more hotels contribute to sustainability goals.

> If your destination is already part of the GDS-Index—or looking to improve its sustainability impact—BeCause is your **data-driven, automated solution**. Let's work together to make sustainability not just a goal, but an **integrated, measurable, and impactful part of your destination's strategy**.

Visit because.eco and book a demo

Visit England Case

Achieving the impossible with sustainability insights in a Sea of Data Chaos

The Challenge faced

Visit England had no way of gaining an overview of the sustainability status of the hospitality landscape at their destination. Investing a lot of time, money and effort into managing +70 contact streams to each individual eco certification and map that data manually with a list of all properties, was the only way forward.

The Solution

BeCause has, with Visit England as the pilot partner, managed to structure and aggregate our full data set, and deliver that in an easily accessible way to destinations. By leveraging the power of real-time data and insights, you can visualise where you stand today and imagine where you can go, creating a clear roadmap for a more sustainable future.

The Impact

- A trustworthy foundation for building a targeted sustainability strategy
- Boosted credibility
- Informed decision making
- A way to address greenwashing claims with authority

Hear it from our partners

“

One of the greatest challenges destinations face today is accessing accurate data about the sustainability practices of their supply chains. Our partnership with BeCause directly addresses this challenge, helping DMOs, CVBs, and NTOs create more regenerative, resilient destinations that benefit both visitors and residents

Guy Bigwood
CEO
GDS-Movement

“

VisitEngland is working with BeCause to ensure access to their platform can help England’s tourism industry meet the growing demands of visitors seeking environmentally responsible experiences, from which attraction to check out and which destination to discover to where best to stay to suit their needs.

Andrew Stokes
Director
VisitEngland

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Murmuration

Location Intelligence for optimal decisions

Tarek Habib
CEO and Co-Founder
Murmuration

MURMURATION

MURMURATION PROVIDES DIGITAL SOLUTIONS FOR ALL TOURISM STAKEHOLDERS

- Founded in March 2019
- Based in Toulouse, France
- 20 employees
- An engineering team of 15 people

Our references

ATTRACTIVITY OF THE DESTINATION

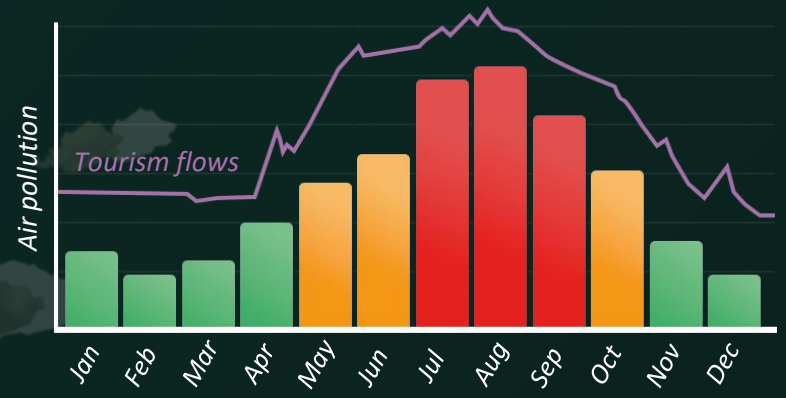
ESTADO Y RECOMENDACIONES

Eco-mobility	Weather comfort	Accessibility
3.9/5	4,3/5	3.2/5

IMPACT ON/F TOURISM

AIR POLLUTION AND FLOWS

32 days *above the recommended threshold*



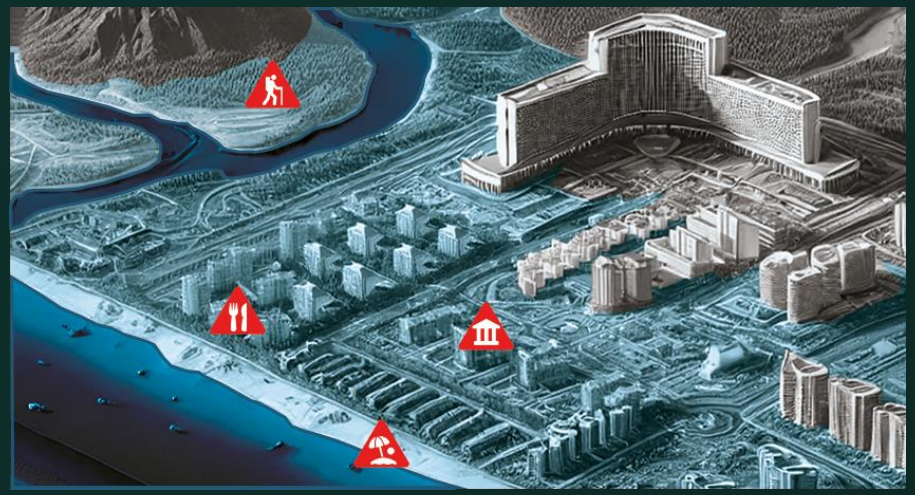
Resilience of tourism activities

Activities in the area

Diving	Nature & adventure	Gastronomy
9,7/10	7,8/10	6.2/10

Effects of Climate change

Sea level rise



Carrying capacity

Number of visitors

Carrying capacity

Number of visitors

200K

Attractivity of the destination

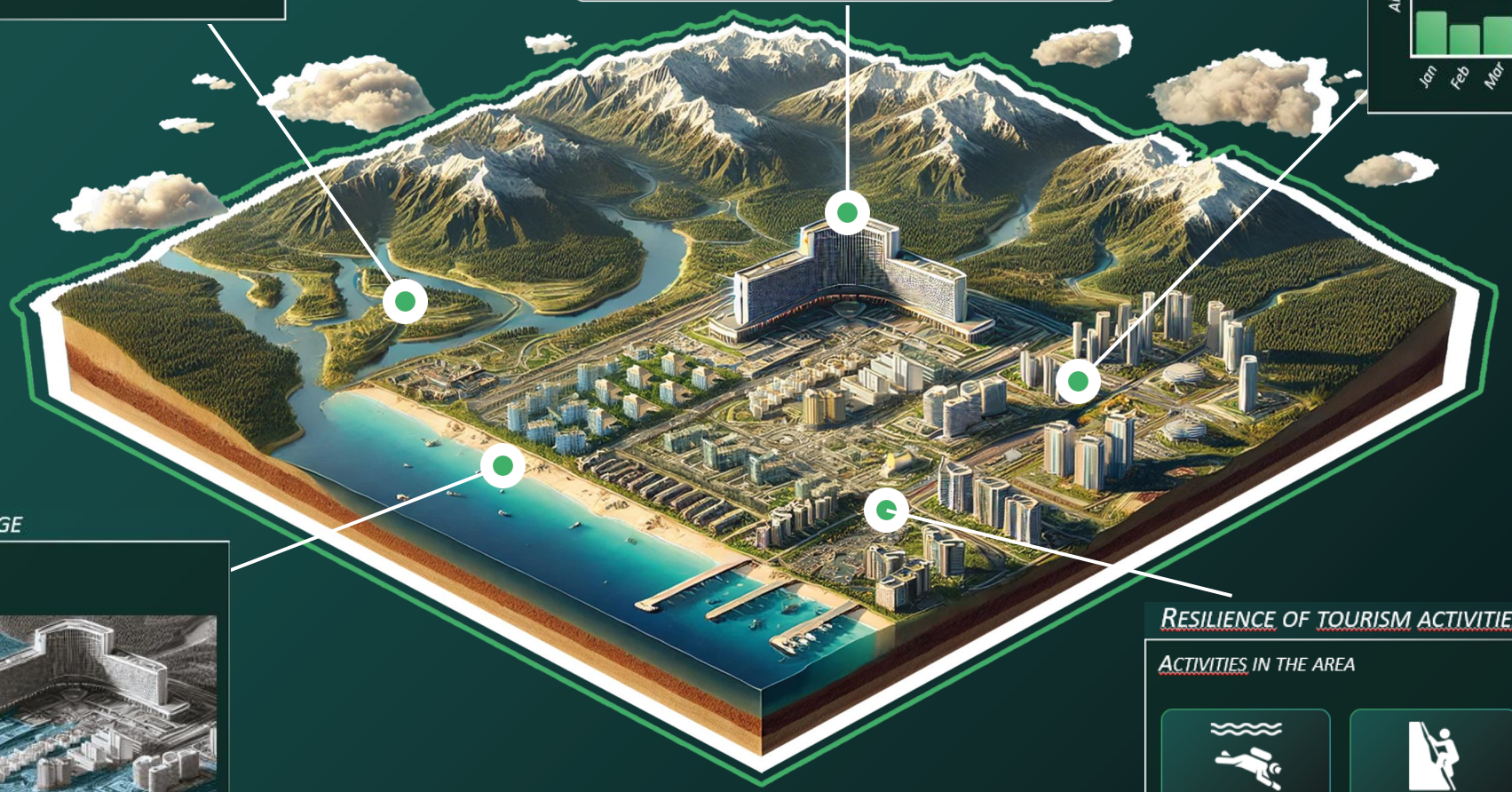
Status and recommendations

Eco-mobility	Weather comfort	Accessibility
3.9/5	4,3/5	3.2/5

Impact on/f tourism

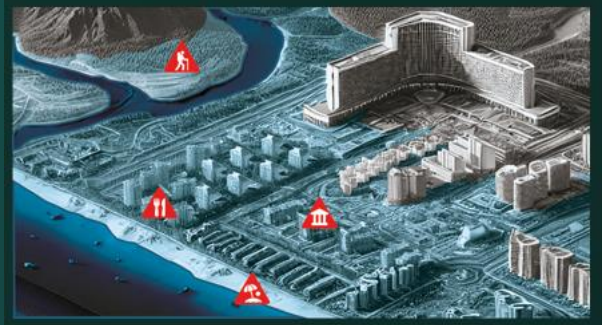
Air pollution and flows

32 days above the recommended threshold



Effects of Climate change

Sea level rise



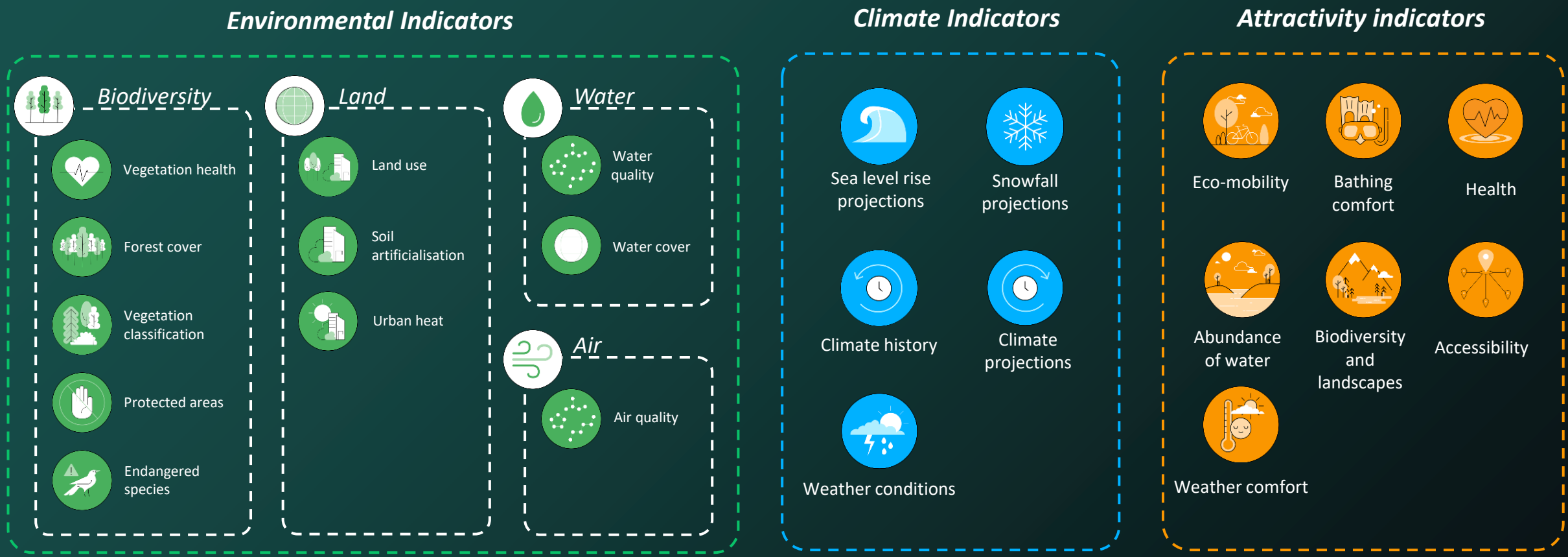
Resilience of tourism activities

Activities in the area

Diving	Nature & adventure	Gastronomy
9,7/10	7,8/10	6.2/10

FOCUS ON INDICATORS

Our indicators are based on satellite Earth observation data, providing global coverage across various temporal scales: past, present, and future.



FOCUS ON – Environmental Monitoring

ENVIRONMENTAL INDICATORS OVER PORTUGAL

Introduction | Temperatures | Heat waves | Precipitations | Tropical nights | Water Stress | Vegetation Health | **Biodiversity** | Tourism

Explanations | Landuse | Climate change | Human encroachment | Habitat fragmentation | Road disturbance | Nitrogen deposition

Aggregated score

Aggregation level

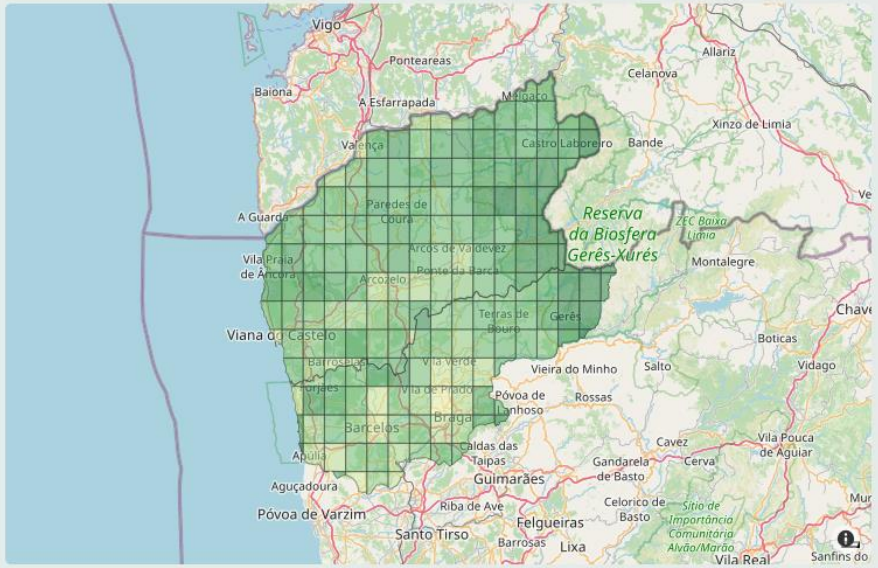
- **Standard grid**
- By Concelho

BioBalance Score : 0.578

For the preservation of biodiversity in the region of **Alto Minho and Cavado** with the impact of **all factors combined, in 2020**

Year

- 1990
- 2000
- 2006
- 2012
- 2018
- **2020**



Biodiversity preservation (MSA)

- 1 - Untouched
- 0.75 - Good
- 0.5 - Intermediate
- 0.25 - Poor
- 0 - None

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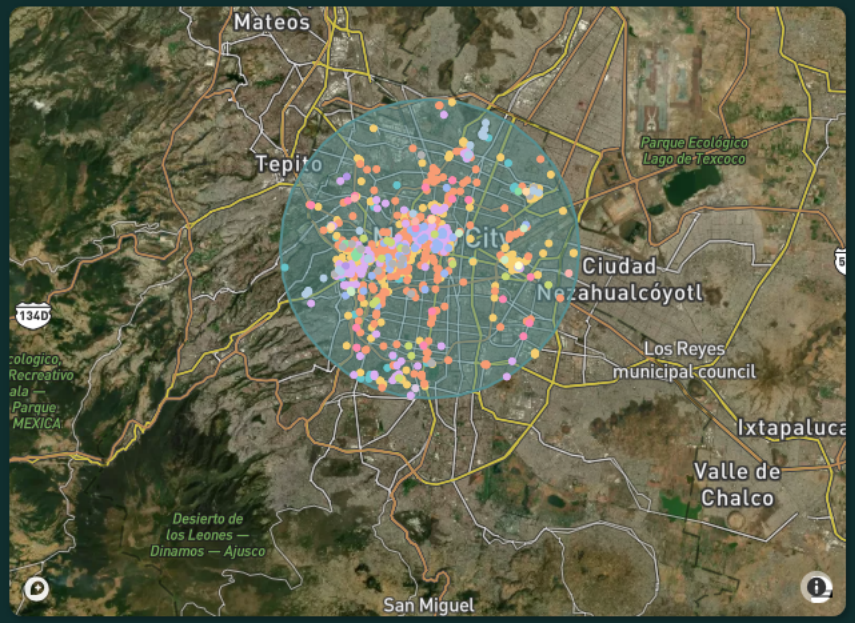
FOCUS ON – Climate Simulator

MURMURATION TOURISM SQUARE LIVE DEMO

Mexico City (2023-2024) | *Bologne (2020-now)*



Selected dates: 2023-03-01 → 2023-09-01

Winter 2022 | Spring 2023 | Summer 2023 | Autumn 2023 | Winter 2023 | Spring 2024 | Summer 2024 | Autumn 2024 | Winter 2024

Climate scenarios: SSP3-7.0

Touristic Activities

Simulation scores appear on the right.

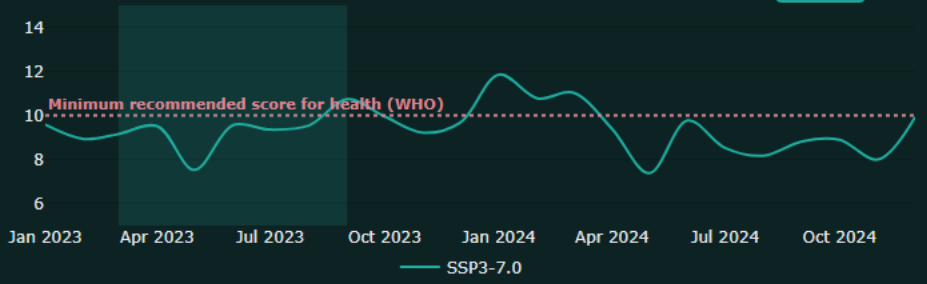
Hiking	Cycling	Well-being	Nautical
3.5 | 3.5 =	3.5 | 3.5 =	7.9 | 7.9 =	3.6 | 3.6 =

Swimming & beach trips	Snow Activities	Aerial activities	Camping
3.5 | 3.5 =	8 | 8 =	3.6 | 3.6 =	3.5 | 3.5 =

Air quality | Air temperature | Precipitations | Vegetation health | Wind speed

Aggregate air quality indicator (0 to 20)

CSV



Environmental Indicators

Twist the environmental indicators to see what impact it would have on the touristic activities.

Air quality	9.3 / 20 Simulation - 9,3 +
Air temperature	17.7 / 32 Simulation - 17,7 +
Precipitations	3.2 / 50 Simulation - 3,2 +
Vegetation health	0.5 / 1 Simulation - 0,5 +
Wind speed	5.6 / 50 Simulation - 5,6 +

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FOCUS ON – Attractivity

RETURN TO THE PORTAL

MARSEILLE BEAUVAU VIEUX PORT
Tourism Attractivity Criteria

Accessibility

Accessibility scores are consistently high throughout the year, highlighting excellent transport links. This can be a key selling point for all traveler profiles, particularly those prioritizing convenience.

Bathing comfort

Bathing comfort is highest from September to November, with warm water temperatures. Marketing efforts could target water-based activities during this period to maximize appeal.

Biodiversity & landscapes

The biodiversity and landscape score remains consistent throughout the year, indicating limited variation in natural features. Opportunities exist to enhance green spaces or promote existing water bodies to attract eco-conscious travelers.

View all hotels | **Hotel surroundings** | Climate Change

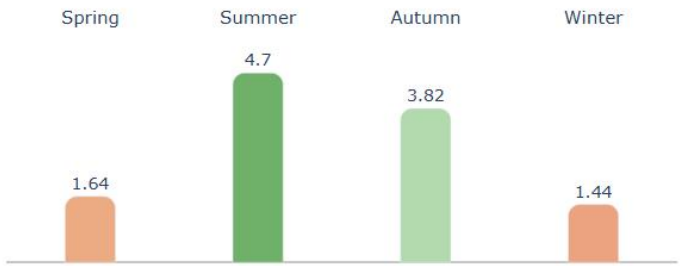
Present / Past | Projections

Accessibility | Bathing comfort | Biodiversity & landscapes | Eco-mobility

Health | Water abundance | **Weather comfort**

Weather comfort through seasons

This proxy indicator examines the climatic conditions in the region based on how comfortable they are for visitors. It includes factors such as temperature, precipitation, wind speed, and the presence of pleasant, moderate weather conditions that contribute to a positive experience throughout the year.



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FOCUS ON – Augmenting reporting with data

D6 - Water stewardship

The destination has targets to reduce energy consumption, improve efficiency in its use, as well as increase the use of renewable energy. The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report their contribution to these targets.

Birgi faces high overall water risk, with extremely high risk for quantity and medium-high risk for quality, despite medium-low regulatory and reputational risk, according to the Aqueduct Water Risk Atlas[106].

Springwater and groundwater are the primary sources of Birgi. Currently, no system is in place to regulate and assist tourism businesses in managing their water consumption. An interview with both public and private sectors revealed that water risk has not been assessed, and there are no specific targets for water conservation. Local residents and NGOs shared their concerns about water shortages due to climate change and overuse in agriculture. The stream in the center of the village has often dried due to drought, and the residents have experienced a reduction in the groundwater.

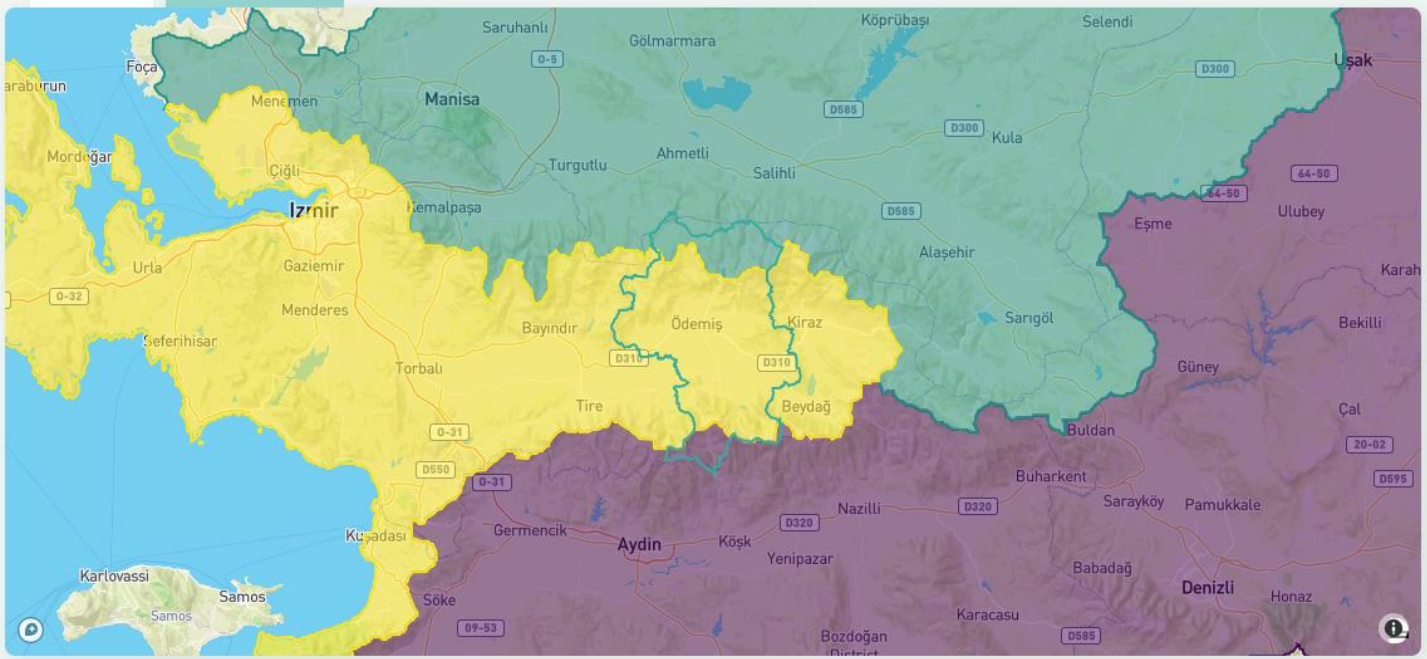
There are positive discussions regarding the implementation of a rainwater harvesting plan and the installation of an improved agricultural irrigation system to meet the water demands for agriculture. Furthermore, there is a move to discourage corn production due to its high water consumption.

The water risk information has not been communicated to visitors, and water saving is not actively encouraged for overnight guests.

Below are the results of the global secondary quantitative data analysis on Birgi's water risk.

- Basins
  - Description: Basins represent the hydrological units that define water flow within a region. Understanding basin geometry is crucial for managing water resources, assessing hydrological risks, and ensuring sustainable water use.

Basins | Water stress



Based on water stress data from 2018 to 2023

100 %
average water stress during summer months

48 %
average water stress (annual mean)

High risk
According to the WRI scale (World Resources Institute)

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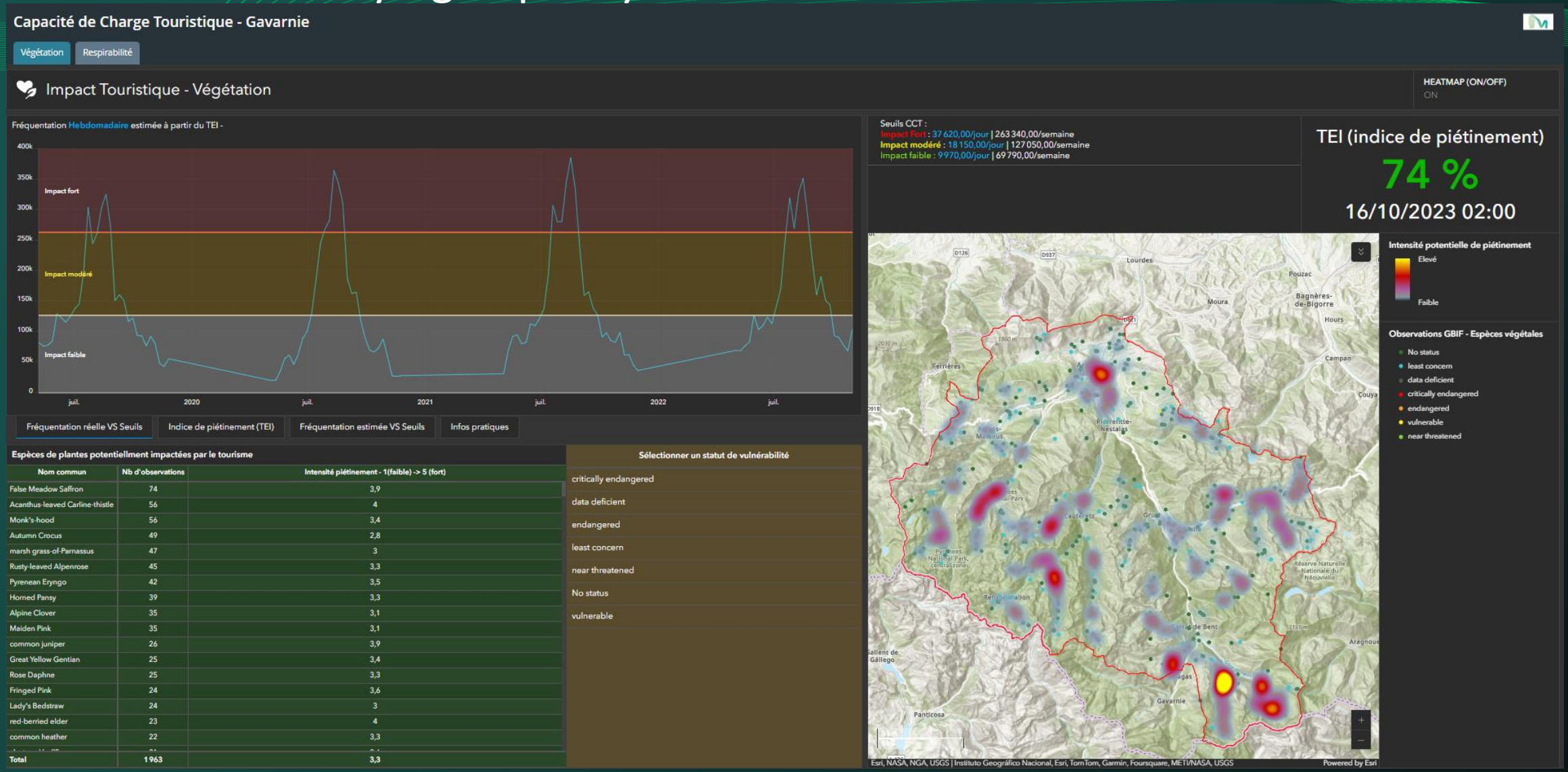
FOCUS ON – Carrying Capacity



FOCUS ON – Link to the travellers

Activitips

Welcome to Activitips, a collaboration between Murmuration and the Malta Tourism Authority (MTA) to enhance your experience in Malta! This innovative tool provides personalized activity recommendations by analyzing climate and environmental data to generate forecasts and scores for various activities. Updated daily, Activitips helps visitors and residents alike make the most of their time by suggesting the best days for diving, exploring cultural sites, enjoying nature, and more. Let us guide you to discover Malta in the best possible way, whatever the weather!

30/07/2025 - 05/08/2025

07/30 | 07/31 | 08/01 | 08/02 | 08/03 | 08/04 | 08/05

8/10

9/10

7/10

8/10

6/10

Tarek.habib@murmuration-sas.com

murmuration-sas.com

@Murmuration SAS

MURMURATION – SAS
15 Rue Victor Hugo 31150 Bruguière
N° de SIRET : 84893497200029
N° de TVA : FR88848934972 - Toulouse

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What's next?

Your Partners in Data-Driven Destination Regeneration

GDS-Index: Enhancing Sustainability Evidence

- **Murmuration** - supports select **Environmental criteria** (e.g. air quality, renewable energy, green blue areas).
- **BeCause -** strengthens **Supplier & Destination Management** data for supplier certification

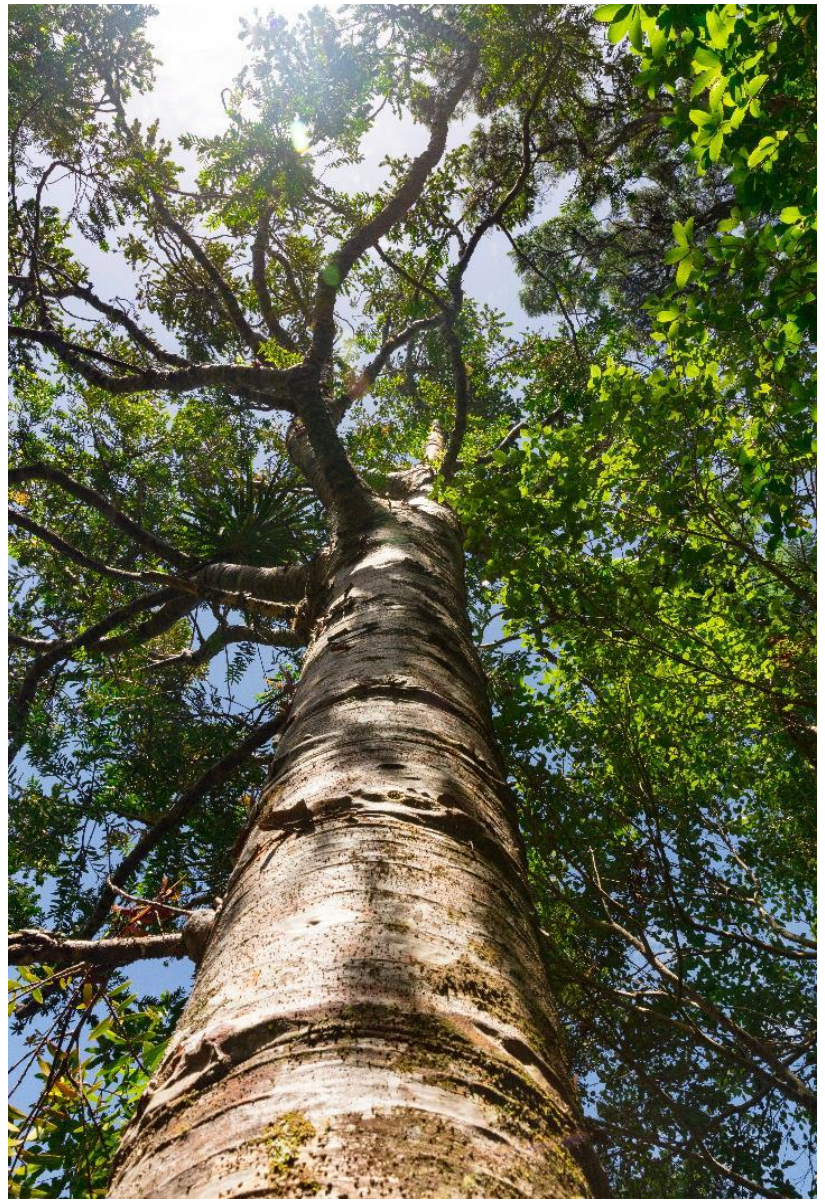
Beyond the Index: Tailored Data Solutions for DMOs

- **Strategic guidance** to help destinations leverage data effectively.
- **Custom analytics & reporting** to drive meaningful sustainability actions.
- **Policy & implementation support** to turn insights into real-world impact.

GDS-Movement, your first point of contact – we connect you with the right data solutions and expert partners.

GLOBAL DESTINATION SUSTAINABILITY MOVEMENT

MURMURATION



GDS-ICCA-CityDNA

CERTIFICATE

Regenerative Destination Management

Designed to build the expertise of mid-to senior-level NTO and DMO professionals in crafting and implementing destination sustainability, stewardship strategies and integrating regenerative practices.

Start: 06 March 2025

www.gds.earth/academy

THANK YOU!
Join a dynamic community of changemakers

Email: info@gds.earth

Web: www.gds.earth

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YouTube: @GDS-Movement

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