

The Future of Green Tourism

April 2019

Green
Tourism



SKOLSTREJK
FÖR
KLIMATET





CLIMATE CHANGE
IS NOT
TERMINAL
CHANGE TO SAVE OUR
FUTURE

IF YOU LOVE YOUR
CHILDREN, WHY
DESTROY THEIR
FUTURE?

THERE'S
NO
B

CHANGE THE
POLITICS
NOT THE
CLIMATE

IT'S SOME
THE THOUGHT
MAY BE





Radisson BLU

OUR BLU PLANET COMMITMENT

EXPERIENCE
MEETINGS



World is Getting Greener

86% of travellers willing to spend some time on activities that offset the environmental impact of their stay, with over a third willing to clear plastic and litter from a beach or attraction

76% of British Holiday makers consider the environment when making their travel decisions 2017

Ecotourism and environmentally sustainable activities are 2 of the highest level of client demand in 2017

400% Increase in last 12 months of businesses wanting to achieve Green Tourism Accreditation

Booking.com



Green Tourism

Founded in 1997

- 20+ years / 10,000+ assessments
- Expert team of technical sustainability assessors

Three Pillars

- Caring for People / Caring for Places / Caring for Our Planet

Currently 2534 members

- UK & Europe 2415
- Canada 106
- Zimbabwe 13



Helping members cut carbon, and utility costs

20 YEARS OF MAKING A DIFFERENCE
SCOTTISH IMPACTS
MARCH 2018

Over 1 million tonnes of water saved in serviced accommodation

31% reduction in carbon / bed night

50% of businesses supporting the circular economy in paper (recycling paper & buying recycled paper products)

now sees 67 of its properties with Gold (40) and Silver (27) awards. This commitment sees common quality and sustainability standards sought and applied throughout the portfolio of visitor attractions, including e.g. conversion to LED lighting, access statements and information about public

METRIC	SCOTLAND	UK
No. of businesses (2018)	809	1986
No. of bednights (2016)	5 million	27 million
No. of Visitors to attractions (2017)	25 million	41 million
No. of FTE (2017)	12,000	55,000

1/4M TONNES OF CARBON SAVED

1M TONNES OF WATER SAVED

Green Destinations

What makes a Destination G.R.E.E.N

- | | |
|----------------------------------|---|
| G = Genuine and authentic | Supporting local culture, tradition, produce and products |
| R = Responsible | Caring for everyone, enhancing accessibility for people with disabilities |
| E = Economic | Involving local business community, extending the season |
| E = Environmental | Covering health, safety and environmental best practise |
| N = Nature & scenery | Protecting scenic views, habitats, wildlife and biodiversity |

Case Study – Co. Down NI

- Lead Partners - Newry, Mourne & Down and Ards and North Down District Councils (Jan – June 2015)
- Workshops / Advisory assessments / action plans / training
- 100+ Green Tourism certified businesses
- Marketing / Social campaigns
- Recognised Top 100 Global Green Destination
- Certified Green Destination 2018



Our Digital Future

We've created an online digital assesment tool and integrated 20 years of learning into our new system - The GreenCheck

- 👉 Online / video conferencing assessment
- 👉 Interactive, engaging questioning
- 👉 Verified by qualified assessor
- 👉 Bespoke action plan for each site
- 👉 Ongoing support / reassessment
- 👉 Awards: 3-Star Bronze, 4-Star Silver, 5-Star Gold

**GREEN
CHECK** ✓



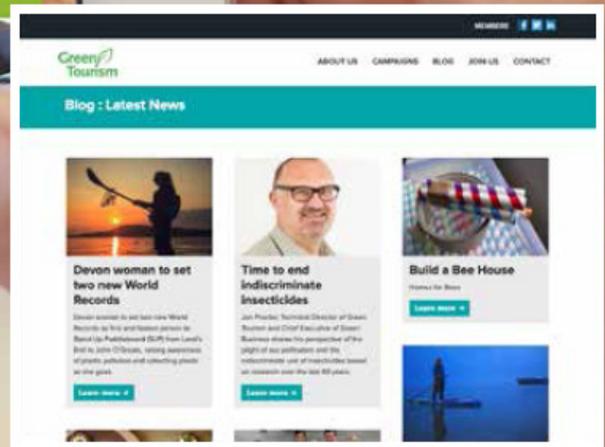
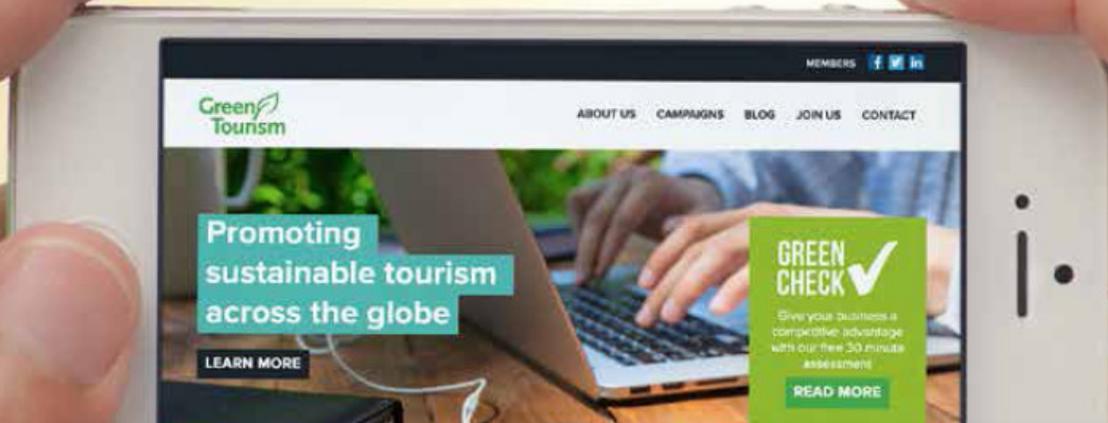
Assessment Framework

Green Tourism provide support to improve in all areas. Use our GreenCheck System - with assessor support, and helpful guides



PEOPLE	 0% Community Engagement	 20% Ethical Sourcing	 40% Green Awareness	 60% Communication	 80% Accessibility	 100% Eco Monitoring
PLACES	 0% Green Travel & Transport	 20% Local Sourcing	 40% Green Destination	 60% Healthy Eating	 80% Building Conservation	 100% Nature & Biodiversity
PLANET	 0% Water Saving	 20% Waste	 40% Carbon Management	 60% Renewables	 80% Energy	 100% Chemical Free

Contemporary new website



Directory

Who is Green and Why?

- Directory for transparency / credibility
- Kgs of Co2 / Ltrs water / bed night or visitor / delegate
- Other metrics e.g. % local food / Kgs food waste
- High performing Sustainability Goals

The screenshot displays the 'Green Business Directory' website. At the top, there is a search bar with the text 'Search for a Green Tourism Member'. Below the search bar are several filters: 'Business Name', 'Town / City', 'Any County' (dropdown), 'Any Business T' (dropdown), 'Zimbabwe' (dropdown), and a 'SEARCH' button. Below the filters are tabs for 'A-Z', 'Grading Pending Members', 'Bronze Members', 'Silver Members', and 'Gold Members'. The main content area shows a grid of member listings, each with a photo, a green leaf icon, and contact information.

Business Name	Rating	Sector	Contact
African Bush Camps - Somalisa Camp & Somalisa Acacia	GOLD	Safari Camp	Hwange National Park, Hwange, 0000
Bayete Lodge	BRONZE	Lodge	584 Manyika Road, Victoria Falls, 0000
Elephants Eye, Hwange	SILVER	Lodge	Sikuni Forestry, Hwange, 0000
Cresta Sprayview Hotel	BRONZE	Hotel	Stand 92, Victoria Falls, 0000
Ivory Lodge	BRONZE	Lodge	Sikuni Tree Forest, Hwange, 0000
Ilala Lodge Hotel	SILVER	Hotel	411 Livingstone Way, Victoria Falls, 0000
The Victoria Falls Hotel	SILVER	Hotel	1 Mallot Drive, Victoria Falls, 0000
Khulu Lodge	BRONZE	Lodge	Sikuni Tree Forest, Hwange, 0000

GreenCheck Quiz

How Green Is your Business?

- <10 minute Quiz
- Questions based on People, Places and Planet
- Instant results with real time scores
- Collect intelligence on areas of interest & challenges

Find out if your
business could achieve
an award with our
FREE 10 minute
GreenCheck Quiz

**GREEN
CHECK** 

GO 

Campaigns for change

Monthly campaigns with strong messaging to engage and promote to your customer



National Tea Day

April 2018

20,000+ Impressions
200+ Engagements



Plastic Pollution

May 2018

100,000+ Impressions
500+ Engagements



Save The Bees

June 2018

30,000+ Impressions
300+ Engagements



Campaigns Planner 2019

Plan ahead, get involved, and share your unique story - join our campaigns for change

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Theme	Energy Saving 	Ethical Sourcing 	ECars: The Future 	The Real Tea Campaign 	Save our Bees 	Ocean Polluting Plastics 
Affiliate	Ecotricity	Fairtrade Food	Theme	JULY	AUGUST	SEPTEMBER
Overview	Energy efficiency is a key tool for reducing carbon emissions	What is it, what are the positive impacts?	Food Waste 	Water Refill: Water & Plastic Saving 	Serve Local 	Beech Clean Up 
Tie In			Vegware	AVAILABLE	Bidfood	AVAILABLE
Online Activity	<ul style="list-style-type: none"> Top Energy Saving Tips for sharing GT member stories of energy saving initiatives Wlog with GT's Jon Proctor and CEO of Ecotricity Special offer from Ecotricity 	<ul style="list-style-type: none"> Top Tips for ethical sourcing GT member stories of ethical procurement 	Overview How and why this is such a big problem	National Refill Day (2019 date TBD)	British Food Fortnight	Surfers Against Sewage Autumn Beach Clean
Added Extras	<ul style="list-style-type: none"> Positive Impacts posts for GT members to share 	<ul style="list-style-type: none"> Designed post for GT members to share 	Online Activity <ul style="list-style-type: none"> Simple Slats: eye-opening figures on food wastage Top Tips to share on how to reduce wasting food/composting Quiz on website 	Simple Slats: why this is important <ul style="list-style-type: none"> Competition – win a GT branded reusable water bottle Thought piece/blog on why bottled water is unsustainable Quiz on website 	<ul style="list-style-type: none"> Local Food Heroes – share your stories Top Tips on seasonal ingredients Quiz on website 	<ul style="list-style-type: none"> Simple Slats: shocking reality of what's washed up Top Tips to share on how to organise your own local beach clean up Blog on invisible coastal pollution: chemical residues etc and why industries need to do their part
			Added Extras <ul style="list-style-type: none"> Fun Prize Draw to win a Vegware Compostable Cup Share your best recipes for leftovers 	<ul style="list-style-type: none"> Link to download the Tap App which shows nearest water refill station 	<ul style="list-style-type: none"> Win a Bidfood hamper Share your best recipes using local produce 	<ul style="list-style-type: none"> Share your photos and achievement of clean ups and litter picks. Vegan recipe competition – prize required?

CALENDAR SUMMARY 2019

January	Energy Saving
February	Ethical Sourcing
March	ECars: The Future
April	Real Tea
May	Save the Bees
June	Ocean Plastics
July	Food Waste
August	Local Food
September	Water Refill
October	Coastal Clean Up
November	Vegan Choices
December	Advent Giveaway

Winning Corporate & Tender Business



CORPORATE EVENTS & OVERNIGHTS

‘The Green Tourism Award helps us demonstrate our green credentials to guests and corporates who increasingly ask about this before booking’

**Stuart Sumner, Environmental Manager
The Midland Hotel Manchester**



TENDER ADVANTAGE

‘By achieving this award in 2016, Hickory has won over £200k of public sector contracts and grown our corporate market by 8% per annum – this growth is directly attributable to having and strongly promoting our Gold Award’

Stephanie Stubbs - Deputy MD, Hickory

Thank You

Let's Talk...

enquiries@green-tourism.com

01738 632162

Find out if your
business could achieve
an award with our
FREE 10 minute
GreenCheck Quiz

**GREEN
CHECK** 

GO 