

GREEN TOURISM UPDATE MAY 2013



The Principles of Sustainable Tourism

- It should be profitable for **business**
- It should not adversely affect the **environment**
- It should be acceptable to the **community**
- It should enhance the **visitor experience**












What is the GTBS?

- Sustainable Tourism grading programme developed in 1997 with VisitScotland
- Owned & operated by private, not-for-profit company – Green Business UK Ltd based in Perth, Scotland - not funded by Government / agencies
- Open to all types of tourism business in the UK and Ireland (2,300+ businesses)
- Programme to help businesses be more efficient, save money, improve customer service, provide marketing advantage, inspire staff & engage with local community
- 7000+ grading visits & criteria is now in its 4th edition – 6 full-time assessors
- Only National Sustainable Tourism programme validated by International Centre for Responsible Tourism (ICRT) and endorsed by VisitScotland, VisitEngland, VisitWales, Northern Ireland Tourist Board and Failte Ireland

International Expert Advice

- 2007 - 2010    Advised Qualmark in New Zealand on development of Enviro-Mark
- 2010   **Fáilte Ireland**
National Tourism Development Authority Project in South Kerry – Rollout in Ireland
- 2010  GTBS pilot in British Columbia – Canadian criteria
Rolling out under license Spring 2013
- 2011 - 15  Development of Sustainable Tourism & Quality programme in Sweden



Scotland	792
South West	382
South East	158
North West	171
North East	84
West Midlands	62
East England	113
East Midlands	58
Yorkshire	101
London	145
Wales	112
Channel Islands	18
Northern Ireland	17
Ireland	23
Isle of Man	3
Canada	<u>28</u>
Total	<u>2267</u>

Why Business Join

- 91% for personal environmental reasons
- 84% for marketing advantage* (10% higher occupancy)
- 80% have reduced running costs* (average 20%)
- 74% to improve quality of experience*
- 71% for satisfaction of guests and staff*
- 58% of visitors would choose a green graded business**

* VisitEngland GTBS members survey March 2009 (300 businesses)

** VisitEngland Visitor survey 2010 (2000+ respondents)



Inn the heart of it all



Hilton

Travel should take you places*



The National Trust
for Scotland



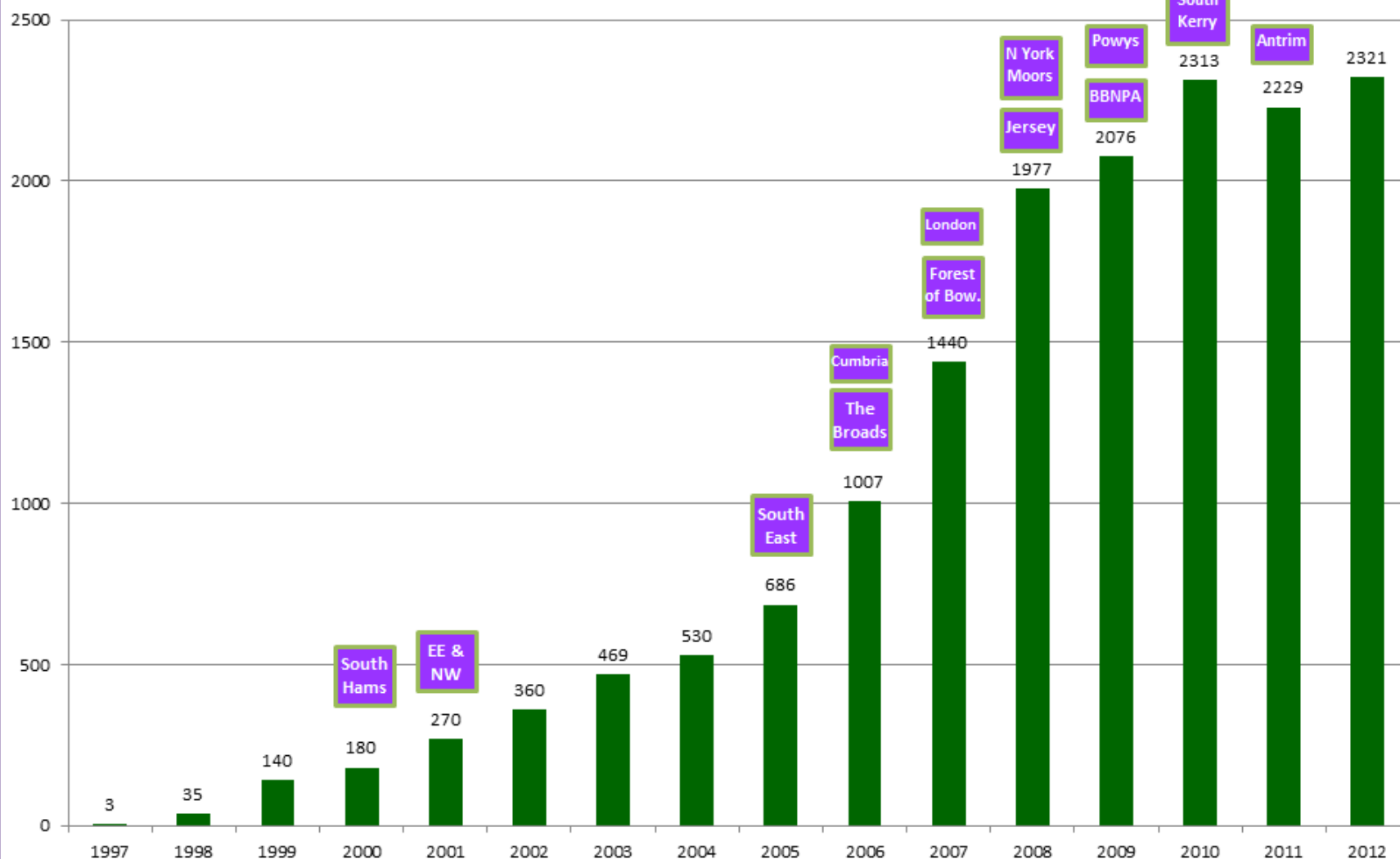
Original & Best Western



Menzies Hotels



Membership 1997 - 2013



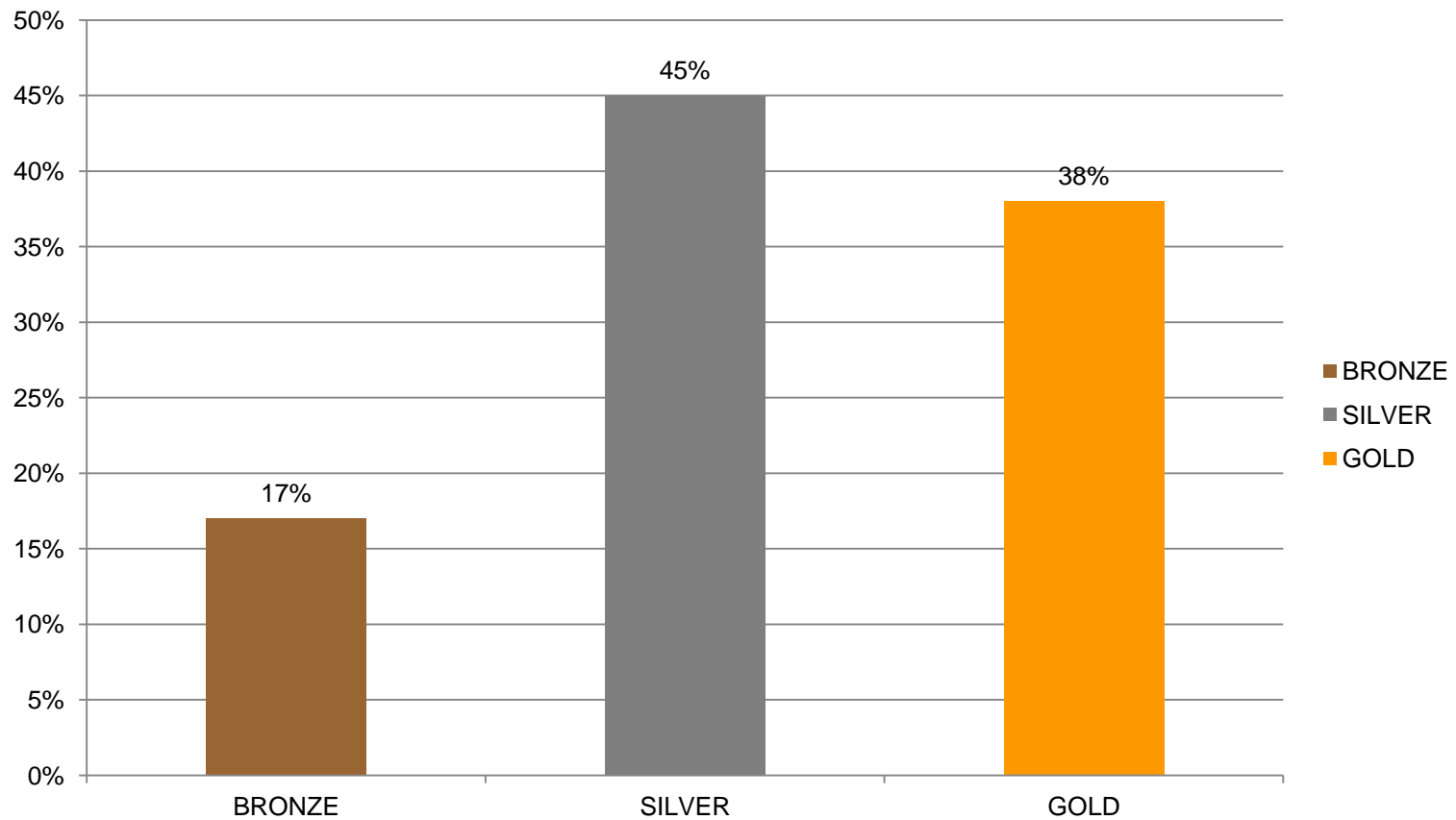
Regional Roll-Outs (2000 – 11)

- Technical / training seminars
- Advisory visits
- Case Studies
- Business Clubs / networking
- Registered Green Tourism Advisor

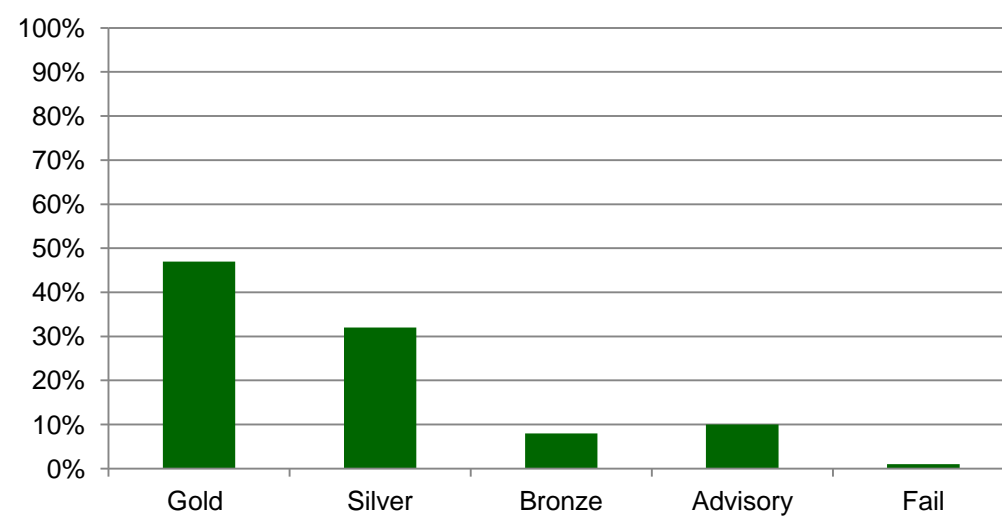
- South Hams
- Cairngorm
- North Pennines
- Northumberland
- Cumbria
- New Forest
- Forest of Bowland
- The Broads
- North York Moors & Coast
- Beacon Beacons
- Powys



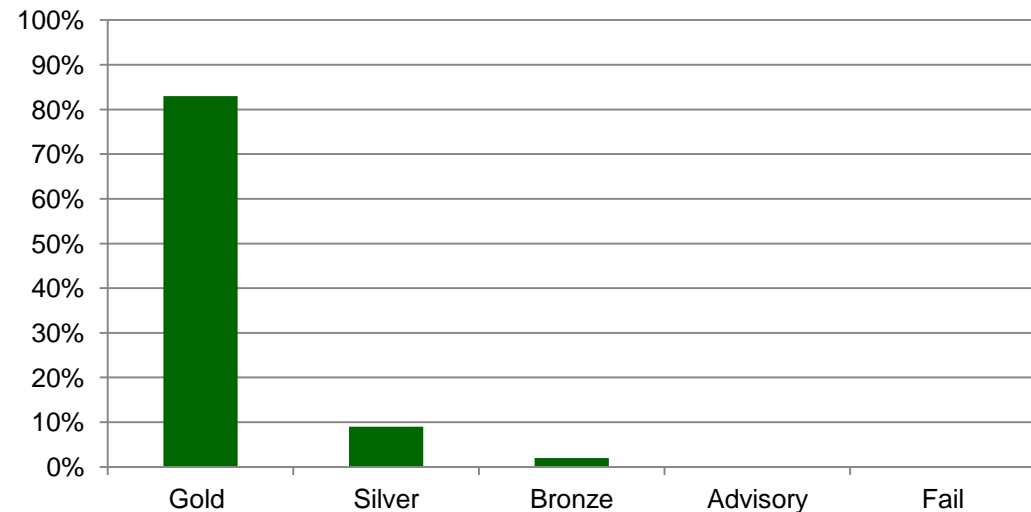
% of Current Members

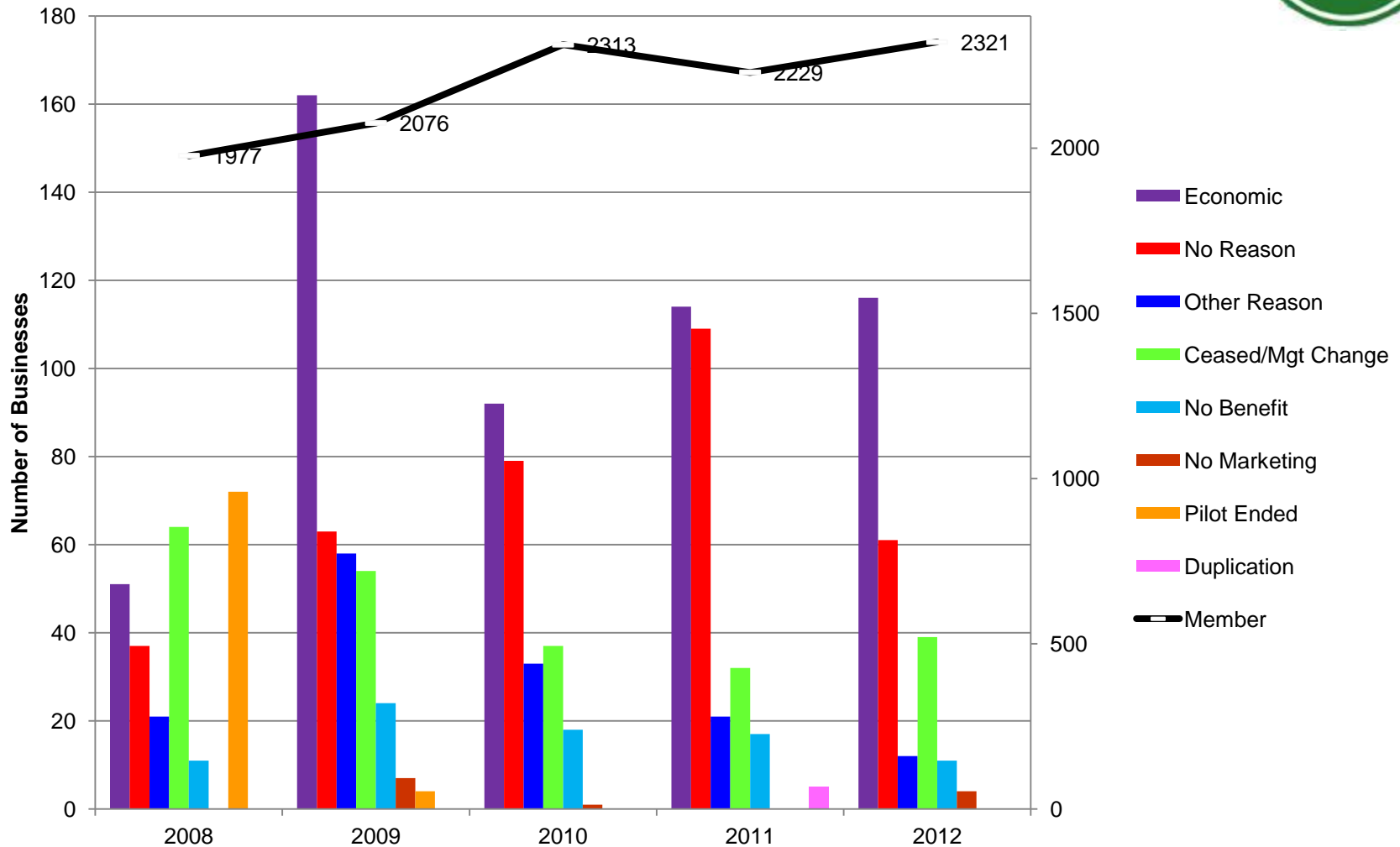


Current Golds (772) Grading 1st Visit



Current Golds (772) Grading 2nd Visit





Benefits of GTBS

- Bespoke on site assessment and advise once every two years from qualified Sustainability advisor– identifying up to 20% cost savings in first year
- Action plan, recommendations, on-going advice and support
- Monthly technical newsletter / Social Media promotion
- Marketing and promotional through GTBS – PR & Press campaigns as well as national and regional agencies and online booking companies such as:
 - Expedia - Travelocity - BookDifferent.com - Ecoholidayshop.com
 - Booking Services International
- Suppliers Discounts – e.g. 15% Delphis Eco, 15% Gilchrist & Soames, 30% Nordic Showerhead, offers on Ecover products, discount on Greentraveller.com etc.
- GTBS website with Members Area, Technical factsheets, templates etc. and business listing



Welcome to the Green Tourism e-update.

Christmas seems to come round faster each year and we can't believe that we're almost at the end of 2012.

The economic doom and gloom in the news should not dampen our festive spirits and there's no better time to 'think green', save money, support enterprises in our local area and reduce our impacts on the environment. This is a busy time of year for the tourism and hospitality industry and we hope that you have a successful festive season.

And finally from everyone at Green Tourism, we would like to wish a very happy Christmas and New Year, whether you're working or relaxing.

Green Tourism Week 2013

The dates for Green Tourism Week have been announced and next year we're moving the week of events to 4 – 10 November 2013.

 **4-10th Nov 2013**
Green Tourism Week

The shortlist for the annual **Goldstar Awards** will be announced in February 2013, and will be selected from the highest achieving GTBS businesses of 2012. [Keep up to date at the Green Tourism Week Facebook page.](#)

www.green-business.co.uk

In this e-update:

- > [Green Tourism Week 2013](#)
- > [New Year - New Website](#)
- > [Free Car Charging Stations for Green Tourism Businesses](#)
- > [Climate Week: 4 - 10 March 2013](#)
- > [News Shorts](#)
- > [Log In Reminder](#)
- > [Featured Offers](#)

Featured Offers

Details of all offers are listed in [Members' Area of the Green Tourism website](#). [Click here for your log-in details.](#)

When contacting suppliers, please quote your **GTBS membership number** or given promotional code.

New Year - New Website

Over the last few months, we've been busy working on a new Green Tourism website.

The new look website will be launched in the spring and will feature new consumer facing pages, more comprehensive members listings, improved members' area, extended green supplier listings and offers, more case studies and enhanced information for new members.

We'll send you a sneak preview early in 2013 so you can see how the website is looking.

COMING SOON

Free Car Charging Stations for Green Tourism Businesses

[Zero Carbon World](#) (ZCW) is a UK charity donating free Car Charging Stations to the hotel and leisure industries to help support this technology.



Each eligible business receives £450 worth of equipment for free, a geo-synced location on two charging maps, promotions through social media channels and internet forums and is permanently featured on ZCW's website.

Charging your customer's electric car from flat to full costs around £2 in electricity. You can charge for this if you like however we suggest that you offer charging for free in exchange for custom at your business.

All donated sites will be promoted on Zero:Net, the only unrestricted national electric car charging network, used by drivers to plan holidays and days out.

If you would like more information about [Zero Carbon World and the initiative](#), [click here](#). To apply for one of their Free Charging Stations, simply fill in a donation application form online.

Charging Solutions

10% off charging centre equipment + free installation survey.

Delphis Eco

15% off Delphis Eco products

E-cloth

10% off all products

Ecocube

Cut water and chemicals. 10% off first order. Download voucher.

*EcoPure Waters

Save on bottled water with this filtration system. All inclusive installation plus 72 free printed bottles.

Gilchrist & Soames

15% off your 1st order.

Glamocell LEDs

10% off orders over £2000.

Green My Business

20% of all products.

Halers Lighting

Buy 50 units, get 1 free.

Heatsaver

10% off 1st liquid pool cover order.

Home Scents

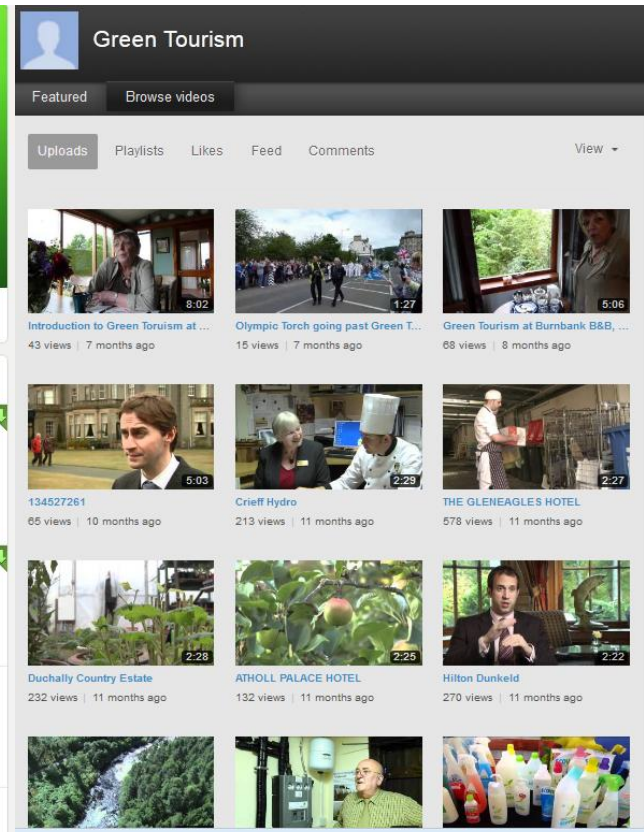
10% off first order.

Net LED

10% off all purchases.



YouTube: GreentourismGTBS
 Twitter : The_GTBS
 FaceBook : Green Tourism



UPDATE / FUTURE PLANS

Version V of GTBS criteria 2014

- Update + sector specific criteria
- Stakeholders consultation Autumn 2013
- Measures relating to quality – Minimum standards / legal etc
- QA no longer a pre-requisite – will gain credit if graded by nationally recognised quality assurance programme
- Incorporation of accessibility measures
- Available Spring 2014 / Mandatory Spring 2015

First Green Tourism Conference – Nov 8th 2013

- **Venue**
 - @Bristol (GTBS Gold)
 - Conference will be internet streamed
- **Keynote speaker**
 - Satish Kumar, Editor of Resurgence & The Ecologist
- **Motivation speakers**
 - James Vaccona (Triodos Bank) & Michael Davies (StartUK)
- **Green Tourism Destination**
 - Angela Reid-Nagy (Green Tourism Canada Licensee)
- **Goldstars Award Ceremony**
 - 13 categories, People's Choice and Green Tourism Destination UK



Welcome to the World's Leading Sustainable Tourism Program

Catchy sentence that will summarise what Green Tourism Offers in no more than 2 lines. This info is still to be supplied and will be located here....



For Travel and Holidays >



For Businesses >

Who are Green Tourism?



The Green Tourism Business Scheme, has been running since 1997 and with over 2000 members across the whole of the UK and Ireland, it is the largest and most established scheme of its type in the World.

[Read more about Green Tourism >](#)

Benefits of Green Tourism?



Green Tourism is Sustainable Tourism - tourism which takes into account the needs of the environment, local residents, businesses, and visitors; **now and in the future**. Choose a green business and make a positive choice.

[Read more benefits of Green Tourism >](#)

Green Tourism

Like 343

Green Tourism

Congratulations to @BreconBeaconsNP achieving dark skies status - good for all the green tourism members in the park to promote to their guests

Brecon Beacons Dark Skies Video - Brecon Beacons National Park Authority
www.breconbeacons.org
Watch our amazing new

Facebook social plugin

Working with....



Contact Green Tourism....

Green Tourism Business Scheme
No. 4 Atholl Place
Perth, Scotland
PH1 5ND

Tel: 01738 632162
Fax: 01738 622268

Popular Links....

- > [Join Green Tourism](#)
- > [Search for a green business](#)
- > [How to have a green holiday](#)
- > [Testimonials](#)
- > [Join your destination](#)

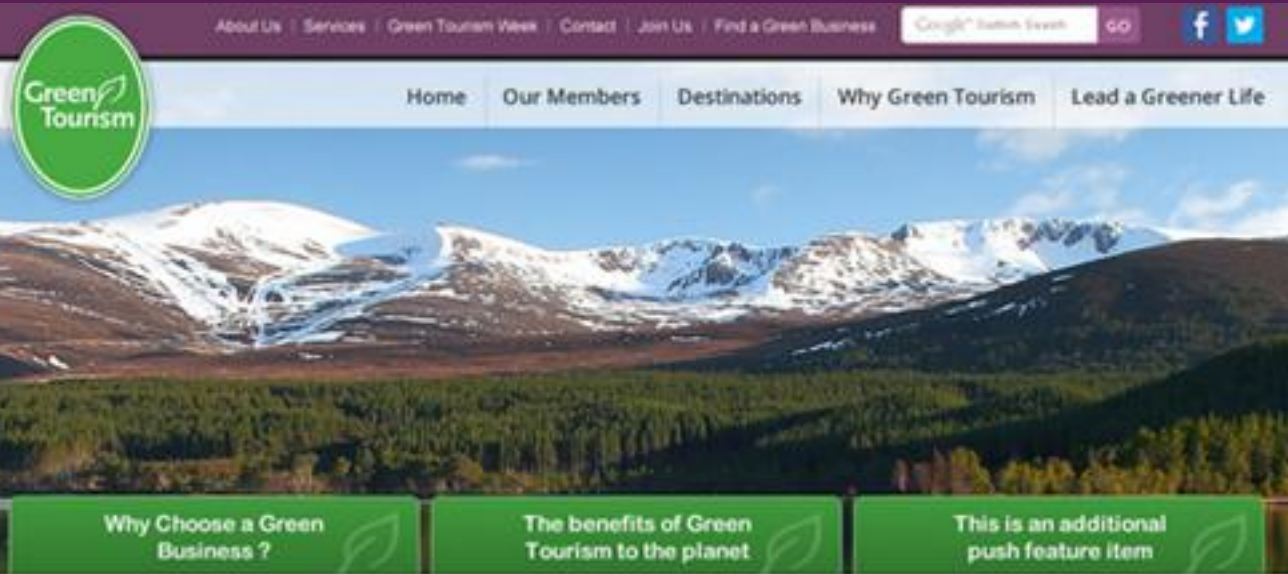
Green Suppliers....

We have an extensive list of green suppliers available to our members, join now...



New Website – June 2013

- Consumer Pages
- Business to Business pages
- Facebook feed
- Promoting Partners
 - Groups
 - Destinations
 - Suppliers



Enhanced Search

Find a Green Business and Start Planning Your Holiday

With over 2000 members worldwide we have a wide range of businesses for you to search and start planning your trip. Simply use the map or search facility below to get started

Search for a Green Business

Select a Region

Choose a Business Type

Grading Level

Show me green businesses >

Explore by Map

Places to stay ☒ Places to visit ☒ Things to do ☒

Map Sat Ter Earth

Green Tourism Canada >

- Google maps
- Search business type
- Search grading level
- Search destination



[Glenmore Lodge](#)

Glenmore Lodge



Overview

Location

Gallery

Other awards

What makes us green

Business Type Activity Centre

Address Glenmore Lodge
Aulmore
Inverness-shire
Scotland
PH22 1QU

Telephone 01479 861 256

Visit website >

Make an enquiry >



CLICK FOR MORE IMAGES

Glenmore Lodge is Scotland's National Outdoor Training Centre and the ideal place for an activity holiday, mountainside accommodation or just for a bite to eat.

We are Scotland's National Outdoor Training Centre located in the heart of Cairngorms National Park. Learn, develop or qualify in an adventure sport of your choice. Our goal is to inspire adventure by teaching beginners, coaching intermediate/advanced and delivering training and assessment courses for leaders and instructors.

Our role is as a national resource to the outdoor industry and community. Whether you are an individual, company, freelancer or official body, we are here for you.

Unless stated, our UK residential courses are fully inclusive of instruction, accommodation the night before your course commences, full board and accommodation during the course, course transport & equipment.

Green Attributes

ICONS TBA

Search for a Green Business

Select a Region

Any region

Choose a Business Type

Any business type

Grading Level

Any level

Show me green businesses



Cycling holidays - a great way to enjoy time as a family



Browse a tasty looking range of restaurants

Enhanced Listing

- What Makes us Green tab
- Other awards tab
- Green Attributes
- Google map
- Members login to change or add details including:
 - Photo gallery
 - Directions

Green Tourism

For Business | Join Us | Members Area | Case Studies | Green Directory | FAQ | Testimonials

Green Tourism is the World's Leading Sustainable Tourism Program

Green Tourism has proven its use, time and again as a powerful tool for businesses, delivering demonstrable environmental benefits, operating efficiencies and cost savings; as well as by providing consumers with a clear and credible signpost to sustainable tourism products and services.

Join Green Tourism >

Login to the Members Area >

Green Tourism Canada 

Save Your Business Money < >



Use organic products
Free range and organic food is often be less expensive that you might think.

Gain Marketing Advantage < >



Increase online exposure
Our websites sees over 10,000 visits a month, are you missing out on potential customers?

“ Being members of Green Tourism has been a real success for us. Feedback from customers is that they really appreciate the dimension it brings to our business as they know we care about the environment

Ness Bank Guesthouse ”

Latest News

Ettington Chase awarded Silver Medal for it's commitment to going green
27/03/2013
Incentive Travel and Corporate Meetings

Review: Menzies Cambridge Hotel & Golf Club
26/03/2013
Hotel Business

High Broadwood Hall Cottages
26/03/2013
Daisy Green Magazine

[View news archive >](#)

Getting Started



Looking to get started with your membership of Green Tourism, you are in the right place, click below to find out more and begin the process.

[Join Green Tourism >](#)

Sign up to our newsletter

Receive hints tips and all the latest Green Tourism news in our industry newsletter


Enter your email >

Members Login

Already a member? Access your benefits here...

Green Suppliers

Browse our Green Directory...




Business Pages

- Saving Money
- Improved Marketing
- Latest News
- Newsletter sign up
- Green Directory



Get Started

This would be an introductory paragraph that would give members advice as to how they can get started with Green Business and you can write pretty much whatever you like here.

Get Started

Step 1

This is some filler text that will describe what you need to do to fulfill this particular step of the membership application process

Step 2

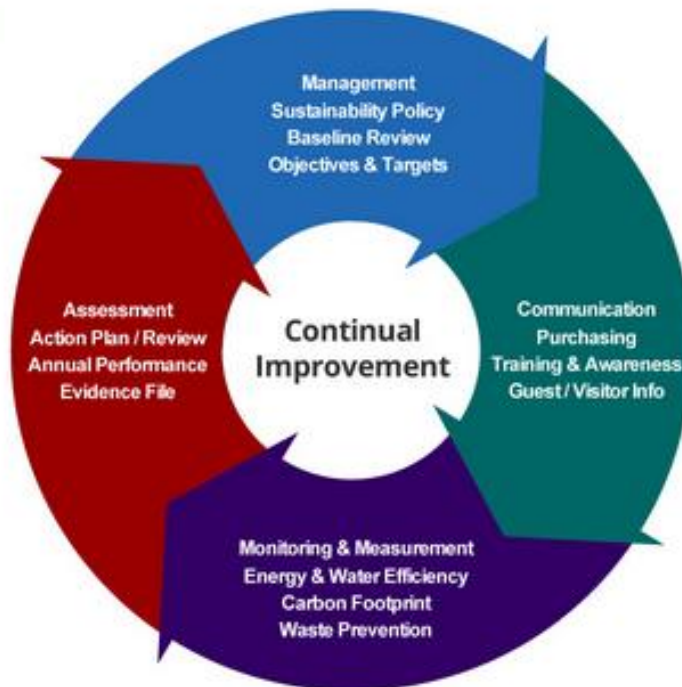
This is some filler text that will describe what you need to do to fulfill this particular step of the membership application process

Step 3

This is some filler text that will describe what you need to do to fulfill this particular step of the membership application process

Step 4

This is some filler text that will describe what you need to do to fulfill this particular step of the membership application process



Getting Started

- Step by step guide
- How to maintain continual improvement
- Benefits / testimonials
- Membership services

Benefits



Becoming a member of Green Tourism offers you a wide range of benefits.

[View Benefits](#) >

Join Now



[Application Form](#) >

[How Much Does it Cost?](#) >

[The Grading Process](#) >

Membership Services



Becoming a member gives you access to a wide range of membership services

[View Membership Services](#) >

“Be the change you want to see in the world”

Mahatma Ghandi



01738 632162

andrea@green-business.co.uk



The_GTBS



Green Tourism