

The World is Getting Greener ...and so are your visitors

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Green
Tourism

VisitWest

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What's it all about...?

Sustainability

Environment, Economy, Social

SDG's

UN Sustainable Development Goals

Net-Zero Carbon

Reducing or balancing carbon emissions to zero www.theccc.org.uk

Declaring a Climate Emergency

Public, commitment to reducing greenhouse gases

www.climateemergency.uk

COP

Conference of the parties (1995 – 2021)

The Paris Agreement (2016)



17 Goals to Transform our World

www.tourism4sdgs.org



Glasgow Convention Bureau

www.glasgowconventionbureau.com
[People-Make-Glasgow-Greener](http://www.glasgowconventionbureau.com)

www.ukcop26.org

Sustainable Tourism Trends

Euromonitor 2020

76% + concerned about sustainability

Tourism Strategies

National & Regional organisations, DMO's, incorporating sustainability

Virtuoso Survey 2021

- 82% due to pandemic will look at more responsible travel
- 76% would visit off-peak to avoid over-tourism

G20 Ministers

The current crisis represents an opportunity to rethink and restart tourism

- UNWTO Recommendations for Tourism's "Green Transformation"



ONE PLANET

www.unwto.org/sustainable-development/one-planet

#buildbackbetter



- **Develop Climate Action Plan**
- **Share your commitment**
- **Cut carbon emissions**
- **Work together**
- **Advocate for change**

www.tourismdeclares.com

Top Tips

Show them YOU Care

- Support environmental / humanitarian charities and initiatives
- Work with and promote local / global green projects

Get VISITORS involved

- Promote low carbon itinerary / activities
- Leave no trace / Responsible Visitor Charter

Share YOUR Green Story

- Tell them why it is important to you
- Make it personal and specific to your business
- Influence don't preach
- Share the green things you are doing and be transparent



90%
Don't tell
their
Green Story



Our Green Story :
South Park Farm Barn

[Learn more →](#)



Our Green Story:
Create Centre Bristol

[Learn more →](#)

Share Best Practice
Celebrate Green
Champions

Green Tourism Standard

Founded in 1997

15,000+ assessments / 2500+ members
UK, ROI & International (x20 Countries)

Concept

3 pillars, 15 Goals, 70 Criteria

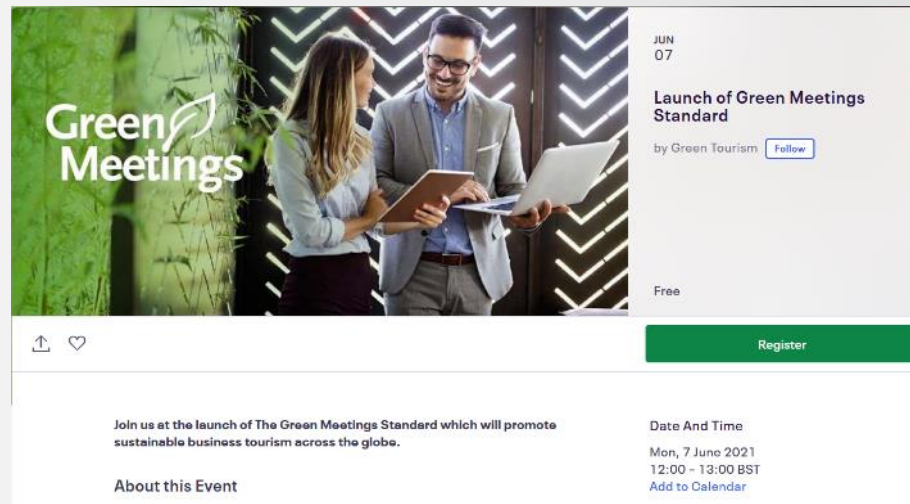
Business Types

- Accommodation providers
- Visitor Attractions
- Activities / Tours / Transport Operators
- Pubs / Restaurants / Cafes / Shops
- Tourism offices / Information Centers
- Conference / Events / Venues

Green Meetings Standard



Caring 4 PEOPLE
Caring 4 PLACES
Caring 4 OUR PLANET



**Launch
Event
7th June**

**Register on
Eventbrite**

GreenCheck Portal

- **Online, interactive tool**
Prepare for Assessment
- **Dashboard**
Displays Goals & Progress
- **Goals**
Lists criteria, aligned to SDG's
- **Criteria**
Details of measures, suggestions, information, HELP, evidence box
- **Assessment**
Assessor reviews website, social media & evidence and information, online interview, site visit




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 Green Tourism

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Website

- Campaigns
- Blog
- Green Stories
- Business Directory
- GreenCheck Quiz



Green Tourism

www.green-tourism.com



GreenCheck Quiz

How Green Are You?

Next Steps...

Green Tourism & Visit West

- Support & advise businesses
- Provide guidance to DMO
- Identify sustainable tourism solutions & opportunities
- Increase the number of Green Tourism Standard holders

Work together to deliver a strong, credible green recovery for businesses

Ensure Visit West is the UK's leading Green Tourism destination

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**GREEN TOURISM
PARTNERSHIP**



Gold	18
Silver	8
Bronze	6
New	9

Thank you

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