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Green Tourism Organisations Join Forces To Boost Marketing, Certification And Networking

Three of the leading green tourism organizations in the UK have joined forces to promote sustainable tourism and hospitality businesses.

The Green Tourism Business Scheme, Greentraveller.co.uk and the Considerate Hoteliers Association have joined together to offer benefits to each other's members, including free joining fees and large discounts on listings and subscription fees.

The combination of all three organizations will represent a tour de force for responsible businesses who will be able to tap into the strengths of each organization: Greentraveller.co.uk for marketing, Considerate Hoteliers for networking, and the Green Tourism Business Scheme for certification/accreditation.

Membership of all three organizations is open to a wide range of tourism and hospitality businesses, including B&Bs, guest houses, inns, hotels, restaurants with rooms, self catering accommodation, and visitor attractions. Details of membership benefits are given on this leaflet: [\[hyperlink to pdf of leaflet\]](#)

Richard Hammond, Chief Executive of Greentraveller.co.uk, says:

"There's no doubt that going green is now mainstream. There are several thousand tourism businesses in the UK that have made concerted, genuine efforts to reduce their impact on the environment, contribute to biodiversity and landscape, and benefit the livelihoods of local communities.

"By joining forces with GTBS and CHA, we are providing an exceptionally attractive portfolio for tourism business that want to get the message out that they have something really special to offer guests.

"We'll be concentrating on providing a route to market for these businesses by marketing them to our fast-growing audience of holidaymakers who are looking for these kinds of genuinely green experiences in fantastic locations throughout the UK."

John Firrell, Director of the Considerate Hoteliers Association, says:

"It was a blinding glimpse of the delightfully obvious. Here are three organizations that are constantly singing from the same hymn sheet, frequently coming into contact with each other, working together on a number of initiatives, and a membership that often includes the same hospitality businesses.

"Here is a chance to properly work together for the common good whilst still retaining our independence, and offer our individual members preferential benefits from joining one or both of the other two. We have already had a long and fruitful relationship. May that continue and be ever more fruitful."

Andrea Nicholas, Manager of Green Tourism Business Scheme, says: *“We are constantly looking for additional benefits for the GTBS members and we recognize CHA and Green Traveller as providing excellent complementary services. They have the same genuine commitment and aims to help hospitality businesses embrace sustainability, promote good practice and provide a credible choice for customers. We have worked closely with both organisations over the past few years, we are really pleased that we have joined forces on this initiative and look forward to future developments.”*

Editor's Notes

About CHA

Created in 1991 in Westminster with a founder membership of London's flagship hotels, the Considerate Hoteliers Association (CHA) was one of the first hotel associations worldwide to impart the message that care for the environment and social responsibility should form a major part of a responsible hotelier's agenda.

In 1999, membership was made available to hotels in Greater London, and in 2003 to the United Kingdom. CHA is an association run by hoteliers, for hoteliers, with a belief that sound business practices, common sense and social responsibility can bring about change for the good whilst still impacting positively on the bottom line.

Always in the vanguard of the green debate, imparting advice and information to like-minded hotel companies and individuals, the association continues to go from strength to strength, gathering and networking with fellow hoteliers and setting the examples for others to follow.

Contact: John Firrell, Tel: 01308 482313; info@consideratehoteliers.com Website: www.consideratehoteliers.com

About Green Tourism Business Scheme

The Green Tourism Business Scheme has become the first sustainable certification programme of its kind to be endorsed by all five of the National Tourism Agencies of the UK and Ireland.

The scheme, which started in Scotland 15 years ago, has been independently validated by the International Centre for Responsible Tourism (ICRT) on behalf of VisitEngland, VisitWales and the Northern Ireland Tourist Board, and endorsed by VisitScotland and Failte Ireland.

Having grown to almost 2,500 members the Perth-based scheme is already the biggest in the world with influence that reaches from North America to New Zealand. GTBS is now operational in all regions of the UK and Ireland with over 1,350 certified businesses in England, 800 in Scotland, 100 in Wales, 50 in Ireland and 15 in Northern Ireland.

Launched by directors Jon Proctor and Andrea Nicholas in conjunction with VisitScotland in 1997 the scheme provides consumers with an independent guide to hotels, bed & breakfasts, tourist attractions and visitor centres which are actively trying to help the environment.

Members are awarded a Bronze, Silver or Gold grading based on more than 145 criteria, including the installation of efficient lighting and heating, the promotion of nature conservation, use of renewable energy, use of local produce and community involvement. Independent family businesses and multi-national hotel chains operating in the UK are all graded in the same way with members reporting savings of up to more than £1 million a year on energy and consumable costs.

Contact: Andrea Nicholls, Tel: 01738 632162; email: gtbs@green-business.co.uk Website: www.green-business.co.uk

About Greentraveller

Greentraveller is an award-winning website that markets green tourism businesses to a fast-growing audience of holidaymakers wishing to minimise their carbon footprint and contribute to the livelihoods of local people.

It features eco-friendly places to stay, local cafes, bars and restaurants, local markets selling fresh, seasonal food, and low impact activities, such as walking, cycling and water sports in key destinations in the UK, Ireland and Europe.

The Sunday Times described Greentraveller as "the first place to look for green holidays" and National Geographic Traveller magazine says it is a "pioneering website". In 2009, Greentraveller won the British Travel Press Editors' Green Award, and was recently included in the Guardian Travel team's list of their all-time favourite websites.

Greentraveller represents over 750 eco-friendly places to stay in the UK and Europe, and over 1,500 holidays in 28 countries. We work with about 30 operators to select only those organised trips and tours that can be reached overland by train/ferry within the UK, Ireland and across to the continent.

Greentraveller's Overland Journey Planner includes sample itineraries, journey times and prices for over 80 train journeys from the UK to Europe (such as Amsterdam, Cologne and Rome) and over 80 passenger ferry routes between the UK, Ireland and continental Europe (such as Harwich to Hook of Holland, Newcastle to Amsterdam and Portsmouth to Santander)

Greentraveller is not a travel agent or a tour operator, but an online travel guide which provides first-hand reviews of hotels and other green travel tips (e.g. how to tell if a hotel is green, how to travel to your destination by public transport) in its award-winning blog

Contact: Richard Hammond; Tel: 07557 025542; email: richard@greentraveller.co.uk Website: www.greentraveller.co.uk