

**greentraveller.co.uk**

Greentraveller is an award-winning website that markets green tourism businesses to a

fast-growing audience of holidaymakers wishing to minimise their carbon footprint.

The Sunday Times described greentraveller as "The first place to look for green holidays".

Membership of greentraveller's accommodation section is open to all tourism businesses who pass our criteria, submitted online, regarding five key points: minimising use of energy and water; reducing the amount of waste sent to landfill; supporting local businesses, and encouraging guests to use public transport.



Considerate Hoteliers is an association of like-minded hoteliers who encourage, assist, motivate and cajole fellow hoteliers to adopt sound and sustainable environmentally friendly and socially responsible policies and practices.

We do this through a network of member hotels and by providing events, advice and information for members on environmental and sustainability issues.

Each year we also encourage and recognise excellence in the industry through our awards, which are open to all.



GTBS has been running since 1997 and is the largest and most established scheme of its type in the world. It has over 2400 green graded businesses across the UK and Ireland.

Green tourism takes into account the needs of the environment, culture local residents, businesses and visitors now and in the future.

GTBS is the only National sustainable tourism scheme promoted by all UK National Tourism Agencies and has been validated by VisitEngland through the International Centre of Responsible Tourism since 2008.

## No Joining Fee

20% discount for Standard Listing (£85+vat)  
20% discount for Enhanced Listing (£150+vat)  
26% discount for Reviewed Listing (£250+vat)

This offer is only for members of GTBS or CHA who are new to GT

## Free Joining Fee (£100)

Membership subscription fee - 15% discount  
Minimum subscription £51

15% discount is offered on the membership subscription (Minimum £51 – Maximum £510)

This offer is only for members of GT or GTBS who are new to CHA

## Free Joining Fee £59 + vat

Annual fees are due in first year and can be downloaded from website

[www.green-business.co.uk/joinus](http://www.green-business.co.uk/joinus)

This offer is only for members of GT or CHA who are new to GTBS

Membership is open to all tourism businesses. There are 3 levels:

**Standard:** full page entry with contact details, web address and up to 4 photos.



**Enhanced:** all of the above plus up to 500 words description about your business.

**Reviewed:** all of the above plus we send one of our travel writers to visit your property to write a review, giving a flavour of what it is like to stay there. This is then published in our award-winning blog & in our monthly newsletter, which is sent to over 5000 subscribers.



Membership is open to

- *Hotels*
- *Guest houses*
- *Inns*
- *Restaurants with rooms*
- *Self catering accommodation*

from the smallest to the largest and across the grading bands, nationwide, which are committed to CHA's Mission Statement, Charter and Objectives and are making every effort to conform to it. You are in great company, come and smell the (ethically produced) coffee!

Membership is open to a wide range of tourism businesses.

Businesses opting to join are assessed against a rigorous set of criteria. They are scored on 60 measures that are significant and relevant to their own situation, and depending on the level of performance, can achieve Bronze, Silver or Gold grading.



## Benefits

**greentraveller.co.uk**

Greentraveller has excellent visibility on search engines, particularly for green holiday search terms in the UK and Ireland.

Greentraveller has close connections with national press. Our team of professional travel writers contribute to many leading publications, such as The Times, The Guardian, National Geographic Traveller & The Week.

Greentraveller is at the cutting edge of new media: we frequently update Facebook and Google+ and have over 6500 followers on Twitter.



Joining a hotel-orientated association, run by hoteliers, for hoteliers. Access to the network of members nationwide  
One-on-One advice  
Special events at discounted rates for members.

Regular newsletters and a six monthly magazine  
Access to a Members Only section of the website  
Supplier List, Green Source download, Environmental/CSP Policies. Advance notice and information regarding the prestigious annual awards event.

## Benefits



Identify costs savings (on average 20% in first year).  
Practical and bespoke advice.  
Increased marketing opportunities including listing in green search on national and international consumer facing and booking websites.

Members discounts with over 20 green suppliers including LED lighting, Delphis, Gilchrist & Soames and Ecover.

Website Entry - Picture and text

Access to Members website area which includes:

- Downloadable technical datasheets
- "Ask the Expert" page for all technical queries

## Contact Us

Richard Hammond  
Greentraveller Limited  
Durham Road Resource Centre  
86 Durham Road, Islington  
London  
N7 7DT

020 7561 7481  
info@greentraveller.co.uk  
www.greentraveller.co.uk

## Contact Us

John Firrell  
Considerate Hoteliers Assoc  
Wheelwright's Cottage  
Litton Cheney  
Dorset  
DT2 9AR

01308 482313  
info@consideratehoteliers.com  
www.consideratehoteliers.com

## Contact Us

Green Tourism Business Scheme  
Green Business UK Ltd  
4 Atholl Place  
Perth  
PH1 5ND

01738 632162  
gtbs@green-business.co.uk  
www.green-business.co.uk

'At a time when providers of ecotourism facilities are being deluged with offers of marketing opportunities, it has been reassuring to be associated with a site which projects genuinely green credentials. Being with Greentraveller has significantly enhanced enquiries to our site and brought in increased bookings, particularly from clients with a real commitment to sustainability.'

David Job, Yarde Orchard Bunkhouse, Devon, England

'Our listings on greentraveller have not only generated interest via click through links, but conversion to sales as well'

Greg Stevenson, Under the Thatch, Wales

'The first place to look for green holidays'

The Sunday Times

Featured in the Guardian's list of 'The Best Travel Websites Ever'

'The leading British website for eco travel – great for news, green travel tips and inspiration for a low impact holiday'

The Times

'The decision to join the CHA has already been justified based on this experience –and we are barely into the membership period!'

Andrew Hollett (GM of Corus London Hyde Park)

'Thank you so much for inviting me to be part of such a special day and to be your guest at the Awards. Considerate Hoteliers has not only come of age, but it is flourishing magnificently. I also like the sound of the planned link-up with the two other organisations' –

Mike LeRoy (Environmental Policy Manager, Westminster City Council founder of the Considerate Initiative in 1990)

'Strattons Hotel has been working with CHA for over 6 years and greatly values the advantage it gives the business through sharing best practice and real life situations with solutions provided by other members of the industry. A great bunch of associates, highly professional but wonderfully human and giving of experiences and problem solving with diligent director John Firrell making membership a real added value to any hospitality business hoping to be as considerate as possible to its environments'

Vanessa Scott – Director, Strattons

'25% of bookings are guests coming specifically because we are a green business'

Banceithin Farm & Holiday Cottages, Wales

'Being a member of the Green Tourism Business Scheme is important - it gives our reputation as a sustainable tourism business strong 'eco' credibility. The highly detailed GTBS Audit gives us a comprehensive structure with which to measure and monitor our environmental performance, and that in turn helps us identify areas where we can reduce costs. Also, GTBS Inspectors and staff are helpful, supportive and a useful source for advice and information'

Treshnish & Haunn, Isle of Mull

'Since 2007, over £260,000 of business has been secured as a result of our green credentials'

Maximillion Events: Edinburgh

'Operating costs across the business are much reduced since we began on our green journey and, in 2010, we saved £18,000 on our heating bill'

Battlesteads Hotel, Northumberland