

Green Tourism Business Scheme

Making a Difference for Businesses

Feedback on the Award

"It's a bold statement...it makes customers feel good about coming to visit us"

– farm/ wildlife attraction

"I find it's something guests want to buy into, even if they're not green"

– 3 bedroom farm B&B

Feedback on the Assessment

"Comprehensive...particularly helpful in identifying cost savings"

– 130 pitches holiday park

"I found the assessor really interesting and inspirational" – 3 unit self-catering

In one English pilot, two thirds rated their overall experience of the scheme as "excellent", with close to 90% saying that they would "definitely recommend" it to other businesses.

"It makes customers feel good about coming to visit us"

Maximising the Benefits for You

GTBS is much more than an assessment. South West Tourism & GTBS have a range of extra benefits to help you get the most out of your award. Your local authority may also provide extra benefits.

In addition to your site survey and assessment report, the package includes:

- One year's free membership of South West Tourism (for those not currently members)
- For current benefits to existing South West Tourism members, see www.swtourism.co.uk
- Enhanced prominence for participants in www.visitsouthwest.co.uk & brand cluster websites

- Display plaque & logos to include within publications and websites
- "How to Get the Most from your GTBS Award" workshop
- PR – opportunity to be in press trips & media releases
- Promotion through the national GTBS website to UK & Overseas visitors
- Inclusion in national promotional activities such as the GTBS newsletter, case studies, press editorials, stands at travel shows etc.

Terms and conditions apply.

For details see www.swtourism.co.uk

feel good



Save money.
Increase quality.
Enhance your image.

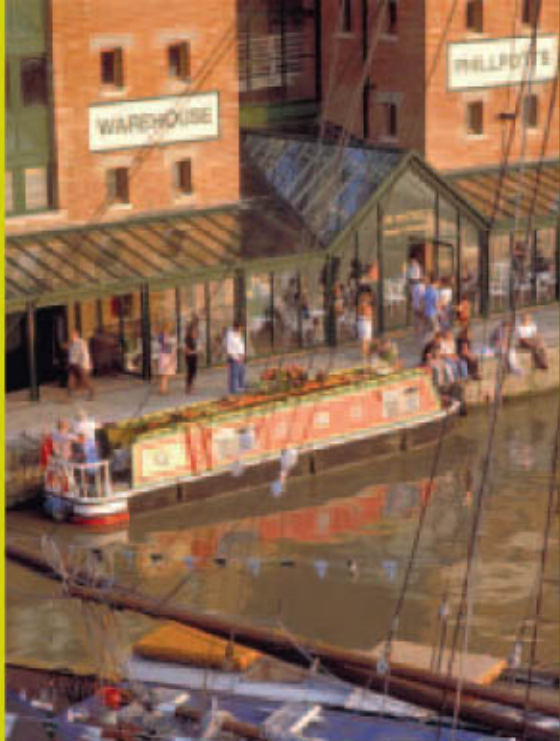
South West
England

Quality, Efficiency, Image

It makes sense to look after the assets that attract customers to your business. Would you be interested in a scheme that helps you:

- Operate your business more efficiently making year-on-year cost savings
- Identify actions that could increase customer comfort and satisfaction
- Possess an award that enhances your image & gives you a marketing advantage
- Improve staff satisfaction

The Green Tourism Business Scheme provides a unique opportunity for you to invest in these key aspects of your business.



How the Scheme Works

The Scheme has been designed to accommodate different types and settings of tourism businesses. The emphasis is on being rewarded for action.

The Criteria

Businesses receive credit for measures that they have taken in relation to the following areas:

- Energy
- Water
- Waste
- Support of the local economy
- Wildlife
- Involving & informing your customers
- Transport
- Management & marketing



There are 150 measures that receive credit with scope for innovative actions, not included in the criteria, to also be recognised. A full list of credited measures will be included in your application pack.

Introducing the Scheme

The Green Tourism Business Scheme (GTBS) is a marketing and advisory tool for tourism businesses supporting the local area and environment.

Accommodation, attractions, restaurant/cafes, TICs and other types of tourism businesses can take part.

Scoring

There are three levels to aim for – Bronze, Silver and Gold.

The level you achieve will be based on a combined assessment of:

- The number of actions you have implemented
- The extent to which those actions have been effectively implemented

- The significance of those actions in contributing towards sustainability

To ensure that each business has a balanced approach, there is a minimum number of actions you will need to have completed in each of the areas.

Growing Appeal

Europe's largest 'green' accreditation scheme for the tourism sector, GTBS has grown from its origins in Scotland, to include hundreds of businesses. Following a number of English pilots, GTBS is now operating across the whole of the South West & South East of England.

GTBS businesses find visitors increasingly responsive. National and local surveys show visitors are even prepared to pay a little extra to choose businesses that can demonstrate their ethical responsibility, with the majority also perceiving these businesses to be of a higher quality.

Assessments

- Assessment visits take place once every two years
- Visits are by appointment only
- Visits are carried out by trained auditors experienced in advising all sizes & types of tourism business

Dialogue is central to the visits. The assessor will be able to discuss your queries and help identify sources of help for realising missed opportunities. For further information on the scheme and prices go to: www.green-business.co.uk or call 01738 632162

