What is Green Tourism?

Responsible, Ethical, Sustainable, Eco-tourism, Environmental, Eco-Friendly... etc. etc

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”

UNWTO
Green Tourism Is....

Managing Business Better

Resource Efficiency

Waste Management

Natural & Cultural Conservation & Biodiversity

Social Responsibility & Equality

Supporting Local Community & Economy

Providing an enhanced Quality Experience

Future-proofing your business
Green Tourism Market

World Tourism Organisation (2014)
• Sustainable Tourism anticipated to grow by 25% globally in the next 5 years – worth £250 billion p.a.

TripAdvisor (2013)
• 79% of US travellers place importance on properties implementing eco-friendly practices

VisitEngland (2010)
• >50% of UK travellers would choose accommodation with a Green Award

World Travel Market (2014)
• 86% of the travel trade said they consider sustainability to be important to their company
• 36% of UK holidaymakers consider the environment and sustainability when making a decision about booking a holiday
The Green Tourism Certification Programme

• Globally-recognised third party endorsed brand that tourists trust

• The most credible Sustainable Tourism Programme in the World (Totem Tourism, Greenwashing Report 2013)

• Business Development & Grading Programme

• Operated by self-financing Not-For- Profit company with committed team of 14 technical & membership support people

• Operating since 1997
  • Graded over 5000 business, 10,000 assessments

• Current membership >2000 in UK, Ireland, Canada & Italy
Green Tourism International Network

- 2007 - 2010  New Zealand Tourism Authority
               Green Tourism Mark

- 2011 - 15   Swedish Tourism Authority
               Green Tourism & Quality Programme

- 2013        Green Tourism Canada 2012
               License with local agency 45+ Members

- 2014        Green Tourism Italy Pilot Nov 2014
Membership

- 830 Hotels
- 279 Bed & Breakfast / Guest Houses
- 463 Self-catering
- 383 Visitor Attractions
- 193 Holiday Parks / Camping / Hostels
- 140 Tourist Information Centres
- 94 Activity Providers
- 55 Conference Centres / Events Venues
- 50 Restaurants / Cafes / Inns
### Northern Ireland
16 Members

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<th>Name</th>
<th>Type</th>
<th>Location</th>
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<tr>
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<td>Tory Bush Cottages</td>
<td>Self-Catering</td>
<td>Newry</td>
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<tr>
<td>Silver</td>
<td>Hemp Cottages</td>
<td>Self-Catering</td>
<td>Downpatrick</td>
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<td>Bronze</td>
<td>Graceys Barn</td>
<td>Self-Catering</td>
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<td>Drumlin Lane</td>
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<td>Hillsborough</td>
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<td>Jurys Inn Belfast</td>
<td>Hotel</td>
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<td>Silver</td>
<td>Northern Ireland Tourist Board</td>
<td>Corporate Office</td>
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<td>Silver</td>
<td>Park Inn by Radisson Belfast</td>
<td>Hotel</td>
<td>Belfast</td>
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<td>Silver</td>
<td>Radisson Blu Hotel, Belfast</td>
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<td>Six Mile Water Caravan Park</td>
<td>Caravan &amp; Camping</td>
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<tr>
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<td>Belmore Court and Motel</td>
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<td>Enniskillen</td>
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<td>City Hotel Derry</td>
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<td>Caravan &amp; Camping</td>
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Benefits

• Bespoke on site assessment and advice once every two years - 20% cost savings in first year

• Monthly technical newsletter, ongoing advice / support through Members Area on website

• Full listing on Green Tourism website & promotion on Social Media

• Marketing and promotional through national and regional agencies and online booking companies – Travelocity, Expedia, BookDifferent

• Suppliers Discounts

• Annual Conference and other trade events
Social Media

FaceBook: Green Tourism (2956 likes)
Twitter: @GreenTourismUK (3448 followers)
YouTube: GreentourismGTBS
Website

Home Page

Enhanced search

2000 Green Holidays and Hotels all independently inspected to make sure they are caring for the planet and caring for their guests

Whether you are looking for places to stay or things to do, Green Tourism provides the assurance you need that the certified businesses have been independently assessed against a National Sustainability standard.

It identifies businesses that are really making a difference so you can buy and book with confidence.

Accreditation reassures customers we're not just saying we're green we actually have the proof of our commitment. Bi-annual inspections help us focus on future improvements & there is help from a friendly face if we need it.

Ullswater Steamers

Who We Are

Why Join Green Tourism

Green Tourism has been running since 1997. We are a not-for-profit organisation.

With over 2000 members in the UK, Ireland and Canada, we are the largest and most established sustainable grading program in the world.

Green Tourism offers credible, trustworthy, independent guidance to tourism businesses wishing to operate sustainably.

Working with....

Contact Green Tourism....

Popular Links....

Green Suppliers....

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.
Members Listing

Tory Bush Cottages
Self Catering

Business Type: Self Catering
Address: Tory Bush Cottages
79 Tullyree Road
Kilcoo
Newry
County Down
BT34 5LD
Northern Ireland

Telephone: (02843) 724348

Photo Gallery
Click a thumbnail below to view the enlargement

[Images of Tory Bush Cottages and its surroundings]
Members Area

Technical Fact Sheets
Case Studies
Suppliers Offers
Update Your Details
- Load images to gallery
- View Statistics
- Carbon Calculator

Caring for the environment is fundamental to our business. Our guests expect us to be responsible. And the landscape is so important to our livelihoods. Our businesses rely on the landscape - why would we not want to protect it?
Three Levels

Good practice in all areas

Improved efficiency, review of all activities undertaken or influenced by the business & full legal compliance

Excellent practice in all areas

Significant achievements to improve efficiency, purchase responsibly, involve customers, contribute to local economy, culture and community

Outstanding & exemplary best practice in all areas

Thorough and focused approach to sustainability and providing a quality and enhanced experience for all stakeholders
Criteria

100+ indicators (Flexible / Choice)

Minimum Standards – Commitment to Sustainability, Quality, Equality

Nine Technical Sections

B&B / SC / small Score 50
Large / leisure / restaurant Score 60

Re-grading visit once every two years – continual improvement
Technical Sections

Management
Sustainable Procurement
Marketing & Communication
Waste
Social Responsibility & Equality
Travel
Energy
Water
Natural & Cultural Heritage
COST SAVINGS

In a typical family house (Energy Savings Trust)

• Installing 300mm roof insulation could save up to £205
• Drought proofing could save £30 off heating bills
• Correct heating controls could save up to 17%
• Boiling only what needed could save up to £7 a year
• Switching appliances off could save up to £37 a year
• Mending dripping taps could save over £18 a year / tap
Results

Carbon Reduction / Annual Performance Information

<table>
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<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>% Reduction</th>
<th>CIBSE Good</th>
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<tbody>
<tr>
<td>Hotels</td>
<td>354.66</td>
<td>277.66</td>
<td>21.7%</td>
<td>&lt; 310</td>
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<tr>
<td>Guest House</td>
<td>249.43</td>
<td>219.16</td>
<td>12.1%</td>
<td>&lt; 240</td>
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<tr>
<td>B&amp;B</td>
<td>141.22</td>
<td>121.73</td>
<td>13.8%</td>
<td>&lt; 240</td>
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</table>

Other direct results of Green Tourism Grading

- 80% have improved resource efficiency and made savings
- 65% have formal Environmental Policies
- 60% are now conducting measures to help wildlife
- 50%+ now monitor their energy, water, waste regularly
- 50% have improved staff training on environmental issues
- 40% have reduced water use
Description: 60 rooms, 4* Hotel & Motel, Northern Ireland

Main Achievements

- **Awareness:** Established a green team
- **Energy:** Weather compensator and a heat plate exchanger
- **Water:** 100% dual flush toilets
- **Purchasing:** Green energy tariff - Fresh local produce delivered daily
- **Social:** Support Horizon West Children’s Hospice
- **Community:** Mentoring local students through the Career Academies scheme
- **Ambassador:** Encouraging local businesses to go green & join Green Tourism
Description: 19 Rooms B&B, Brighton

Main Achievements

- **Local Food:** Breakfast is local & organic
- **Community:** Co-ordinate local food festival
- **Cleaning:** Use soap nuts to wash sheets
- **Compost:** Supply water in biodegradable corn starch bottles
- **Social:** support local hospice
Description: Adventure Travel Company

Main Achievements

- **Nature:** Education of guests, leave no trace
- **Travel:** Guests use public transport
- **Energy:** Good monitoring of fuel consumption
- **Champion:** Green business network
- **Marketing:** Green Tourism central to strategy
- **Won other awards e.g. Responsible Travel Award**
Lochranza Youth Hostel

Description: Youth Hostel on Isle of Arran

Main Achievements

- **Water:** Rainwater harvesting to flush toilets
- **Energy:** Ground source heat pump,
- **Nature:** Sponsor Arran Wildlife Festival, good local knowledge
- **Cycling:** Bike hire available, maps and drying room
- **Social:** Promote Island produce, cheese, beers, crafts
- **Refurbishment:** Energy measures installed allowed winter opening
**Old Rectory Barn**

**Description:**
Rural Self-catering
Brecon Beacons National Park

**Main Achievements**

- **Food:** Local produce info on website
- **Water:** Rainwater harvesting system
- **Energy:** Solar water heating & low energy lighting
- **Tradition:** Sensitive renovation, reuse of local / original materials
- **Guests info:** Good interpretation for guests on green measures
- **Finalists in Environment Agency Water “Save” Awards 2009**
Description: Lead Mining Museum, County Durham, England

Main Achievements

- **Water:** Composting toilets
- **Energy:** LED lights, condensing boiler, green energy tariff
- **Nature:** Red squirrel protection, ecology backpacks
- **Cultural:** Helping rural young people's access to cultural activities
- **Social:** Free visits for underprivileged children, family wildlife events
- **Traditions:** Crafts, music, artists, education on lives of miners
Green Tourism Programme

Free Advisory Visits for 120 eligible businesses
- Business Type
- Available February 9th – March 14th for advisory visit

Free Grading Assessment for 80 eligible businesses
- Completed an advisory visit
- Completed a Green Tourism Application Form
- Signed Code of Conduct
- Prepared to implement Green Tourism measures
- Available during May for visit

2 years Membership Fees for 80 eligible businesses
- Have had a grading assessment in May
MEMBERSHIP FEES

• Registration Fee (one-off in 1\textsuperscript{st} year) £75.00 (Incl VAT)

• Annual Fees Based on number of bedrooms, s/c units or full-time employees (Incl of VAT)

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<tr>
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<td>3 Bedrooms</td>
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<tr>
<td>Self-catering</td>
<td>1 unit</td>
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<tr>
<td></td>
<td>2 units</td>
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<td>3 units</td>
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<td>Attraction</td>
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<td>Activity</td>
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USB Key

General Files

Useful Links & Green Suppliers

Criteria Checklist

Low Energy Lighting Calculator
Factsheets

1.04 How to write a green policy
3.06 Towel card
3.10 Community work on the local environment
4.05 LED lighting
5.01 Reducing high shower flows
5.10 Reduced flush toilets
5.12 Think flush
5.13 Phosphate free soaps and detergents
7 Recycle card
7.0 Reduce reuse

Dear Guest
Whilst your comfort remains our top priority, we offer you the opportunity to support our environmental goals.

Towels on the floor mean: “Please change them”

Towels hanging up mean: “I will use them again”

Thank you
www.green-tourism.com
“Quality in the Environment”

Dear Guest
Whilst your comfort remains our top priority, we offer you the opportunity to support our recycling efforts.

Please place any recyclable items beside the bin or in the appropriate container provided for collection by your housekeeper.

Thank You
www.green-tourism.com
“Quality in the Environment”

Dear Guest
Whilst your comfort remains our top priority, we offer you the opportunity to support our environmental goals.

Please do not flush any inappropriate objects down the toilet.

A waste bin is provided for your convenience.
Your co-operation is appreciated.
Thank you

www.green-tourism.com
“Quality in the Environment”
FEEL GOOD in Northern Ireland

Seven things you can do to help save the planet

Shop Local
Try to avoid excess packaging and opt for quality ingredients instead. Support local businesses and ask for their recommendations.

Reduce, Reuse, Recycle
Reduce waste by recycling, reusing, and reducing. Choose sustainable products and opt for reusable items where possible.

Conserve Energy and Water
Reduce energy consumption by turning off lights and avoiding unnecessary heating. Use water wisely and consider installing low-flow fixtures.

Give the Car a Rest
Limit the use of cars as much as possible. Consider walking, cycling, or using public transport to reduce your carbon footprint.

Do Socially Responsible
Support the community by volunteering or participating in local initiatives. Promote responsible tourism practices.

Support Nature
Protect our natural environment. Contribute to conservation efforts, support protected areas, and be mindful of your impact on wildlife.

Howe Keld Environmental Policy

Howe Keld has a maximum of 20 guests staying at any one time. We encourage our guests to observe the Responsible Visitor Charter in our leaflet which highlights the importance of being considerate to other people, the environment, and local wildlife when visiting the region.

In the pursuit of becoming a green hotel, we have been working towards reducing our environmental impact. Howe Keld is committed to the green tourism business principles set by the Green Tourism Board and is currently working towards achieving 3* Hotel status.

In order to become a Green Tourism Business we have to follow both the Green Tourism Business and the Northern Ireland Responsible Visitor Charter. This involves following a monitoring regime which will allow us to determine if we can achieve a 2* Certificate. This will be achieved by reducing our environmental impact, improving our guest experience and providing our guests with the tools they need to continue being environmentally responsible while on holiday.

The hotel has installed efficient electrical appliances and has ensured that all the lights are of energy-saving type. To reduce the amount of waste that we create we encourage our guests to reuse their toiletries and not to exceed the amount of waste that we are allowed to produce.

In terms of the tourism business, the hotel follows best practice in the industry and is committed to improving its environmental impact. We are aiming to reduce our carbon footprint by reducing the amount of waste we produce and by providing our guests with the tools they need to continue being environmentally responsible while on holiday.

The hotel is committed to the green tourism business principles set by the Green Tourism Board and is currently working towards achieving 3* Hotel status.
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**CODE OF CONDUCT**

- The business must be the owner of all the relevant assets and equipment necessary for the operation and must ensure that all equipment is in good working order and maintained to a high standard.
- The business must ensure that all staff are sufficiently trained to perform their duties and are aware of the importance of maintaining a high standard of cleanliness and hygiene.
- The business must ensure that all waste is disposed of responsibly and that the business complies with all relevant environmental regulations.
- The business must ensure that all advertising is accurate and does not mislead customers or the general public.
- The business must ensure that all permits and licences are obtained in advance and are displayed in a prominent position.
- The business must ensure that all staff are treated fairly and respecting their rights and freedoms.

**Application Forms**

**GREEN TOURISM PROGRAMME - APPLICATION FORM**
GREEN TOURISM ADVISORY SIGN UP FORM

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I would like to request a GREEN TOURISM ADVISORY VISIT and I have availability during the planned programme below to accept an appointment subject to dates I have noted:

Signed: ____________________________ Date: ____________________________

| ADVISORY VISITS - Circle below any WEEKS or DATES you are NOT AVAILABLE for a visit |
|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
|         |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |

Comments

Circle below any topics on which you would like more information / training?

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<th>Eco-Building Techniques</th>
<th>Healthy Buildings</th>
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<td>Green Marketing</td>
<td>Green Communications</td>
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<td>Renewables</td>
<td>Green Destinations</td>
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Green Tourism

Mourne Mountains & Ring of Gullion
Strangford Lough
Invest Northern Ireland
European Union