

Sustainable Tourism

Benefits for Businesses & Destinations

Andrea Nicholas, CEO



UKINBOUND
THE VOICE OF INBOUND TOURISM

Programme

- Trends in sustainable tourism
- Customer demands
- Green Destinations
- Understand your impacts
- Build an Climate Action Plan
- Top Tips
- Q&A



Sustainable Tourism Trends

- **Sustainable Tourism**

Takes account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities

- **Eco-tourism**

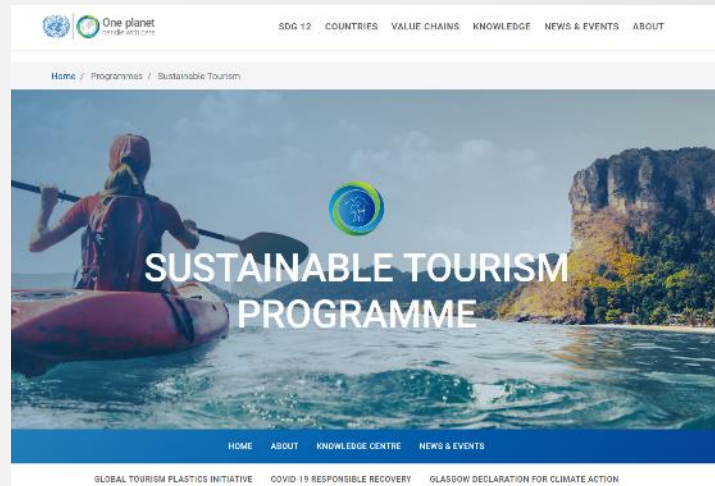
Natural areas - conservation, communities & interpretation www.ecotourism.org

- **Responsible / Green Tourism**

Making better places for people to live in and better places for people to visit

- **Regenerative Tourism**

Enables the area or environment to grow or grow again – for visitors to have a positive impact on the destination, and leave it in a better condition than how they found it



Aim - to accelerate sustainable consumption and production in tourism policies and practices to address the challenges of pollution, biodiversity loss and climate change



Amsterdam - using this doughnut principle, tourism can be used to generate only positive outcomes to the city and leave it in a better state than before

<https://www.oneplanetnetwork.org/programmes/sustainable-tourism>

<https://www.cbi.eu/market-information/tourism/regenerative-tourism#what-is-regenerative-tourism>

Climate Action Plans

Commit to

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

ANDREW
CARNEGIE
BIRTHPLACE
MUSEUM

TOURISM DECLARES
CLIMATE EMERGENCY

Green
Tourism

We Declare a Climate Emergency

We've signed up to [Tourism Declares](#), an initiative that supports tourism businesses, organisations and individuals in declaring a climate emergency and taking purposeful action to reduce their carbon emissions as per the advice from The Intergovernmental Panel on Climate Change (IPCC) to cut global carbon emissions to 55% below 2017 levels by 2030.

Like all signatories, we have committed to the following five actions:

1. Develop a 'Climate Emergency Plan' within the next 12 months, which sets out our intentions to reduce carbon emissions over the next decade.
2. Share an initial public declaration of our 'Climate Emergency Plan', and update on progress each year.
3. Accept current IPCC advice stating the need to cut global carbon emissions to 55% below 2017 levels by 2030 in order to keep the planet within 1.5 degrees of warming. We'll ensure our 'Climate Emergency Plan' represents actions designed to achieve this as a minimum, through delivering transparent, measurable and increasing reductions in the total carbon emissions per customer arising from our operations and the travel services sold by us.
4. Encourage our suppliers and partners to make the same declaration; sharing best practice amongst peers; and actively participate in the Tourism Declares community.
5. Advocate for change. We recognise the need for system change across the industry to accelerate a just transition towards carbon-free tourism.

Signed:

Kirke Kook

Andrew Carnegie Birthplace Museum (Curator/Manager)

- Measure
- Decarbonise
- Regenerate
- Collaborate
- Finance

www.greentourism.com/tourism-declares

Customer Demands

81% of global travellers say that Sustainable Travel is important to them

Source: Booking.com Sustainable Travel report 2022

- 30,000 travellers, 32 countries & territories
- 46% say they have stayed in a sustainable accommodation over the past year, and 78% intend to do so at least once in the coming year
- 59% of travellers say they want to leave the places they visit better than when they arrived
- More than 100,000 properties globally are now being recognized for their sustainability efforts with a Travel Sustainable badge on Booking.com



of global travelers intend to stay in a sustainable property at least once in the coming year



of global travelers have stayed in a sustainable accommodation at least once over the past year and the reasons vary:

41%

wanted to help reduce their impact on the environment

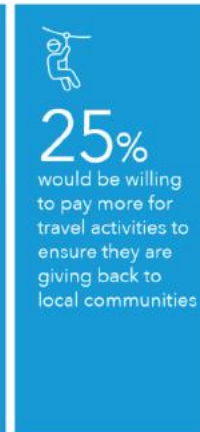
33%

wanted to have a more locally relevant experience

31%

believed sustainable properties treat the community better

33% of global travellers have chosen to travel off peak to avoid overcrowding



<https://news.booking.com/climate-community-and-choice-bookingcom-reveals-the-trends-shaping-sustainable-travel-in-2022/>

<https://www.euromonitor.com/article/top-three-travel-trends-for-2023>

Customer Demands

73.8% of travel executives saw increased interest in sustainability from their customers in 2022

Source: Euromonitor's Voice of the Industry: Travel Survey 2022

- 57.3% said customers will pay more for sustainable products and services, such as using renewables, carbon offsetting, paying a fair wage or sourcing local food and drink
- Embracing net zero emissions targets is the next stage of sustainable tourism with OTAs like Google, Skyscanner and Trip.com, all adopting greater transparency regarding carbon at the time of booking
- The movement to decarbonise and embrace a just transition is growing ever stronger in 2023



CLIMATE CHANGERS

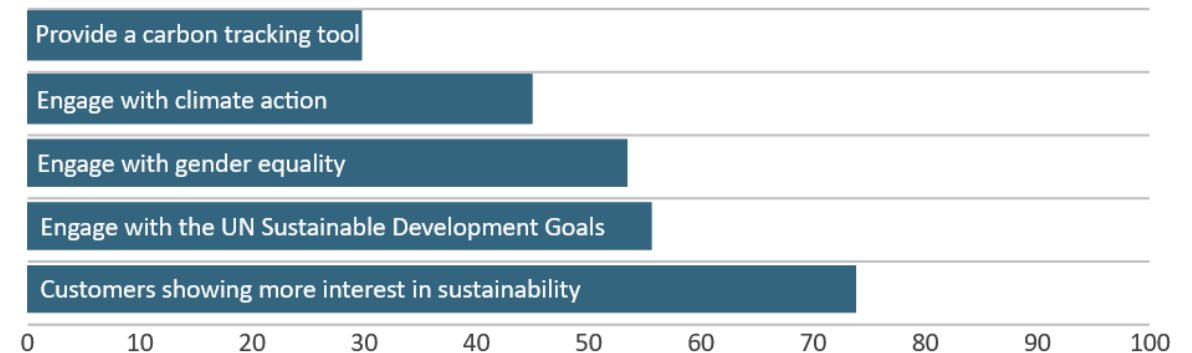
A low-carbon world

Green activism and low-carbon lifestyles are here to stay. Consumers expect brands to step up and are taking action through the products they purchase as concerns over the climate emergency escalate.

To win over Climate Changers, companies should offer products that are carbon footprint certified. Transparent labelling of carbon-neutral products builds trust and enables consumers to make informed choices.

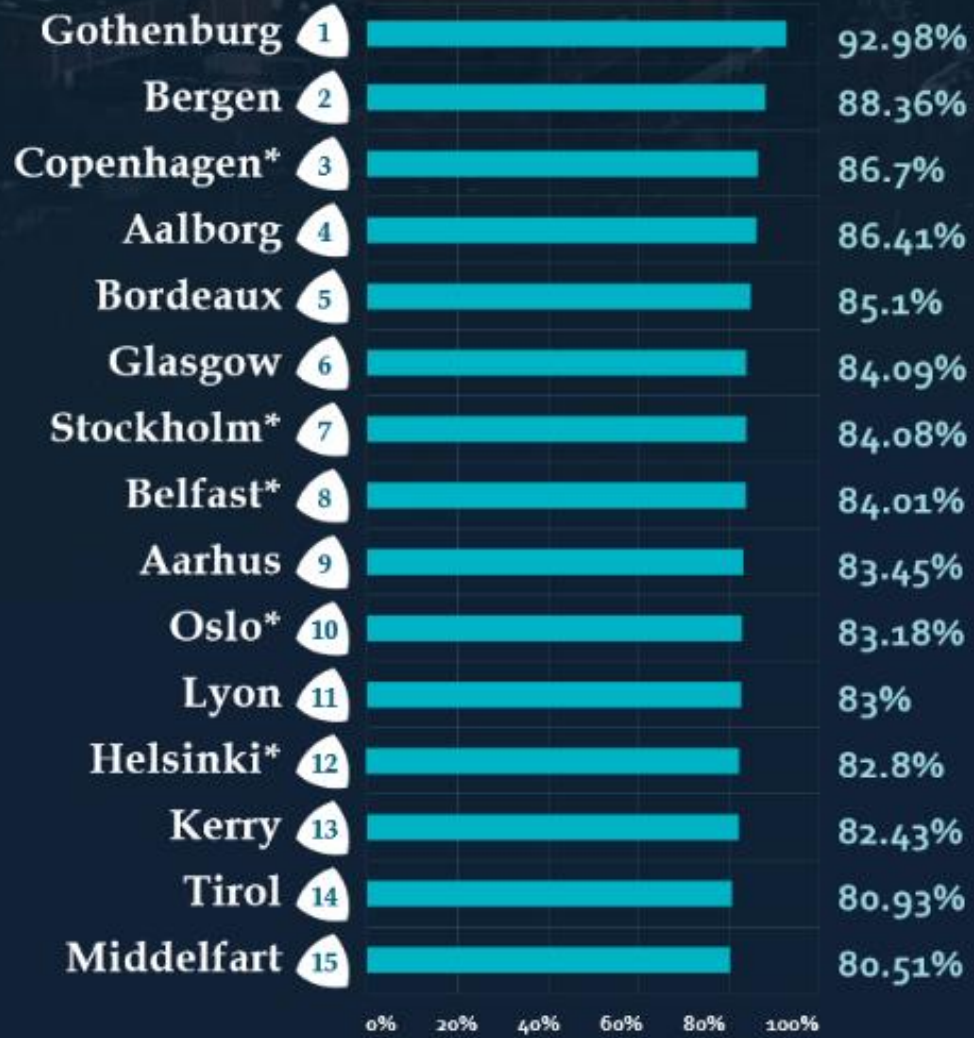
Two thirds of consumers globally saying that they want to have a positive impact through their daily lives

Travel Companies' Engagement with Sustainability 2022
% of respondents

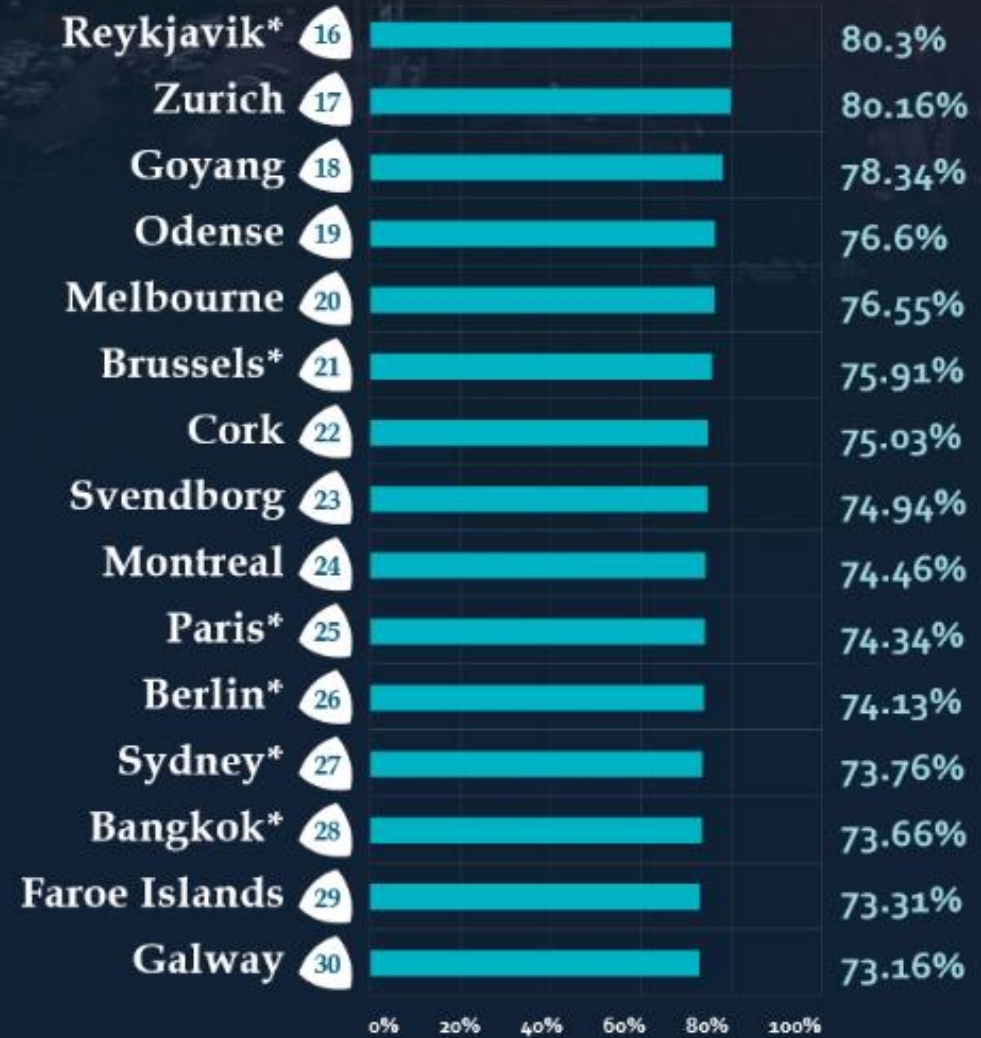


<https://go.euromonitor.com/white-paper-EC-2022-Top-10-Global-Consumer-Trends.html>
<https://www.euromonitor.com/article/top-three-travel-trends-for-2023>

GDS-Index 2022 Top 30



Plymouth Britain's Ocean City



*are capital cities

Who we work with

Booking.com

Expedia.

- **Booking Agents**

UKH
UKHOSPITALITY

mia
meetings industry association

UKINBOUND
THE VOICE OF INBOUND TOURISM

- **Venue Booking Agents**

Visit
Scotland™

VisitBritain®

VisitEngland™

- **DMO's and DMC's**

- **National Organisations**

South Downs
National Park Authority

VisitWest

visit
Belfast

- **Government Bodies**

- **Destinations / Protected Areas**

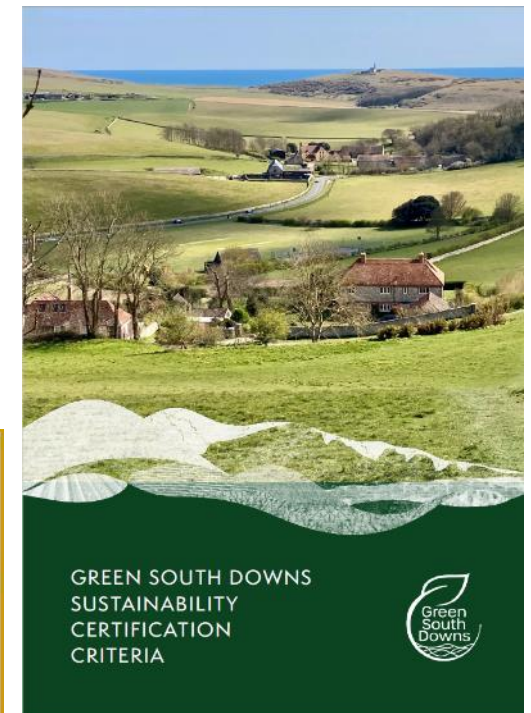
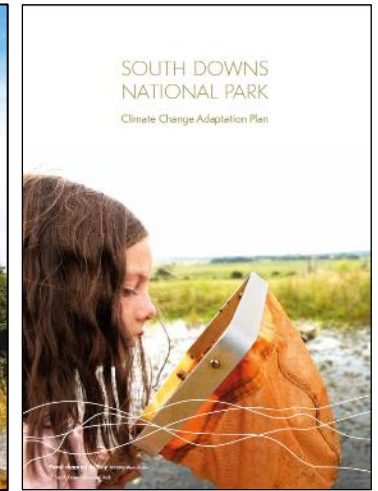
VisitAberdeenshire

WEST LANCASHIRE
BOROUGH COUNCIL

Plymouth
Britain's Ocean City

Green South Downs

- **Sustainability Certification Programme for South Downs**
- **Reflects strategy, targets of the National Park**
 - Nature Recovery / Climate Change / Accessibility
 - Partnership Management Plan & targets
 - Consultations / Pilot with 20 local businesses
 - Criteria developed
 - Branded to reflect South Downs National Park identity
- **Aligned to Green Tourism certification**
- **Launching May 2023**



Green Tourism

- **UK & Ireland's leading tourism Sustainability Certification**
- **Established 1997**
- **3,000+ / 25 Countries**
- **All types / sectors**
 - Hotels, Guest Houses, Self-Catering, Hostels, Visitor Attractions, Tours, Event Venues, Activity Providers, Restaurants, Pubs etc

The logo features the words "Green Tourism" in white on a green background. A stylized leaf icon is positioned above the word "Tourism".

Green
Tourism

**CARING FOR
PEOPLE, PLACES,
AND OUR PLANET**

25+
**YEAR'S
EXPERIENCE OF
BEST PRACTICE IN
SUSTAINABILITY**

**AFFORDABLE FEES FOR
BUSINESSES:**

£150 - £650 + VAT

Green Tourism Criteria

- **3 Pillars**
 - People
 - Places
 - Planet
- **15 Goals**
- **50-70 Criteria**
- **Aligned to the UN SDG's**
- **The Green Meetings Standard**



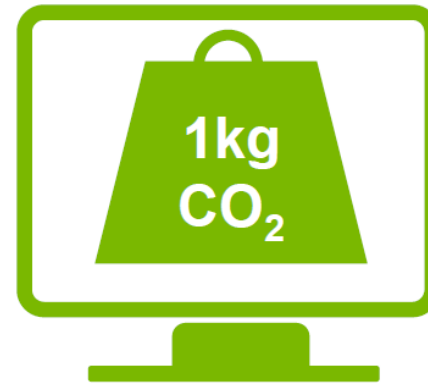
Baseline Review

Utilities & Consumables

- What do you buy / spend money on?
- What do you waste / use inefficiently?
- What do you throw away? (*Have you looked in your bins recently?*)
- Can you easily reduce any of these?
 - Energy
 - Water
 - Chemicals
 - Food & Drink
 - Single use items
 - Office consumables



Lighting an average small office overnight wastes enough energy to heat water for 1,000 cups of coffee

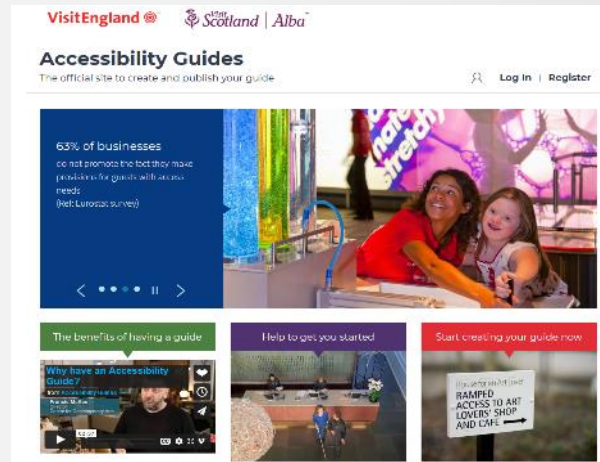


Turning off one PC monitor that's normally left on saves 1kg of CO₂ a year

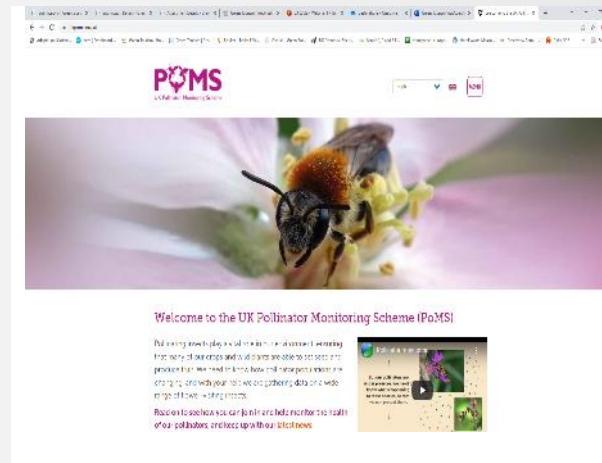
Baseline Review

Community, Accessibility & Biodiversity

- Do you support local community?
- Do you support local / international charities?
- Do you support local craftspeople?
- Have you got an accessibility guide?
- Do you encourage / sponsor wildlife?
- Do you help with increasing biodiversity?
- Can you easily do any of these?



www.accessibilityguides.org



<https://ukpoms.org.uk/>

<https://butterfly-conservation.org/>

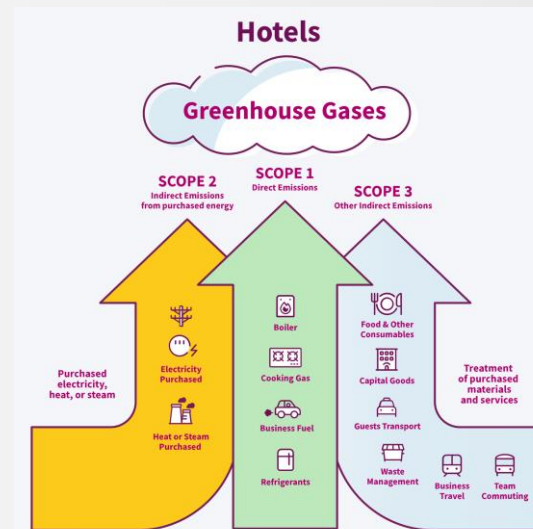
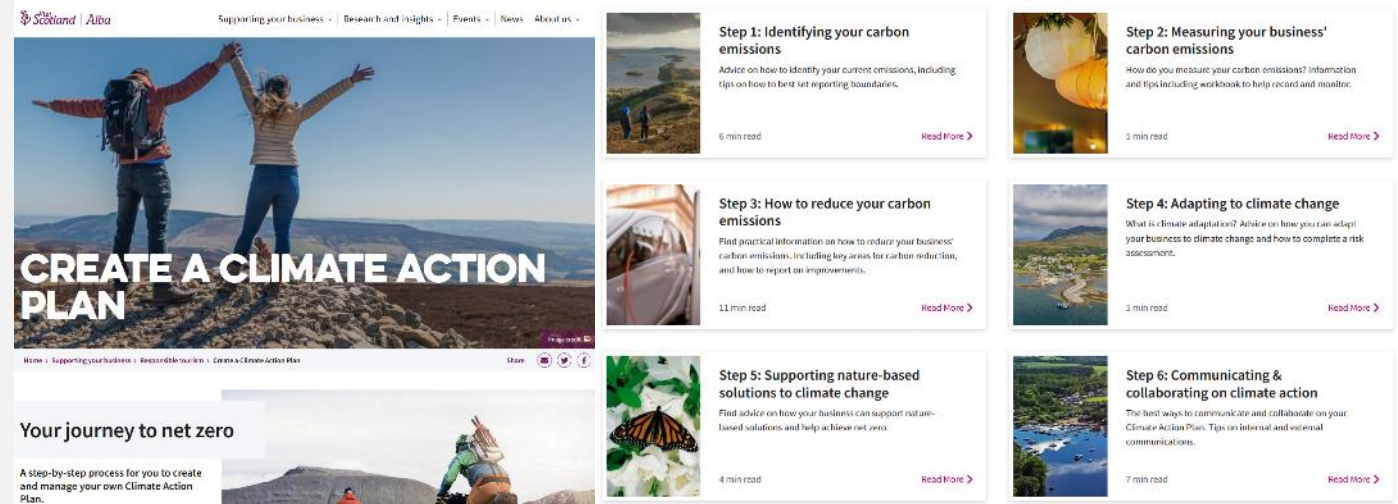
Climate Action Plan

Step-by-Step Guide

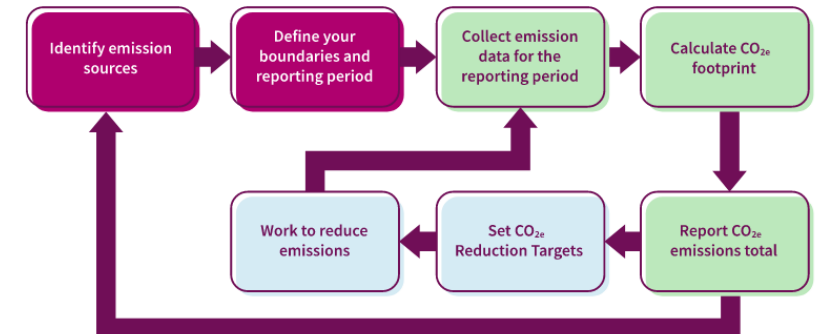
- Identify your carbon emissions
- Measure your emissions
- Reduce your emissions
- Adapt to Climate Change
- Nature-Based Solutions
- Communicating on Climate Action

Climate Action Workbook

- Excel file downloads
- Carbon Calculator



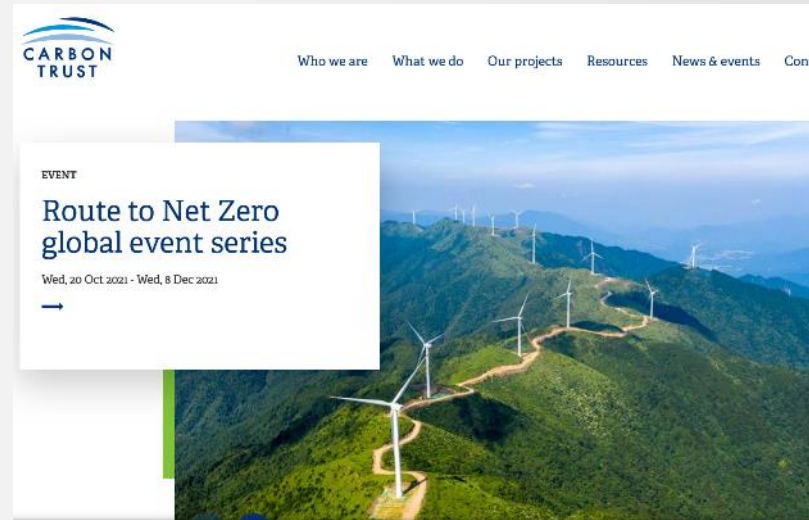
How to measure your carbon emissions



<https://www.visitscotland.org/supporting-your-business/responsible-tourism/climate-action-plan>

1 - Awareness

- Government support websites
- Publications / articles
- Training / webinars
- Newsletters, Intranet, Noticeboards
- Get everyone involved
- Green Meetings
- Green Champions
- Set up a Green Team
- Ask for suggestions / ideas



www.carbontrust.com/

www.energysavingtrust.org.uk/business/

www.gov.uk/guidance/energy-technology-list



www.gov.uk/business-finance-support

2 - Green Policy

- Meaningful to your business
- Easy to understand by you, your team, your customers and others
- Succinct and to the point – ideally no more than A4 sheet
- A commitment to legal compliance, continual improvement in all aspects of sustainability
- Goals, targets, achievements can be in policy or explained separately
- Signed and dated by senior management / owners

Combatting Climate Change
Blenheim's Greatest Battle in 300 Years

Green Tourism Gold

In 2017, we made a five-year pledge to become a net generator of green energy. We are working towards this through significant energy savings by converting to electric cars, LED lighting and insulating roofs across the Estate. We have also focused efforts on green renewable energy projects including biomass, solar and hydro power.

We are making a new climate pledge.

We pledge that by 2027, we will become carbon neutral on scopes 1-3 of the Greenhouse Gas (GHG) protocol across all operations by 2027 and, beyond that, to remove 230,000 tonnes CO2e from the atmosphere by 2050.

Large Solar Project

As a landed estate we are uniquely positioned to take positive action in protecting future generations. We believe a Nationally Significant proposal for solar, led by Photovoltaic Development Partners will help to safeguard this area and support global efforts to reduce carbon emissions and our reliance on fossil fuels. Please visit www.blenheimgest.co.uk to share your views and find out more. To read further about why we are supporting this proposal click the button below.

[Learn more](#)

As a part of our five-year pledge to become greener and combat climate change, over the past 12 months we have produced enough renewable energy to power 274 houses for a year. On top of this, we have also been able to accomplish the below as a part of our green journey.

- LED lights:** Over 2,000 lightbulbs and light fittings in the Palace have been replaced with LEDs.
- Electricity savings:** Since 2018, we've reduced our electricity consumption by 15%.
- Solar energy:** Since 2018, we have increased our use of solar energy by 30%.
- Water:** Since 2018, we have reduced our water consumption by 41%, enough to fill 62,201 bathtubs.
- Waste:** On average, we keep 55% of our waste out of landfill.
- Electric cars:** We have a fleet of electric vehicles and two EV charging points at the estate office.

3 - Visitor Charter

- Meaningful and relevant to your customers
- Easy to understand with clear information / guidance
- Include local information / facilities
- Tell them how they can get involved / help
- Encourage them to do green things when they go home
- Encouraging and influential – Not worthy & dictatorial
- Tell them why it is important to the destination
- Tell them why it is important to YOU



I promise to care for Scotland's nature. I will...

- Not disturb the incredible wildlife that has roamed this epic land for centuries.
- Tread lightly to protect their habitats.
- Be considerate to farmland and livestock.
- Keep my dog on a lead when needed.
- Take my litter home with me.
- Take only photos and leave only footprints.
- Observe the Scottish Outdoor Access Code.



I promise to care for Scotland's communities. I will...

- Slow down, and savour every moment of what there is to see, do and learn.
- Shop local to enjoy the best products and support Scottish makers and businesses.
- Respect the locals and their resources.
- Fáilte (embrace) and respect the Gaelic language.
- Sample the delicious, seasonal foods available all across Scotland.
- Seek out and respect the rich and diverse cultures that are found throughout Scotland.
- Avoid crowded places and come back when it's less busy.
- Take care when exploring the great outdoors, and bring/wear the right equipment.
- Check ahead to see if there is access or parking.
- Park my vehicle safely and responsibly.
- Follow physical distancing guidance and wear my mask as required.



I promise to care for Scotland and the world's tomorrow. I will...

- Leave the car when I can and walk, cycle, paddle or use public transport instead.
- Hire an electric vehicle where possible and take advantage of the many charge points that are now available across Scotland.
- Check the green credentials of all of the businesses I use to travel, stay and explore.
- Enjoy the pure waters that run from the tap, not single-use bottles.
- Switch off the lights and look up at the stars.

Thank you for promising to keep Scotland special by exploring this incredible country responsibly.

#RespectProtectEnjoy

[VISITSCOTLAND.COM/ENJOY](https://visitscotland.com/enjoy)

It's engaging,
positive and not
worthy!

Influence
don't
Dictate

4 - Green Story

Show them you Care

- Supporting local community
- Caring for your team / guests
- Buying local
- Conservation of cultural heritage
- Increasing biodiversity
- Reducing carbon & waste
- Saving water, avoiding chemicals

Be honest & transparent - Don't Greenwash

- Provide evidence & information
- We are all on a green journey just tell them how far you have got..

The grid contains 12 cards, each with a unique image and title:

- Our Green Story: University of Leeds Residential Services** (Image: Dining hall)
- Our Green Story: The Wellbeing Farm** (Image: Person with wind turbine)
- Our Green Story: JP Orkney** (Image: Farm scene)
- Our Green Story: Ye Olde England Tours** (Image: Historic building)
- Our Green Story: Kirkennan Estate Holiday Cottages** (Image: Cottage in landscape)
- Our Green Story: Create Centre Bristol** (Image: Ecohome building)
- Our Green Story: Black Isle Permaculture & Arts** (Image: Wooden cabin)
- Our Green Story: Nithbank Country Estate** (Image: Plate of food)
- Our Green Story: Griffin Narrow Boat Holidays** (Image: Boat on canal)
- Our Green Story: The Torridon** (Image: Highland cow)

Tell Your Green Story

www.green-tourism.com/blog

#tellyourgreenstory

5 - Campaigns

Green Days / Events

- World Environment Day (5 June)
- World Oceans Day (8 June)
- Organic September (1-30 Sept)

Green Active Travel

- National Walking Month (1-31 May)
- World Car Free Day (22 Sept)
- Cycle to Work Day (4 Aug)

Social Justice/Community

- World Fairtrade Day (14 May)

Waste/Single Use Plastic

- Stop Food Waste Day (27 April)
- Plastic Free July (1-31 July)

September 16 - September 25

Great British Beach Clean 2023

United Kingdom

The Great British Beach Clean is a week-long citizen science event, where hundreds of beach cleans take place up and down the



September 19 - September 25

Recycle Week 2023

United Kingdom

Recycle Week is Recycle Now's flagship annual event which is a celebration of recycling across the nation. Now in its 19th



<https://www.awarenessdays.com/>

<https://www.earthday.org/wp-content/uploads/2023/03/ED23-Action-Toolkit.pdf>



Thank you for your time – any Questions?

Please get in touch

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