



## Green Destinations Programme - Outline

**GreenTravel.ie** will recognise a Destination as a GreenDestination if it can achieve the base criteria as set out within this document.

[www.greentravel.ie](http://www.greentravel.ie)

**GreenTravel.ie** is the responsible tourism brand developed by GreenHospitality.ie to promote and market responsible tourism to visitors – domestic and international. GreenTravel.ie lists businesses that have either achieved environmental certification, are members of a GT.ie recognised responsible or sustainable tourism programme or meet the GreenTravel.ie criteria to become a GreenTravel.ie Approved business.

For destinations this means that there may already be a number of businesses who fit within the destination criteria and it may only require a few more to choose the programme they wish to implement, and implement it.

GH.ie has recognised that formal environmental certification for all micro businesses can be a burden that stretches them too far and that they will therefore not engage, whilst they are already implementing on a practical basis a lot of the desired criteria.

### **GreenTravel.ie GreenDestination Programme**

At the core of this programme are the following;

- The Destination must make a formal application to GT.ie to be recognised as a Green Destination
- Sufficient tourism & hospitality businesses must have achieved at least one of the GT.ie Recognised Programmes
- All businesses are listed on the GreenTravel.ie website



## **GreenTravel.ie GreenDestination Approval Process**

1. Destination formally applies for recognition as a Green Destination to GreenTravel.ie
2. A local Green Destination coordinator must be appointed who will liaise between GT.ie and the destination businesses
3. The destination must identify the geographical limit of the destination – to include activities, attractions, etc. that would be seen as being part of that destinations tourism product offering
4. Conduct an audit of tourism & hospitality businesses located within that geographical destination including ones integrally linked to the destination – by category
5. Sign up 50% or more of each category to agree to participate in the Green Destination programme
6. Agree to operate all major Festivals and Events under the GreenFestivals.ie criteria
7. Agree to use the GT.ie Green Destination logo on all Destination marketing materials
8. All businesses agree to use either the GreenTravel.ie or the GreenDestination logo within their marketing collateral – over time

The intention is that a Green Destination is one where the majority of tourism, travel & hospitality businesses are engaged in responsible tourism activities. Defining a destination as a “Green” destination is a powerful marketing message and one which should only be given to destinations that show leadership and commitment.

*GT.ie reserves the right to modify the geographical limits of the destination if in GT.ie’s opinion the destination presents a restricted geographical limit or the destination does not have sufficient tourism or hospitality businesses to enable it to provide a wide mix of businesses that would satisfy a visitor. In these instances it may be more beneficial for the individual business to select to be listed as GreenTravel.ie members as opposed to a destination.*



## **Tourism Businesses that fall under the GreenDestination remit (Categories) and need to be included within the facility audit of the destination.**

### ***Accommodation***

- Hotels
- Guesthouses
- Bed & Breakfasts
- Self-Catering
- Caravan & Camping Sites

### ***Food & Drink***

- Restaurants
- Bars

### ***Arts, Craft & Artisan Supplier Shops***

### ***Activities & Attractions***

### ***Travel Operators***

**Note:** *50% or more of the business, or their capacities, must belong to one of the listed programmes. (E.g; If there are 3 hotels – 100, 20 & 20 bedrooms respectively – 50% of the available rooms must be on board)*



## Costs

### Individual Businesses

- As per the GreenTravel.ie listing rate sheet

### Destination

- To be agreed between the Destination and GreenHospitality.ie
- Can include Festivals listings
- Will depend on the number of local businesses that sign up for a GT.ie listing