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DISCOVERIRELAND.IE

GreenTravel.ie

Ireland's Responsible Tourism Business Website

GreenTravel.ie is a “Green” consumer website promoting the travel, tourism and hospitality sector to visitors in Ireland – International & Domestic.

GreenTravel.ie is supported by **GreenHospitality.ie**, Ireland's national resource for Resource Efficiency, Responsible & Sustainable Tourism and the only nationally developed Responsible Certification Programme for the whole tourism sector.

GreenTravel.ie is supported by **Fáilte Ireland** and **Tourism Ireland**. It is the reference site for Green Tourism for **DISCOVERIreland.ie**.

Booking Engine: **GreenTravel.ie** contains access to 2 Booking Engines for hotels and accommodation providers - (**Booking.com and IrelandHotels.com**). Access to these is included within the listing fee (where relevant). Other businesses can embed a booking engine link for a supplementary annual fee – your own or a third-party site (Restaurants, attractions, etc.)

Travel, Tourism and Hospitality Businesses that wish to be listed on the **GreenTravel.ie** website must be operating in a responsible and sustainable manner. There are two ways for businesses to achieve a listing;

- Belong to one of the **GreenTravel.ie** recognised Responsible or Sustainability programmes
- Become a **GREENMark** by **GreenTravel.ie** Approved business

Promotion

GreenTravel.ie will be promoted through social media and at events across Ireland where sufficient support from listed businesses members is achieved. All funds received will be used to manage and promote GreenTravel.ie

Fáilte Ireland Registration. *Where a national registration scheme is in place only those businesses that are registered can be listed in GreenTravel.ie*



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GreenTravel.ie Listing – Recognised Programmes

Recognised Programmes are those businesses that have implemented and follow a third party sustainable, responsible or environmental programme. These businesses will generally;

- Have achieved a recognised environmental certification standard, or
- Are part of an organisation that requires specific environmental or sustainability actions

Businesses are listed under the following headings; Accommodation, Travel, Green Tours, Shopping, Destinations, Food & Drink, Activities, Festivals, Meetings.

The pricing schedule is designed to encourage businesses (*especially micro and small*) to promote their goods/services and if in doubt about which price level your business is at please contact us directly. If you feel that your product/service is a “Green” one and you are not a member of one of our recognised programmes please read the next page.

Recognised Programmes

GreenTravel.ie recognises the following environmental & sustainability programmes; (*Other Programmes may apply to GreenTravel.ie to be recognised*)

Certification Programmes

- GreenHospitality.ie - Eco-Label or Award
- ISO 14001 & ISO 20121
- BS 8901
- EMAS
- Ecotourism Ireland
- Green Tourism Business Scheme UK
- Bord Bia Origin Green & Quality Assurance Programme
- EU Flower (EcoLabel)
- GEO – Golf Environment Programme (OnCourse and Certified)
- Sustainable Restaurants Association

Sustainability Programmes

- Burren & Cliffs of Moher Geopark Sustainability Network
- Burren Ecotourism Network
- Good Food Ireland
- Slow Food Movement
- Euro Toques



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Approved Business Programme

If you believe that your business operates sustainably and is inherently Green but you are not certified or a member of a recognised sustainability programme read on – as we have a facility for really Green & Responsible businesses to get a listing and promote their sustainable approach to business.

GreenTravel.ie recognises the challenges facing many businesses and understands that certification or membership of another programme may be too costly at present or does not fit within the business model and so, we have developed an approval model designed to support your business in being able to declare that you operate in a sustainable manner.

In time you may wish to apply for certification and this step can position your business for that decision. However, there is no requirement for you to plan for certification – you will make that decision based on market demands and your business needs.

The **GREENMark by GreenTravel.ie** is a light environmental programme that requires you to be able to make a series of declarations about how you have incorporated sustainability into your day-to-day operation.

We will be asking you to tell us about your business within the following headings;

Being Responsible – Why you should be listed within GreenTravel.ie – what makes your business responsible or sustainable? ***Vision/Plan***. What is yours?

Marketing/Communication. How do you communicate your actions/vision/plan to customers and employees – and all stakeholders (*Particularly your website information*)

Recycling - what steps are you taking ***Energy*** – How are you more energy efficient ***Water***

– How are you more efficient ***Waste*** – how are you minimising waste ***Regulations*** – how

you are compliant ***Code of Practice*** – Implementation if relevant ***Leave no Trace*** –

implementation/Membership ***Local Community*** – Your engagement locally ***Biodiversity*** –

Your impact and minimisation and preservations actions ***Local sustainable organisations*** –

your engagement with other local sustainable initiatives

Not all these headings will be applicable to your business. However, if you are serious about sustainability and have embedded it within your operation answering these questions should be second nature to you – in your own words (*If you aspire to implement these initiatives but don't have the skills or knowledge then you need to join an organisation and receive training*)



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Our objective is to be as open as we can to businesses that adopt sustainability as a core business concept.

I am interested in achieving the GREENMark. What do I do next?

Make an Application using the regular application form. Where the form asks for your membership of a Recognised Programme – Answer No – complete all the other questions.

We will then send you the **GREENMark by GreenTravel.ie** Responsible Business Questionnaire for completion. (The Questionnaire and Application form is also available on our sister website www.greenhospitality.ie/greentravel)

GREENMark by GreenTravel.ie - Pricing Schedule*

Size of Business	Explanation	GT.ie Recognised Programmes	GREENMark by GreenTravel.ie
Micro	B&B's and small self-catering operations, Activity providers and smaller attractions, Artisan food producers, artisan craft producers, etc. <i>(Spends less than €10,000 pa on utilities)</i>	€ 65	€ 95
Small	Guesthouse, Hostel, Restaurant, Pub – Larger self-catering, Activity providers, local attractions, etc. <i>(Spends less than €25,000 pa on utilities)</i>	€ 85	€115
Medium	Larger guesthouses & hostels, self-catering villages and camping sites, large attractions and activity providers and Regional Attractions <i>(Spends less than €50,000 pa)</i>	€ 125	€195
Large	Large accommodation providers and large attractions – Small Hotels, Hostels, large self-catering and camping sites – Attractions of a National scale, Green Tour Operators, etc. <i>(Spends less than €75,000 pa on utilities)</i>	€ 195	€295
Very Large	Businesses that spend up to €150,000 pa on utilities	€ 295**	€395

****(Pricing is based on total annual utility costs for the previous year before joining GT.ie. (The total cost of your Energy, water and waste – excluding Destinations and Tour Operators) and/or on employee numbers) (Businesses that spend more than €150,000 pa on utilities should contact us to discuss opportunities)***

*****GT.ie Recognised Programme Businesses whose utility costs are in excess of €150,00 pa will have their GT.ie listing capped at €295 pa***

Booking Engine Link for non-accommodation providers €50 annually (included for accommodation on booking.com and Irelandhotels.com)

VAT @ 23% will be added

Prices are for one year's listing



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Vouchers

GreenTravel.ie has a limited promotional budget and we ask listed members to provide us with a voucher that can be used as marketing collateral within general media, social media, events, etc. to promote GreenTravel.ie

Businesses that provide vouchers will be recognised

Terms & Conditions

- Companies must provide GT.ie with required marketing information
- Payment of the annual fee must be made within 30 days of its due date.
- Businesses that rely on inclusion due to their membership of a GT.ie recognised certification programme or sustainability programme must still be a member of said programme or organisation at all times and must advise GT.ie should their membership cease, for whatever reason
- Each business will commit to operating their business in an environmentally and responsible manner.
- Conditions may vary from time to time and will be noted on the GT.ie website.

GreenTravel.ie reserves the absolute right to refuse any business a listing and to remove any business listed if GreenTravel.ie considers the business is not providing or delivering a sustainable or environmentally beneficial product/service. By applying for a listing companies fully accept GreenTravel.ie's terms and conditions and any changes GreenTravel.ie may make to those Terms & Conditions at any time. Businesses may ask for their product/service to be removed from GreenTravel.ie at any time – no refunds are possible.

All GreenTravel.ie listed businesses will be required to pay online through the www.greenhospitality.ie ecommerce shop – formal VAT receipts will be issued to all.

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