



GREENMark by GreenTravel.ie - Green Destination Programme

GreenTravel.ie will recognise a Destination as a Green Destination when it achieves the required criteria as set out within this document. The destination will be approved to use the GREENMark by GreenTravel.ie – Green Destination designation.

GreenTravel.ie (GT.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 have achieved the **GREENMark by GreenTravel.ie** criteria to become a GreenTravel.ie approved business.

Within a Green Destination all the tourism & hospitality businesses that are part of the Green Destination status must be listed within GreenTravel.ie. Listings within GreenTravel.ie are limited to recognised certification or recognition schemes or through achieving the GREENMark by GreenTravel.ie – Eco-Friendly Business.

GreenTravel.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. This is why it has developed the GREENMark by GreenTravel.ie – to enable micro tourism businesses be part of the sustainability journey and support and benefit from sustainable tourism marketing.

Green Destination Programme

At the core of this programme are the following minimum requirements;

- The Destination must make a formal application to GreenTravel.ie to be recognised as a Green Destination
- An agreed number of tourism & hospitality businesses must be listed on the GreenTravel.ie website
- All participants must complete the GreenBusiness.ie Tree questionnaire annually
- The destination must identify and operate a Signature Project annually





Green Destination 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 GreenTravel.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 destination’s tourism product offering – generally the scope would be along the approved Tidy Town area but would also include tourism attractions/businesses of scale locally that visitors would probably visit.
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 – In number or capacity - to agree to participate in the Green Destination programme and to commence the process to qualify as a GreenTravel.ie listed business.
7. Agree to use the Green Destination logo on all Destination marketing materials as they are re-printed.
8. All businesses agree to use either the GreenTravel.ie or the GreenDestination.ie logo within their marketing collateral, and on the destination’s website.

The intention is that a Green Destination is one where a large proportion 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.

It is expected that the initial focus for destinations would closely follow the Tidy Towns mapping.

GreenTravel.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





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

Accommodation

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

Food & Drink

- Restaurants
- Bars

Arts, Craft & Artisan Supplier Shops

Activities & Attractions

Travel Operators

Notes: 50% or more of the businesses, 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 – or the 2 smaller hotels)

Any local business is welcome to be part of the Green Destination process and to implement the GREENMark approval process. Only tourism and hospitality businesses however will be individually listed in GreenTravel.ie – non-hospitality businesses would be noted within the Green Destination listing.

How long will it take to be awarded Green Destination Status?

Depending on the size of the destination it could be implemented in less than a year, or for larger destinations it could take a year or longer.



Signature Project

Each Green Destination must run a Signature Project. The project should focus on one of the following core pillars;

- Planet – the environment & biodiversity
- People – the local community
- Place – enhancing the built environment

The Signature Project can be different every year or be a multi-annual project. Each destination will be required to produce an annual report for GreenDestinations.ie that supports their Green Destination status and details on the Signature Project for the previous year and the forthcoming year.

Projects can be existing ones running within the Tidy Towns programme or the tourism & hospitality sector may wish to undertake their own project as a group. Some examples could include;

- War Against Plastic – start reducing single use plastic items within the destination – *GreenTravel.ie operates a Plastic Smart programme that focuses on eliminating consumer facing Single Use Plastics.*
- Plant pollinators to enhance the habitat for bees
- Minimise cleaning chemicals by switching to GREENClean
- Using 100% post-consumer recycled toilet paper
- Switch to Green Energy for electricity
- Switch to BioGas for LPG users
- Energy efficiency project



Costs

Individual Businesses

- **Annual Listing Fees** - As per the GreenTravel.ie listing rate sheet – from €65 per annum for a Recognised environmental programme business and from €95 per annum for businesses going through the GREENMark by GreenTravel.ie Approval process.
- **Registration Fees** - Businesses progressing through the GreenTravel.ie Approval process must pay an initial Registration & Approval Fee of €250 followed by their annual fee which falls due once they achieve the GREENMark. *(See the GreenTravel.ie GREENMark Flyer for more information)*

Destination

- Minimum Fee of €1,000 per annum per destination.
- Will depend on the number of local businesses that sign up for a GT.ie listing

(Sponsoring the Destination Fee is an ideal way for a large tourism enterprise to support the Green Destination process and adds to their individual CSR programme)

Support

GreenTravel.ie can provide additional management and engagement support to each destination when requested for a fee.

Third Party support - local consultants – national tourism organisations – Tidy Towns committees – local authority environmental officers, etc. - can also be engaged by the destination to assist them in the implementation of the required criteria and to encourage applications.

Tidy Towns

It is recognised that implementing a Green Destination programme which is linked with a responsible tourism listing in GreenTravel.ie and delivery of annual statistics through the GreenBusiness.ie questionnaire can provide strong weight and support to the Tidy Towns grading – particularly in the Sustainable Waste & Resource Management section.

