



## Greener Destination GREENMark

**Green Hospitality** will recognise a Destination as a Greener Destination when it achieves the required criteria as set out within this document. The destination will then be approved to use the Greener Destination GREENMark and will be promoted through GreenTravel.ie.

**The Green Hospitality Programme** is the Hospitality, Travel & Tourism Resource for Sustainable and Responsible Tourism in Ireland. We are dedicated to supporting the industry in continually minimising their impact on the environment.

**GreenTravel.ie** is a consumer-focused website that lists businesses that have either achieved environmental certification, are members of a GT.ie recognised responsible or sustainable tourism programme or have achieved any of the **GREENMark's**.

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

Green Hospitality 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, even whilst they are already implementing on a practical basis a lot of the desired criteria. This is why it has developed the GREENMark – to enable micro tourism businesses be part of the sustainability journey and support and benefit from sustainable tourism marketing.

### Greener Destination Programme

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

- The Destination must make a formal application to Green Hospitality 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 – or other questionnaire provided by Green Hospitality from time to time.
- The destination must identify and operate a Signature Project annually





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## **Greener Destination Approval Process**

1. Destination formally applies for recognition as a Greener Destination to Green Hospitality
2. A local Greener Destination coordinator must be appointed who will liaise between Green Hospitality 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 dedicated tourism & hospitality businesses located within that geographical destination including ones integrally linked to the destination – by category
5. At least 25% of the available hotel accommodation must either achieve environmental certification or recognition from one of the GreenTravel.ie recognised environmental programmes. At least 25% of other accommodation must have at least signed up to the Green Aware Charter – (Guesthouse/B&B, Self-Catering, Hostel/Camping)
6. At least 25% of the other tourism/hospitality businesses must have signed up to the Greener Destination Green Aware Charter or be engaged in an environmental or sustainability programme. (Pubs, Restaurants, Activities, Attractions)
7. Agree to use the Greener Destination logo on all Destination marketing materials as they are re-printed and on the Destinations website.
8. All businesses agree to use either the GreenTravel.ie or the Greener Destination logo within their marketing collateral, and on the destination’s website.

The intention is that a Greener Destination is one where a visitor can easily access responsible/sustainable accommodation, food and drink and where the destination actively engages in delivering a sustainable community.

Defining a destination as a “Greener” 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.

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

### ***Accommodation – 25% to achieve environmental certification/recognition***

- Hotels – 25% to achieve environmental certification or recognition
- Guesthouses, B&B's, Self-Catering, Hostels/Camping – 25% at least to have signed up to the Green Aware Charter or higher

*Note: Only Fáilte Ireland approved businesses fall under the remit of a Greener Destination*

### ***Other Tourism & Hospitality Businesses – 25% to sign the Charter or follow an environmental/sustainability programme***

- Restaurants & Bars
- Activities & Attractions
- *Ideal - Arts, Craft & Artisan Supplier Shops*

*Any local business is welcome to be part of the Greener Destination process and to implement the Eco-friendly Business GREENMark or adopt the Green Aware Charter – this will add to the overall long-term sustainability of the destination.*

*Only certified or recognised tourism and hospitality businesses can 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 Greener 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.





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## Signature Project

Each Greener 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 Greener Destinations that supports their Greener 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 –
- 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
- Implement a local renewable energy or energy efficiency project





## Costs

### **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 Greener Destination process and adds to their individual CSR programme)*

### **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 implementing the Eco-friendly Business GREENMark.
- **Registration Fees** - Businesses progressing through the GREENMark Approval process must pay an initial Registration & Approval Fee of €250 followed by their annual fee which falls due once they achieve the GREENMark.

## Support

Green Hospitality 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 Greener 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 annual grading – particularly in the Sustainable Waste & Resource Management section.





## Terms & Conditions

Green Hospitality reserves the right to accept or refuse an application from any destination for Greener Destination GREENMark status.

Green Hospitality reserves the right to modify the geographical limits of the destination if in GH'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.

The Greener Destination GREENMark will only remain valid if the destination consistently delivers the minimum % GreenTravel.ie listed businesses as agreed at inception and the annual Greener Destination GREENMark fee is paid.

Green Hospitality reserves the right to adjust or alter any aspect of the Greener Destination GREENMark process as it sees fit to enable it to maintain its relevance and focus for consumers.

