



Media Release

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Green Tourism areas become Top 100 2016 Sustainable Destinations

The world's largest sustainable certification programme of its kind, Green Tourism has announced two of its destinations - County Down and The Broads - have been listed in the Top 100 Sustainable Destinations 2016.

Announced on World Tourism Day (27th September), the two destinations join a host of green-minded areas around the globe in a list that recognises commitment to value authenticity, Biodiversity, nature, culture, community and the environment for future generations of citizens and travellers.

County Down in Northern Ireland is a popular visitor destination and includes the Mountains of Mourne, Strangford Lough, Areas of Outstanding Natural Beauty and forest parks. Along with these natural assets the local communities, their heritage and the abundance of natural food produce and regional products provide a truly Green Destination experience for visitors.

There are currently 102 businesses in the area that hold a Green Tourism accreditation, and in just one year these businesses experienced a huge collective saving of £162,933 because of sustainable practices introduced by Green Tourism.

The Broads National Park, in Norfolk and Suffolk is an internationally important wetland of intricate mazes of rivers and smooth, reed-fringed waters and home to the highest concentration of rare wildlife in Britain. The Broads Authority, along with Green Tourism, works to conserve and enhance the environment and nature of The Broads while helping everyone understand and enjoy the area.

Commenting on the partnership Bruce Hanson, Tourism Officer at the Broads Authority said "We have worked with the world leading Green Tourism programme for over twelve years and the support, advice and knowledge it provides has definitely helped us engage with businesses and visitors which has contributed to improving the overall sustainability of the destination."

Working closely with Green Tourism, the hotels, tourist attractions and event venues in County Down and The Broads pride themselves on their continued commitment to sustainable tourism and travel.

Andrea Nicholas, Green Tourism Managing Director explains: “The impact of practicing sustainable initiatives has been proven to generate greater economic benefits for the business, local communities and provides a more enjoyable experience for tourists by creating meaningful connections with local people.

“The Broads and County Down are two excellent examples of how commitment to sustainable tourism can have huge positive impacts and we are delighted that the two destinations have been recognised in this way.”

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Photocaption: Councillor Gillian Fitzpatrick, chairperson of Newry, Mourne and Down District Council, accepts the award on behalf of County Down as a Top 100 Sustainable Destination 2016, alongside Robert Burgess, Chairman of Enterprise Regeneration and Tourism Committee and Mark Mohan Senior Tourism Initiatives Manager

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Notes to Editors

World Tourism Day

World Tourism Day raises awareness among the international community of the importance of tourism and its social, cultural, political and economic value.

<http://wtd.unwto.org>

Green Tourism

Green Tourism is the market leading sustainable tourism certification programme in the UK and Internationally. Our aim is to build on this strong position and ensure that the UK remains at the forefront of sustainable tourism in the future whilst extending our work around the world. To achieve an accreditation, businesses are graded by a qualified Assessor against a rigorous set of criteria that cover a range of areas such as energy and water efficiency, waste management, biodiversity and social involvement and communication. Business types include accommodation providers, visitor attractions, activity centres and corporate offices among many others.

Sustainable tourism is about tourists visiting somewhere and attempting to make only a positive impact on the environment, society and economy. A Green Tourism Award allows the consumer to make a clear ethical and responsible decision about where to holiday, stay or visit.

1. Becoming a Green Tourism member offers businesses a wide range of benefits. These include cost savings, onsite assessment and bespoke audit reports, advice and

support from our highly qualified assessors, use of the Green Tourism brand and numerous online marketing advantages.

2. By becoming a member of Green Tourism, you will be joining over 2,000 tourism businesses and publicising your commitment to sustainable tourism. To protect our planet and improve your business - join now.

3. Are you interested in joining the largest and most established sustainable national grading programme in the world? Visit us at www.green-tourism.com