

Green Tourism Marketing Toolkit

**A guide to communicating
your business to your visitors**

Contents

Page

03	Introduction
04	Background Information
05	Changing Market Trends
05	Green House Gas Footprinting
06	Comparing Impact per Pound Spent
06	Research by Visit Britain
07	Basic Marketing Information
08	Advertising
09	Direct Mail
09	Internet and e-marketing
12	Public Relations - PR
13	Top Ten Marketing Tips
14	Communicating Green to the Customer
15	Use of Green Certification Logos
15	Logo Guidelines
17	The Benefits Led Approach
18	Niche Target Markets
19	Overarching Marketing Websites
19	Green Tourism Websites
21	Themed Target Markets
22	Green Tourism Awards
22	Local and Regional Award Schemes
24	National Awards & Certification Schemes
28	International Awards
30	Best Practice Case Studies



Introduction

Green Tourism, Sustainable Tourism, Responsible Tourism. There are many names for it but the definition remains the same: low impact, environmentally friendly tourism that values, enhances and protects the natural and built environment, not destroys.

Sustainable Tourism can generally be described as tourism that makes low or neutral impact on the environment and local culture, while helping to generate income and employment for the host community. It is tourism that meets the needs of visitors and communities whilst protecting and enhancing the environment for the future.

In practice, Sustainable Tourism is essential for the continuation and longevity of the tourism industry. Globally we are more concerned than ever what adverse

effects our daily lives are having on the planet. In response, the demand for holidays which leave the smallest possible footprint on the environment and local communities are increasing.

If you have chosen to 'green' your business operation, you have already recognised the importance and need for a sustainable approach to tourism, you may have enjoyed associated cost savings and recognised potential marketing benefits that can be achieved.

The concept behind this marketing toolkit is as a guide for Green businesses, with the proposition that you have already started to make your business sustainable - here's a guide to help you communicate this to your customers, and in turn encourage them to do their bit for Devon. Through effective communication you can start to influence your visitors' behaviour and therefore multiply the difference you are making.



Background Information

Changing Market Trends

Tourism is worth more than £9billion annually to the South West economy with around 23 million staying visitors each year and 96 million day visitors (South West Tourism). But while this makes good reading, tourism is changing. The tourism industry has recognised that without careful management and direction, the growth of tourism could threaten the long-term stability of the industry.

The changing expectations of visitors must also be considered and responded to. In a world where we are more precious about our leisure time, visitor's have very clear ideas of what they want to do on holiday and the experience they wish to get from it.

Research suggests that a businesses' green credentials form an increasingly important part of the decision making mix, they are associated with a higher quality business offering a higher quality holiday experience.

South West Tourism conducted an audit of South West England's tourism industry in 2004 and found that there were shifts in tourist patterns:

- Increase in shorter holidays due to time pressure
- Increase in the use of the internet for finding and booking holidays
- Increased number of older travellers
- Increased interest in holidays which promote good health and wellbeing
- More demand for destinations which preserve and promote their natural assets because of increasing concern for the environment.
- Increasing customer demand for quality and value
- Increase in holidays looking for authentic experiences of regional culture, traditions and history
- Increased combination in holidays with hobbies and interests.
- Increased interest in holidays in which arts, culture and history play a prominent role.

Visitors now are less and less driven by the destination itself - and are more concerned with the experience they are likely to have. Visitors are increasingly expecting a quality experience in their hard earned, short lived leisure time, and sound environmental credentials form part of this expectation. However, it must be remembered that visitors

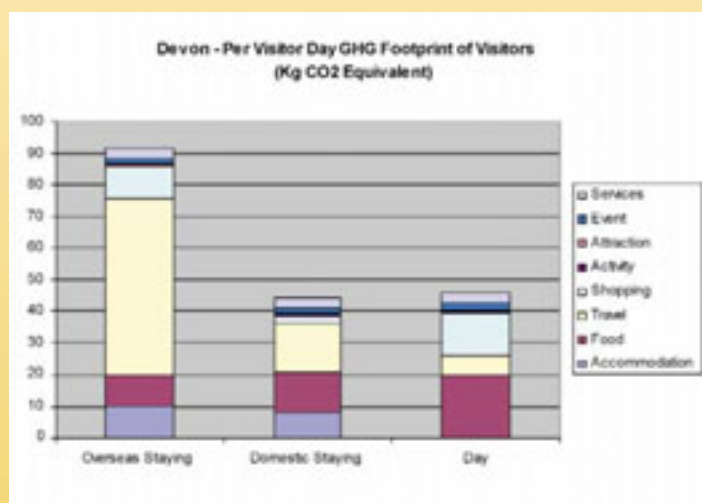
are also looking to 'switch off' from daily responsibilities and expect the business to 'take care' of green issues, by making things easy for your visitors they can enjoy their feel good factor holiday whilst relaxing.

One of the most important shifts is the increasing concern for the environment in our everyday lives. There is no doubt about it - our climate is changing. The Intergovernmental Panel on Climate Change Report (IPCC) places the causes of these changes at the hands of mankind and its exhaustion of natural resources.

Now more than ever we are being urged to consider the carbon footprint of our daily activities. The worrying effects of climate change which dominate the media on a daily basis are becoming impossible to ignore. In fact, measuring our Green House Gas Footprint presents a more complete picture and is in line with Government targets.

Statistics from the REAP Tourism Footprinting Tool, developed by the Stockholm Environmental Institute and South West Tourism, show Devon's typical Green House Gas Footprint of Visitors per visitor day:

Green House Gas Footprinting

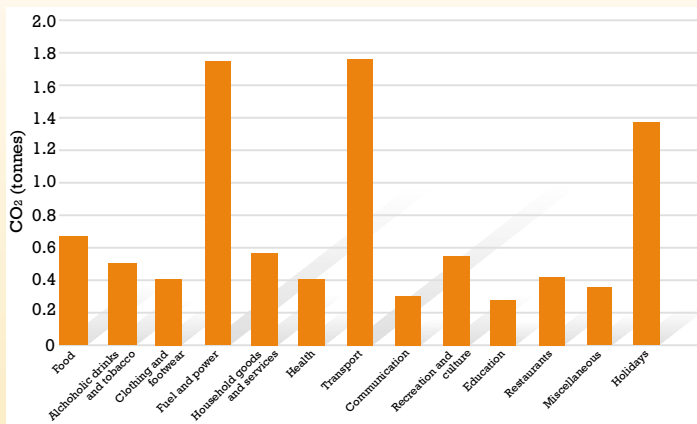


This graph shows that in our everyday activities, holidays account for the fifth highest contribution to our Carbon Footprint.

A recent survey for DEFRA calculated that Tourism globally is responsible for 3.2% of energy consumption and resulted in the emission of 5.3% of CO2 globally.

The Stockholm Environmental Institute found that holidays have the third highest impact on carbon emissions when compared to money spent on the activity. Holidays come 3rd only to Transport and Fuel & Power.

Comparing Impact per pound spent



The carbon dioxide emissions per £ spent on different consumer items (Stockholm Environmental Institute)

The last 10 years has also seen unprecedented growth in the supply and purchasing of ethical products and services. Consumers are shifting to buying products that are more environmentally friendly and represent quality rather than quantity, even if they have to pay a premium for this.

This growing interest has spread to tourism, with tour companies starting to offer "ethical holidays", and more and more accommodation providers adding information such as towel agreement cards in rooms and ideas for days out without using the car.

Research by Visit Britain found that:

- Consumer awareness of sustainable tourism is still in its infancy
- However, they expect sustainable tourism to become increasingly important in the future
- It is mostly seen as an effort and somewhat of an (expensive) luxury
- Holidaymakers will only change their habits if the sustainable option doesn't compromise cost, time or quality of experience.



The same research concluded that customers are prepared to pay more for the green accommodation where they can see and experience tangible benefits as below:

Motivators of Accommodation Choice

- Indicators to where consumers would pay more
- Tangible benefits:

Minimum Requirement

- Recycling by accommodation
- Recycling points for guests
- Eco/Recycled products
- Energy saving measures
- Reduced water consumption (toilets, sheets/towel change)
- Composting (Rural).

Added Bonus

- Landscaping for biodiversity
- Reduced water consumption (Showers)

- Renewable energy resources
- Home grown food

Motivating

- Locally sourced/organic food, Information on local area (Public transport, local businesses, local food, local cultural events Network of sustainable businesses
- Employ local people
- Bicycles for hire
- Pick up from local station

A visitor and non visitor survey by Devon County Council in 2005 revealed that:

- 82% of Devon's visitors are willing to pay a little extra to stay with an accommodation provider who is committed to good environmental practices and the purchasing of local products.
- 72% would be influenced by a green tourism award
- 83% think an environmentally aware businesses is more likely to provide a quality holiday experience

These changing market trends mean that the demands placed on the tourism sector are changing. The shock statistic that one return flight abroad uses the carbon equivalent of 3 months driving (based on a flight to Turkey) means that now more than ever we are thinking about the environmental impact of our holidays. Visitors want feel good holidays, quality holidays, safe in the knowledge that they are having a minimal impact on the environment.

Sustainable tourism is integral to achieving Visit Devon's vision which is:

"A thriving, profitable year-round tourism industry, which brings benefits to our communities, cares for our world-class environment and competes on the world-stage as a quality visitor destination."

Strategically Devon aims to:

- Encourage responsible business practices for improved performance and competitiveness
- Develop a tourism industry that cares for our world class environment
- Grow a profitable, year-round tourism industry that benefits communities
- Improve the quality of tourism information & infrastructure
- Communicate the vision of Devon as a responsible destination to visitors, businesses and the community
- Grow a high quality, skilled and competitive tourism industry



Basic Marketing Information

Basic Marketing Information

The Basic Marketing section looks at the tools available to you in the marketing of your green businesses. The most important part of marketing is being able to communicate effectively with your customers. Before you begin any marketing activity you should take time to consider:

- Who your customers are
- Your marketing budget
- Your marketing objectives

The most important thing to remember is that all communication with your customers should be properly planned. Once you have identified your target consumer you then need to make sure you consider:

- The message you want to get across ie. promoting wildlife breaks
- The communication tools you are going to use
- How you will measure their effectiveness

Ideally, you should develop a marketing plan for your business in order for you to lay out your way forward over the next year or more. This will help you develop a more targeted advertising campaign and know where your business is headed.

You should try to use a combination of marketing communications:

- Telephone
- Direct Mail
- Internet & E-Marketing
- Email
- Direct Sales
- PR
- Destination marketing through Visit Devon or Area Tourism Partnerships

Advertising

Word of mouth recommendation is often the best and most effective form of advertising, but to further your business it is recommended that you draw up a more formal advertising strategy.

How much you spend on your advertising should be addressed as part of your marketing plan. Much of your spend will be dictated by what your message is, your target audience and any other media or channels you are using e.g. Visit Devon or your local Area Tourism Partnership.

As your business grows you might be tempted to place adverts in local newspapers and other publications, and you may be offered special advertising rates by telesales. Make sure before you fall for these that they are the right publications for you to target - have a look at them first and make sure they reach your target audience.

Whatever budget you allocate, the most important thing is to monitor your advertising to ensure that it is working.

1. If your advertising isn't working - stop it!

If you aren't receiving any interest from your advertising sources, don't continue. If you don't need to advertise - don't waste your money.

2. Use direct response advertising

Use advertising that requires the consumer to respond - either by contacting you for a brochure - or booking their holiday. This way, you will always know if the advertising is working.

3. Test and Measure

You will need to measure any advertising to know whether it is money well spent - therefore you will need some sort of system that asks visitors where they heard of you. If your ads are working and if you can afford it - roll them out on a larger scale. If they are not working - stop them - otherwise it is wasted money.

4. Think about your headline

The headline is the most important thing in any advertisement, it is the thing people see, read or hear in any advert. One of the most difficult things is to get people to read your ad - so the main purpose of the headline is to get people to read further.

Be adventurous with your headlines - they should capture the readers attention right away.

5. Remember AIDA:

If you follow this formula for every ad you will greatly increase your chance of success:

Attention: Grab the reader's attention with your headline

Interest: Once you have their attention you need to create interest in your product

Desire: Convert the reader's interest to desire for what you are offering

Action: At the end of the ad you need action from the customer - tell people how to take action and make it easy for them to do so.

6. Benefits

Most importantly you need to communicate the benefits of your product. Your ad needs to be about the visitor and addressing their needs. They need to know why they should contact you.

7. The right hand page

When you read a publication - your eyes are always drawn to the right hand pages - so statistically, more people will see your ad if it is on the right hand page.

8. Never pay full rate for advertising

Most advertising rates are far too high and you can often negotiate. The closer to the deadline of the publication the better too, sales teams who work to targets are more desperate to fill space, and are increasingly open to negotiation.

9. Don't follow the competition

Don't make the mistake of following the advertisements of your competitors - they are more likely to be there because they are following other people than because the advert is working. This is also a ploy used by sales teams - they lure you into thinking you are missing out as your competitors are in there. Don't be fooled.

10. Advertising isn't essential

Advertising is great when it works - but it isn't essential or suitable for every business. Advertising is just one of the many marketing options that you have so you shouldn't depend upon it.

Direct Mail

Direct mail isn't an environmentally friendly way of communicating, but it can be effective. Not everyone has email - and not everyone uses the internet to book holidays or find out information. By direct mailing you can capture those people directly who otherwise, might not ever hear about you.

When it's done well, direct mail can make a real difference to your business - when its done badly it can eat up your money instantly.

The hardest thing about direct mail is that you can never predict what the response rate might be - which is why testing is so important.

Any mailing you may consider will fall into 2 categories, existing and potential customers.

If you have an existing/past customer list you can start by mailing those people - perhaps with new offers, new brochures, special events or Christmas cards. You are likely to get a good response this way - especially if you personalise any letters you might send. If you get a good response, mail them again the following month/season - and if it works keep doing it.

Targeting new customers with direct mail is more difficult. Here are some guidelines to help:

1. Test any new mail campaigns first on a small scale and measure the response
2. Consider renting a test mail list for a particular group - i.e. walkers
3. Include a letter with any brochure
4. Make sure the mail contents focus on the benefits of your product
5. Use direct mail to say thank you to customers
6. Repeat a successful mailing 3 weeks later - you will get a higher response rate
7. Test mailing postcards - they are cheaper
8. You can follow up mailing with a phone call to get a higher response rate

Direct mail is a huge task and does take up time and money - but the results can be worth it.

Internet and E-Marketing

The internet and your website are the 2 most powerful tools in your green marketing strategy, and it is important that you put some time and effort into these areas. Whatever your business size you can use the internet to increase your profits.

Website Development

Your website is a powerful draw for people looking for places to stay and visit in the area. In the UK, 17million people book some of their main holiday online, 29% of them are likely to be holidaying in the UK, with the South West being the most popular destination.

Websites are your selling and informing tool for potential visitors. They need to be eye-catching, informative and easy to navigate. When developing your website - or redesigning it, always follow these simple rules:

- 1. Be clear about your objectives of the website:**
Who is your key audience? What will make your site unique? Are you selling or informing? What feel do you want the site to have?
- 2. Focus on the end user:**
Make sure there is a hierarchy of information - there should be no more than 3 "clicks" to find information. Make sure the navigation of the page is simple. Use lots of pictures to make the website attractive.
- 3. Technical considerations**
Maximise your visibility through search engines. Make sure your website takes into consideration the Disability Discriminations Act and is accessible by having different text sizes and using the right colours. For more information see www.webcredible.co.uk
- 4. Make sure it has a clear, effective design**
Link strongly to the brand/image you are projecting. The navigation of the site must be clear and concise. Consider the speed of download - ensure documents and pictures aren't too large.
- 5. Search Engine Optimisation (SEO)**
Ensure the basics: search engine friendly site design and architecture; the fundamentals of keyword research and content development. Have a page devoted to each service or product you offer. Segment your audiences accordingly. Use words that translate the offer to customers in their own language. Keywords define your site. It's important to build trust with a potential customer. Use an experienced web designer/developer or seek a company that specialises in SEO.
- 6. Test your website**
Use your friends and family to critique your website. Make sure all your links and downloads work. Check the usability and function of the website - and refer back to your initial objectives - does your website do what you set out to?

Once you have drawn people to your website, you want them to come back - use special offers, games, what's on and news items to draw people back onto the site and stay longer.

Getting your website seen

The internet has revolutionised the way in which we search for information. The majority of us now use search engines on the internet to find various information - and in particular to choose our holiday destinations. Between 80%-90% of people find websites through search engines, so it is important that you make the most of this and optimise your visibility. Google accounts for some 81% of search engine visits and over 90% by volume of traffic.

There are 2 options in getting your website found on the internet:

1. Natural/Organic Search (SEO)
2. Paid for Search (Pay per Click)

1. Natural/Organic Search

On a Google search there are 2 types of results on a page - those that are paid for, and those that are free.



These free listings are picked up by Google using various keywords found in your website address, titles and text. The more that your website is clicked on, and the more keywords bring up your site, the higher up the page you will appear. You can find out the best key words at www.goodkeywords.com

2. Pay per Click Advertising

Pay per click (PPC) advertising means paying to put a listing for your website at or near the top of search engines.



You only pay when somebody clicks a visit to your website as a result of a search - hence "pay per click".

How much you pay for each click depends how much competition there is for the search terms that you want to use, and how far up the search engine you want to be. You can choose how much to pay and also specify a daily budget.

Pay per click is easy and simple to implement - it is easy to set up and allows you to monitor the traffic to your website effectively. Google allows you to make changes to your campaign once you have set it up - making it easy to also test any new marketing strategies. Your campaign can be up and running within minutes of setting up and you can see results straight away.

PPC allows you to achieve number 1 position if you are willing to pay for it - but this can become expensive, especially if it is for a popular search word or phrase.

Setting up your advertisement is very simple. First, you write your ad, with just a headline and a few words of text. PPC allows you to control the branding of your advertisement as you control the title and description that appears. Selecting your keywords comes next and you can choose as many as you like, including phrases. Think about what a consumer might type into Google whilst searching for information. For example:

- Your business name
- Devon holidays
- Green tourism
- South Devon short breaks
- Self catering accommodation
- Devon coast and cottages

With PPC you are also guaranteed protection against ranking algorithm changes on organic or SEO search engines.

Google will let you run two different ads at the same time for any of your search words - this way you can test 2 different campaigns at the same time and test which one is more productive.

Pay per Click advertising is a great way of getting your website seen across a variable of search criteria, but there are some things to be aware of:

- Cost - PPC is more expensive than organic optimisation
- Management - your campaign needs to be monitored constantly to make sure it is effective
- Competition - competitors often outbid each other for number 1 positions - which can over inflate the price of keywords
- Some users prefer organic results on search engines - some research shows that only 27% of Google users saw PPC as relevant to their search query.

To learn more about advertising with Google visit:
<http://adwords.google.com/select/main>

Email Marketing

Promoting your business by email can be a powerful and flexible form of direct marketing. You can communicate your messages quickly and cheaply. You can also tailor your message to specific customers more cost-effectively.

However, you should plan your email marketing with care to make it relevant and interesting to recipients. You also need to be aware that you must obtain their consent before sending them email marketing. Here are some tips for email marketing:

- **Target the right people**

Email marketing is more successful if it focuses on people you know are interested in what you're offering. E.g. if you're running a special offer on wildlife breaks, it will be more effective if you promote it only to people who have shown an interest in wildlife.

Unsolicited emails, or spam, are illegal, and computer security software can often block them. People often delete emails that are irrelevant to them. But an email to an existing customer, who has agreed to receive marketing from you, will be valuable.

- **Keeping it relevant**

If you've got a large database of customers and potential customers for your email marketing campaign, it's worth analysing what you know about them, so you can send a more relevant message. E.g. send walking visitors an email about your new walking breaks.

- **Get people to opt in to your email marketing**

It is illegal to send unsolicited email messages. If customers have consented to receiving information from you in the past, i.e. opted in, you can send them information on other things you think they might be interested in. However, you must give these people the option to opt out of receiving any further messages from you. Junk email or spam irritates many people who dislike an inbox full of messages they didn't request. Sending email indiscriminately will create a bad impression of your business.

- **Use Incentives**

People are more likely to opt in if you give them a useful incentive. E.g. you can offer special discounts to customers who sign up for your email updates. It's even more effective when you make offers available exclusively through your email marketing. You can then be more confident that recipients will check for the latest email.

- **Building your email list**

If you're running an email marketing campaign, keep it in mind when creating your other marketing material. It's well worth putting opt-in tick boxes for email information on all your paper-based marketing material. You can use your website as a powerful way of getting opt-ins too - it's worth highlighting the benefits of subscribing to your email service and providing an online form to register. Don't ask for too much

information - lots of boxes to fill in will discourage people. Name, email addresses and phone number should be enough to start with.

- **Create an email newsletter**

It is important to get the reader's interest. You could combine your marketing messages and news into a regular bulletin. Make sure your email newsletter:

- is interesting and relevant so that recipients open and read it
- uses customised messages so people pay more attention
- gets recipients to phone you or click through to your website

Your phone number should be displayed so people can easily find it. Direct links to relevant parts of your website can sit alongside the newsletter so users can click straight through.

Remember that you're legally required to give recipients the opportunity to stop receiving your newsletter. You should have an "unsubscribe" option on every edition you send out.

- **Make your email newsletter engaging**

Keep it relevant - use it to tell people about things they'll be interested in. Tailor it to your audience - you could consider sending different newsletters to different kinds of customer to make them more relevant to each type of reader.

Attract attention with the subject line - many people will choose whether to read an email by looking at the subject line in their inbox. Grab attention with a subject line such as "Exclusive benefits this month". Don't go overboard - messages with subject lines such as "The best products ever" are likely to be treated as junk mail or spam and deleted before being read.

Get straight to the point - don't waste people's time with long stories - use succinct language, get them interested and encourage them to click on a link to your website to find out more.

Offer exclusive benefits - offering special benefits that recipients can't get anywhere else can encourage them to read your newsletter more regularly.

Get the frequency right - only send newsletters when you've got something relevant and interesting to say.

- **Monitor and follow up your campaign**

You should monitor the effectiveness of your email marketing to make sure you're getting value from your time and effort. This will help you to improve future campaigns.

At the very least, it's valuable to keep a record of the number of responses you've received and from what type of customer. You can then assess which groups are more likely to respond to this marketing approach.

You could also keep track of the recipients who open your emails. Most email software can send you notification when the recipient opens a message.

Alternatively, some Internet Service Providers (ISPs) can provide this information or you can buy software that gathers it for you.

It's important to consider how you're going to handle the response from an email marketing campaign. Will you be able to offer your product or service to recipients within the promised time? Email marketing may give you valuable contact with new customers, as well as reinforcing your contact with existing ones, so spend some time planning how you will handle the response, to ensure you don't let anyone down.

Legal issues

Email marketing is governed by laws on data protection, privacy and e-commerce:

- The Data Protection Act regulates how you build and manage your customer database. You need to comply with the law when sending emails to people who aren't already customers.
- It is illegal to reveal recipients' details on any emails. Create a mailing group that sends a blind carbon copy (bcc) to each recipient.
- When sending email marketing messages, you must not conceal your identity.
- Marketing emails must include information about your business, including name and contact details.
- There must be a valid address for people to opt out of receiving emails from you.
- You cannot send messages by email to individual subscribers unless you have prior consent.
- E-commerce regulations require you to make all commercial emails clearly identifiable as such, either in the header or the text of the email.

Public Relations (PR)

Not all businesses have the budgets or resources to do a lot of promotion or advertising. One of the most cost effective ways of getting noticed is PR - and when done properly can be a real asset to your business.

Public Relations is about influencing journalists to write about your business, in turn raising your business profile and influencing and informing your target audience. Good media relations can contribute to improving your company and increasing your brand image.

The basics of PR are essentially shouting about your successes, achievements and awards. Producing press releases are an excellent way of communicating to your customers. If you have a new product, service, or award then let everyone know by producing a press release which can be picked up by outside journalists. You can do a lot of this in house - though if you choose (and have the budget) you can outsource to a PR agency.

You first need to work out which publications and media your desired customers read, you have to settle into a regular pattern of communication. PR, like any form of marketing must be consistent to have the desired effect.

Here are some tips for getting a story right:

1. Be Negative

This might sound strange but newspapers know that it is the controversial or negative headline that sells. The answer to combating this is to turn your story on its head. Think about what problem your product/service is solving. Lead on a business issue that people can relate to - for example - you as a CTBS business are implementing measures to counter the effects of Global Warming - a topic hot in the press. Use this sort of angle to sell stories.

2. Focus on People

The media are often interested in those stories that relate to people - human interest stories where people can relate to a person. One way to do this is to look at how your product/service can help shape the lives of the people who use it, and find a consumer who is willing to be quoted, or have the story based on them - for example, how about a story which focuses on how much CO2 emissions 1 family has saved on their visit?

3. Keep it Topical

Think about the time of year that you are putting out your press release - is it the right time to be attracting new customers? Is your topic aligning with national media interest - such as global warming? Remember to take notice of publication dates - if you have a press release about special offers for Christmas, make sure you know the deadline, as many magazines often are written many months in advance.

4. New and ground breaking

Although good news doesn't generally sell newspapers, news is by definition, new! So that means that your product/service didn't exist before - and that can be appealing to the media. Innovation is something that we are all interested in - make this the first line of your news angle - the most compelling part!

5. Celebrity

Obviously you stand a better chance of getting noticed if you get the media to cover someone who is a famous personality - but this is clearly not feasible. If you have a big story - try to get politicians or councillors to make a quote - or appear at an opening!

You can think about associating your company with big brand customers or even comparing your company with a larger - better known competitor - the media loves against all odds stories!

6. Use Research

Surveys are a big favourite of the media - stories tend to draw on opinion polls to create headlines. You can

create your own surveys without having to spend vast amounts of money - you can use your website to run polls, or a visitor survey. Your customers and prospective customers are a ready source of opinion that editors love.

Remember to put any press releases on your own website as well!

Top Ten Marketing Tips

1. Research

For advertising to work correctly you need to know your market and your clients. The best way to do this is through research. You need to establish the size of your market and your type of potential clients.

2. Target your Customers

You will need to target both your existing and new customers. It is a lot easier to sell to an existing visitor than to new people. This relates back to your market research on the type of customer you want to target. Once you know which kinds of visitor you want to target, you will be able to do more efficient, cost effective marketing.

3. Your Unique Selling Point (USP)

You need to identify what is special about your business that gives you an advantage over the competition. You can have different selling points for different types of visitor which you should be able to include in your marketing activities.

4. Categorise your Visitors

Select groups of visitors that will respond to particular messages that appeal to their holiday needs. For example - a "wildlife watching holiday" to known wildlife groups will attract their attention. This relates back to your unique selling point where you can use your special qualities to gain the edge over the competition.

5. Sell your Benefits

Make sure you relate everything back to the benefits the visitor will get from their holiday. Translate what you offer in a way that draws the customer in, such as offering different style breaks that meet people's ideals - i.e. Romantic holidays that don't have to cost the earth.

6. Know your Customers

It is helpful for you to keep a record of your customers, and potential visitors. This record can then be used to develop a contacts database for future targeted marketing for various offers.

7. Consider your choice of marketing

Advertising can be expensive, so it is important that you identify the right media for you to reach your intended audience. Before you advertise in publications you need to consider:

- The audience of the publication, is it your target audience?
- The timescale of your holidays - should you target international or UK residents?
- The cost of the advert compared to how many bookings you will need to pay for it.

8. Web Development

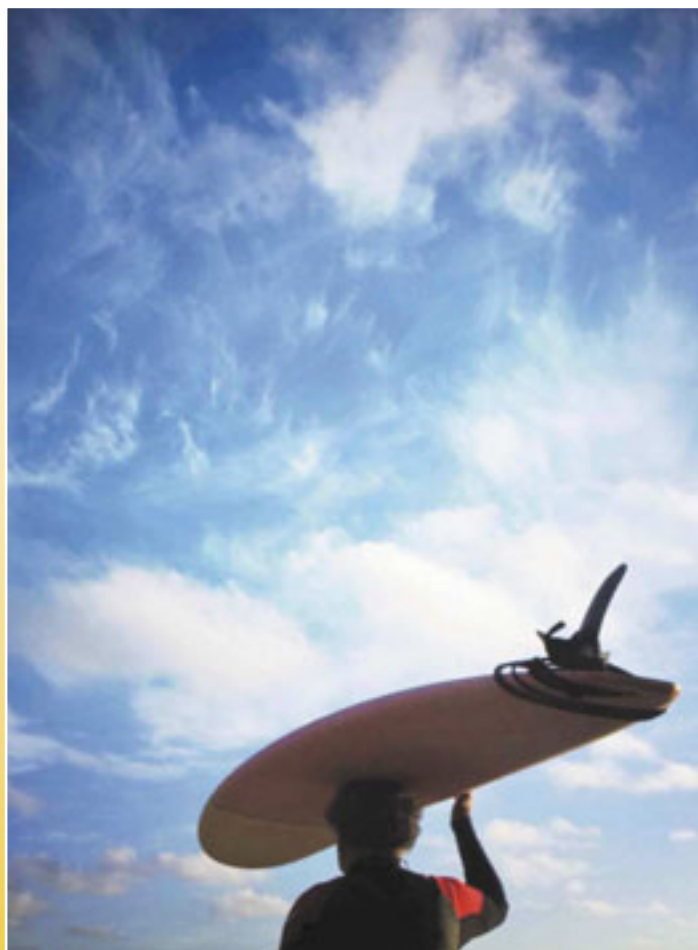
Make sure your website is well designed and informative. Use search engines for maximum search optimisation.

9. Existing Customers

Your existing customers are very important as word of mouth is a very powerful marketing tool. Ensure that you keep them informed of special offers and alternative breaks, new products and awards.

10. Learn from Experience

You need to measure the effectiveness of your marketing to know what does and doesn't work. You need to keep track of where your customers hear about you to know which area of advertising is working for you. If your advertising isn't working, then don't carry it on.





Communicating Green to the Customer

Communicating Green to the Customer

When it comes to your environmental commitments and green activity it is important to let visitors know what you are doing, why you are doing it and how they can do their bit with simple, considerate actions. But getting the message across in the right way can be difficult - especially when you are trying to communicate a particular award or green certification.

Whilst green credentials are increasingly important from a businesses point of view, it is essential that they are backed up with a level of understanding from the public. The visitor should be offered information about your environmental commitments and actions and ultimately what it means for their holiday.

The best way to do this is to market your green credentials in a way that sets you apart from the other businesses out there. Be upfront and proud of what your commitments and awards mean for your businesses and for the visitor.

By using these guidelines it will help you gain acknowledgement for the great work you are doing, as well as ensuring that green certification schemes and awards become more recognised locally and nationally.

Use of Green Certification Logos

This section uses the Green Tourism Business Scheme as an example, currently the only sustainable tourism certification scheme to be validated by Visit England.

Since inception in 1997 the Green Tourism Business Scheme has been championing sustainable tourism in the UK, today it has over 2000 members from a cross section of the tourism industry. GTBS can be a powerful tool for businesses, delivering demonstrable environmental benefits, operating efficiencies and cost savings; as well as increased marketing potential, by providing consumers with the choice of sustainable products and services, it also makes a clear link between quality and the environment.

There are three levels of award; Gold, Silver and Bronze, these are based on the businesses' practical achievements



across a number of environmental and social criteria, some are compulsory and others optional.

When you become an accredited GTBS business, Green Business UK will supply you with your award plaque and logo to include within publications and websites. It is important to use the logo as widely as possible across various media within your business. By making the logo as prominent as possible, visitors will be more interested in what it represents and are more likely to look for the logo in the future.

One thing to look out for is that the GTBS logos have changed over time and you should make sure that your logo is up to date, new logos were launched in 2007.

Remember - as a GTBS business you receive credit for promoting your GTBS membership on site and off site i.e. marketing materials.

GTBS Plaque:

The GTBS plaque is awarded to you by Green Business UK for display at your premises.

This plaque should be displayed in the most prominent position as possible - preferably at the reception, or where your other awards and accreditation certificates are displayed.

GTBS Logo:

It is important that you use this logo wisely and efficiently. The more that this logo is seen and used, the more the scheme will gain recognition.

Logo Guidelines

Website

It is important to try and weave your environmental credentials and green messages all the way through your website, whilst having a dedicated 'green page' has many benefits, it can often be missed by the majority of visitors who are not actively looking for it.

Your Homepage:



Make sure your GTBS logo is visible on your websites homepage. The majority of traffic to your website will come via the homepage - so the logo needs to be as prominent

as possible. The logo should be placed amongst your other accreditation logos so the visitor can see straight away the type of accommodation facilities that they can expect. The logo should not be too small - the wording does need to be legible. See screenshot on previous page.

Add a Green Page:

You can use the logo on your homepage to link through to a page on your website which explains about the award to visitors and demonstrates the practical operations put in place in your business to receive it. It is important that you translate what this award means for the visitor and their stay, not for the business. More details on this and suggested page layouts and content are in the **Benefits Led Approach Section on page 18.**



Your Brochure

Though most advertising is done via the internet, most businesses still have printed brochures. You should use this logo as you would use your other quality grading logos - it means as much as they do to the visitor.

Your brochure is a great way of demonstrating your commitment to the environment by adding the logo along with a paragraph of what this sign means to the visitor, suggested text would be:

'The Green Tourism Business Scheme is an accredited award, given to tourism businesses that take active steps in reducing the impact of their activities on the environment.'

If you don't have room to add a paragraph, just use the logo - as this will spark people's interest and encourage them to find out more about what the logo represents.

Make sure when you advertise your business in any publication media, that you include the GTBS logo as part of your advertisement. The more people see it, the more people will actively look for the logo in the future.

Headed Paper

If you send confirmation of bookings or information out by post - include the GTBS logo on your headed paper - along with your address and other quality grading information. You can put the logo at the bottom of the page - along with the above paragraph if you have room. The more people see the logo - the more they are likely to look out for it in the future.

Emails

More and more people are using the internet and email to conduct their day to day business. Email is important as a mechanism for communication, and sustainable development. If you send customer emails, either for confirmation of bookings or for general information you can use the logo as part of your signature, this will appear on all emails that are sent.

How you do this is different for each email provider.

If your email facility does not allow you to set up signatures you can simply copy and paste the logo onto the bottom of your page. For example - your signature might look something like this:



Display Boards

It is important to let the customer know what you are doing as a GTBS business and how you are helping the local environment. If you have room, one way of doing this is to have a display board in reception/hallway with relevant information on your award, what your business is doing and the reasons for these actions.



Room Cards

If you are an accommodation business, one of the best ways to actively engage with your customers, is to have material on display in your rooms/apartments etc. When guests first enter a room, they usually look for the printed material full of information about the room/facilities and accommodation in general. This is a great place to engage with your visitors and get them thinking from the outset about the choices they make on holiday, and how you as a business are helping the environment.

Room cards relating to different energy and water issues are available for the time being from South West Tourism. These are a highly effective resource to remind staff and visitors alike to switch off standby, turn off the lights and not waste heat. To order contact Neil Warren on: nwarren@swtourism.org.uk **01392 229582.**

Cards are provided free of charge, except for large quantities where print and postage costs may need to be covered.

The Benefits Led Approach



The way in which you communicate your green credentials to your customers is very important. It is not simply enough to list all the actions that you as a business take to achieve awards, and how much money this saves you in a year.

Customers need to see the benefits of the scheme for themselves - how does going to a green accredited business make a difference to their holiday? What do they get out of it? What may add to their holiday experience? Examples include the use of high quality local food & products, discounts for travelling without the car, enhanced wildlife through conservation and the 'feel good factor' that they are looking for in a holiday.

As previously suggested, it is a good idea to add your environmental credentials and aspirations to your website, you may choose to weave messages across the site as relevant or set up a dedicated 'green page' which links through from the homepage. The idea of this is to explain everything to the visitor, what actions you take, why you take them, and what they mean. It doesn't just have to be about the accreditation either, use it to communicate other measures you take as a sustainable business, wildlife preservation, visitor gifting etc

If you choose to have a separate section visible from your home page, give it an interesting title, some suggestions are:

- Doing our bit for the Environment
- Being Green
- Conserving the Environment
- Your holiday and the Environment
- Green Holidays

Make the page personal to your business - it is more interactive that way, and makes the visitor feel like you are directly talking and engaging with them.

The page can be as detailed as you want, you can go into as much, or as little detail about the measures your business has in place, as long as you relate it back to how it benefits your visitor.

Your Green Page could include:

- What is GTBS?
- What you do as a business
- The benefits for the visitor

(Name of Business or 'we'..) ..are a Green Tourism Business Scheme (GTBS) accredited business.

This award means that we are committed to protecting and conserving the natural environment and landscape in Devon.

What is GTBS?

The Green Tourism Business Scheme is the largest and most successful sustainable tourism accreditation in the UK, by choosing to stay, visit or dine at a GTBS business you will be making a valuable contribution towards improving the local environment. You can also be assured of a high quality holiday experience.

Our business has been inspected against numerous criteria, activity focuses around six key areas including:

- Energy and water efficiency
- Waste reduction
- Use of ethical products
- Use of local food and suppliers
- Promoting alternative travel options
- Contributing to wildlife and the environment

What does this mean for you?

We are passionate about caring for the environment and ensuring that you have a great holiday experience with us too. We want you to know that by choosing our business you are minimising your carbon footprint whilst on holiday and are helping to conserve the natural and special environment here in Devon.

We ask for your cooperation in helping us keep Devon special by using our recycling facilities, switching off lights when you are out of the room, not leaving the tap running and considering giving your car a break for a day or more of your stay.





Niche Target Markets

Niche Target Markets

With changing market trends leaning towards more 'Green' and 'Responsible' holidays, it is important that you as a green business tap into this market as much as possible.

There are a growing number of publications, websites and companies out there promoting responsible holidays, all growing and gaining in public recognition.

With the changing visitor demands for more experience led holidays, there are increased opportunities to target marketing to specific themed groups of visitors. These are important to target to gain new customers who are after specific types of holiday experiences.

Visit Devon is the voice of tourism for Devon. It works with six Area Tourism Partnerships across the county to offer a commercial membership scheme and marketing opportunities for the tourism industry. Visit Devon aims to strengthen Devon's status as the primary UK destination for business and leisure. A place that promotes sustainability, delivers quality, and offers a quality of life experience that is second to none.

Overarching Marketing Websites & Publications

About the website

Visitdevon.co.uk is Devon's official tourism website and is designed to be the one-stop-shop for the visitor and prospective visitor to Devon with information on all types of accommodation, attractions, activities and food and drink as well as special offers and events listings. It allows visitors to search for tourism businesses and places to visit by location, type of business, grading, availability and keyword as well as a search option for businesses that have been awarded a 'green' award. Visitors can also use the 'Add to my shortlist' feature to build, print and email an itinerary of chosen businesses and places to visit.

The Green Holidays section of the website provides information to the consumer on latest sustainable tourism initiatives, the validated Green Tourism Business Scheme, top tips for a green business and links to green business search listings.

Visitdevon.co.uk had over half a million visits in 2009 and continues to rank very highly in key searches such as 'Devon', 'Devon tourist information', 'Devon holiday' and 'Accommodation in Devon'. There is continuous search engine optimisation work carried out on the website including optimisation for seasonal searches e.g. Easter,

summer holidays and Christmas. This is complimented by relevant page content, which is also often press-released to media leads.

Your business listing - what is included?

A listing on the Visitdevon.co.uk website provides a valuable route-to-market for tourism businesses and includes images, a comprehensive description, contact details including web link, a list of facilities, prices, and quality rating and Green Award logos where applicable. A business listing is viewed on average 978 times throughout the year - that's 978 potential customers!

Additional promotional opportunities are also available in the shape of banner and skyscraper advertising and featured products.



About Visit Devon

Visit Devon is the county's official tourism organisation responsible for promoting Devon to the world. The company acts as a voice for tourism in Devon and its aim is simple - to increase the number of visitors to Devon

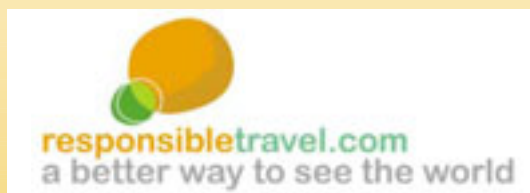
by promoting the county as a year round quality visitor destination for business or leisure. The organisation brings together, adds value and enhances the work and activities undertaken by the six Area Tourism Partnerships across the county. Visit Devon is committed to growing the tourism sector sustainably, increasing the skills within the industry and raising the quality of the visitor experience.

Visit Devon is a public private partnership limited by guarantee, the not for profit company comprises nine member organisations including the county's six Area Tourism Partnerships (Exeter & Essential Devon, Visit Plymouth, North Devon+, Dartmoor Partnership & West Devon, the English Riviera Tourist Board and Visit South Devon), Devon County Council, the Devon Association of Tourist Attractions (DATA) and Devon Farms.

If you are interested in having your business listed on the Visitdevon.co.uk website, contact your local Area Tourism Partnership - for contact details please see:

www.visitdevon.co.uk/site/contact-us

Green Tourism Websites



www.responsibletravel.com is a website of carefully screened holidays run by hundreds of specialist operators and accommodation providers. They offer new perspectives to travellers by providing more authentic holidays that allow visitors to truly experience a destination and its culture. All their holidays are screened to ensure that the local people benefit as much as possible and any negative environmental impacts on the destination are minimised.

Responsible travel is a rising movement and an increasing trend that can change the way we travel forever. Green accredited businesses can market your business on this website and join the thousands of others who are searching for their environmentally friendly holiday.

How it works

Responsibletravel.com market your holidays on their website and via other marketing activity.

The traveller reads complete information about your holiday including price, all enquiries are passed directly to you to confirm the booking. Top performing members convert more than 20% of these enquiries into bookings.

How they generate the enquiries

Responsibletravel.com work hard to generate enquiries. Their marketing initiatives include:

Search engine listings - Work to ensure your pages get excellent search engine listings

Online advertising - Buy ads against key words for your holidays

Database marketing - They have 140,000 registered travellers who receive their newsletters

Print advertising - They have produced 16 page supplements with The Guardian newspaper

PR - They are covered in the press regularly with articles for the national press & magazines

Awards - They run The Responsible Tourism Awards with The Telegraph, Geographical Magazine and WTM.

Why join responsibletravel.com?

- 336 tour companies and 610 accommodations have found them an effective source of business
- They will generate high quality bookings enquires for you, the average site conversion rate of these enquires is 10% for accommodations
- Be recognised by consumers and the media as leaders in responsible tourism
- Use the responsibletravel.com member's logo in your marketing
- Be part of a network of tourism businesses working to improve tourism

All members must meet their minimum requirements for responsible travel, details of which can be found on their website

www.responsibletravel.com/Copy/Copy102208.htm



Organicholidays.co.uk
www.organicholidays.co.uk
is a website that offers a host of accommodation that is

classed as 'organic'. This means that all accommodation listed offer organic food in some form during a visitors stay.

The website offers places to stay all around the world and so is an opportunity to attract overseas visitors.

Around two thirds of the places listed offer meals, usually breakfast, but lunches and evening meals as well. Many of the places listed have their own small restaurant, a few of which are certified organic, and others may have a certified organic kitchen garden, orchard or vineyard.

To be listed on the site you have to offer meals prepared using local organic produce whenever possible. On average this will be at least 50% organic, but many of the places offer a much higher percentage, up to 100% organic. Quite a few of them grow their own produce, some use wild or natural foods, and most will aim to use fresh local produce rather than imported food.

The rest of the places are self-catering on organic farms or smallholdings. Here information about the availability of organic food is displayed - for example whether visitors can buy the farms own organic produce, have an organic vegetable box delivered, or find organic produce in the local area.

To be listed on the website you have to register your interest as an accommodation business through an online form. You will then be contacted to discuss your entry.



Ethicalescape.com
www.ethicalescape.com

promotes a selection of properties and tour operators throughout the world offering, ethical holidays, ecotourism, eco holidays and green getaways.

All of the properties and holidays included on the website have indicated that they meet at least 5 out of 6 of these guidelines which are outlined by the International Centre for Responsible Tourism:

- Minimising negative environmental, social and cultural impacts
- Generating greater economic benefits for local people and enhancing the well-being of host communities, by improving working conditions and access to the industry
- Involving local people in decisions that affect their lives and life chances
- Making positive contributions to the conservation of natural and cultural heritage and to the maintenance of the world's diversity
- Providing more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural and environmental issues
- Cultural sensitivity and engendering respect between tourists and hosts

Advertising with ethicalescape.com

Ethical Escape aims to make ethical holidays as simple as possible. They provide travellers with the information to enable them to choose which part of the world they wish to holiday. They put them in touch with accommodation providers who share a similar ideology.

Ethical Escapes advertise in responsible lifestyle publications, many organic outlets and websites. They appear high in Google searches when choosing terms such as ecotourism, ethical holidays, ecotours and ethical accommodation. They are also ranked in the top 10 for the search terms, ecotourism and responsible travel.

To promote your business with ethical escape you must send details of your property (as below) together with 3 good quality photographs, to:
ecotourism@ethicaleescape.com

- **Your details:** name, address, telephone and e-mail address.
- **Property description:** 250 words describing your property and what makes it attractive to responsible travellers
- **Prices:** break down of low, mid and high season and the month's applicable to each
- **Changeover day:** include the day and the time for arrivals and departures
- **Accommodation:** How many bedrooms? Are pets allowed? What sort of linen and towels are provided? This is the place to mention the environmentally responsible decisions that have been taken - solar power, composting toilet etc. Include a good level of detail, this should save you questions when people contact you to make a booking
- **Surroundings:** is there a swimming pool, gardens, sea views, walking and wildlife?
- **Location:** how close are you to the beach, the town, other attractions?
- **Contact details:** name, telephone number and e-mail address for booking enquiries.

Once you have sent the information, Ethical Escape will provide you with a link to view your advert. Once you have confirmed that you are happy with the information, the advert will be finalised and uploaded to the website.

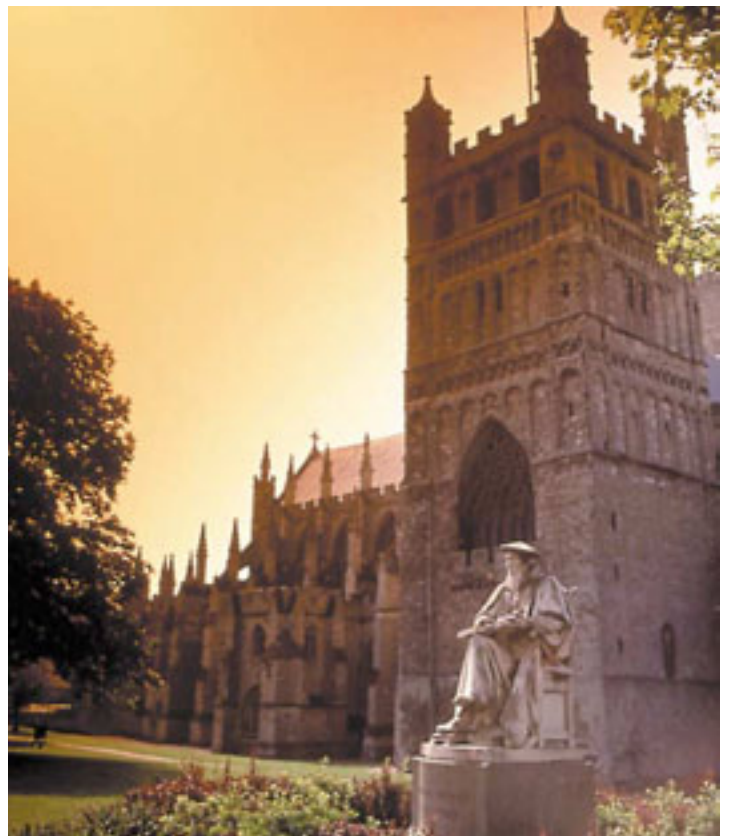
Themed Target Markets

Green Holidays

The Green Holidays page of Visitdevon.co.uk brings together the various schemes designed to promote sustainable tourism in Devon and offers the consumer tips on how to make sure they can do their bit by having a truly green holiday in a premier green destination.

Family Holidays

Devon has long been a true family holiday destination and increasingly businesses offer superb facilities for children. For visitors wishing to find out more, the Family Devon pages of Visitdevon.co.uk offers advice on what the county has to offer young and old alike.



Cultural Devon

With film locations, famous Devonian authors, world heritage sites and arts and crafts events across the county, Devon excels as a destination for culture vultures. The Cultural Devon pages of Visitdevon.co.uk explore the attractions and events on offer and delve into Lorna Doone country, iron age hill-forts and the spirit of Plymouth Gin.

Active Devon

With its sheer variety of landscapes, Devon is known as a great place to get active. The Active Devon pages bring together the options for visitors not wishing to take it easy, from cycling to surfing, walking to water sports, fishing to flying.

Foodie Devon

With the Devon larder on the doorstep, local producers spoil us with good produce and the Foodie Devon pages aim to highlight this tempting variety of local produce and the best places to sample and buy it, whether it's beef and fruits or ostrich and chillies.



Green Tourism Awards & Certification Schemes

If your business is doing something great and you are passionate about your work, then there is no reason why you shouldn't shout about it!

More and more visitors are making holiday choices based on seeking a quality experience in a quality environment. Research suggests that visitors are increasingly willing to choose tourism businesses and purchase goods exercising sound environmental practices even if prices are slightly higher.

There are a number of green tourism awards and certification schemes that you can consider entering your business into. The majority are open to small businesses that are helping the environment and are committed to sustainability. As a green business, you are already there - but why not go for those extra credentials and boost your marketing potential?

Entering into awards does require a certain amount of time commitment on your part, completing nomination forms etc, but winning or being nominated for an award can bring local, national and sometimes international coverage, plus increased savings, more profit and new business - making it all well worth it!

Local and Regional Award Schemes

Dartmoor First

Award Name:	Dartmoor First
Award Type:	A biennial award
Address:	Dartmoor National Park Authority, Parke, Bovey Tracey, Newton Abbot, Devon, TQ13 9JQ
Telephone:	01626 831003
Email:	rdrysdale@dartmoor-npa.gov.uk
Website:	www.dartmoor-npa.gov.uk



Details of Award

Dartmoor First replaces the Dartmoor Charter for Sustainable Tourism. The name reflects the opportunity to encourage all businesses (not just accommodation and attractions) to recognise first and foremost their commitment to looking after Dartmoor.

It is a call to action and where applicable a stepping stone to other green certification schemes or awards at a regional or national level. It recognises what recipients are doing now whilst also looking for ongoing commitment and continual improvement on sustainability issues.

Applicants will have to demonstrate what actions they are currently undertaking and will have to reach minimum criteria. The application form considers three areas;

1. Environmental Protection including energy, water, waste and wildlife habitat;
2. Social Responsibility including green travel plans, access for all, local community projects, Dartmoor Ambassador role;
3. Economic Prosperity including increasing local linkages and decreasing leakages.

Underpinning all of these will be the link to Dartmoor and the respect of its landscape, communities and businesses.

Benefits

The benefits to businesses awarded Dartmoor First include:

- Appropriate marketing and promotion through media events such as the award presentation;
- Signposting towards particular workshops, events and sustainable practices;
- Sharing best practice with other recipients;
- A local award with the support of the Dartmoor National Park Authority (this was recognised as a key element of the Dartmoor Charter);
- A recognition that they are making a commitment to Dartmoor.

Requirements

All businesses, not just tourism enterprises, on Dartmoor are encouraged to enter in recognition of their commitment to sustaining Dartmoor and its special qualities.

Entry Fee:	Free
Timescale:	On going
How to Enter:	Download the Application Form from http://www.dartmoor-npa.gov.uk/vi-dartmoorfirst

Award process

Dartmoor First is not about legislation but rather education, exploring where help or assistance could be given, where best practice could be highlighted and promoted to others and critically to award and recognise those who are making that extra effort to put Dartmoor First.

There are three sections for completion

1. Dartmoor - A Sense of Place (Landscape Quality; Enhance biodiversity; Cultural Heritage)
2. A precious resource (Waste; Energy; Water)
3. Dartmoor - A living landscape (Economic; Social; Transport)

In each section you will be asked to have met at least three of the criteria and to briefly explain (2-3 lines) what actions you are taking.

Prizes:	Certificate and use of the Dartmoor First logo
----------------	--



Devon Environmental Business Initiative (DEBI) Environmental Awards

Award Name: Devon Environmental Business Initiative (DEBI)

Award Type: Annual award

Address: 19 Bell Street, Otterton, Budleigh Salterton, Devon EX9 7HS

Telephone: 0845 257 3324

Email: info@debi-online.org.uk

Website: www.debi-online.org.uk

Details of Award:

DEBI is a networking organisation set up to inform, support and motivate businesses in Devon to adopt environmentally sound and profitable business practices.

The DEBI environmental awards were set up to celebrate achievements of how businesses, community groups and schools are able to work with the environment in innovative and interesting ways, whilst achieving their own business plan objectives.

The aim of the awards is to motivate, recognise and celebrate environmental best practice, disseminate knowledge gained, encourage further participation and support businesses working towards a sustainable future.

There are 4 categories of entry, plus an environmental champion:

CARBON REDUCTION: Aimed at any business that can demonstrate best practice at reducing their carbon footprint through energy efficiency, carbon reduction and installing renewable energy.

FOOD AND FARMING: For organisations in the food and farming sectors who can demonstrate their commitment to Devon in the provision of and sourcing of goods and produce from the local area.

SUSTAINABLE DEVON: Aimed at businesses, schools and communities that promote Devon through their activities as a great place to live, work, invest and visit sustainably.

ENVIRONMENTAL GOODS AND SERVICES:

For suppliers and installers of environmental products and services, such as renewable energy efficiency and eco-design products that have a proven track record.

ENVIRONMENTAL CHAMPION: Nominated by an individual or business this person may be someone who commits a substantial amount of their own time and effort to their work or project, or who has done something extra special, to help a business improve its environmental credentials. It could also be a person involved in a community, conservation or educational project that has enhanced Devon's environment.

Benefits:

- Local and Regional recognition for your business and your work to help protect the environment
- Publicity and media of your award winning status by DEBI and other media coverage
- Increased marketing opportunities for your business with award status
- New customers actively looking for businesses committed to the environment.

Requirements:

All organisations and businesses are encouraged to enter

Entry Fee:

Free

Timescale:

These awards are conducted annually. The closing date for entries is October. The awards winners are announced in November.

How to Enter:

Enter on-line or download an awards brochure and word document form from the awards page on the website www.debi-online.org.uk

Each entry is expected to send a company brochure and a completed form by the beginning of October. The entry form asks for details of:

- Business details
- Your business services and products
- Your environmental benefits,
- Benefits and timescales of initiatives undertaken
- Wider application of information to others

Award process:

Once all the applications have been received by DEBI, 4 businesses are short listed under each category for further application. Each short listed business is visited by the judges of the award. From these visits, a category winner is chosen. The overall Environmental award winner is chosen from the winners of the 4 categories and announced in November.

Prizes:

Each Category winner receives a trophy, certificate and a bottle of champagne! All winners are presented at an award ceremony in November. As much publicity as possible is given to the winners of the awards.

Award Winners:

2009, Otter Brewery, Luppitt
Churston Traditional Farm Shop, Brixham



South West Tourism Excellence Awards

Award Name:

South West Tourism Excellence Awards

Award Type:

Annual award

Address: South West Tourism,
Sterling House, Dix's Field,
Exeter, EX1 1QA

Telephone: 07870 397438

Email: awards@swtourism.co.uk

Website: www.swtourism.org.uk/marketing-
your-business/excellence-awards/

Details of Award:

The awards, known as the 'Tourism Oscars', celebrate 'the best in the South West' and aim to promote and reward the leading businesses and individuals in the tourism industry. Winners demonstrate exemplary facilities and exceptionally high qualities of customer care. They commit to sustainability, recycling and the environment, use regional produce, invest in the local community and treat accessibility for all customers as a priority.

There are 15 categories available and businesses are able to enter more than one category if they wish. Each category is different and does require a separate entry form.

- Bed & Breakfast / Guest Accommodation of the Year
- Small Hotel of the Year
- Large Hotel of the Year
- Holiday Park of the Year
- Self Catering/ Serviced Apartment of the Year
- Small Visitor Attraction of the Year (under 50,000 visitors)
- Large Visitor Attraction of the Year (over 50,000 visitors)
- Tourist Information Service of the Year
- Best Tourism Experience of the Year
- Sustainable Tourism Award
- Business Tourism Award of the Year
- Outstanding Customer Service Award
- Taste of the South West Award
- Access For All Award
- Tourism Event of the Year Award

All applications are automatically considered for the Tourism Website of the Year category.

The regional winners are entered into the national Enjoy England Awards for Excellence.

Benefits:

- Significant press coverage at local and national level for those making the shortlist and those successful in becoming winners.
- As exemplars of quality for the South West, the winner in each category will represent the region in the national Enjoy England Awards for Excellence

Requirements:

Entrants need to demonstrate exemplary facilities and exceptionally high qualities of customer care, reflecting the demands of today's customers. In addition, it is important that the applicants show a commitment to sustainability, recycling and the environment.

Entry Fee: Free

Timescale: Applications by June, Awards ceremony in October

How to Enter: Application forms can be downloaded from:
www.swtourism.org.uk/marketing-
your-business/excellence-awards

Accompanying business brochures can also be attached.

Award process:

Once all applications are submitted, shortlists are drawn up under each category. Finalists will then be asked to submit supporting documents to enhance their entry. All finalists will then be visited in the summer months and final decisions are then made.

Award Winners 2009:

Visit: www.swtourism.org.uk to download PDF details of winners. In 2009, the following regional winners in Devon went on to win Gold Awards in the Enjoy England Awards For Excellence:

- Caravan Holiday Park of the Year: Hidden Valley Park, Ilfracombe,
- Hotel of the Year: Gidleigh Park, Chagford, Devon
- Sustainable Tourism Award: Venus Company

National Awards and Certification Schemes

Green Tourism Business Scheme



Award Name: The Green Tourism Business Scheme

Award Type: Ongoing membership and certification

Address: No 4 Atholl Place, Perth, Scotland, PH1 5ND

Telephone: 01738 632162

Email: gtbs@green-business.co.uk

Website: www.green-business.co.uk

Details of Award:

Businesses opting to join GTBS are assessed by a qualified grading advisor against a rigorous set of criteria, covering a range of areas, like energy and water efficiency, waste management, biodiversity and more.

Those businesses that meet the required standard, receive a Bronze, Silver, or Gold award based on their level of achievement. The current network of members is comprised of a wide range of business types, including accommodation providers, visitor attractions, corporate offices and others.

Benefits:

GTBS is a powerful tool for businesses, delivering demonstrable environmental benefits, operating efficiencies and cost savings; as well as increased marketing potential, by providing consumers with a clear option to use sustainable products and services.

Requirements:

It is a pre-requisite for all accommodation providers to have a nationally recognised quality grading with either Visit England or the AA. This certification is available to all types of tourism business.

Entry Fee: One-off joining fee plus annual subscription

Timescale: Bi-annual grading visit

How to Enter: If you are interested in joining the scheme contact Green Business for an Information pack.

Award process:

The GTBS Grading visits are undertaken by independent, qualified Environmental Advisors, your business will be revisited every 2 years for re-evaluation. If you have implemented enough measures you will be awarded either a BRONZE, SILVER or GOLD Award. You will receive a plaque, full report and certificate, and relevant advice and information on new technologies, case studies etc.

Award Winners:

A listing of all GTBS award winners can be viewed here: www.devontourismadvice.co.uk/green-businesses



David Bellamy Conservation Award

Award Name: The David Bellamy Conservation Award

Award Type: Ongoing certification with annual subscription

Address: BH&HPA, Chichester House, 6 Pullman Court, Great Western Road, Gloucester, GL1 3ND

Telephone: 01452 562911

Email: enquiries@bhpha.org.uk

Website: www.davidbellamyconservation.org.uk

Details of Award:

David Bellamy Conservation Awards are annual audits of park conservation management by the park's own customers and independent assessors. The scheme's author is the Association's President, Professor David Bellamy OBE. In place since 1996, the award scheme is the lynch pin of the Association's strategy of positioning the park industry's green face with the market and decision-makers. Assisted by local nature groups and holidaymakers themselves, David Bellamy looks at virtually every aspect of park

management - from the protection of plant and animal habitats to the efficient use of energy and recycling. Helping visitors to understand conservation is also considered an important qualifying feature. Three levels of excellence can be achieved: Gold, Silver and Bronze.

Benefits:

As a Bellamy Award winner you demonstrate to your customers that you are committed to enhancing and protecting the natural world. David Bellamy is a prestigious award to have.

Requirements:

To apply for this award you need to be a member of the British Holiday & Home Park Association. This award is only available to Holiday Parks.

Entry Fee: Annual subscription

Timescale: Annual Award

How to Enter:

If you are interested in going for this award, you should contact Caroline Beard at the British Holiday and Home Park Association on 01452 508512 or email c.beard@bhpha.org.uk

Award process:

Upon entry to the scheme you will be subject to a survey by a local Conservation trust or wildlife trust representative. If you are a Gold award winner your assessment is conducted annually. For bronze/silver winners, follow up surveys are conducted every 5th year.

Award Winners:

Holiday Parks in Devon certificated in 2009, include: Andrewhayes, Axminster; Beverly Park, Paignton; Bideford Bay; Castle Brake, Exeter; Channel View, Lynton; Churchwood Valley, near Plymouth; Cofton Country, Dawlish; Devon Cliffs, Exmouth; Dornafield, Newton Abbot; Forest Glade, Cullompton; Harford Bridge, Tavistock; Hidden Valley, Ilfracombe; Higher Longford Cottages, Tavistock; Lady's Mile, Dawlish; Oak Cliffs, Dawlish; Oakdown, Sidmouth; Peppermint, Dawlish; Ross Park, Newton Abbot; Ruda, Croyde; Smytham Manor, Little Torrington; Tarka, Barnstaple; Warcombe Farm, Mortehoe; Whitehill Country Park, Paignton.



The Queen's Award for Enterprise

Award Name: The Queen's Award for Enterprise

Award Type: One off Award Scheme

Address: The Queens Award Office, 151 Buckingham Palace Road, London SW1W 9SS

Telephone: 08705 13 44 86

Email: info@queensawards.org.uk

Website: www.queensawards.org.uk

Details of Award:

The Queen's Awards for Enterprise are the UK's most prestigious awards for business performance. The Awards recognise and reward outstanding achievement by UK companies.

There are three categories:

International Trade; recognising companies that have demonstrated growth in overseas earnings

Innovation; recognising companies that have demonstrated commercial success through innovative products or services.

Sustainable Development; recognises companies that have integrated environmental, social, economic and management aspects of sustainable development.

Benefits

- Winning the Award is an opportunity to prove to your customers and suppliers just how successful your business is. It is an independent and prestigious endorsement of the quality of your company.
- The Queen's Awards Office hosts a celebratory reception for the winners, with a congratulatory speech usually given by a member of the Royal Family. The Queen's Awards reception is held as near as possible to the public announcement which is made annually on The Queen's personal birthday; 21 April.
- The Queen normally invites three members of each winning business unit to an evening Reception at Buckingham Palace.
- At a separate ceremony, held later at the winner's premises, a presentation is made by The Queen's representative, the Lord Lieutenant of the County, offering further PR opportunities.
- It can boost sales - winners have reported increased turnover of up to 30% as The Queen's Award raises a company's profile and encourages more customers to choose their business.
- The Award opens doors to new suppliers, customers, investors and partners- it tells them your business has credibility and should be taken seriously.

Requirements:

Businesses must be based in the UK and have at least 2 full time workers or part time equivalent.

Entry Fee: Free

Timescale: All entries must be in by the 31st October. The award winners are announced the following April.

How to Enter:

Application forms can be downloaded from the website www.queensawards.org.uk or telephone the application hotline on 08705 13 44 86. Completed forms require an original signature and cannot be completed and submitted on-line. You can apply in one, two, or all three categories, provided you meet the criteria.

Award process:

Following a technical appraisal, short-listed applications are judged by three separate Panels of Judges, for the three Business categories. In each case the assessment procedure is extremely thorough.

Short-listed applications are then forwarded to the Prime Minister's Advisory Committee for further scrutiny.

The Queen's Awards Office will notify both successful and unsuccessful applicants about the outcome of their application(s) about two weeks before the public announcement on the 21st April.

The Awards are given solely on merit and competition is fierce. The number of Awards presented each year is not pre-set and depends on the quality of the applications received.

Award Winners:

In Devon, there have only been two Queen's Award winners since 2005 in the Sustainable Development category. These are: The Venus Company in South Devon and Clinton Estates in Budleigh Salterton.



Enjoy England Awards for Excellence

Award Name:	Enjoy England Awards for Excellence (EEAE)
Award Type:	Annual award
Address:	VisitBritain , Thames Tower, Black's Road, London W6 9EL
Telephone:	0208 563 3215
Email:	Anna.adrien@visitbritain.org
Website:	www.enjoyengland.com/excellence

Details of Award:

The Enjoy England Awards for Excellence celebrate the best of English tourism. The Awards are known throughout the industry as the 'Oscars' of tourism. They promote healthy industry competition and high standards, helping to ensure England's place as a world-class destination.

There are 15 different categories:

- Bed & Breakfast/Guest Accommodation of the Year
- Hotel of the Year
- Self Catering Holiday of the Year
- Caravan Holiday Park of the Year
- Small Visitor Attraction of the Year
- Large Visitor Attraction of the Year
- Best Tourism Experience Award
- Tourism Website of the Year
- Tourist Information Service of the Year
- Taste of England Award
- Outstanding Customer Service Award
- Access for All
- Business Tourism Award
- Sustainable Tourism Award

Entries are submitted to the regional tourism partners (South West Tourism Excellence Awards) and then short listed to the national finals.

Benefits:

An aggressive PR campaign is run around the national awards to promote the quality agenda and award winners - coverage was valued at around £2million advertising equivalent.

The Enjoy England campaigns showcase the best that England has to offer and the Awards play an important role in celebrating best practice in tourism and saluting peoples' achievements.

Requirements:

Entrants need to demonstrate exemplary facilities and exceptionally high qualities of customer care, reflecting the demands of today's customers. In addition, it is important that the applicants show a commitment to sustainability, recycling and the environment.

Entry Fee: Free

Timescale: Winners are announced in April - following the regional winner's announcement in October.

How to Enter:

For entry, you must first enter into the South West Tourism Excellence awards and be a winner of a category.

Award process:

Once the regions have confirmed who their winners are, Visit England appointed assessors visit the winners and make the reports. This takes place between October and January. VisitBritain's judging day takes place in early February. The short list of winners is announced in March. The awards ceremony takes place in April when the winners are announced.

Award Winners:

Visit <http://www.enjoyengland.com/corporate/corporate-information/excellence-awards/winners-2009.aspx>

In 2009, the following regional winners in Devon went on to win Gold Awards in the Enjoy England Awards For Excellence:

- Caravan Holiday Park of the Year: Hidden Valley Park, Ilfracombe,
- Hotel of the Year: Gidleigh Park, Chagford,
- Sustainable Tourism Award: Venus Company

Business Commitment to the Environment

Award Name: Business Commitment to the Environment Awards (BCE)

Award Type: One off Award Scheme

Address: BCE Environmental Leadership Awards
AEA Group, Gemini Building,
Fermi Avenue, Harwell, Didcot,
Oxfordshire, OX11 0QR

Telephone: 0870 190 6053

Email: bce.awards@aeat.co.uk

Website: www.bceawards.org

Details of Award:

The Business Commitment to the Environment (BCE) Environmental Leadership Awards is the longest running and one of the most prestigious environmental awards in the UK.

They provide a unique opportunity for any business to demonstrate clearly that corporate responsibility is an integral part of their organisation, that they are innovative and ahead of the competition.

Managed and administered by UK business, the BCE Awards truly recognise the importance of environmental excellence, innovation and leadership in an age where increasingly running with the pack simply is not enough.

The Awards fall into four main categories, plus an overall winner and runners up. All awards are assessed on leadership and commitment, innovation and demonstration of real environmental benefits.

Best Overall:

The Sir Peter Parker Award is named after the founder of the Awards, whose son, Alan Parker of Brunswick Group, is now a Vice-President of the Awards. It is awarded for the best project from the following four categories:

Product Premier Award:

for a leading new or improved product

Process Premier Award:

for a leading new or improved process Management for Resource Efficiency Premier Award for providing leading resource efficiency solutions through innovative management systems and approaches.

SME Premier Award:

for innovation and leadership in product, process or management approach from companies with fewer than 250 employees.

Major Commendations:

are awarded to up to nine companies that, in the opinion of the judges, deserve recognition for their commitment to the environment.

Benefits:

- Recognition - both customers and the business community recognise the credibility of the Awards. Winners become aligned with innovation, ethical trading and best practice.
- Motivation - the Awards can give recognition to the people within the business.
- Exposure - winners are actively promoted by BCE, supported by the Brunswick Group and receive a high level of interest from national, regional and trade publications.

Requirements:

All companies that have successfully set new standards of innovation, business performance and leadership for the

environment are encouraged to enter the BCE Awards. Entry is open to companies of any size and sector, from those just starting a business to multinational organisations.

Entry Fee: Free

Timescale: Application forms should be sent in by October

How to Enter: Download an application form from www.bceawards.org

Award process:

A completed application form should be submitted by October. Entries are acknowledged via e-mail and all entrants are informed of their progress and the eventual outcome.

A first stage assessment takes place in October where the top 45-50 entries are determined by members of the technical assessors panel. Each application is reviewed and scored against the criteria. The top scoring 45-50 entries are visited by a member of the assessors panel between November and the end of January.

In February the assessors panel convenes to review all the entries visited and every entry is discussed in full. All entries are informed of their outcome in March.

The names of the award winners are officially announced at an 'invitation only' awards ceremony in June.

Award Winners In 2009, the River Dart Country Park Ltd won a SME Premier Award for its Hydro Dynamic Archimedes Screw.

region. The destination must have shown dedication to, and success in, maintaining a policy of sustainable management incorporating social, cultural, environmental and economic aspects as well as multi-stakeholder engagement. The winner will be able to demonstrate maximum positive benefits and minimum negative impacts, as well as the adoption of planning and policies that promote sustainability.

Conservation Award: open to any tourism business, organisation or attraction, including lodges, hotels or tour operators, able to demonstrate that their tourism development and operations have made a tangible contribution to the conservation of natural heritage.

Investor in People Award: awarded to a tourism initiative that has demonstrated direct benefits to local people, including the transfer of industry skills that spread the benefits of Travel & Tourism widely and effectively. The winner of this award will show a positive contribution to capacity building required for Travel & Tourism in destination areas and a commitment to providing fair wages, developing careers, education and employee relations that result in economic and social benefits for local communities

Community Benefit Award: for a tourism business or initiative that has effectively demonstrated direct benefits to local people, including capacity building, the transfer of industry skills, and support for community development.

Global Tourism Business Award: open to large companies - cruise lines, hotel groups, airlines, tour operators, etc - with at least 200 full-time employees and operating in more than one country or in more than one destination in a single country, this award recognises best practices in sustainable tourism at a large company level.

Benefits:

National and International recognition of your business and your commitment to the tourism industry.

Requirements:

All projects must have been in operation for at least 2 years. Projects / organisations may only submit one entry in any given year and entries must be for ONE category only.

Finalists may be asked to provide supporting materials including photos, videos, newspaper articles, brochures etc. No supporting materials should be included with your application.

Entry Fee: Free

Timescale: Applications must be completed and returned by December. Winners are announced in the following May.

How to Enter:

The application form is downloadable from www.tourismfortomorrow.com and can be completed online or returned by email, fax or post.

Award process:

All applications which pass the initial screening will be

International Awards



Tourism for Tomorrow Awards

Award Name: Tourism for Tomorrow Awards

Award Type: One off Award Scheme

Address: World Travel & Tourism Council, 1-2 Queen Victoria Terrace, Sovereign Court, London E1

Telephone: +44 (0) 20 7481 8007

Email: awards@tourismfortomorrow.com

Website: www.tourismfortomorrow.com

Details of Award:

The World Travel and Tourism Council (WTTC) honour the world's leading examples of best practice in responsible tourism. The awards recognise and promote best practice in tourism development all over the world across five categories:

Destination Stewardship Award: awarded to a destination which comprises a network of tourism businesses and organisations - a country, city, state or

reviewed by a selection committee of 12 experts. The committee will draw up a shortlist of up to 3 applications for each category. Each of the finalists will be visited by a 'Tourism for Tomorrow' expert who conducts an on-site verification inspection.

On-site evaluators seek out meetings with local community representatives, company employees, project partners, government officials, and also tourists and guests of the finalist to gain further insights into the finalist's sustainable tourism efforts, practices, and the quality of guest experience. This information is compiled into a confidential finalist evaluation report, which is submitted as part of the winner selection process.

A panel consisting of high profile leaders in the field of responsible travel will select a winner for each category from the list of finalists.

Award Winners:

The Jurassic Coast won the Destination Award in 2005. The Dorset and East Devon Coast World Heritage site is England's first natural World Heritage site along 95 miles of stunning coastline with rocks recording over 185 million years of the Earth's history. www.jurassiccoast.com

Virgin Holidays Responsible Tourism Awards

Award Name:	Virgin Holidays Responsible Tourism Awards
Award Type:	One off Award Scheme
Address:	3rd Floor, Pavilion House, 6 Old Steine, Brighton, BN1 1EJ
Telephone:	+44 (0)1273 600030
Email:	awards@responsibletravel.com
Website:	www.responsibletravel.com

Details of Award:

The Responsible Tourism Awards, the largest of their kind in the world, recognise individuals, companies and organisations in the travel industry that are making a significant commitment to the culture and economies of local communities. They are also providing a positive contribution to the environment and biodiversity conservation.

Organised by responsibletravel.com in association with The Daily Telegraph, World Travel Market, the Geographical Magazine and BBC World News the winners are nominated by tourists

There are 13 Categories for entry:

Best large hotel / accommodation:

A hotel, lodge or other accommodation of more than 50 rooms that is run with the environment and needs of local people in mind.

Best small hotel / accommodation:

A hotel, lodge or other accommodation of fewer than 50 rooms that is run with the environment and needs of local people in mind.

Best in a mountain environment:

An organisation related to a mountain environment, such as an eco-friendly ski resort or a trip that contributes to the welfare of mountain porters.

Best in a marine environment:

An organisation related to a beach or other marine environment, such as turtle conservation or a marine eco-tourism trip.

Best cruise or ferry operator:

A cruise or ferry operator that acts responsibly towards the environment and local people.

Best low carbon transport & technology:

An organisation or initiative that is developing or promoting low carbon transport or technology.

Best for conservation of wildlife and habitat:

A group or initiative working for the conservation of wildlife and/or their local habitat, such as a national park or wildlife sanctuary.

Best for conservation of cultural heritage:

A tourism organisation or initiative working to protect and promote cultural heritage.

Best for poverty reduction:

An organisation that acts to reduce poverty among communities.

Best volunteering organisation:

An organisation offering volunteering opportunities, such as the chance to work on conservation or social projects.

Best destination:

A resort, village or an entire country that manages tourism well for the long-term benefit of tourists, conservation and local people.

Best personal contribution

A person who has made an outstanding contribution to responsible tourism.

Benefits:

International recognition for your business, as well as marketing and media coverage.

Entry Fee: Free

Timescale: Annual

How to Enter:

Tourism ventures are nominated by members of the public through the website.

Award process

- Due to the very large number of nominations, typically only 20 nominees per category are long listed on the basis of the nomination and their responsible tourism policies. Organisations long listed are then sent a detailed questionnaire and required to provide references.

- Independent of the references, opinions is solicited from a range of informed individuals relevant to each country.
- The completed questionnaires are reviewed by the judges who create a shortlist for each category for discussion on judging day.
- The panel of judges meet at the Royal Geographical Society for a full day to debate and make a decision on the winners.

Award Winners In 2005, The Venus Company won the First Choice Responsible Tourism Award Best in a Marine Environment and in 2006 Devon County Council was shortlisted for its Discover Devon Naturally project in the Best Destination category.

Best Practice Case Studies

Below is a collection of case studies that show how sustainable and green marketing initiatives can really benefit your business. Learn from other success stories to further your business.

Work that Mailing List

The Dornoch Hotel

Colin Thompson the director of the Dornoch swears by his database management and sheer determination. Over the past five years a large mailing list of over 4500 British and 4500 overseas names has been built up. This database is carefully worked with only the British names targeted for the low season. E-mail is fast, easy and cheap, but not nearly as successful as mail shots using postcard offers. People stick a postcard on the fridge and come back to it later- an e-mail is soon lost in a full inbox.

The hotel has an on-line booking service, and email marketing is matched to those clients who are regular Cluanie Inn computer users. Newspaper and brochure advertising is rarely used, although the hotel does some selective magazine advertising for the summer golf market.

Pricing is important as the winter market is very price sensitive. Offers are tailored to what clients have done before. If the client is from London, and wants weekend breaks then that is the offer they are sent. Price is similarly structured.

The quality of marketing materials is also crucial. Last year's rather ordinary looking winter brochure was replaced this year with a much more attractive one. Coupled with more attractive pricing, this new brochure is credited with doubling January's turnover over last year.

Being open all year provides continuity of employment for staff, which is good for the staff, the business and the local economy. Low season guests also contribute to the local economy by spending with other businesses in Dornoch. The hotel also provides services for the local area through the winter, including dining for locals and a meeting venue.

Information Display

Lovat and Queens Hotels, Perth

The Queen's Hotel and the Lovat Hotel are two busy city centre hotels located in the heart of Perth. Environmental efforts are enthusiastically supported by management and there is a strong emphasis on staff involvement throughout the organisation, an approach which has motivated staff to come up with lots of ideas for further 'greening'.

The successful implementation of green practices has given Lovat Hotels Ltd an undoubted marketing advantage. The Gold Award logo is prominently used on all Company letterheads, in all Tourist Board advertising and the introductory paragraph of the hotels' website makes clear reference to the award.

A number of organisations have chosen the hotel group specifically because of their excellent environmental credentials e.g. Scottish Environmental Protection Agency (SEPA) (generating over £5000 of revenue for 2 conferences), a European Eco-labels Working Group, Scottish Enterprise Tayside, Scottish Natural Heritage, plus many more who continue to use Lovat Hotels on a regular basis.

The Scottish Wildlife Trust and The Ramblers Association have both held events at the Queen's Hotel and, impressed by the environmental ethos of the business, have booked to return for future meetings.

Guest Feedback Forms incorporate environmental questions and, to date, over 95% of respondents have indicated that they would be more inclined to support an individual business or visit a town if they knew it was environmentally responsible.

Comprehensive folders on things to do and see in the local area are kept up to date by the reception teams and there is a strong emphasis on walks, cycle runs, wildlife and the many natural attractions in Perthshire.

Lovat Hotels Ltd has also developed a written environmental policy that states their policies on environmental practices in the hotel, purchasing from local suppliers, and their support of local charities. This is on display in each reception area.

Recognising the importance of wildlife to tourism and Scotland in general, Lovat Hotels Ltd is a corporate member of the Scottish Wildlife Trust. This means that guests to either hotel can have discounted or free entry to various wildlife centres, and can also benefit from various offers from time to time. This information is kept in the Green Guest Folder at Reception and is updated regularly.

Located close to both the bus and rail stations, the Queen's Hotel is well placed to actively encourage the use of public transport. A large range of timetables is available for guests. In 2004 the hotel and Perthshire Tourist Board joined forces to provide an incentive for public transport users. Visitors and locals using the bus or train to come into Perth for a day visit could take advantage of a 15% reduction on their lunch bill by showing their current travel ticket and the relevant Great Days Out leaflet.

Using Local Events

Bosville Hotel, Portree

There is always something happening at the Bosville Hotel - whatever the time of year. Apart from the more obvious winter events of the festive season and Valentine's Day, gourmet weekends in February and March have proved popular.

The Bosville is famed for its food, being winner of the Scottish Restaurant of the Year award and then a finalist in the Scottish Thistle Awards in the Flavour of Scotland category. This is capitalised on, with resident chef John Kelly giving demonstrations of how to cook local Skye shellfish, not to mention gourmet dining in the evenings, followed by live music in the bar. Live music is a regular feature in the bar and is good for pulling people in.

The hotel always makes the most of local events, with special offers available to compliment these. Activities are advertised throughout the hotel, to encourage people to stay an extra night or to entice people back.

The website is an important marketing tool, with a key feature being the headlines. The hotel is able to change these in-house to highlight offers and events. Those phoning the hotel are also told about events by a pre-recorded message whilst waiting to be put through. Monitoring of visitors has recently been introduced, and visitors are asked which time of year they are interested in so that they can be mailed specifically about events at that time.

Throughout the autumn and winter, 3 night bargain breaks are promoted. Prices of short breaks are varied, with different offers for different groups.

Offering Packages

Rosegrove Guesthouse, Grantown-on-Spey

The Rosegrove Guesthouse has been experimenting with off-season offers. From October to Easter they offer discounted prices, with a greater reduction of 20% for people who stay three nights or more. Bookings are well up on the previous year and whilst the reduced prices mean they are not making so much money, the bookings are covering the running costs. A good holiday experience will also lead to repeat bookings at other times of year.

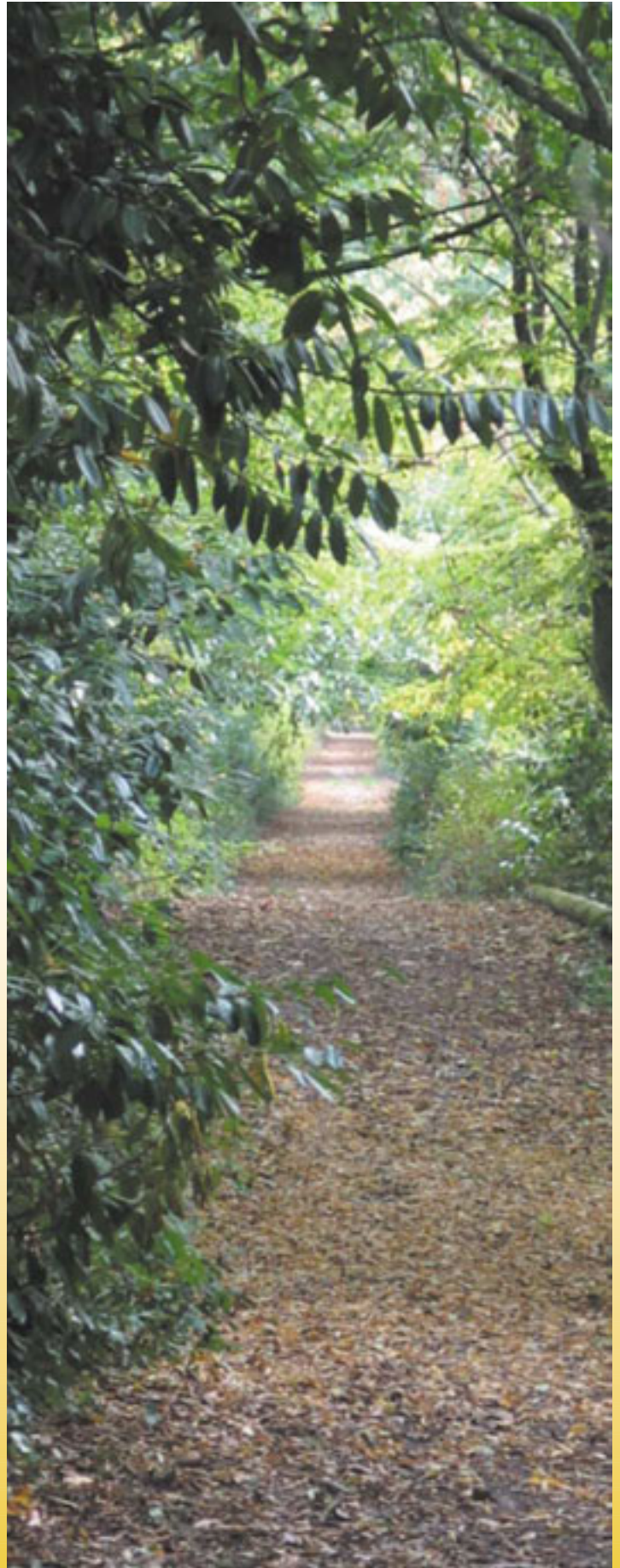
As members of both the Walkers Welcome and Cyclists Welcome schemes, the guest house is geared up to cater for walkers and cyclists in all seasons. Facilities for drying wet gear are crucial, as is a lockable store for bikes.

Few local indoor attractions are open in the winter so the owners are busy arranging warm and dry activities for guests. Packages are organised for groups of six or more coming for a minimum of three nights. Options include car treasure hunts, sight seeing tours using a local tour operator, golfing and other outdoor activities, or a trip out with a local wildlife expert. They can also arrange transport to and from three local restaurants, to allow for full relaxation.

All guests are sent a Christmas card along with a letter featuring off-season offers. Many guests have returned as a

result of this promotion. In the future, summer guests will be given details of off-season promotions with their bill to save on postage costs.

For further information and green advice visit www.devontourismadvice.co.uk/sustainability





Devon County Council and Visit Devon would like to thank South Hams District Council for their permission to update the original Green Tourism Marketing Toolkit, upon which this version was based.



For further information, please visit :
www.devontourismadvice.co.uk/sustainability

