

# POSITIONING PLYMOUTH AS A LEADING SUSTAINABLE DESTINATION



## With your business at the heart of it

The sector leading partnership between Plymouth, Britain's Ocean City and Green Tourism will position the city as a leader in sustainable tourism, and help support your business to achieve sustainable growth.

The partnership is pivotal to Plymouth's broader sustainability improvement plans to ensure sustainability progress in the city, on the coastline, and beyond.

The three-year partnership gives the first 100 businesses to apply from the city the opportunity to achieve the internationally recognised Green Tourism Standard, fully funded by Destination Plymouth in Year 1.

Successful partner businesses will also benefit from preferential annual fees in years 2 & 3.

### Benefits:

- Demonstrate your commitment to sustainability
- Improve sustainability performance
- Help grow your business
- Free expert advice and support
- Simple online process
- Achieve a Green Tourism award

## FEES FOR PARTNER BUSINESSES:

YEAR 1 - FULLY FUNDED

YEAR 2 - 30% DISCOUNT

YEAR 3 - 15% DISCOUNT

Apply before 30th June 2022 for your year 1 fees to be fully funded\*

A FULL LIST OF GREEN TOURISM FEES CAN BE FOUND AT [GREEN-TOURISM.COM/FEES](https://www.green-tourism.com/fees)

**“The Green Tourism Award helps us demonstrate our green credentials to guest and corporates who increasingly ask about this before booking”**

Nicola Davies  
Partnership Marketing Manager  
Red Carnation Hotels

**“The GreenCheck was such a straight forward process, our advisor was very helpful and we achieved the Green Tourism Award!”**

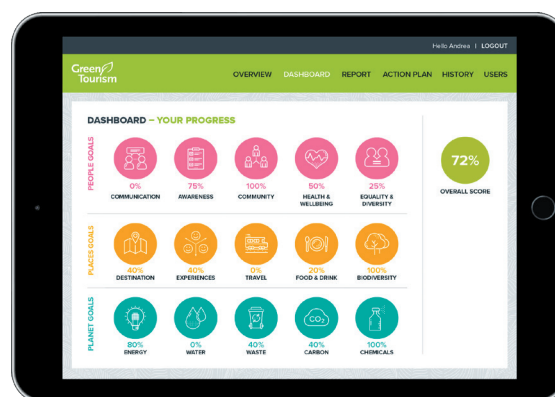
Sue Beck  
Hendersyde Farm Holiday Cottages

**2,500 +  
Businesses, including over  
700 venues use our standard  
to bring reassurance to buyers**

**25 Years +  
We've been assessing  
and accrediting  
sustainable venues**

**APPLY ONLINE**  
[green-tourism.com/plymouth](https://www.green-tourism.com/plymouth)

## ASSESSMENT & ONLINE SUSTAINABILITY MONITORING



Preparing for your assessment is processed completely online through our **GreenCheck™** platform

- **Professional and knowledgeable** sustainability assessors on hand
- **Access 24/7** to complete when convenient for you
- **On-going online support** and advice for continuous improvement
- **Submit for your assessment** whenever you are ready
- **Save between £225 - £725** in Year 1 through this partnership



THE GREEN TOURISM STANDARD IS  
ACHIEVED AT GOLD, SILVER OR BRONZE



LEADING GREEN TOURISM  
PARTNER BUSINESSES