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DISCOVERIRELAND.IE

GreenTravel.ie

Ireland's Responsible Tourism Business Website

GreenTravel.ie is a “Green” consumer website promoting the travel, tourism and hospitality sector to visitors in Ireland – International & Domestic.

GreenTravel.ie is supported by **GreenHospitality.ie**, Ireland's national resource for Resource Efficiency, Responsible & Sustainable Tourism and the only nationally developed Responsible Certification Programme for the whole tourism sector.

GreenTravel.ie is supported by **Fáilte Ireland** and **Tourism Ireland**. It is the reference site for Green Tourism for **DISCOVERIreland.ie**.

Booking Engine: **GreenTravel.ie** contains access to 2 Booking Engines for hotels and accommodation providers - (**Booking.com and IrelandHotels.com**). Access to these is included within the listing fee (where relevant). Other businesses can embed a booking engine link for a supplementary annual fee – your own or a third party site (Restaurants, attractions, etc.)

Travel, Tourism and Hospitality Businesses that wish to be listed on the **GreenTravel.ie** website must be operating in a responsible and sustainable manner. There are two ways for businesses to achieve a listing;

- Belong to one of the **GreenTravel.ie** recognised Responsible or Sustainability programmes
- Become a GreenTravel.ie Approved business

Promotion

GreenTravel.ie will be promoted through social media and at events across Ireland where sufficient support from listed businesses members is achieved. All funds received will be used to manage and promote GreenTravel.ie

Fáilte Ireland Registration. *Where a national registration scheme is in place only those businesses that are registered can be listed in GreenTravel.ie*



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GreenTravel.ie Listing – Recognised Programmes

Recognised Programmes are those businesses that have implemented and follow a third party sustainable, responsible or environmental programme. These businesses will generally;

- Have achieved a recognised environmental certification standard, or
- Are part of an organisation that requires specific environmental or sustainability actions

Businesses are listed under the following headings; Accommodation, Travel, Green Tours, Shopping, Destinations, Food & Drink, Activities, Festivals, Meetings.

The pricing schedule is designed to encourage businesses (*especially micro and small*) to promote their goods/services and if in doubt about which price level your business is at please contact us directly. If you feel that your product/service is a “Green” one and you are not a member of one of our recognised programmes please read the next page.

Recognised Programmes

GreenTravel.ie recognises the following environmental & sustainability programmes; (*Other Programmes may apply to GreenTravel.ie to be recognised*)

Certification Programmes

- GreenHospitality.ie - Eco-Label or Award
- ISO 14001 & ISO 20121
- BS 8901
- EMAS
- Ecotourism Ireland
- Green Tourism Business Scheme
- Bord Bia Origin Green & Quality Assurance Programme
- EU Flower (EcoLabel)
- GEO – Golf Environment Programme (OnCourse and Certified)
- Sustainable Restaurants Association
- Greener Festivals Programme
- Green Destinations Programme

Sustainability Programmes

- Burren Ecotourism Network
- Good Food Ireland
- Slow Food Movement
- Euro Toques



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GreenTravel.ie - Approved

GreenTravel.ie recognises the challenges facing many businesses and understands that certification or membership of another programme may be too onerous or costly at present or does not fit within the business model and has developed a specific model designed to support your business.

If you believe that your business is “Green” but you are not certified or a member of a recognised sustainability programme read on – as we have a facility for really Green & Responsible businesses to gain a listing.

Make an Application using the regular application form. Where the form asks for your membership of a Recognised Programme – **Answer No** – complete all the other questions. We will then send you the GreenTravel.ie Approved Business Questionnaire for completion. We will be asking you to tell us about your business within the following headings;

- **Being Responsible** – Why you should be listed within GreenTravel.ie – what makes your business responsible or sustainable?
- **Vision/Plan**. What is yours?
- **Marketing/Communication**. How do you communicate your actions/vision/plan to customers and employees – and all stakeholders (*Particularly your website information*)
- **Recycling** - what steps are you taking
- **Energy** – How are you more energy efficient
- **Water** – How are you more efficient
- **Waste** – how are you minimising waste
- **Regulations** – how you are compliant
- **Code of Practice** – Implementation if relevant
- **Leave no Trace** – implementation/Membership
- **Local Community** – Your engagement locally
- **Biodiversity** – Your impact and minimisation and preservations actions
- **Local sustainable organisations** – your engagement with other local sustainable initiatives

Not all these headings will be applicable to your business. However, if you are serious about sustainability and have embedded it within your operation answering these questions should be second nature to you – in your own words (*If you aspire to implement these initiatives but don't have the skills then you need to join a programme and receive training*)

Our objective is to be as open as we can to businesses that adopt sustainability as a core business concept.

Pricing Schedule*

Size of Business	Explanation	GT.ie Recognised Programmes	GreenTravel.ie Approved
Micro	B&B's and small self-catering operations, Activity providers and smaller attractions, Artisan food producers, artisan craft producers, etc. <i>(Spends less than €10,000 pa on utilities* and/or employs less than 5 people)</i>	€ 65	€ 95
Small	Small Hotel, Guesthouse, Hostel, Restaurant, Pub – Larger self-catering, Activity providers, local attractions, etc. <i>(Spends less than €25,000 pa on utilities and/or employs less than 10 people)</i>	€ 85	€115
Medium	Medium sized hotels, larger guesthouses & hostels, self-catering villages and camping sites, large attractions and activity providers and Regional Attractions- <i>(Spends less than €75,000 pa on utilities and/or employs less than 25 people)</i>	€ 125	€195
Large / Destinations/ Tour Operators	Large accommodation providers and large attractions – Hotels, Hostels, large self-catering and camping sites – Attractions of a National scale, Destinations, Green Tour Operators <i>(Spends less than €125000 pa on utilities and employs less than 50 people)</i>	€ 165	€295 **

****(Pricing is based on total annual utility costs for the previous year before joining GT.ie. (The total cost of your Energy, water and waste – excluding Destinations and Tour Operators) and/or on employee numbers) (**Business spending over €125,000 pa on utilities need to be certified)***

Booking Engine Link for non-accommodation providers €50 annually (included for accommodation)

VAT @ 23% will be added

Prices are for one year's listing



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Vouchers

GreenTravel.ie has a limited promotional budget and we ask listed members to provide us with a voucher that can be used as marketing collateral within general media, social media, events, etc. to promote GreenTravel.ie

Businesses that provide vouchers will be recognised

Terms & Conditions

- Companies must provide GT.ie with required marketing information
- Payment of the annual fee must be made within 30 days of its due date.
- Businesses that rely on inclusion due to their membership of a GT.ie recognised certification programme or sustainability programme must still be a member of said programme or organisation at all times and must advise GT.ie should their membership cease, for whatever reason
- Businesses that spend in excess of €125,000 on utilities annually cannot avail of the GreenTravel.ie Approved route but are required to implement one of the recognised certification or recognition programmes.
- Each business will commit to operating their business in an environmentally and responsible manner.
- Conditions may vary from time to time and will be noted on the GT.ie website.

GreenTravel.ie reserves the absolute right to refuse any business a listing and to remove any business listed if GreenTravel.ie considers the business is not providing or delivering a sustainable or environmentally beneficial product/service. By applying for a listing companies fully accept GreenTravel.ie's terms and conditions and any changes GreenTravel.ie may make to those Terms & Conditions at any time. Businesses may ask for their product/service to be removed from GreenTravel.ie at any time – no refunds are possible.

All GreenTravel.ie listed businesses will be required to pay online through the www.greenhospitality.ie ecommerce shop – formal VAT receipts will be issued to all.

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