

July 2009



## GREEN STEPS FOR WORCESTERSHIRE

### Eco ideas to make tourism a natural alternative

Destination Worcestershire is launching a series of achievable green tourism initiatives throughout the county. One of its first activities is to provide a free pack of promotional cards to every small hotel and B&B in the county with less than 20 bedrooms.

The card is similar to the laundry card seen in some large hotel chains encouraging people to be more economic with water when bathing and

showering. It prompts guests to request clean towels only when fresh ones are really needed to further save water and reduce environmental impact.

Printed on recycled card, the reverse offers five simple steps visitors can take to be more responsible tourists. These include shopping for locally-produced products, refusing to buy over-packaged items and taking advantage of the miles of footpaths and cycle paths the county has to offer instead of driving everywhere.

Sustainable tourism is increasingly on the national agenda and Destination Worcestershire worked with the Cornish Sustainable Tourism Network to develop this scheme since they implemented a similar initiative last year, as well as Worcestershire County Council and Advantage West Midlands.

Commenting on Sustainable Tourism In Worcestershire, manager of Destination Worcestershire, Rod Nipper, said:

“Worcestershire has great potential as a green tourism destination, however sometimes climate change and sustainable development is seen as such a huge topic that it’s easy for people to lose sight of the fact that even the smallest gesture can make a difference long term.

That’s why Destination Worcestershire is keen to develop initiatives that are easy for visitors and tourism businesses to buy into – we’ve created sustainable shopping bags that are available to buy from Bewdley and Worcester Tourist Information Centres, we’ve held two Sustainable Tourism Conferences and established an awards scheme that recognizes businesses who are passionate about the area and its local produce, as

well as encouraging more local tourism businesses to take part in the Green Tourism Business Scheme. There's still lots to do, but together we are taking positive steps towards a greener Worcestershire".

ENDS

For further information, please call Sara Stewart on 07833 467774

Destination Worcestershire is the official public/private partnership promoting the county of Worcestershire as a tourist destination. For more information including What's On, Where to Stay, and places to visit go to : [www.visitworcestershire.org](http://www.visitworcestershire.org) .

Tourist accommodation providers in Worcestershire can obtain more Worcestershire Laundry Cards by contacting Destination Worcestershire on 01905 728787 or email: [tourism@worcestershire.gov.uk](mailto:tourism@worcestershire.gov.uk)

Presentations made to the last Sustainable Tourism Conference can be viewed at : <http://greentourism.confcap.com>