

Customer Expectations & Communication Webinar

Tuesday 25th November 2025

Green
Tourism

Green
Meetings



Funded by
UK Government

Fife
COUNCIL

Programme

- Customer / buyer demand
- Green Communications
- Sharing your Green Story
- Green campaigns
- Social Media
- Green Communications Top Tips



A growing market

- **81%** of global travellers confirm that sustainable travel is important to them
- **90%** of people look for sustainable options when travelling



Booking.com and Expedia research

A growing market

- **43% willing to pay extra** for travel options with a **sustainable certification**
- **Only 18%** of global travellers would be reluctant to pay for more sustainable options



Old Course Hotel St Andrews ★★★★★ 

St. Andrews · [Show on map](#) · 0.7 miles from centre · Beach nearby

 400 yards from beach

 Sustainability certification

Double or Twin Room
1 extra-large double bed

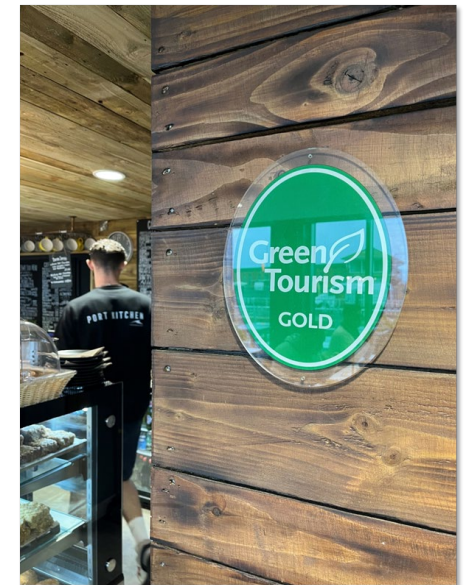
Breakfast included

Only 4 rooms left at this price on our site

Superb **9.2**
1,110 reviews
Location 9.8

1 night, 2 adults
£295
Includes taxes and charges

[See availability](#) >



Expedia & Skyscanner research

A growing mindset

- **65% would feel better** staying in a particular accommodation if they knew it had a **sustainable certification**
- **66% want to support local cultures and communities**
- **31%** because ‘sustainable properties treat the community better’

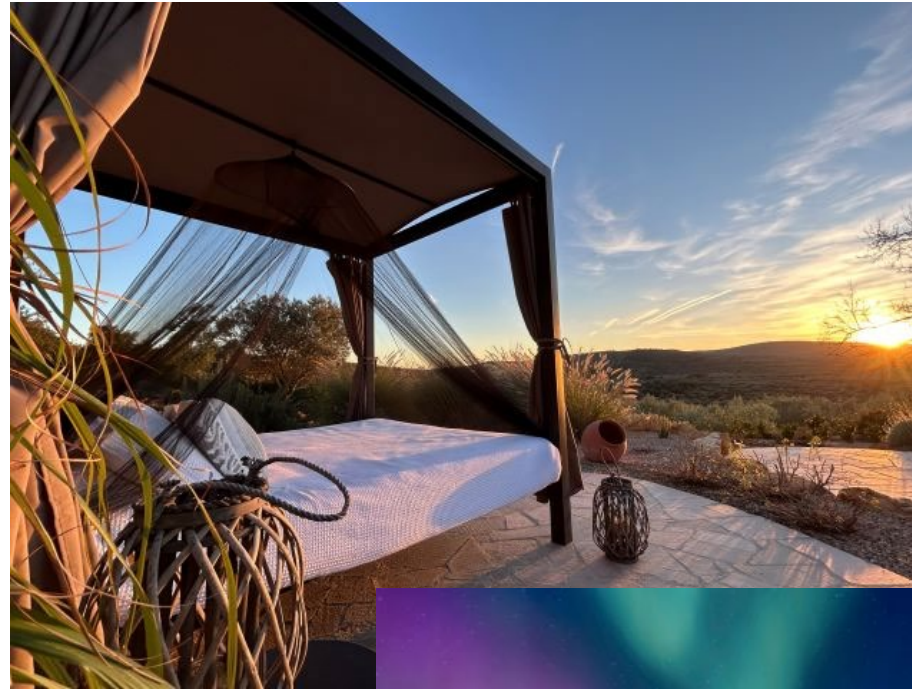
Booking.com



The joy economy

- **91%** of people want to feel more emotion in their lives
- **83%** seek out experiences that bring joy and happiness
- The most important role of a brand is to *make the world a better place.*

VML, *The Future 100: 2024*



Authentic experiences

- **70%** of people would rather spend money on **experiences** than ‘things’ – because that make them happier. - VML, 2024
- **73%** would **pay 10% more** for more authentic experiences - Euromonitor Consulting



“Key Travel Trends for Scotland 2024-2027

Community spirit

- “Humans crave passion and togetherness – particularly as we see AI becoming more and more mainstream.” - VML, 2024
- “It is becoming increasingly important for companies to reinvest in the communities and natural resources they touch, and travellers will continue to be more discerning in supporting brands that do so.”



Roadbook Travel Trends 2024

Tapping into trends

- bleisure
- Dry Tourism
- Wellness/Regenerative
- Setjetting
- Petjetting
- Lux for Less
- Inclusivity



Where do they find you?

- Bookings.com
- Expedia
- Get your Guide
- Viator
- DMOs
- Social Media
- Instagram
- Google

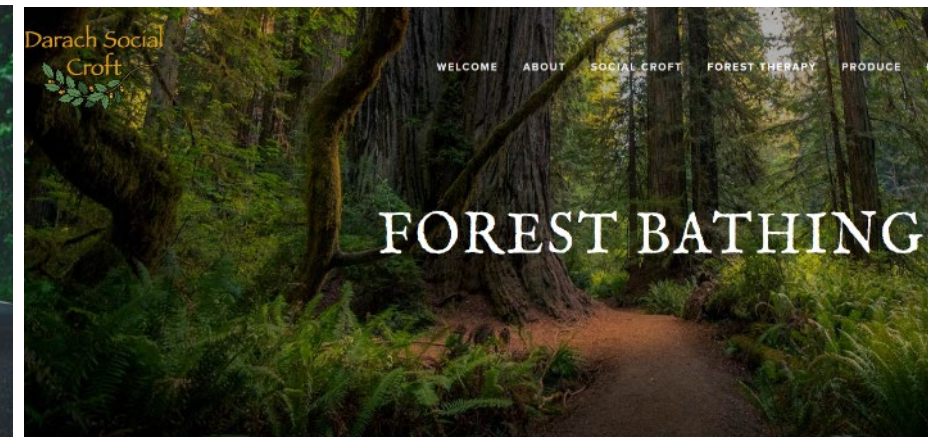
Booking.com



Green Communications

What is your Green Persona?

- Style & Quality
- Customer Demands & Interests
- Key Assets
- Personal / Brand Commitments



Telling your Green Story

- What you have done
- Use your own voice
- Explain why it matters to you
- It's a journey
- Celebrate

*Shout it from the
Rooftops!*

'So, our few (few!) apples are being used, our guests like it – and we make a few pence as well – and they are contributing to a social good.

What's not to like?
Dowfold House B &B,



"This will save enough water to fill 3 Olympic-sized swimming pools every year!"
Church House, Westminster



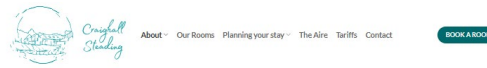
Examples

Craighall Farm Steading, Ceres

- Native Trees & Bushes
- Own produce / Local Shops
- Visitor Charter

Friends Meeting House, Manchester

- Supporting local social enterprise
- Recycled nylon carpets



We are fortunate to live in this amazing and historical landscape. We want our guests and visitors to enjoy the area whilst minimising any environmental impact. As a business, we intend to be more responsible by making the move towards being more sustainable; this is captured in our sustainability policy.

We think that our home is just the next evolution of the buildings that form Craighall Steading. When we built our home, we did so with 'fabric-first' way of thinking to minimise running costs over the longer term; this includes energy efficient design and systems, which include solar energy and battery storage.

Our approach to responsible tourism was recognised by being a finalist in the regional Thistle Awards in 2024 and 2025 for best B&B.

Here are a few of the things that we are doing:

- We use produce from our garden; be it fresh fruit, eggs from the hens, potatoes for breakfast or seasonal flowers. The glut of fruit from the summer is preserved.
- Where possible, we use local shops for produce and aim to use what is in season
- We work with local businesses; many of the decorative fittings are made by local people.
- Our guest room toiletries are made by Scottish Fine Soaps with cruelty-free and vegan ingredients.
- We reduce our use of single-use plastic (glass water bottles and milk bottles in rooms, refillable, toiletry bottles, no individual sachets of sauces/preserves etc.)
- We try to minimise the creation of waste and recycle as much as possible by separating our waste to be recycled at facilities in the village, whilst also composting our garden waste.
- We reuse or repurpose items such as the lamps and the refreshments shelf in the rooms.
- Our toilets have smaller cisterns and shorter/ideal flushes. We only have showers with eco-friendly heads for guests to minimise water usage
- We do our own laundry to eliminate transportation costs whilst using the energy-efficient programmes for the washing.



Flowers in the garden



The Queen's Canopy

Whilst staying at our B&B you can help in small ways

We can all reduce our impact on the environment by making choices. As a visitor you have a very important role to play in helping us to conserve our natural assets and become a more sustainable destination. Here are some tips on how you can help:

- CONSERVE ENERGY**
 - Boil only the amount of water you need; switch off lights and televisions when leaving the room.
 - Hang the towels for re-use when staying with us to help reduce washing and electricity costs.
- GIVE THE CAR A REST**
 - Try to use your car as little as possible once you are here and use public transport where possible. Did you know that there are a huge number of walks and places to visit from our door? We have some suggestion on where to go. (LINK TO PAGE)
- SHOP LOCAL**
 - Use the village and local cafes' restaurants and shops - we can provide recommendations (LINK TO PAGE)
- REDUCE, REUSE, RECYCLE**
 - We encourage guests to help by separating and recycling using the bins in the guest bedrooms.
- RESPECT NATURE**
 - Be aware of The Scottish Outdoor Access Code when you are out dog walking, walking, running, cycling, or doing any activity in the countryside.
- FUTURE PLANS:**
 - We plan to add an EV charging point for use by our guests.
 - Additional we are investigating the installation of further solar and/or small scale wind turbine with battery storage.

- Unlimited access to Wi-Fi
- On-site technical support

- Accessible
- Building is Equality Act compliant
- Hearing loop system built into the Main Hall and a mobile hearing loop system for any other rooms
- Cater to any specific dietary requirements

Need a space somewhere else?
Please contact us for details of other venues across Greater Manchester and the UK.

- Bottles of water and glasses as standard with any booking
- We provide a range of Fairtrade products
- We offer complete flexibility and can provide anything from a range of breakfast options to canapés and mocktails, plus packed lunches just ask!
- We are proud to support Good Mood Food (www.goodmoodfood.org) Manchester Mind's social enterprise, promoting positive mental health, volunteering and employment opportunities to people with mental health problems

LOOK DOWN

Our entrance carpet isn't just beautiful to look at... would you believe that it's made from 100% recycled nylon?





FACT The US and EU produced nearly 15 million tonnes of textile waste in 2010. All this waste contains valuable resources that can be reused.

Campaigns

Green Active Travel

- World Sustainable Transport Day – 26 Nov

Social Justice/Community

- Green Friday – 28 Nov

Green Days/Events

- Veganuary – 1-31 Jan
- Energy Saving Week 17-23 Jan

Waste/Single Use Plastic

- International Zero Waste Day – 30 Mar
- World Oceans Month – 10-30 June

<https://www.awarenessdays.com/>

<https://awareness-days.co.uk/>

<http://www.globalstewards.org/environmental-calendar.htm>

WED
26

November 26, 2025 📅 World Sustainable Transport Day

World Sustainable Transport Day

World Sustainable Transport Day encourages eco-friendly travel alternatives, such as cycling, public transport, and electric vehicles, to reduce emissions and promote greener cities.



FRI
28

November 28, 2025 📅 Green Friday

Green Friday

Green Friday encourages sustainable shopping and ethical spending as an alternative to the consumerism of Black Friday. Support local, shop eco-friendly, and reduce waste this holiday season.



THU
1

January 1, 2026 - January 31, 2026

Veganuary

Veganuary takes place throughout the month of January and is a global movement that encourages people to adopt a vegan lifestyle for the month and potentially beyond.



SAT
17

January 17, 2026 - January 23, 2026 📅 Big Energy Saving Week

Big Energy Saving Week

Big Energy Saving Week, observed in January, promotes energy efficiency and offers practical help to reduce bills, lower emissions, and access available support.



Social Media

The Power of a Minute...

- 2.1M People active on Facebook
- 6.3 M Google Searches
- 66K Photos & videos shared on Instagram
- 3.47M Youtube Videos Watched
- 6M people shopping on line

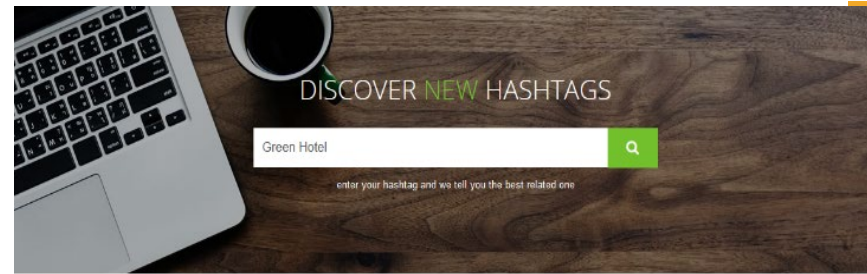
... imagine what could happen in a spare half an hour!



Social Media

- **What is the difference between liking and following a page?**
 - Fans
 - Followers
- **Engagement is key**
 - You want them to read, engage and remember your content
- **Do Hashtags Serve a purpose?**
 - They simplify the process
 - They compel an action
 - Hashtags evolve
 - They reward the distinctive

<http://best-hashtags.com/hashtag/>
<https://learn.flick.tech/hashtags/sustainability>



Best Hashtags for your posts
Our algorithm calculates the best hashtags for you based on historical data.

Get more Likes
Using the correct hashtags, your posts will get more like and more views.

Get more Comments
Increase comments and engagement by using the hashtags chosen by our algorithm.

#GreenHospitality
#ResponsibleHospitality
#EcoHospitality
#SustainableTravel
#EcoTravel
#GreenHotels
#Ecotourism
#ResponsibleHoteliers
#FarmToTable



Top Tip 1 -

CREATE A GREEN CONTENT PLAN

- **Terminology & Language**
 - Use your Green Persona info
 - Create a Green Glossary
 - Research
- **Identify your green credentials**
 - Use your Action Plan
- **What, When and Where**
 - Develop clear strategy
 - Everyone to follow your content plan

<https://www.hubspot.com/>

PLACES - Destinations



MEASURE	TO DO	PARTIAL	DONE	COMMENTS / EVIDENCE
Greener Customers Provide relevant information to help your customers be greener both in the destination and in your business.		x		Some information in place – need to download VS Responsible Visitor promise to use and put a link on our website
Cultural Heritage Promote or help conserve the culture, history, and traditions of your destination.			x	Good information available to customers and on our website
Events / festivals Actively supporting and promote local physical or digital events and festivals			x	Good information on our website with calendar of events –
Customers supporting local projects/ Campaigns Encourage customers to support your chosen charities or projects.				

1. Declare intentions for this month.
2. National Sister's Day
3. A behind the scenes pic
4. Post Product Pic & Ask a question
5. Share a customer review
6. Invite them to sign up with email
7. Show off product + Share a tip
8. Self care tip or Lifestyle Post
9. Show off product with a 24hr discount code
10. National Spoil Your Dog Day / Share a tip
11. What do you do for fun? & Ask Qs.
12. Share your favourite product + why you love it.
13. How do you start your week?
14. Play a this or that game with 2 x boutique products.
15. Share 5 fun facts about you/ your brand.
16. Share what you currently reading/ watching.

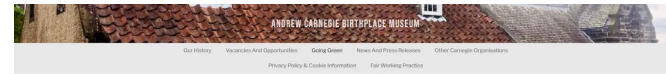
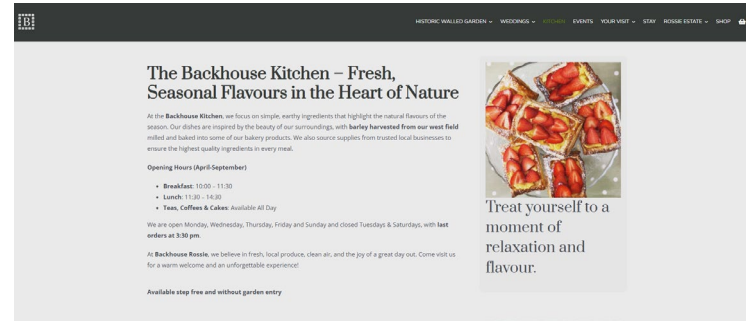
Top Tip 2 – GREEN MESSAGING & RESOURCES

- **Across your Business**

- Accessible and visible
- Accessible and visible to team
- Consistency

- **Resources**

- Green images library
- Include seasonal images
- Use in your Content Plan



GOING GREEN

ENVIRONMENTAL SUSTAINABILITY POLICY STATEMENT

The Andrew Carnegie Birthplace Museum is committed to promoting and demonstrating the value and importance of a comprehensive and coordinated sustainable development plan.

We are implementing the requirements of all relevant legislation and regulations and, where possible, are aiming to exceed minimum requirements and lead by example.

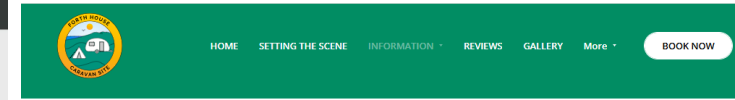
Our core objectives are:

1) To Create a Sustainable Building

We are aiming to make our building as low-impact as possible. Sustainability and energy efficiency is taken into account during building maintenance and development work as well as the procurement. We are committed to lower the volume of waste that we send to landfill and to use low-impact cleaning products and office supplies.

2) To Promote Green Travel

We are committed to promote sustainable travel options and provide facilities such as cycle stands for both our staff and visitors. We encourage both general visitors and booked groups to travel sustainably by providing green travel information. We encourage our staff to take part in green travel initiatives and urge them to use arrange video conferences instead of travelling. We are committed to use park-lead courtesing when sending our collections out on loan.



Green Policy

At Forth House Caravan Site we aim to provide quality pitches and facilities in a rural location whilst minimising the impact on our environment.

OUR CARAVAN AND CAMPING SITE

It all started off from a Certificated Site in 1993 and over the years we have gradually improved and expanded the site. Many native trees and hedges have been strategically planted to act as wind breaks and provide natural habitat for wildlife, but retain the magnificent views the site boasts.

All water on-site is drawn from our private borehole and is treated ready for use/consumption.

Electricity is predominantly supplied from the mains, however we also operate a 10KW photovoltaic system which assists during favourable weather conditions and feeds any excess power back into the grid.

All waste water is treated in a treatment plant prior to being discharged to a watercourse, via a soakaway. Our treatment plant was purchased as a market leader, providing a pollutant removal level of 97%.

Our site layout retains as much grass and undisturbed ground as possible, which allows areas to remain a friendly environment for birds, animals and wild plants.

All access roads and pitches have been designed and installed to provide a robust finish yet allow rainwater to permeate its surface and drain naturally.

Our site is located within a designated "Area of Great Landscape Value". We encourage visitors to enjoy their stay and promote a "leave no trace" policy - please use the bins provided and help conserve the environment for others to enjoy.

Site lighting has been strategically sited to minimise artificial light pollution. On clear dark nights the site is ideal for stargazing.

We implement the following to minimise impact on our environment:

Top Tip 3 – GREEN ENGAGEMENT

Engage with your audiences

- Ask them to Like and Share
- Incentivise them
- Ask for feedback / testimonials
- Respond to them

If you are on Tripadvisor

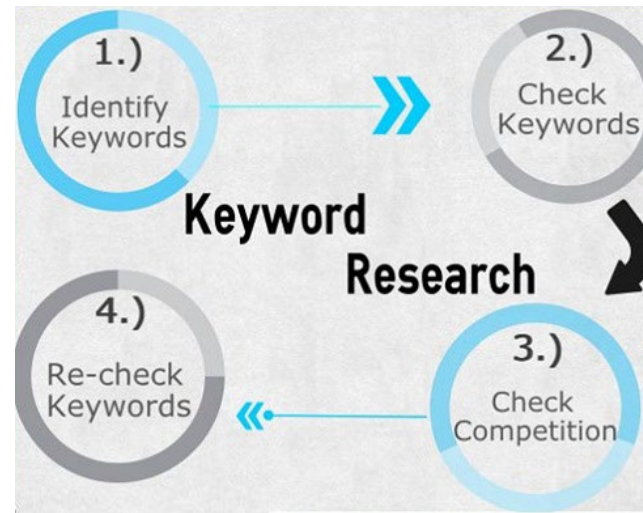
- Allow time to monitor
- Have responses drafted
- Respond with green messages



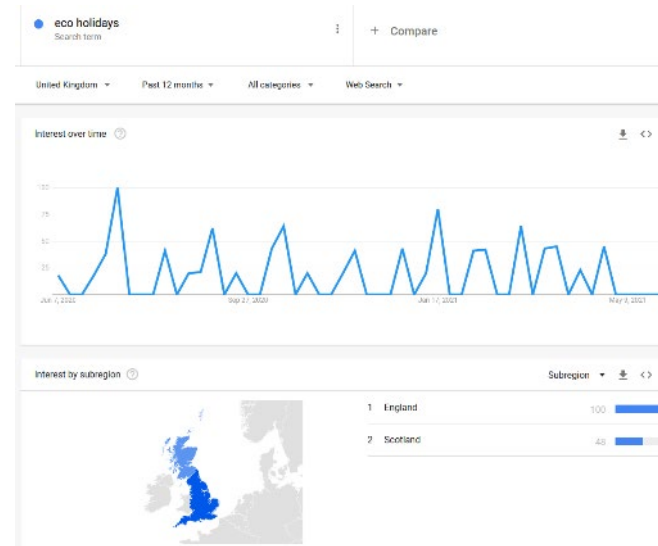
Top Tip 4 –

GREEN KEY WORDS

- **Why are Key Words Important**
 - Increase relevant organic search
 - Search related to your brand
 - Connect with your target audience
- **Research Your Key Words**
 - Use your Green Persona info
 - Search online / competition
 - Check out what is trending
 - Keyword research tools



**Identify
Check
Check Competition
Recheck**



**KEYWORD
RESEARCH TOOL**

Google Trends

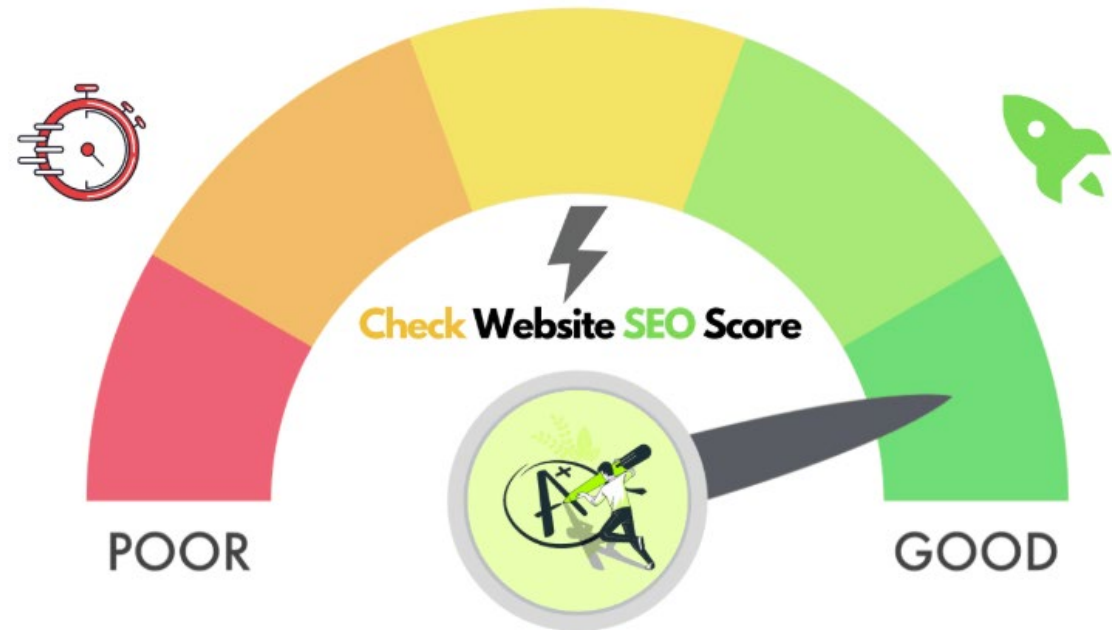
<https://trends.google.com/trends>

Top Tip 5 - REGULARLY REVIEW & UPDATE

- Invest time
- Update content regularly
- Regularly review Key Words
- Check Website performance
- Check SEO and Usability



Laptop
Iphone / Ipad
Android Phone /
Tablet



Top Tip 6 – Use the guide & keep it up!

- Easy Read Resource guide
- Useful tips
- Get Inspired
- Keep it up

[Green Tourism blogs](#)
[Fife Council Resource Page](#)



TELLING YOUR GREEN STORY

Telling your green story can be a powerful, persuasive way to communicate your sustainability credentials

It presents a useful and effective way to showcase your commitment to sustainability

Get inspired – Tourism mem
<https://www.g...>



5 Top Storytelling Tips

1. Be honest
2. Be clear
3. Be specific
4. Sav it with numbers
5. Taking stock

Seven Steps to Storytelling Success

Follow this step-by-step guide to structuring your story.

- 1. Introduce yourself**
Describe your business: what you do, where you are, why do you what you do. Why are you passionate about being more sustainable?
- 2. How and why did you start your journey?**
Did you have a 'eureka!' moment that kicked off your green journey? What were the first steps you took?
- 3. The early days**
Describe your early challenges of 'going green' and how you overcame them.
- 4. The breakthrough**
Was there a moment, a season, or a year, when you first saw the benefits of your hard work? Maybe it was when you got your Green Tourism award?
- 5. Taking stock**
Recount your main sustainability achievements. When you look back, what actions have you taken that you are most proud of? What are the most innovative – and quirky – green measures you have in place?
- 6. The reward**
Share your success. Hopefully, you're seeing the fruits of your labour and reaping the rewards. Celebrate your achievement and the people who helped you achieve it: your partners, your suppliers, the volunteers that helped you out for an afternoon, and your customers who support what you do.
- 7. The future**
Finish by sharing any plans (or wild dreams!) for further improvement. Emphasise that you are committed to being the best you can be.

Next steps

- Publish your story on your website and post about it on social media.
- Submit your Green Story to Green Tourism and we'll publish it on our blog and promote it on social media. <http://bit.ly/4hxQKzE>

Fife Council: <https://industry.welcometofife.com/>
GREEN TOURISM: <https://www.green-tourism.com/>

Funded by UK Government

The project is fully funded by the UK Government through the UK Shared Prosperity Fund.

Green Tourism Certification

- Internationally Recognised
- 28+ years experience of best practice in sustainability
- 18,000+ assessments
- 2,900+ / 56+ Countries
- All types and sectors
- 50% Micro-Small Business
- 50% Medium-Extra Large Businesses



- Independently Certified
- Third Party Assessment
- Continuous Improvement
- Regularly Reassessed



Funded Membership Offer

- Fully funded year-one Green Tourism or Green Meetings memberships available for the first 15 businesses to apply successfully
- Then 50% and 25% discounts in years 2 and 3 respectively
- No Registration Fee
- Deadline for sign up is 31/12/2025
- Significant savings: standard membership is £165 - £705 + VAT depending on business size

<https://www.green-tourism.com/destinations/fife-council/>

The image is a screenshot of a webpage for Fife Council's Green Tourism membership offer. The top section features a dark green background with the text 'Fife Council' in yellow. Below this is a photograph of a coastal town with red-roofed buildings and a boat. The main heading reads 'Funded Green Tourism membership offer for businesses within the Fife Council area'. A call to action asks, 'Are you a hospitality business or in the meetings and events sector in the Fife Council area? This is your chance to gain a globally recognised sustainability certification for Free.' The middle section, titled 'What's the deal?', explains the offer: 'Thanks to funding from Fife Council, we're offering fully funded year-one membership of Green Tourism to the first 15 visitor economy businesses to apply successfully - plus 50% and 25% discounts in the second and third years respectively.' It lists benefits such as achieving certification, terms and conditions, and standard membership costs ranging from £157.50 to £682.50 (plus VAT). A 'Join Green Tourism and earn a world-leading sustainability certification' box lists benefits like evidence of commitment, marketing support, and contributing to the local economy. The Fife Council logo and Green Tourism logo are present. At the bottom, there is a 'Apply now' button and a note to click below to complete the online form.

Fife Council

Funded Green Tourism membership offer for businesses within the Fife Council area

Are you a hospitality business or in the meetings and events sector in the Fife Council area?
This is your chance to gain a globally recognised sustainability certification for Free.

What's the deal?

Thanks to funding from Fife Council, we're offering fully funded year-one membership of Green Tourism to the first 15 visitor economy businesses to apply successfully - plus 50% and 25% discounts in the second and third years respectively.*

Membership allows businesses to achieve certification in Green Tourism or Green Meetings at Bronze, Silver, or Gold level.

- Terms and conditions apply - see below
- Standard membership typically ranges from £157.50 to £682.50 (+ VAT) depending on business size, plus a £75 registration fee (+VAT). This means you'll save anywhere between £232.50 to £757.50 in your first year alone.

Join Green Tourism and earn a world-leading sustainability certification

Benefits to joining Green Tourism

- Evidence your sustainability commitment to customers and buyers
- Identify areas for sustainability improvement, potentially saving you resources and reducing costs
- Get expert sustainability support
- Access marketing resources to help promote your achievements
- And feel good about contributing to a better future for the Fife Tourism Economy.

Fife

Green Tourism

The project is fully funded by the UK Government through the UK Shared Prosperity Fund.

Apply now

Click below to complete the online form, selecting 'submit' to receive your invoice for £0.

Apply online ->

Free GreenCheck Call

- FastTrack Pre-Assessment
- 30 Key Sustainability points
- Potential to achieve Bronze based on information provided
- 12 months to complete full assessment



Fast Track GreenCheck™

Are you ready for a Green Tourism Award?


Having a Green Tourism Certification means you can evidence your businesses sustainability credentials, so you can be confident in talking about sustainability to promote your business and show that you are working to care for People, Places and our Planet.

And by completing Fast Track to Green Tourism you could be on track to achieve at least a Bronze Award.

Simply answer all the criteria measures that apply to the things you do in your business and use the additional information boxes to provide more evidence of your actions and activities. The more detail you give us the better.

Let's get going today!

[Get started](#)



Green Tourism BRONZE Green Tourism SILVER Green Tourism GOLD

[← Take me back to Green Tourism](#)

01 Green / Sustainability Policy

Tell us about your Green / Sustainability Policy, where is it on display?
(tick all that apply)

- Our policy is on our website
- Our policy is on display in our business for customers to see

03 Awareness / Training

Tell us what you have done to increase green awareness in your business.
(tick all that apply)

- All our team are aware of green issues / have had green awareness training
- We ensure we keep the team up to date with green issues and have regular communication / meetings to review our progress

Please provide details in the text box and if applicable include any relevant weblinks.

additional information

[Back](#)

[Next - Maintenance Regime](#)

Upcoming Sessions

Wednesday 10th December - 2:00 pm

Webinar 3 - Implement Practical Changes

Thursday 29th January – 11:00am

Webinar 5 – Biodiversity



Thank you for your time

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Green
Tourism

Green
Meetings