

# **GREEN GLOBE**

**ANNUAL REVIEW 1996/97**





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## The GREEN GLOBE Board

Robert H. Burns	RHB Holdings Ltd (Chairman)
Jorie Butler Kent	Friends of Conservation
Robert Collier	Inter-Continental Hotels and Resorts
Robert DeMone	Canadian Pacific Hotels
Geoffrey H. Lipman	WTTC
Sir Colin Marshall	British Airways plc
Dick Sisman	Green Flag International
Maurice Strong	Earth Council
James D Robinson III	J D Robinson Inc.
Stephen Wheatcroft	Aviation & Tourism International
Shuichiro Yamanouchi	East Japan Railway Company

The following people have been invited to join the GREEN GLOBE Board for 1997/98:

Christel De Haan	C D Enterprises
Robin Ingle	Ingle Benefits Inc.
Gilberto Jordan	Lusotur SA
Sir Frank Moore	Taylor Byrne Associates

*"In particular, I believe that measures against global environmental pollution through GREEN GLOBE are reputed highly among WTTC's activities."*

*Shuichiro Yamanouchi  
Chairman, East Japan Railway Company*

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# About GREEN GLOBE

GREEN GLOBE was developed by the World Travel & Tourism Council (WTTC), a global coalition of industry Chief Executive Officers, as a direct response to the agenda established at the Rio Earth Summit.

GREEN GLOBE is a world-wide environmental management and awareness programme for the Travel & Tourism industry. *Its prime objective is to provide a low-cost, practical means for all Travel & Tourism companies to undertake improvements in environmental practice.*

The main difference between GREEN GLOBE and other environmental programmes is that GREEN GLOBE provides a systematic and practical system of support for its members, including advice in tailoring company practices to changing environmental needs, tools to help evaluate and improve performance, information on environmental good practice and cost-saving techniques, and recognition of environmental commitment via the GREEN GLOBE brand.

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## Chief Executive's Message



I am pleased to report that 1996 has seen a solid consolidation of GREEN GLOBE with the additional support that Dick Sisman has brought to the programme.

Apart from a 40% growth in the membership and expansion in the number of countries covered, the principle development has been the implementation of GREEN GLOBE Destinations. *President Ramos of the Philippines has agreed to develop the country as a GREEN GLOBE Destination and in the Caribbean a co-operative agreement with the Caribbean Hotel Association (CHA) has led to the implementation of the Caribbean Association for Sustainable Tourism (CAST), a regional environmental initiative in which GREEN GLOBE will play an important part. Pilot schemes have also been established in Jersey and Portugal.*

Of even greater strategic importance is the integration of GREEN GLOBE into Agenda 21 for the Travel & Tourism Industry which WTTC is spearheading with the Earth Council and the World Tourism Organization. Here GREEN GLOBE will serve as a practical vehicle for corporate commitment and progressive improvement with local implementation and global branding.

WTTC has underlined its commitment to GREEN GLOBE by integrating it as a key plank of its Millennium Vision which aims to create more than 100 million new jobs over the next decade through the sustainable growth of Travel & Tourism.

Geoffrey H. Lipman  
President of the World Travel & Tourism Council  
Chief Executive, GREEN GLOBE

## Managing Director's Overview



Any form of forecasting is never easy, projections are the prey of the unexpected and even the best available information can be invalidated by political unrest, economic ills or changing social attitudes.

The development of GREEN GLOBE illustrates the point well. Just where will it fit into the industry in the year 2002? I happen to believe that GREEN GLOBE will be doing very well in that year and many of the reasons for its success will be found in this review.

But my optimism extends far beyond the content of this review. I am now convinced that there is both a need and a demand for an environmental programme that covers the whole of Travel & Tourism. The environment is a complex business issue and the interests of all sectors are interrelated both in product development and in destination management. Sectoral programmes are important but will never generate the multi-action programmes involving tour operators, airlines, hotels, ground services and the myriad of other businesses with interacting interests.

My own postbag shows that businesses, government agencies, local communities and the travelling public all expect the industry to take a collective responsibility. For example, the millions of people who book a package holiday do not see a distinction between the travel agent and tour operator, the airline that flies them, the hotel where they stay and the ground handling agent. Any holiday showing any form of green branding or logo must co-ordinate the environmental impact of the total package. Similarly any destination aspiring to green credentials must be active in all of the very many areas of environmental action which lead to sustainable development.

I am now personally convinced by the sound arguments of the need for a single cross-sectoral global environmental branding for the Travel & Tourism industry. I believe that in the spirit of the Rio Earth Summit GREEN GLOBE can provide the industry's global vision to stimulate and work alongside local action.

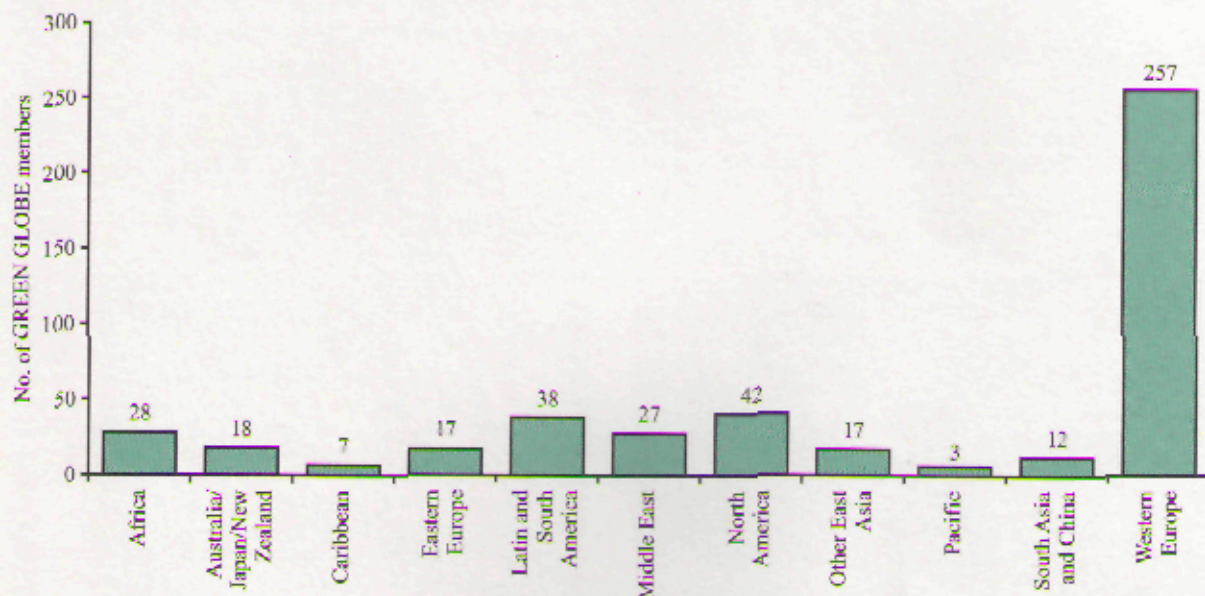
Dick Sisman  
Managing Director, GREEN GLOBE



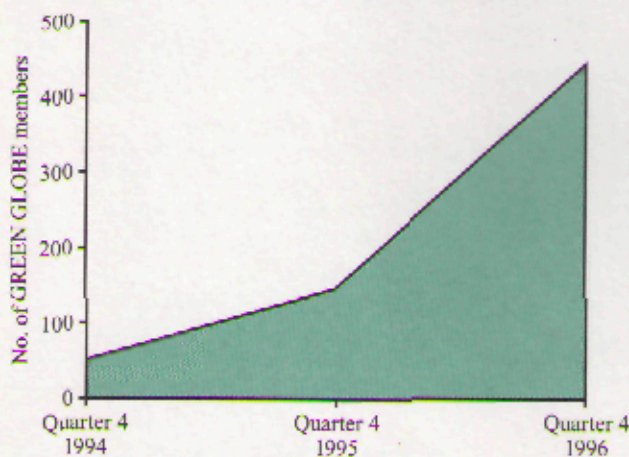
# GREEN GLOBE Membership

Since the last GREEN GLOBE Annual Review in March 1996, membership of the programme has increased from 350 members in 74 countries to 466 members in 89 countries (March 1997). Membership of GREEN GLOBE involves serious commitment and is not an easy option for those wanting to acquire a 'green label'. GREEN GLOBE should be regarded as a 'keep-fit' programme which assists member companies progress towards their environmental targets, regardless of the level of their activities to date.

## GREEN GLOBE Membership by Region



## Growth in GREEN GLOBE Membership 1994 - 1996



## Membership Subscription Rates

CORPORATE MEMBER	1996 US\$	1997 US\$	1998 US\$
Companies with less than US\$ 1 million turnover*	200	200	200
Companies with US\$ 1-5 million turnover*	500	350	350
Companies with US\$ 5-30 million turnover*	2500	2000	2000
Companies with over US\$ 30 million turnover*	7500	5000	5000
Affiliates per operating unit*	200	200	200

\* UK members add VAT @ 7%

*"We feel being part of GREEN GLOBE is imperative to our future growth as we are striving to become a pollution free company."*

*Derek Morris  
President, Bermuda Island Cruises Limited*



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## GREEN GLOBE and Agenda 21

Advice provided by GREEN GLOBE underpins Agenda 21, the programme of action adopted by 182 governments at the Rio Earth Summit in 1992. On 7 February 1997 GREEN GLOBE took part in the 'Agenda 21: Milestones Towards the Millennium Think-Tank' staged by WTTC, the World Tourism Organization and the Earth Council. The aim was to review the environmental progress and priorities of the Travel & Tourism industry five years after the Rio Earth Summit.

Research by GREEN GLOBE suggests that the industry sees energy efficiency, conservation and management as its first priority, whilst governments and national organisations consider partnerships for sustainable development to be the key issue.

The 60 representatives of international agencies, businesses and environmental organisations at the Think-Tank agreed unanimously to renew efforts to adopt the recommendations within the published document 'Agenda 21 for the Travel & Tourism Industry - Towards Sustainable Development'.



From left to right: Jean Holder, Secretary-General of the Caribbean Tourism Organization; Dick Sisman, Managing Director of GREEN GLOBE; Francesco Frangialli, Secretary-General of the World Tourism Organization; Geoffrey Lipman, President of WTTC and Nicholas Sonntag, Earth Council Advisory Board and Stockholm Environment Institute.

## GREEN GLOBE Membership Benefits: Advisory and Information Services

Since 1994, GREEN GLOBE has published a large number of guides and factsheets, providing members with information on a wide range of topics, from drafting an environmental policy statement to sector specific guidance on water, energy and waste management.

GREEN GLOBE is now in the process of updating this material for 1997, introducing a bright new corporate image and a fresh supply of case study material. New factsheets will be produced in response to member demand and as new issues arise.

All guidance material will now be available in a user-friendly A4 ringbinder format, which will accommodate regular updates and will cut down on paper use. The binder is made of recyclable polypropylene, and can be returned to the manufacturer via GREEN GLOBE for recycling.

The GREEN GLOBE Newsletter has also taken on the new corporate image and has resumed its quarterly status. Each issue will carry a theme, either a region of the world or a specific environmental issue. Members are encouraged to provide articles or examples of good practice for inclusion.

*"The new quarterly bulletin is an excellent idea. I look forward to receiving same regularly."*

Kevin Gonzalez  
Director, Belize Tourist Board

## Training

1996 saw the first GREEN GLOBE international training conference held in Jersey. Entitled 'Waiting to Happen: Risk Assessment & Crisis Management in the Travel & Tourism Industry', this two day event placed delegates, representing 8 different countries, in the centre of an imaginary environmental crisis on a fictional holiday island. Delegates had to evolve a strategy of action whilst under pressure from tenacious news reporters, environmental organisations and lawyers, finally presenting their solutions to the media of the imaginary destination, Atlantis. Guidance and a touch of mischievous hindrance was provided by: international environmental lawyers, Malcolm Forster and Peter Kavanagh, from Freshfields; public relations specialist, Jim Dunn, Chairman of TPS Group Ltd (part of Shandwick plc); Peter Cole, Managing Director of Tourism South & West Wales, who was responsible for the reinsurance campaign post Sea Empress disaster; Dick Sisman, Managing Director of GREEN GLOBE and GREEN GLOBE Board Member, Stephen Wheatcroft.

*"Challenging and extremely well prepared. It is useful to have a common basis of thinking and behaving for environmental disasters all over the world"*

Prof. Claudia Siniscalchi,  
Owner, Grand Hotel San Michele, Italy.

*"Very well organised with an excellent chance to participate in a realistic case study. Much was learned. Thank you."*

John Gilbert,  
Director & General Manager, Eurolines, UK.

*"Very impressed by the process, very good opportunities to discuss and exchange know-how. High profile conference and good training."*

Loïc Gogue, Development Manager,  
Centre D'étude & De Développement Franco-Malgache, France.

*"Very well structured first day introduction and well presented. Very enjoyable and informative. Excellent hospitality and also opportunity to meet experts."*

Ian Cox,  
London Manager, Falkland Islands Tourist Board.



## Branding

In recent years, brand images have become ever more important in marketing and product development and the world's public have come to expect differing levels of quality from different brands. GREEN GLOBE members have to be confident in the GREEN GLOBE brand before they will use it.

The fact that the GREEN GLOBE brand is increasingly used by members is a vote of confidence in the GREEN GLOBE programme and its ability to deliver consistently high environmental commitment and action within the travel and tourism industry.



## Marketing

GREEN GLOBE continues its marketing programme which includes participation at international travel trade exhibitions, conferences and seminars. These events provide an opportunity to raise awareness about GREEN GLOBE and increase membership, and also a chance for existing members to network with each other and discuss their company's activities with GREEN GLOBE staff.

1996 was a busy year during which GREEN GLOBE worked with members Messe Berlin, EIBTM and World Travel Market and attended the exhibitions which they organise: ITB Berlin in Germany, the European Incentive and Business Travel and Meetings exhibition in Geneva, Switzerland and World Travel Market in London.

## EIBTM

In May, GREEN GLOBE jointly manned an Environmental Resource Centre and contributed to a Green Forum consisting of 'round-table' discussions and the EIBTM Green Awards. This proved a great success and a green poll organised by EIBTM showed that 54% of meetings and incentive travel organisers now take green considerations into account when choosing a destination.

## World Travel Market

In November 1996, GREEN GLOBE worked in partnership with WTTC and World Travel Market for the second year running to host the World Travel Market Environmental Awareness Day. The Day consisted of an educational programme of five seminars, an opening event with speakers from World Travel Market, WTTC and the European Commission plus the presen-

tation of the World Travel Market/GREEN GLOBE Environmental Stand Award. GREEN GLOBE helped businesses and organisations recognise the importance of good environmental management and how this transfers to the bottom line.



The World Travel Market/GREEN GLOBE Environmental Stand Award 1996 was won by Cottar's Safari Service, Kenya. From left to right: Fiona Jeffery, Exhibition Director, World Travel Market; Calvin Cottar, Cottar's Safari, Kenya and Geoffrey Lipman, President, WTTC.

In addition, GREEN GLOBE met visitors and exhibitors on its stand throughout the show and held a Members' reception, sponsored by Steigenberger Reservation Service. As a direct result of Environmental Awareness Day 1996, a further 21 companies from 14 different countries joined GREEN GLOBE.

*"A coordinated approach to protect the environment is absolutely essential for long term industry growth. We took a small but important step in communicating this to everyone who participated at World Travel Market last year, but it will take time before the industry understands fully the necessity for and the advantages of good environmental management. Exhibitors and visitors need to recognise that growing numbers of travellers are more environmentally conscious and companies with sound environmental strategies see the benefits in bottom-line performance. We are delighted that this joint initiative is continuing."*

Fiona Jeffery, Exhibition Director, World Travel Market

*"Joining GREEN GLOBE allowed us to tap into practical informed help: initially seminars for our industry, an audit of our holiday offering, changes to our brochures, guide books and publications. Now we highlight distinctive aspects of our flora, fauna, natural and built environment and make more use of our culture and history. We are more aware of the natural calendar of events - such as when to see the fields of daffodils or wild orchids, the best time for migratory and resident birds and so on."*

Sheila Henwood, Chief Executive, Jersey Tourism

## ITB Berlin

ITB Berlin was once again the stage used to announce the winners of the GREEN GLOBE Achievement Awards for 1997. Geoffrey Lipman, President of WTTC and Chief Executive of GREEN GLOBE announced 25 companies which were recognised for their environmental activities: 15 receiving Commendation Awards for significant achievement; 6 receiving Distinction Awards for demonstrating outstanding progress and 4 receiving a Recognition Award, a brand new category for 1997. (See pages 9 to 11 for full details.)



## GREEN GLOBE Industry Partners

GREEN GLOBE is supported by 26 key industry associations which between them represent Travel & Tourism sectors and regions throughout the world. GREEN GLOBE industry associates work with GREEN GLOBE to promote membership of the programme amongst their own members.

These industry associates are listed below:

ACI	Airports Council International
AITO	Association of Independent Tour Operators
ATA	Africa Travel Association
ATS	Adventure Travel Society
BITOA	British Incoming Tour Operators Association
EFCT	European Federation of Conference Towns
ETOA	European Tour Operators Association
HCIMA	Hotel & Catering International Management Association
IACVB	International Association of Convention & Visitor Bureaus
IATA	International Air Transport Association
IFTWO	International Federation of Women's Travel Organizations
IH&RA	International Hotel & Restaurant Association
IHEI	International Hotels Environment Initiative
IIPT	International Institute for Peace through Tourism
MATUR	Hungarian Society of Tourism
NZTLA	New Zealand Tourism Industry Association
PATA	Pacific Asia Travel Association
RSA	Receptive Services Association
SATH	Society for the Advancement of Travel for the Handicapped
SITE	Society of Incentive Travel Executives
SPARC	South Pembrokeshire Partnership for Action with Rural Communities
TCA	Tourism Council Australia
TIA	Travel Industry Association of America
TIANS	Tourism Industry Association of Nova Scotia
	The Tourism Society
WATA	World Association of Travel Agencies

*"SPARC feels that GREEN GLOBE is important for the Travel & Tourism industry as it raises awareness of the link between environmental issues and "green" tourism. Environmental issues are increasingly becoming a key element of organisation's competitive strategies. It has become imperative for all businesses to incorporate environmental concerns into day to day management and operational systems. Widespread recognition has been given to outcomes resulting from improved environmental performance."*

*Debbie Griffith Jones, Tourism Officer,  
SPARC (South Pembrokeshire Partnership for Action  
with Rural Communities Limited)*

*"BITOA - The British Incoming Tour Operators Association actively supports the principles and objectives of GREEN GLOBE, and endorses the efforts made by the organisation in promoting environmental 'best practice'. There is little doubt that as the tourism industry expands during the next decade all of us must make every effort to ensure that we continue to protect our environment. GREEN GLOBE is the perfect body to ensure that we do."*

*Richard Tobias, Chief Executive, BITOA*

*"Some say: holidays are made of dreams. So travel-agents are the real 'dream-merchants'. My dream-holidays consist of nature: beaches, mountains, fresh-cut grass, birds in trees and fish in clear waters, animals in Africa, the glaciers around the Matterhorn, the Redwoods and the Black forest, Galapagos, the tundra and the turtles of Tobago. GREEN GLOBE helps to preserve all of this."*

*Marco Agustoni, Secretary General,  
WATA (World Association of Travel Agencies)*

## GREEN GLOBE & the Consumer

As the use of the GREEN GLOBE logo becomes more widespread in tour operator's brochures, hotels and other outlets, interest in our work from the travelling public is steadily increasing. We distribute about 50,000 Tips for Travellers leaflets per annum each carrying the GREEN GLOBE and member branding.

In 1997 we expect brand recognition to increase substantially and we will be looking at new ways to both advise the public about environmental issues at tourism destinations and to reinforce links between environmentally aware travellers and GREEN GLOBE members.

*"Industry-wide environmental efforts like GREEN GLOBE bring tremendous resources to bear in the struggle to preserve our world's precious resources. People often form habits based on what they observe and experience, so we have a wonderful opportunity in this industry to change our guests' minds about helping the environment. GREEN GLOBE keeps these efforts on the agenda and helps hotel operators big and small understand and recognise their own opportunities to get involved."*

*Craig Hunt, President,  
Americas Franchising, Holiday Inn Worldwide.*

**Countryside CHOICE** is a database of rural tourism providers, established by Green Flag International (GFI) and GREEN GLOBE with the help of the Rural Development Commission (RDC). It helps to market small scale locally-owned rural tourism businesses which contribute to the local economy.

More than 2,000 small rural businesses are promoted by Countryside Choice through the media and at exhibitions and events in the UK and in Western Europe, such as Vakantiebeurs in The Netherlands. In addition, selected businesses from the Countryside Choice database are being included in GREEN GLOBE member Sunvil Holidays' 1997 UK programme and other businesses may be included in several Dutch tour operators programmes.



Countryside Choice at Vakantiebeurs '97



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# GREEN GLOBE DESTINATIONS

Since the announcement of the intention to create GREEN GLOBE Destinations just over a year ago, GREEN GLOBE has received a number of requests from many countries around the world to enter into a dialogue and to work in partnership to formulate programmes of sustainable development at tourism destinations.

In addition to programmes already underway in Jersey and Portugal, in-principle agreements have also been reached in the UK, Caribbean, Philippines, Hungary and Romania.



GREEN GLOBE Destination supporters in Hungary

The key features of GREEN GLOBE Destinations will remain the same. Environmental programmes need to be fully integrated through the establishment of priorities, targets and action. They are achievable and realistic, taking account of individual circumstances and resources. They are heavily supported by GREEN GLOBE both in development and delivery and recognised through our unique global branding.

## Jersey Update

GREEN GLOBE Destination work commenced in Jersey in April 1996. The process will lead to the first GREEN GLOBE Destination being awarded during 1998. This will be subject to the successful completion of a two year programme which is already underway. The programme has evolved from a scoping report, produced by GREEN GLOBE, which identifies a range of target areas for activity. Jersey Tourism are currently implementing a range of environmental programmes which fulfil the required outputs.

The environmental issues which are linked to tourism in Jersey cover many aspects of life: coastal and countryside planning; training and education; and landscape and nature conservation. These interests for the tourist need to be managed in the widest context and Jersey has already undertaken a strategy policy review, introducing measures to protect the undeveloped coastline and agreed a comprehensive biodiversity programme.

## Portugal Update

Vilamoura is a resort which began life on the Algarve coastline in the 1960s. It was developed by Lusotur under one strategic site masterplan. Today Vilamoura has developed into a success-

ful resort covering 300 hectares. The first phase of the development is complete and a further 600 hectares of the site is currently being designed and planned as Vilamoura XXI.

Lusotur is working with GREEN GLOBE to develop a GREEN GLOBE Destination at Vilamoura by 1999. This will build environmental practices and policies into both the existing and proposed development. The destination work at Vilamoura is a challenging, exciting and innovative programme, one which will form a template for future resort developments.

Elements of the programme include: the large scale creation of wildlife habitats; the building of environmental criteria into the development and planning processes; recycling of water and green waste; transport planning; landscape and golf course management.

In addition to its other work, GREEN GLOBE is currently working with Lusotur and its advisors to develop an environmental impact assessment. This will identify ways in which the key environmental features of the Vilamoura XXI site can be built into the development and will ensure that the whole programme incorporates all of the components of sustainable development.



Vilamoura

## Caribbean Update

GREEN GLOBE has agreed a programme of activity with the Caribbean Hotel Association (CHA) and others to establish a methodology of measuring the environmental performance of hotels within the Caribbean region. This methodology is centred upon practical achievements across a range of industry priorities identified in the Rio Earth Summit's Agenda 21. The programme is managed by Kelly Robinson, whose post will be part funded by CHA and GREEN GLOBE.

## The Republic of Philippines

In December 1996 at a formal ceremony in the presence of Fidel V Ramos, President of the Republic of the Philippines, Geoffrey Lipman, Chief Executive of GREEN GLOBE and the Philippines Tourism Minister, Mina Gabor, signed a comprehensive agreement to promote the expansion of Travel & Tourism and to attack barriers to the growth of the industry. Within the framework of the agreement, the Government and WTTC agreed to develop the Philippines as a GREEN GLOBE Destination.



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## GREEN GLOBE Projects

GREEN GLOBE is often invited by its members and industry partners to develop good practice projects, the following are examples of practical work in which GREEN GLOBE is involved:

### The Greek Islands

GREEN GLOBE has been assisting two Greek islands, Crete and Corfu to build up awareness about the environment within both the tourism industry and local community. The programmes are helping to improve long term planning and management, information and activities for visitors and stewardship of the local environment.

Both programmes actively encourage partnership between the local community and the incoming and local tourism industry. In Crete this is centred around the small village of Kalyves near Hania, looking in detail at a limited geographical area and its tourism resource. In Corfu, the project uses the vivid picture of the natural and cultural resources described through the writings of Gerald and Lawrence Durrell during the 1930s. The picture painted fifty years ago still remains at the core of today's tourism industry and rediscovering those elements can help build a more sustainable future industry.

Both projects received funding from The British Council, and four tour operators; Travel Club of Upminster; Sunvil Holidays; Club Tours; Wildlife Holidays.



Xanthi, Greece: building environmental awareness in local communities

## GREEN GLOBE on the Superhighway

**ECONETT**

Project supported by DG XXIII of the European Commission.

GREEN GLOBE has been actively involved in the development and establishment of ECoNETT – a new communications network based around the Internet and other distribution mechanisms which provide access to information about Travel & Tourism and the environment.

The system is being developed by WTTC with funding from DGXXIII of the European Commission and the support of IBM. The system was officially launched during World Travel Market in November 1996 and now has over 250 documents providing examples of good practice, experts/organisations and summaries of books and reports.

In addition, full details of the GREEN GLOBE programme are listed - membership lists, projects, publications etc. and members are invited to submit details of their environmental efforts and initiatives for inclusion in the system.

Currently, introductory information on ECoNETT is available in French, German and Spanish with the majority of the documents in English.

Future developments of ECoNETT will include interactive discussion groups and a glossary of techniques and technologies as well as information for members of the public on action they can take.

ECoNETT can be accessed on-line at <http://www.wttc.org>.



Promoting local tourism in the Greek Islands



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# GREEN GLOBE AWARDS 1997

The 1997 awards are split into three categories: Commendation, Distinction and Recognition. The Awards have been judged on the following criteria – Commendation winners have demonstrated significant achievement in improving their environmental performance; and Distinction winners have made outstanding progress across a full range of environmental policy areas. The Recognition winners have been nominated by GREEN GLOBE Industry Associates. Each associate was allowed to nominate one member, who in its view, has made most significant environmental progress in 1996.

## Awards Criteria

1. Development and management of information systems
2. Environmental Communications to staff & clients
3. Environmental Education and training
4. Meeting Company targets
5. General environmental improvements.

## The 1997 Awards went to the following companies:

### GREEN GLOBE Distinction Awards 1997

British Airport Authorities, UK  
British Airways, UK  
Copley Square Hotel, USA  
Hotel Jardim Atlântico, Portugal  
Inter-Continental Hotels and Resorts, UK  
Whale Watch Kaikoura, New Zealand

### GREEN GLOBE Commendation Awards 1997

Aeolos Cyprus Travel Bureau, Cyprus  
Carmel Regional Tourist Association, Israel  
Casuarina Beach Club, Barbados  
Columbia Beachotel, Cyprus  
Explore Worldwide, UK  
Gålå Høgfjellshotell og Hytter, Norway  
Holiday Inn Mayfair, UK  
Holiday Inn Crowne Plaza – London, UK  
Holiday Inn Crowne Plaza – Midland, UK  
Jeddah Conference Palace, Saudi Arabia  
Jordan Tourism Investments, Jordan  
Kandalama Hotel, Sri Lanka  
Lusotur, Portugal  
Petasos Hotels, Greece  
Serena Lodges and Hotels, Kenya

### GREEN GLOBE Recognition Awards 1997

Atlantic Tourism Consulting, Canada, nominated by TIANS  
Hotel Nikko Hongkong, Hong Kong, nominated by IH&RA  
Tampere Convention Bureau, Finland, nominated by EFCT  
The Taj Group of Hotels, India, nominated by IHEI

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## GREEN GLOBE DISTINCTION AWARDS 1997

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### BAA plc, UK

BAA plc owns and operates seven airports in the UK, handling a total of more than 94 million passengers a year and 1.4 million tonnes of cargo. BAA is committed to developing high environmental standards. Day to day objectives are built into business operations and a series of guiding principles are followed to promote environmental awareness both within and outside of the company.

Each airport reports on their individual performance and separate reports are produced covering the following areas: environmental management; local community involvement; surface transport; aircraft noise; ground noise; air quality; water quality; waste management; energy and utilities management and procurement and materials.

An Environmental Management System (EMS) is being developed by an in-house team of managers from across BAA. BAA's subsidiary companies mirror the corporate structure, with Managing Directors taking overall responsibility for environmental performance. The environment is a standing item on Board Agendas with day-to-day accountability resting with the line management responsible for each issue.

### British Airways, UK

British Airways, together with its franchisees and Alliance carriers offers a route network covering 477 destinations in 97 countries. The airline carried 36,061,000 passengers in 1995-6 and has 55,000 employees.

British Airways environmental achievements are reported by an Annual Environmental Report which reports publicly on the Company's environmental performance, "to be a good neighbour concerned for the community and the environment". The main environmental issues for the airline include: noise; emissions; waste; congestion; tourism and environmental management.



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## Copley Square Hotel, USA

Copley Square Hotel, a Boston based hotel with restaurant, employing 85 staff, has established a comprehensive environmental programme at the hotel. A wide range of actions to reduce environmental impacts, generate financial savings, educate employees and inform the public of its environmental commitment and achievements have been undertaken. Examples of the progress achieved include: development of the "Legacy Team," a staff environmental committee and participation in a water conservation project on Earth Day. The environmental education efforts at the Copley Square Hotel were merged with those of the counterpart Saunders Hotels to form the SHINE campaign (Saunders Hotels Initiative to Nurture the Environment).

## Hotel Jardim Atlântico, Portugal

The Hotel Jardim Atlântico is situated in Prazeres, a delightful unspoilt village on the south west coast of Madeira. The Hotel offers studios, apartments and bungalows plus a wide range of amenities in the health, fitness and beauty centre. The hotel has a comprehensive environmental management programme and is actively pursuing the following improvements: Waste Minimisation; Energy conservation and management; Water management; Transport; Guest, employee and local community involvement.

Some specific examples of achievement include: composting of all waste organic products for use as a fertiliser in the garden; re-use of old towels/sheets for use as cleaning cloths; installation of heat recovery equipment; installation of water saving shower heads and taps; use of waste water for irrigation of the garden and use of a shuttle bus for guests.

In addition, the company has set targets in the following areas for 1997: noise management (relocation of existing car park and restriction of car parking on the street) and heritage and community projects.

## Inter-Continental Hotels and Resorts, UK

Inter-Continental Hotels and Resorts is a world leading hotel corporation with more than 200 hotels in almost 70 countries and more than 40,000 employees.

Inter-Continental produced the first Environmental Reference Manual for the hotel sector. The manual examines each environmental issue on which the business has an impact (for example waste management, energy use, air emissions) and provides an overview of the importance of the issues, establishes long-term objectives, makes specific recommendations about how the impact can be minimised, and provides checklists on which hotel staff record progress and report back to head office.

The Inter-Continental annual Environmental Review sets specific targets each year and methods for achieving those targets with direct lines of responsibility. The seven Environmental Goals for 1995 included: Energy Management; Refrigerant Management; Waste Management; Environmental Audit; Purchasing Guides; Award Scheme and 100% Involvement.

## Whale Watch Kaikoura, New Zealand

Whale Watch Kaikoura operates on the east coast of the South Island of New Zealand in the small fishing village of Kaikoura. The company is owned by the Maori people of the area and operates a fleet of four whale watching whaling vessels.

Whale Watch raises public consciousness and awareness of the importance of sustainable tourism. Whale Watch's dividends are dedicated to the provision of education and training for adults and young people. The Ngai Tahu's traditional meeting place at Kaikoura has been transformed into an education centre with programmes including language, horticulture, marine tourism, forestry, health, youth workers and fisheries conservation. Whale Watch has produced a school education kit called "Whales in Action", distributed to 2,500 schools in New Zealand.



Whale watching in New Zealand

## GREEN GLOBE RECOGNITION AWARDS 1997

### Atlantic Tourism Consulting, Canada

Atlantic Tourism Consulting (ATC) is a member of the Tourism Industry Association of Nova Scotia (TIANS). TIANS make their recommendation on the basis of the following achievements:

ATC has developed and implemented environmental management systems within the company and within those Tourism companies that they represent. They specialise in environmental training seminars, with a focus on education and awareness. The company regularly attends Trade Shows and Events to communicate and network the environmental message. The



company is constantly setting targets for environmental improvements and striving to meet those goals. Through its clients, ATC promotes environmental management, protection and conservation at tourism destinations and resorts. General environmental improvements include:

- active involvement with community and environmental groups
- promotion of personal and business environmental improvements
- promotion and use of environmentally friendly products and practices

TIANS also commends the company President, Alan Jean-Joyce, for his dedication to the environmental programme and for his concern for the environment.

## Hotel Nikko Hongkong, Hong Kong

Hotel Nikko Hongkong has been put forward for a Recognition Award by the International Hotel & Restaurant Association (IH&RA). In its nomination, IH&RA draws attention to the following points, which it believes "bear testimony to the outstanding efforts made by the hotel management to sustain and improve its environmental performance in 1995-96":

In November 1995, the hotel's General Manager, Mr Jean-Marie Leclercq, was selected by the IH&RA as Corporate "Green Hotelier of the Year", in recognition of his outstanding efforts to improve the environmental performance at Hotel Nikko Hongkong. The prize money from the award was used to fund an annual HK\$5,000 prize for the outstanding environmental project among final year students at the Department of Building Services at Hong Kong Polytechnic University. As a follow up, Hotel Nikko Hongkong and the Hong Kong Polytechnic University published "A Guide to Energy and Water Conservation in Hotels". "An Environmental Management Code of Conduct" is the most recent initiative of the hotel for informing guests of its environmental commitment. The hotel is a member of the Asia Pacific Hotel Environment Initiative. The hotel has also been the recipient of the "Most Practical" category of the Shell Better Environment Award Scheme for its energy and water saving project. The hotel received the Green Hotelier "Earth Award" in 1996 from Friends of the Earth.

## The Taj Group of Hotels, India

The Taj Group of Hotels has been put forward for a Recognition award by the International Hotels Environment Initiative (IHEI), of which it is a member.

The Group has recently implemented a comprehensive environmental programme within its chain of hotels and has appointed three dedicated members of staff to focus on environmental issues and to raise awareness. As part of its activities, the Environmental Initiative Group produces "EcoTaj", an impressive environmental magazine for staff. This includes information on various environmental issues, progress reports from individual hotels, ideas from staff and environmental quizzes. The group also runs an award scheme for staff to stimulate ideas and encourage participation in the environmental programme. Ideas generated by the 1996 awards scheme include a

plan to reduce food waste in the staff canteen, the use of reusable containers for evening snacks instead of plastic bags, and the use of a video to train staff.

## Tampere Hall, Finland

Tampere Hall, the leading congress and concert centre in Finland, was recommended by the European Federation of Conference Towns (EFCT) who believe that Tampere Hall has made a remarkable and effective approach to environmental protection, and perhaps is well ahead of any convention city elsewhere in Europe in this regard.

Tampere Hall's environmental protection programme was initiated in 1993 by Ms Anja Van Aerschot, Head of Tampere Hall Congress Department. Following the establishment of an environmental task force, work was concentrated on energy savings, waste minimisation and environmentally responsible purchasing.

The work has brought considerable savings. The air-conditioning and lighting have been rationalised to reduce electricity consumption. This is achieved by the regular servicing of the air-conditioning system, the installation of a carbon dioxide gauge to allow adjustments to be made according to load levels, and the use of timing. Tampere Hall also has a heat recovery system to reclaim air from office facilities and rehearsal rooms.

Information on Tampere Hall's environmental activity is made publicly available in its leaflet "Tampere Hall - Sustainable Developments". Tampere Hall received the award of "The Most Environmentally Conscious Congress Centre" at EIBTM '94 in Geneva, and the Häme Environmental Centre's environment award in 1995.





# GREEN GLOBE MEMBERS 1996/97

## Argentina

Claridge Hotel  
Hotel Crillon  
Hotel Inter-Continental Buenos Aires

## Australia

Australian Automobile Association  
Australian New Frontiers Pty Ltd  
Cairns Convention Centre  
Conference Associates plc  
Crystal Creek Rainforest Retreat  
Department of Tourism, Sport & Recreation  
Hotel Inter-Continental Sydney  
Hotel Kurrajong  
International College of Hotel Management  
Intrepid Travel  
Jenolan Caves Reserve Trust  
The Pan Pacific Hotel Gold Coast

## Austria

Hotel City Central  
Hotel Elisabethpark  
Hotel Europa Tyrol  
Hotel Inter-Continental Vienna  
Hotel Osterreichischer Hof  
Steigenberger Alpenkoenig  
Steigenberger Golf & Thermal Hotel

## Bahamas

Bahamas Ministry of Tourism

## Bahrain

Gulf Hotel  
The Regency Inter-Continental Bahrain

## Barbados

Casuarina Beach Club

## Belgium

Europa Inter-Continental Brussels

## Belize

Belize Eco-Tourism Association  
Belize Tourist Board  
Ministry of Tourism and the Environment  
Programme for Belize

## Bermuda

Bermuda Island Cruises

## Brazil

Costao do Santinho Resort  
Hotel Inter-Continental Rio  
Hotel Inter-Continental Sao Paulo  
Hotel Transamerica Sao Paulo

## Bulgaria

Albena Tourist Co  
Hotel Inter-Continental Sofia

## Cambodia

Hotel Inter-Continental Phnom Penh

## Canada

Air Nova  
Atlantic Tourism Consulting  
Auberge Giscle's Country Inn  
Canadian Pacific Hotels  
Canadvac Travel Services  
CorporaTel  
Eco-Caribe Marketing and Consulting  
Enterprise Cape Breton Corporation  
Hotel Inter-Continental Montreal  
Hotel Inter-Continental Toronto  
Inn on the Lake  
Inverary Inn Resort  
Markland Coastal Resort  
Pan Pacific Hotel Vancouver  
Tourism Nova Scotia  
Tourism Vancouver  
White Point Beach Resort

## Channel Islands

Channel Islands Tourist Services Ltd  
Jersey Electricity Co. Ltd  
Jersey Museums Service  
Jersey Tourism  
Les Mielles Golf & Country Club

## Colombia

Gema Tours  
Hotel Inter-Continental Cali  
Hotel Inter-Continental Cartagena  
Hotel Inter-Continental Medellin  
Hotel La Fontana  
Hotel Tequendama  
Las Lomas Forum Hotel

## Costa Rica

Hotel Fiesta de Playa S.A.

## Cote d'Ivoire

Ivoire Inter-Continental Abidjan

## Croatia

Hotel Inter-Continental Zagreb

## Cyprus

Aeolos Cyprus Travel  
Columbia Beachotel Pissouri  
Droushia Heights Hotel  
Forum Hotel Nicosia  
The Churchill Limassol

## Czech Republic

Forum Hotel Praha  
Hotel Inter-Continental Praha  
Hotel Savoy

## Denmark

Hotel Koldingfjord

## Dominican Republic

V Centenario Inter-Continental Santo Domingo

## Egypt

Ghazala Hotel  
Hurghada Inter-Continental Resort & Casino

Semiramis Inter-Continental Cairo  
Sharm El Sheikh Inter-Continental Resort & Casino  
The Three Corners Co

## Fiji

Adventure Fiji/Rosie Tours

## Finland

Strand Inter-Continental Helsinki

## France

Carlton Inter-Continental Cannes  
Centre d'Etude & de Developpement Franco-Malgache  
Grand Hotel du Domaine de Divonne  
Hotel du Parc S.A.  
Hotel Inter-Continental Paris  
L'Imperial Palace  
Le Grand Hotel Inter-Continental Paris  
Paris K Palace  
Park Hotel SRS  
Serena Tourism Promotion Services SA  
Ste Exp. Hoteliere E. Caselle  
Tonic Hotel Biarritz

## Gabon

Leconi Palace Inter-Continental Franceville  
Okoume Palace Inter-Continental Libreville

## Germany

Balance Hotel Essen  
Bayerischer Hof  
Bleibtreu Hotel Berlin  
Der Europaische Hof-Hotel Europa  
Eden-Hotel-Wolff  
Forum Hotel Berlin  
Forum Hotel Hamburg  
Forum Hotel Munchen  
Forum Hotel Schweizerhof Hannover  
Hotel Accento  
Hotel Alte Spinnerei  
Hotel Avance Sonnenhof  
Hotel Eisenhut  
Hotel im Wasserturm  
Hotel Inter-Continental Berlin  
Hotel Inter-Continental Frankfurt  
Hotel Inter-Continental Hamburg  
Hotel Inter-Continental Leipzig  
Hotel Inter-Continental Stuttgart  
Hotel Lindtner Hamburg  
Hotel Neptun, Rostock  
InterCity Hotel Frankfurt  
InterCity Hotel Hamburg  
InterCity Hotel Kaiserhof  
InterCity Hotel Magdeburg  
InterCity Hotel Schwerin  
Lindner Congress Hotel Frankfurt  
Lindner Hotel Airport, Dusseldorf  
Lindner Hotel Kaiserhof  
Lindner Hotel Rhein Residence  
Lindner Hotels AG  
Messe Berlin GmbH  
Munich Penta  
Parkhotel Pforzheim  
Savoy Hotel  
Schweizerhof Inter-Continental Berlin



SORAT Hotel Gustavo  
SORAT Hotel Humboldt Muehle  
SRS Steigenberger Reservation Service  
GmbH & Co. KG  
Steigenberger Bach Orb Hotel  
Steigenberger Bad Hamburg  
Steigenberger Bad Pyrmont  
Steigenberger Badischer Hof  
Steigenberger Duisburger Hof  
Steigenberger Esprix Hotel Halle  
Steigenberger Europaischer Hof  
Steigenberger Frankfurter Hof  
Steigenberger Graf Zeppelin  
Steigenberger Hotel Bad Neuenahr  
Steigenberger Hotel Baden-Baden  
Steigenberger Hotel Berlin  
Steigenberger Hotel Conti Hansa  
Steigenberger Hotel Remscheid  
Steigenberger Hotel Venusberg  
Steigenberger InselHotel Constance  
Steigenberger Maxx Hotel Dortmund  
Steigenberger Maxx Hotel Jena  
Steigenberger Maxx Hotel Langen  
Steigenberger Maxx Hotel  
Steigenberger Park Hotel

### Greece

Athenaeum Inter-Continental Athens  
Autohellas S.A. 'Hertz'  
Egnatia Epirus Foundation  
Elounda Blue Bay Hotel  
Elounda Mare Hotels  
GETOXEK SA  
Metropolitan Capsis  
Pelagos Hotels  
Philippos G. Lambrinos SA  
Plotin Travel SA  
Sofitel Capsis Palace & Capsis Beach Resort

### Guyana

Amazonian Cacique-Madewini  
Amazonian Cacique-Manadaru  
Hotel Tower Inc.

### Hong Kong

Robert H. Burns Holdings Ltd  
The Harbour Plaza  
The Kimberley Hotel

### Hungary

Balatontourist Ltd  
Forum Hotel Budapest  
Siotour Co.  
Thermal Hotel Aqua  
Thermal Hotel Helia

### India

International Travel House Ltd  
Taj Palace Inter-Continental New Delhi

### Indonesia

Bali Inter-Continental Resort  
Borobudur Inter-Continental Jakarta  
Hotel Inter-Continental Bali  
Intan International Hotels & Resorts

### Ireland

Kenmare Bay Hotel  
Temple Bar Properties

### Israel

Carmel Regional Tourist Association

### Italy

Aldrovandi Palace Hotel  
De La Ville Inter-Continental Roma

Grand Hotel Miramare  
Grand Hotel San Michele  
Hotel Quirinale  
Parkhotel Laurin  
Sorrento Palace Hotel

### Jamaica

Elegant Resorts International

### Japan

East Japan Railway Co.  
Hotel Inter-Continental Tokyo Bay  
Keio Plaza Inter-Continental Tokyo  
Yokohama Grand Inter-Continental Hotel

### Jordan

Amra Forum Hotel  
Discovery Travel & Eco-Tourism  
Hotel Inter-Continental Jordan  
Jordan Tourism Investment Co.  
Petra Forum Hotel

### Kenya

Cottars Safari Service  
Grand Regency Hotel  
Hotel Inter-Continental Nairobi  
Lake Nakuru Lodge  
Latitude Africa  
Mombasa Inter-Continental Resort  
Serena Tourism Promotion Services (Kenya)  
Spice Islands Travel Limited  
Tropical Nature & Cultural Safaris Ltd

### Lebanon

Le Vendome Inter-Continental Beirut  
Summerland Hotel

### Luxembourg

Grand Hotel Cravat  
Hotel Inter-Continental Luxembourg  
Pepper & Salt Events

### Malaysia

Borneo Eco Tours  
Malaysia Tourism Promotion Board

### Maldives

Soneva Fushi Resort

### Malta

Corinthia Palace Hotel

### Mexico

Presidente Inter-Continental Cancun  
Presidente Inter-Continental Cozumel  
Presidente Inter-Continental Mexico City  
Presidente Inter-Continental Puerto Vallarta  
Presidente Ixtapa Forum Resort  
Presidente Los Cabos Forum Resort

### Micronesia

Palau Pacific Resort

### Morocco

Dynamic Tours

### Netherlands

American Hotel  
Amstel Inter-Continental Amsterdam  
Amsterdam Airport Schiphol  
Bilderberg Garden Hotel  
British Travel Services  
Hotel Des Indes Inter-Continental The Hague  
KLM, Royal Dutch Airlines

### New Zealand

Heritage Trails Foundation  
Whale Watch Kaikoura Ltd

### Nicaragua

Hotel Inter-Continental Managua

### Norway

Gålå Høgfjellshotell og Hytter  
Hardanger Feriesenter  
Worldwide Adventures

### Oman

Al Bustan Palace Inter-Continental Muscat  
Hotel Inter-Continental Muscat

### Pakistan

Islamabad Marriott Hotel  
Serena Tourism Promotion Services (Pakistan)

### Panama

Hotel Inter-Continental Panama

### Papua New Guinea

Trans Niugini Tours

### People's Republic of China

Forum Hotel Shenzhen  
Shanghai New Asia Tomson Hotel

### Peru

Marisol Mosquera  
Turismo Springbok SRL

### Philippines

Hotel Inter-Continental Manila

### Poland

Forum Hotel Cracow  
Forum Hotel Warsaw  
Victoria Inter-Continental Warsaw

### Portugal

Aldia da Fonte  
Algarve Tourist Board  
Hotéis Tivoli  
Hotel Jardim Atlântico  
Hotel Madeira Palacio  
Lusotur S.A.  
Portucala S.A.  
Ritz Inter-Continental Lisboa  
Romantik Hotel Vivenda Miranda  
United Investments (Portugal) - Empreendi-  
mentos Turisticos, S.A.

### Republic of Korea

Hotel Inter-Continental Seoul

### Romania

Bran Imex Tourism & Trading SRL  
Hotel Inter-Continental Bucharest

### Saudi Arabia

Abha Inter-Continental Hotel  
Jeddah Conference Palace Hotel  
Jeddah Inter-Continental Hotel  
Makkah Guest Palace Hotel  
Makkah Inter-Continental Hotel  
Massarah Inter-Continental Taif  
Riyadh Conference Palace Hotel  
Riyadh Dome Palace Hotel  
Riyadh Inter-Continental Hotel  
The Gulf Palace



**Serbia**

Hotel Belgrade Inter-Continental

**Seychelles**

Bird Island

**Singapore**

Goodwood Park Hotel  
Hotel Inter-Continental Singapore  
Singapore Airlines Ltd

**Slovak Republic**

Hotel Forum Bratislava

**Slovenia**

Lev Inter-Continental Ljubljana

**South Africa**

Beverly Hills Sun Inter-Continental Durban  
Cape Sun Inter-Continental Cape Town  
Sandton Sun & Towers Inter-Continental  
Johannesburg

**Soviet Republic - former**

Hotel Metropol Moscow

**Spain**

Castellana Inter-Continental Madrid  
Conor SL  
Grand Hotel Conde Duque  
Hotel Husa Princesa  
Hotel Santo Domingo  
Miguel Arias Molino  
Planta SA  
Turisme de Barcelona

**Sri Lanka**

Ceylon Inter-Continental Colombo  
Miridiya Hotels Limited  
Jetwing Hotels  
Kandalama Hotel

**St Martin**

Office du Tourisme de St. Martin

**Sweden**

Hotel Diplomat  
Hotel Gothia  
Scandic Hotel AB

**Switzerland**

Geneva Forum Hotel  
Grand Hotel des Bains  
Grand Hotel National  
Hotel des Trois Couronnes  
Hotel Inter-Continental Geneve  
Hotel International Basel  
Hotel Schweizerhof  
Metropole Hotel  
Royal Plaza Inter-Continental Montreux  
Royal Savoy Hotel  
Steigenberger Hotel, Saanen

**Syrian Arab Republic**

Transtour

**Tanzania**

Capricorn Hotels & Tours  
Kiweni Marine Resort  
Serena Tourism Promotion Services  
(Tanzania & Zanzibar)

**Thailand**

Siam Inter-Continental Bangkok  
The Boathouse, Phuket  
The Pan Pacific Hotel Bangkok

**Trinidad and Tobago**

Tourism & Industrial Development Company  
Limited of Trinidad & Tobago

**Turkey**

Ceylan Inter-Continental Istanbul  
Iberotel Belpark Resort  
Iberotel Sarigerme Park

**United Arab Emirates**

Alkhozama 'SRS'  
Hotel Inter-Continental Abu Dhabi  
Hotel Inter-Continental Al Ain  
Hotel Inter-Continental Dubai

**United Kingdom**

Air Travel Group  
Alastair Sawday's Tours Ltd  
Aquatours  
Aramark plc - South Humberside  
Arctic Experience/Discover the World Ltd  
BAA plc  
BGB & Associates  
Britannia Inter-Continental London  
British Airways plc  
BTCV  
Cadogan Travel  
Carnachenwen  
Churchill Inter-Continental London  
Colchester Borough Council  
Corfu u la Curie  
Cotswold Cycling Company  
Countrywide Holidays  
De La Costa  
Discover Ltd  
Dolungy Holidays  
Dragoman  
East Sussex County Council  
Eeco Tours Ltd  
EIBTM Holdings Ltd  
Esprit Holidays  
Eurasia Adventures Ltd  
Eurocamp  
Explore Worldwide  
Falkland Islands Tourist Board  
Forum Hotel London  
George Inter-Continental Edinburgh  
Greco-File  
Greek Islands Club  
Green Horizons Travel  
Holiday Inn Cambridge  
Holiday Inn Crowne Plaza Birmingham  
Holiday Inn Crowne Plaza Leeds  
Holiday Inn Crowne Plaza London Heathrow  
Holiday Inn Crowne Plaza Midland Manchester  
Holiday Inn Garden Court Brent Cross  
Holiday Inn Garden Court Edinburgh  
Holiday Inn Garden Court Warrington  
Holiday Inn Leicester  
Holiday Inn London Gatwick  
Holiday Inn London-Sutton  
Holiday Inn Maidenhead/Windsor  
Holiday Inn Mayfair  
Holiday Inn Sheffield  
Hotel Inter-Continental London  
Inter-Continental Hotels and Resorts  
Journeys for Conservation  
Kirker Holidays  
Lancashire County Council  
Lawrence of London Ltd  
Layla Resources Ltd  
Le Ski  
Malta Tourism Office  
Marketing Manchester Visitor & Convention  
Bureau  
Mayfair Inter-Continental London  
Montagu Ventures Ltd  
Naturally Morocco  
Norfolk Plaza Hotel  
North Wilts District Council  
PGL Travel Ltd  
Plas Tan y Bwlch  
Pure Crete  
R.P.M. International  
Representation Plus  
Runnymede Hotel & Spa  
Sea Life Surveys  
Select Site Reservations  
Simply Travel  
Somerset Travel  
South Somerset District Council  
St Mellion Hotel, Golf and Country Club  
Staffordshire County Council  
Stroud District Council  
Suffolk Coastal District Council  
Sunvil Holidays  
Sunworld Sailing Ltd  
Swiss National Tourist Office  
The Individual Traveller Co. Ltd  
The Rathbone Hotel  
Thomas Cook Ltd  
Travel & General Insurance Co. Ltd  
Travel Club of Uppminster  
Travellers Patagonia  
Trips Worldwide  
Turismo Springbok SRL  
Wales Tourist Board  
Woods River Cruises  
World Travel Market  
YHA (England & Wales) Limited

**United States of America**

Abercrombie & Kent  
American Airlines, Inc.  
American Express Company  
Avis, Inc.  
Boeing Corporation  
Capital Region Airport Commission  
Copley Square Hotel  
Desert Paths Tours  
Durham Convention & Visitors Bureau  
Hertz Corporation  
Holiday Inn Worldwide  
Hotel Inter-Continental Chicago  
Hotel Inter-Continental Los Angeles  
Hotel Inter-Continental Miami  
Hotel Inter-Continental New Orleans  
Hotel Inter-Continental New York  
Lapa Rios  
Maho Bay Camps  
Mark Hopkins Inter-Continental  
Sunset Marquis Hotel & Villas  
The Lenox Hotel  
The Talbot Hotel  
Treadlightly Limited  
Willard Inter-Continental Hotel  
Williamsburg Lodge

**Venezuela**

Condor Verde  
Del Lago Inter-Continental Maracaibo  
Hotel Inter-Continental Guayana  
Hotel Inter-Continental Valencia  
Tamanaco Inter-Continental Caracas

**Zaire**

Hotel Inter-Continental Kinshasa

**Zambia**

Hotel Inter-Continental Lusaka  
Musi-o-Tunya Inter-Continental Livingstone

**Zimbabwe**

Zimbabwe Council for Tourism



# GREEN GLOBE

## MEMBERS' ACTIVITIES & ACHIEVEMENTS

The success of GREEN GLOBE is dependent on the actions of its members and their commitment to continuous environmental improvement. The following are examples of some of the activities and achievements of GREEN GLOBE members.

### Abercrombie & Kent, USA

The name Abercrombie & Kent (A&K) has long been synonymous with leadership in the travel industry. This leadership extends to the matter of environmentally responsible tourism as is demonstrated by the company's long-standing awareness and commitment to the preservation of the global environment.

Worldwide, all of A&K's tour itineraries are specifically designed to minimise any negative impact on the world's fragile ecosystem and her peoples. Wherever possible clients stay at properties which have a proven environmental track record such as the lodges managed by the Conservation Corporation. A&K also places paramount importance on the education of its clients to these crucial environmental and cultural awareness issues whilst on tour. A&K's efforts in this area have been formally recognised by winning the American Society of Travel Agents/Smithsonian Award for responsible tourism.

A&K is also aware that small gestures can be just as important as large. Since 1992, all 28 A&K offices have officially formed 'Green Teams'. The Green Teams meet on a monthly basis to review improvements and projects.

### Canadian Pacific Hotels, Canada

In 1990 Canadian Pacific Hotels made a bold move: more than 90% of the 10,000 employees decided to "Go Green". The feeling was overwhelming that it would be worthwhile for them to become more environmentally responsible. A Green Plan, based on a 16-point Action Plan was launched.

Since 1990 lighting has been converted to energy-efficient bulbs; demands have been made on suppliers to use less packaging for deliveries; work has been undertaken with local community groups to spread the message of environmental responsibility; composting systems have been installed in hotels and resorts.

As the new millennium fast approaches, Canadian Pacific Hotels is committed to environmental stewardship. Green Plan Phase II will be launched later this year. This plan will expand on the original plan and take the very best of what has been done and combine that with new, progressive concepts in environmental management. Regional environmental co-ordinators will be designated, formal environmental audits will take place on a regular basis and a communication network will be established, among other actions to improve responsiveness to the environment, employees and the community.

### Tropical Nature & Cultural Safaris Ltd, Kenya

Tropical Nature & Cultural Safaris was established in 1993 with the sole purpose of providing the highest possible quality holidays to help its clients experience the natural and cultural heritage of East and Southern Africa. Through participation in the GREEN GLOBE Programme they have developed the Kuri Kuri Community Tourism Project which includes a tourist nature trail in the Mukogodo forest; construction of a local museum at the group ranch and assistance in the collection of artefacts; construction of a tent camp and a training programme for the local community to prepare them for managing the project on their own in the next one to two years.

### Explore Worldwide, UK

Explore Worldwide is a UK-based global tour operator which develops, sells and operates small group exploratory holiday packages based on established systems in tourist destinations, such as locally available transport, local hotels and restaurants. The aim of this is to ensure that tourist expenditure is directed into the local economies where tourism occurs and to "stimulate tourism in a balanced and sustainable way".

The company was partially successful in implementing its second target, which was to conduct an environment audit of all tours by the end of 1996. The information has been collected, but is proving difficult to analyse due to variance in the quality of the data from area to area.

The company supports various environmental organisations financially, such as WWF and Friends of Conservation, and have recently sponsored a major exhibition at the Horniman Museum about Nomads and their lifestyle in an effort to help engender respect and understanding between different peoples and cultures.

### Gålå Høgfjellshotell og Hytter, Norway

Gålå Høgfjellshotell og Hytter comprises a 42-room hotel, 72 cabins with accommodation for between six and ten people, and conference facilities. It caters for both summer and winter sports visitors.

The company is at an advanced stage in its environmental management programme. During 1996, the reach of the programme was extended to include the environmental performance of suppliers, who have been asked to provide detailed information relating to their products. The company has also been successful in achieving the targets that it set for itself in 1995, regarding reduced energy and water consumption and waste management. For the following year, the hotel will continue to focus on waste reduction. Information on environmental activities is now available in the hotel's Annual Report.

*"We are currently evaluating how we can implement GREEN GLOBE in our sales tools. An idea came up to put the logo on one of the boards of our booth at the forthcoming Norway Travel Workshop. This event gathers travel industry people from all over the world."*

*Gunther Motzke, Director Gålå Høgfjellshotell og Hytter*

### Holiday Inn Mayfair, UK

In 1996, Holiday Inn Mayfair made considerable progress by exceeding three out of four targets set at the beginning of the year. These related to electricity consumption, water consumption and total cost of utilities per occupied room. The hotel was



Holiday Inn Mayfair welcomes Gordon to team



unable to meet the target set for waste expenditure, but expects to see a huge improvement in this area during 1997. The hotel has set a new and ambitious set of targets for 1997.

The well known GREEN GLOBE character that appears in GREEN GLOBE guidance materials has been adopted and christened by the hotel for its awareness raising programme. "Gordon" now makes several appearances around the hotel. He can be seen on mugs, recently introduced in the staff canteen in place of disposable plastic cups, and on stickers, used in staff areas to encourage energy efficiency. He also stars on Guest-link, the hotels information channel, which provides information on how everyone can make a difference to the environment in small ways. "Gordon" badges are given to children on check-in and are available in different colours from Room Service and in the Restaurant.



In 1996, the hotel's efforts were rewarded with an Excellence in the Green Teams & Environmental Communication Category of the Considerate Hoteliers of Westminster Awards.

#### Jordan Tourism Investments, Jordan

Jordan Tourism Investments is very keen to use its membership of GREEN GLOBE for ideas and support in setting up a comprehensive environmental management programme. Environmental activity is currently focused in a number of areas:

- the growing of local plants, organic vegetables and fruit related to the village's habitat
- the use of recycled paper for all printed material
- the use of traditional stone houses to accommodate visitors
- the use of simple local material and natural products
- the use of under floor heating and cooling
- the use of sewage and waste water treated effluent in irrigation
- the preservation of the architectural and cultural heritage
- the development of its local communities
- the use of signs to promote efficient use of energy and water under guidance from GREEN GLOBE

One of the company projects, Taybet Zaman hotel & resort, was the winner of the 1996 'British Airways Tourism for Tomorrow' Global Award, which recognised its efforts in the conservation of the local culture and the environment.

#### Serena Lodges and Hotels, Kenya

Kenya-based Serena Hotels has set itself an ambitious environmental programme, which is already well under way. One of the most successful projects within this programme has been the Amboseli Reforestation Project, which has resulted in over 165,000 indigenous trees being planted in the area around Amboseli Serena Lodge and other areas in the Amboseli National Park. The project is managed by a team of eight staff to work on the designated 40-acre planting area surrounding the lodge; guests at the lodge are also encouraged to plant trees and visitors have proved very supportive. The Company has also been successful in achieving targets set in 1995 for waste management and water quality. It was also partially successful in achieving its target for energy conservation, although more work needs to be done in this area. Further targets have been set for local landscape, provision of environmental information for clients and education of staff at junior level.

#### Egnatia Epirus Foundation, Greece

GREEN GLOBE has provided significant assistance in organising an appropriate environmental management system for the Foundation. For training purposes, the GREEN GLOBE programme has been translated into Greek by the "environmental steering team" of the Foundation in order to provide staff, clients, suppliers and friends with a better understanding of environmental issues and to spread the green message even more successfully throughout the entire region.

More than 330 individual hotels  
around the world



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For more information please contact:  
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Tel. +49/69/665 64 511, Fax +49/69/665 64 545



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# The Way Forward

The past year has seen a dramatic increase in the level of activity in the GREEN GLOBE programme. New initiatives linked to destination management, the development of Agenda 21 policies and environmental improvements in business practices all support the push towards a sustainable industry.

In 1997 GREEN GLOBE will build upon this progress helping to advise, stimulate and create future action in businesses and at destinations. There is no doubt that, post Rio, the World's population is more aware of the environment and expects those in positions of power and authority to develop sustainable policies. GREEN GLOBE has a central role to play in such development.

## Further Information

"Without a clean and healthy environment, Travel & Tourism cannot retain its role as a world leader."

Maurice Strong  
Chairman, Earth Council and Executive Co-ordinator for UN Reform.  
former Secretary-General, 1992 Rio Earth Summit

Sustainable Travel & Tourism is in the interests of all Travel & Tourism companies worldwide. You and your company can contribute in one or more of the following ways:

1. If your company is already a GREEN GLOBE member, you can nominate your subsidiary, associated or franchised units, your buyers and suppliers and the other Travel & Tourism companies with which you work, for membership of GREEN GLOBE. Please send contact details for the companies you are nominating to the GREEN GLOBE office at the address below. We will be pleased to send them full information and an application form.
2. If your company is not yet a GREEN GLOBE member, and you would like information, please contact the GREEN GLOBE office at the address below.

3. If, as an individual, you would like to support GREEN GLOBE and its objectives, you can do so by telling others about it. We would be pleased to send you information about the programme for this purpose.



GREEN GLOBE  
P.O. Box 396  
Linton  
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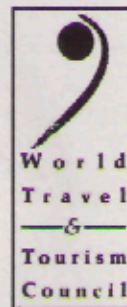
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