

## Guest Accommodation Fees and Benefits Information

1st Nov 2008—31st Oct 2009 (Updated 1st Dec - VAT Adjusted)

(Includes Bed and Breakfast, Guesthouse, Farmhouse, Inn, Restaurant with Rooms and Guest Accommodation up to 20 bedrooms)

### Membership Benefits

**Green grading** to use in all your promotional materials and website to inform guests of your commitment to sustainability. Green Tourism Business Scheme is the largest scheme of its kind in the world run by a not-for-profit organisation, Green Business.

**Assessment** once every two years by an experienced environmental advisor who will identify cost savings, advise on measures most appropriate for your business and highlight opportunities for marketing your green message to your guests.

**Grading Report** with comments and advice on measures implemented and an action plan with recommendations for improvements. Summary of achievements which can be used for PR purposes. Guidance on how to gain higher grading at next visit.

**Website Entry** at no extra cost on [www.green-business.co.uk](http://www.green-business.co.uk) which includes photograph, text, contact details and link to your website. Site has Google analytical score of 6 and receives around 10,000 individual sessions / week

**Website Entry** at no extra cost on [www.green-tourism.co.uk](http://www.green-tourism.co.uk) our new commission-free website. Using “GuestLink” software provided free of charge you can display availability, take reservations or if you want offer full bookability to guests

**Promotion** through PR, press and editorials at regional, national and international level. Press in 2008 included articles in papers and online with the Independent, Observer, Times, Scotsman, New Zealand Herald, Sunday Telegraph, Daily Mail, Daily Express, the Ecologist, the BCC and numerous travel websites and magazines.

Access to **Members Area** on [www.green-business.co.uk](http://www.green-business.co.uk) which includes:

- downloadable technical datasheets,
- Suppliers discounts and special offers
- “Ask the Expert” page for all your technical queries.

Regular **E-Update** with technical information, membership updates, events, regional news and new offers and discounts from green suppliers.

The benefits may change from time to time. To check the latest list of benefits please visit [www.green-business.co.uk](http://www.green-business.co.uk) or telephone 0845 863 0770 or 01738 632162



74% of people would be influenced in their choice of accommodation by a green tourism grading (Devon County Council 2005)