

15 MARCH 2007

---

## Going Green on the South Downs. Tourism and hospitality businesses in the South Downs embrace the 'responsible tourism' challenge...



*"Discerning customers are increasingly concerned about the environmental impacts of tourism, at a time when the industry is facing strong growth in demand. Faced with this challenge, hoteliers need to be imaginative in their use of resources if they are to remain competitive. Sustainability is vital to the industry's long-term prosperity." Phillippe Rossiter, Chief Executive of the Institute of Hospitality (formerly the Hotel & Catering International Management Association)*

So what are we doing about it? At the invitation of Tourism South East (TSE), Satellite MPR presented a series of seminars to members of the South Downs Green Business Club, designed to encourage green hospitality businesses to take a proactive approach to further developing and better marketing their green credentials as part of an overall quality visitor experience in the south east region.

The seminars, which took place at the Comfort Inn in Arundel, West Sussex and at The Sustainability Centre in East Meon, Hampshire, were attended by over 20 delegates of the South Downs Green Business Club, each with a keen desire to promote the benefits of going green to their customers and the local community.

The workshops were free to the businesses through the TSE 'Rural Welcome' project, which aims to enhance the success of rural tourism and hospitality operators. The project is funded by the European Social Fund (ESF).

Commenting on the seminar, John Edwards of Sycamores Bed & Breakfast in Winchester said, "***The seminar has inspired me to become greener still and has highlighted the right way to go about publicising to the world what we are doing.***"

With 'responsible tourism' being seen as a key imperative for the UK tourism industry and the seemingly insatiable appetite of the media for 'green' news stories, delegates were provided with a step-by-step guide to developing and implementing an effective communications strategy, including top tips for increasing their level of media exposure and ultimately improving their reputation and profile.

Following the seminars, Michelle Grant, Training Project Manager for Tourism South East said, "***TSE is committed to playing its part in making the industry more sustainable and the seminars aim to help those that 'do their bit' to gain a marketing and promotional advantage for their efforts.***"

If you are interested in improving your environmental performance, visit [www.hospitableclimates.co.uk](http://www.hospitableclimates.co.uk) or telephone the Hospitable Climates Administrator on 0208 661 4932.

Set up in 2001, Hospitable Climates has been at the forefront of raising the profile of environmental issues in the sector. The programme is supported by The Carbon Trust and is managed by the Institute of Hospitality. Hospitable Climates currently has 6,000 hospitality members and provides industry-specific, energy-saving advice in a comprehensive and no nonsense programme. Additional support and advice, covering water, waste, sustainable food options and renewable technology solutions are being planned, so watch this space!

For further information, please contact either Helen or Claire at Satellite MPR on 01903 885 414.

- ends -

### **Notes to Editor:**

1. South Downs Green Business Club - a group set up through the South Downs Joint Committee as a networking platform for tourism and hospitality businesses accredited by the Green Tourism Business Scheme.  
[www.visitsouthdowns.com](http://www.visitsouthdowns.com)
2. Green Tourism Business Scheme - the environmental accreditation body for tourism-related businesses in Europe with over 500 members in the UK.  
[www.green-business.co.uk](http://www.green-business.co.uk)
3. Tourism South East - the government body responsible for tourism within the South East of England. [www.visitsoutheastengland.com](http://www.visitsoutheastengland.com)
4. The Sustainability Centre - a charity organisation dedicated to promoting, demonstrating and educating on green living and sustainable technologies.  
[www.earthworks-trust.com](http://www.earthworks-trust.com)
5. Satellite MPR - specialist marketing and public relations agency based in Arundel, West Sussex. Core industry sectors: Hospitality, Travel & Tourism; Architecture & Property; the Environment (products, services, campaigns).  
[www.satellitempr.com](http://www.satellitempr.com)
6. Sycamores Bed & Breakfast - a three-bedroomed B&B with bronze GTBS accreditation, located in suburban Winchester, Hampshire.  
E: [sycamores.b-and-b@virgin.net](mailto:sycamores.b-and-b@virgin.net)

### **Enquiries to:**

Satellite MPR  
Old Bank House  
1 High Street  
Arundel  
West Sussex BN18 9AD

t: 01903 885 414  
e: [enquiries@satellitempr.com](mailto:enquiries@satellitempr.com)  
w: [www.satellitempr.com](http://www.satellitempr.com)

Ref: NR14 150307