

About the Green Tourism Program – from Green Tourism Canada

The Green Tourism program offers third party assessments and recommendations to tourism businesses on how to make their operations more sustainable, while still delivering a high quality of service. When developing the criteria consideration has been given to a wide range of social and environmental factors, as well as the most current efficiency focused technologies available. There are over 150 individual measures in the criteria, which focus on 10 different areas. Each business is scored on up to 60 measures and the results will establish what award level they have achieved, i.e. Going Green, Bronze, Silver, or Gold.

The program has been validated by the International Centre for Responsible Tourism and there are over 2,200 certified members internationally, with nearly 50 here in BC. Businesses are graded Bronze, Silver or Gold by qualified environmental assessors and can benefit from a significant marketing advantage and reduced running costs of up to 20%.

By choosing a Green Tourism Canada business, travellers are guaranteed:

That the business:

- Is committed to sustainable tourism and minimizing its damage to the environment
- Is operating in accordance with the relevant environmental regulations

That the site:

- Meets minimum standards of good practice across a range of sustainable development indicators.
- Has been audited by a qualified professional to ensure standards are maintained.

That we will:

- Reassess the site every two years based upon a set of regularly updated sustainable development standards
- Investigate any complaints received about the environmental performance or commitment of the business.

Green Tourism Canada has a goal to have 400 business certified by the end of 2014, and are currently offering a 30% discount for the next 50 businesses to be assessed. More details can be found at www.greentourismcanada.ca.