Gloriously Green Glamping

Great news for a tourism industry trying to reach carbon reduction targets because the perfect role model has emerged: Green Glamping. Many of you are already responsible Glamping providers and busy helping green glampers get that extra feel good glow on holiday whilst contributing to reducing environmental impacts. But are you telling everyone about it? Probably not because it is quite simply ingrained in your ethos and Glamping business model, but It's about time you did, singing and dancing. It's a game changer, it's on everyone's agenda and you are making a difference, turning aspirations and targets into reality and you deserve some credit.

How: Glamping by its very nature could become the ultimate low impact holiday choice connecting the whole family with natures pleasures: out and about, switching off, reconnecting under the stars walking and cycling, fundamentally mindful activities that your glampsite make possible. Glamping: the game changer loved by the public, helping to shift the balance and it is time to start talking about it.

Why: Because it's about a sector that naturally takes responsibility, it’s cool and it's the selling point that makes you stand out from the rest.

Next steps and tips: there are lots of ways to talk about it but making it fun and natural is key. Why not design a Responsible Tourism tab on your website that includes your green contributions, apply for awards, measure your impacts using [Yardstick](https://yardstick.co.uk/), let everyone know what you are doing and inspire others.

I will be providing a “can do” toolbox in this newsletter and if you want a 15 minute chat about your communication plan or how to minimise your impacts, I am happy to help.

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