



Press release: 5<sup>th</sup> August 2019

## Visit South Devon announces Sustainability Pledge as it champions Green Tourism for the region.



*CIC Visit South Devon has announced its Sustainability pledge, which includes championing good sustainable tourism practices across the South Devon region.*

Visit South Devon, a Community Interest Company promoting the South Hams, Teignbridge and East and Mid Devon area, has announced a Sustainability Pledge as it furthers its commitment as an ambassador for sustainability in the area.

The CIC is dedicated to championing good sustainable tourism practices across the South Devon region and in helping to support the region's tourism businesses in making changes to reduce climate change.

As part of the Sustainability Pledge, Visit South Devon will join the [Green Tourism Scheme](#) and will aim to work towards achieving a Silver status by 2020. The Green Tourism Scheme, which is endorsed by Visit England, works to promote a greener, cleaner environment. It recognises and supports eco-friendly achievements of tourism businesses with an internationally respected accreditation programme of Bronze, Silver and Gold awards.

Visit South Devon's Jo Butler says "A recent survey by Booking.com highlighted that 86% of travellers are willing to spend some time on activities that offset the environmental impact of their stay, with over a third willing to clear

plastic and litter from a beach or attraction. This research drives home the fact that that visitors and buyers are not looking only for value for money but also making environmental credentials a critical part of their buying decision”

“Our Sustainability Pledge will see us working in partnership with our members and local key stakeholders to help raise the profile of Sustainable Tourism and the impact this has on our wonderful environment in South Devon”

As part of the Sustainability Pledge, Visit South Devon will create a new dedicated Sustainability area on their website showcasing best practices from members and partners. There will be useful information and links to aid tourist business members to find local suppliers who can help reduce single use plastic and are sustainable suppliers.

Visit South Devon has plans to undertake a consumer marketing campaign to highlight sustainability as a key booking factor to help increase short break stays to South Devon. It will also work with members via campaigns and workshops to support knowledge and access to sustainability experts and practices.

The Pledge will continue to highlight the importance of public transport, cycling and walking routes to help promote sustainable travel and to enhance the visitor experience.

Visit South Devon Board Member Tim Bouget said “The Visit South Devon Sustainability Pledge will help support our local tourism businesses in making informed and sustainable choices. As a business owner becoming a member of bodies like [The Sustainable Restaurant Association](#) (SRA) and Green Tourism can make a real difference to your commercial success and your contribution to sustainable living. As Sustainability ambassadors Visit South Devon is committed to ensuring both our visitors and businesses can continue to enjoy this amazing region whilst reducing and offsetting the potential environmental impact”

To read more about the Sustainability Pledge please visit:

<https://www.visitsouthdevon.co.uk/sustainability/sustainability-pledge>

To read more about Sustainable Tourism please visit the Visit South Devon Blog:

<https://www.visitsouthdevon.co.uk/sustainability/https-www-visitsouthdevon-co-uk-blog-sustainable-travel>

Ends.

About Visit South Devon:

About Visit South Devon: Visit South Devon is a Community Interest Company that exists solely for the benefit of the local tourism community, helping raise the profile of the area as a destination for both national and international visitors. Covering the whole southern half of Devon, including, the South Hams, Teignbridge, East Devon and Mid Devon, our main aim is to increase the number of day visits, short breaks, longer holidays and business trips to South Devon for the benefit of the local tourism economy.

For lots of useful information on great places to stay, eat and visit in South Devon please visit

[www.visitsouthdevon.co.uk](http://www.visitsouthdevon.co.uk)

To follow or share the story visit: Visit South Devon @visitsouthdevon #southdevon #visitsouthdevon

Press Enquiries:

Dawn Bebe/Jane Pierce

Wordfluential

Email: [hello@wordfluential.com](mailto:hello@wordfluential.com)

Tel: 01752 262432