

Sustainable
Tourism
With



Featured by  Blue
PineApple
Tourism

Sustainable Tourism in 2021

Tourism sector has been strongly impacted by COVID crisis; however, we trust on a fast recovery in a world that has changed and especially the needs from tourists and the necessity to adopt best practices.

A continued shift towards more sustainable activities will give an additional boost to the industry and must be the new norm.

Our services:



Blue Pineapple Tourism provides consulting & audit services for Green Globe, the internationally renowned certification for sustainable operations and management of tourism businesses.

Green Globe is an affiliate member of the United Nations World Tourism Organisation (UNWTO) and the Green Globe Standard, which is updated yearly, is recognized by the Global Sustainable Tourism Council (GSTC).

“Sustainability must no longer be a niche part of tourism but must be the new norm for every part of our sector. This is one of the central elements of our Global Guidelines to Restart Tourism. It is in our hands to transform tourism and that emerging from COVID-19 becomes a turning point for sustainability.”

UNWTO Secretary-General Zurab Pololikashvili ; Madrid, 5 June 2020



Green Globe Standard

Green Globe provides certification for sustainable operations and management of businesses, which traces its roots back to the Rio de Janeiro Earth Summit in 1992.

It is a quality management system, which benefits all aspects of a company from management to operations. Its members are widely regarded as industry leaders in their geographical regions

The Green Globe Standard offers a framework of 44 criteria and 380 indicators to evaluate achievements in the field of sustainability based on the four pillars:

- ***Sustainable Management***
- ***Social / Economic***
- ***Cultural Heritage***
- ***Environment***



Industry sectors



Hotel & Resorts;
congress center



Golf Course



Restaurant



Cruises operators



Transportation



Tour operators



Attractions; destination
management

Benefits



Costs savings& reduced utility and resource usage
Better risk management through regular review of operations process

- 10% save energy & Water



Employee Retention

- 7% Improve staff satisfaction



Contribute to local community



Competitive advantage
& Connection to customers who expect verified green credentials

- 7,5% increase customers



Increase brand reputation
& Local / Worldwide recognition

- 1Mil. Per month web audience & media reach



Accreditation Process

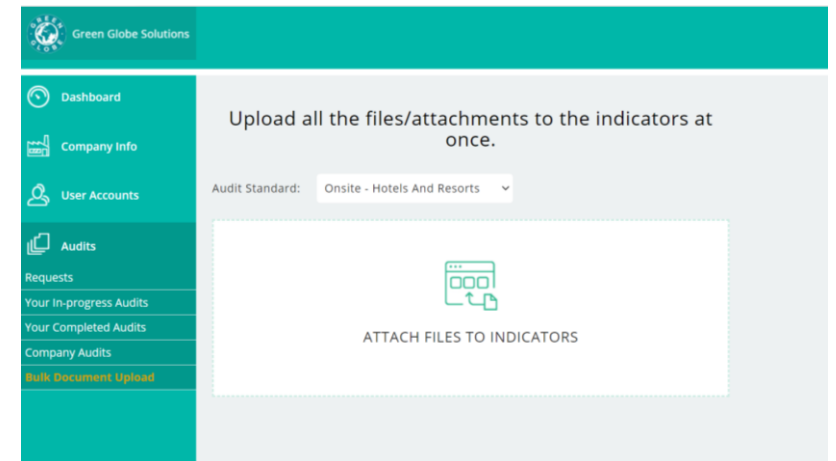


Blue Pineapple
Pre-audit
Services 

Green Globe
certified
auditor* 

The certification takes place on a yearly basis - alternating in between on-site and desktop audits.

Green Globe Solutions (GGS) is the first web-based certification system to store and manage your information. It facilitates the auditing process by providing online support to members as they document their performance improvements, complete an on-site audit and are awarded certification.



*Bluepineapple can either perform pre audit services or audit services but not both services for the same company

Green Globe Communication

At Green Globe we believe that communication is a vital part of sustainability. Members are marketed on a continuous basis to over 5.000 online portals around the world:



Green
Globe Blog



Green
Globe Travel



Green
Globe
Meetings



Green
Globe App



Green Globe
Newsletter



Green
Globe
Channel



Green
Globe
Twitter



Green
Globe
Facebook



Green
Globe News

Green Globe Media Reach and Advertising Value Equivalent (AVE)

Every day Green Globe publishes news and information about its certified members world wide.

The data below demonstrates how Green Globe communications successfully reached vast audiences across numerous countries and delivers huge advertising value to its membership.

6030 articles <small>Total number of articles world wide</small>	USD\$29,100,000 <small>Advertising value equivalent world wide</small>	3,147,150,000 <small>Annual accumulated potential audience reach</small>
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Number of articles in top locations

USA 4,196 articles	Germany 252 articles	Canada 166 articles	India 132 articles
UAE 127 articles	Spain 99 articles	France 90 articles	UK 87 articles
Thailand 63 articles	Australia 47 articles		

Results are for period December 31st, 2018 to December 31st 2019.

Annual accumulated potential audience reach is calculated via multiple news and media appearances per day across a variety of media outlets.

Articles, refers to both media appearances generated from Green Globe communications as well as members' PR and other articles highlighting Green Globe.

Membership Audit & Consulting Services

Green Globe Annual Membership:

An annual Green Globe membership is required to undergo the certification for sustainability. The membership is calculated by the total number of rooms of the property that will be certified.

Category	Hotel Rooms		Membership Fee
Micro	1 – 19	Rooms	\$ 750
Small	20 – 59	Rooms	\$ 1.450
Medium	60 – 99	Rooms	\$ 2.500
Medium / Large	100 – 249	Rooms	\$ 3.800
Large	250 <	Rooms	\$ 5.000

Blue Pineapple Tourism Pre-audit Services:



Diagnosis audit & preparation of sustainable Tourism policy and certification

- *Status overview: on site visit; interviews with staff and partners;*
- *Validation of sustainable tourism plan; listing of all the proof of evidences ; training to teams*

Blue Pineapple Tourism Audit Services:



Audits are performed on a yearly basis - alternating between on-site and desktop audit.

Blue Pineapple tourism is accredited as an independent, third-party auditor in compliance with ISO regulations.

Diagnosis report + audit preparation:
from 3490€ (excl.VAT)

Onsite Audit-Fee * 1800€ (excl. VAT) < 60 rooms
2350€ (excl. VAT) > 60 rooms

*Duration: ~ 1 day on site (less than 60 rooms) ; 2 days (60+ rooms)
+ 2 days preparation + analysis & reporting*

Desktop Audit-Fee: 800€ (excl. VAT)

*travel expenses are not included

CONTACT

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