

# Thanet District Council



## Green Tourism

Climate Change CAG - 9th October 2023

Paula Harbidge - Tourism Manager

# Our service aims

Our Destination Management Framework focuses on growing the value of Thanet's visitor economy.

It is about the Isle of Thanet staying competitive by developing higher-value tourism and quality visitor experiences.

Making sure Thanet's visitor economy is sustainable, this includes tourism that is year-round, allowing businesses to invest in their offer and people, attracting and satisfying visitors, and is good for the industry, the community and the environment

## **Sustainable tourism is more than just a new trend!**

Latest research from Booking.com shows that:

- 83% global travellers think sustainable travel is vital
- 61% say the pandemic has made them want to travel more sustainably in the future

# So what are we doing...

We launched our Green Tourism Toolkit in June last year to the industry.

- What is Climate Change and what will be the impacts
- What we can as individuals and businesses do to decrease our carbon footprint

Building consumer content through our website

- [Information for visitors wanting to be green.](#)
- [Seven activities for enjoying the coastline in a sustainable way](#)
- [Vegan listing](#)
- Social media messaging about protecting the coastal environment, cycling, sustainable travel



Visit Thanet- Margate, Broadstairs and Ramsgate

22 September at 10:00 · 🌐

Today is World Car Free Day - a great way to promote our amazing public transport networks and wonderful walking and cycling routes.

🇬🇧 The Isle has a comprehensive network of bus routes connecting Margate, Broadstairs, Ramsgate, and the villages, including the 'Loop' service that runs frequently across over 60 stops!

🚆 Travelling from London or further afield? We're lucky enough to have the Southeastern High Speed line- get here in just over an hour! or alternatively hop on the Victoria Line.

🚶🚲 Don't forget each of the three towns are connected along the coast by the Viking Coastal Trail, a 32-mile route which is shared by walkers and cyclists. Two thirds of the route is off-road, so ideal for family walks or rides, and the route is also signed throughout for convenience.

We love to see our visitors using public transport so make sure you consider these options for your next visit. More info here: <https://www.visitthanet.co.uk/.../getting.../getting-around/> #WorldCarFreeDay



# Green Tourism Toolkit

THANET DISTRICT COUNCIL



How to get started to **reduce your business' impact on the planet and your bills while gaining a competitive advantage!**



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

## Energy



Choose an energy provider that uses **100% renewable energy** – it usually doesn't cost more than your usual provider.



Switch to **energy efficient lighting** – LED light bulbs.



Install **draft excluders and extra loft insulation**.



Ask your staff to **turn off lights and appliances when not in use**.

## Waste



Use refillable or other **Zero Waste products**.



Make sure you have **waste recycling bins**.



Use **recycled paper** (for toilet paper, printing or advertising paper and brochures)



Do not use **single-use plastic**.

## Communication

Communicating sustainability effectively can provide your business with a competitive advantage and more visibility. **Start by telling the Thanet District Council** so they can promote you!

## Water

Save up to 3L of water per flush by installing **low-flow toilets**, putting a plastic **bottle filled with water in your toilet tank** or installing a **cistern displacement device (CDD)**.



**Fix any leaks as soon as possible**. A leaky loo wastes between 200 and 400L of water per day – that's 72,000 to 146,000L of water wasted every year. A dripping tap can waste around 5,500L of water per year.



**Affordable and manageable first steps to reduce your business' impact**

## Supply Chain

Select **local suppliers** (for food but also furniture, packaging, art, and any other products).



**Ask larger companies** you purchase from if they are aiming to at least **half their carbon emissions by 2030** and **become net zero by 2050**.



Choose pro-active suppliers that actively **reduce plastic consumption** and their carbon footprint.



# cont....So what are we doing

- Updating information on our Business website and in our monthly Enews, Tourism Matters.
- Wherever possible, we will highlight what businesses are doing to be more environmentally friendly on our website.
- Media activity and hosting journalists.
- Closer working with Southeastern



# Working with partners

Working with Visit Kent and Kent districts on a new sustainable tourism action plan for Kent

- Toolkit
- Impact Heros - aim for at least three in Thanet



# As a service how are we being more green

- We've reviewed what we do as a service
- Flower troughs
- Recycling in the office, including soft plastics
- We are a Water refill location
- Green training for staff
- Electric van on order
- Sustainable stock lines in the Visitor Information Centre



# Sustainable Tourism Product development

- E bike suppliers & Tours
- No 42 Guest House, meet and greet bike scheme
- National Coastal Path / Year of the Coast
- Dickens Town Trail, cultural walking tours





# Next steps

- Explore opportunities with transport providers to encourage overnight visitors
- Impact heroes submissions for Thanet (aiming for 3!)
- Understand where we can influence and link to help inform other service areas
- Building of cycle hire provision / storage for visitors
- Carry out another business survey to compare with previous survey carried out in 2021 and ask for feedback on toolkit
- Explore more the Green Destination Network / Quality Coast programme

# Tourism for People, Nature & Climate



# Green Destinations - what's involved

The Green Destinations Standard consists of 84 criteria (75 mandatory, 9 optional), covering the following 6 main themes:

1. Destination Management
2. Nature & Scenery
3. Environment & Climate
4. Culture & Tradition
5. Social Well-being
6. Business & Communication

# A Few Wise Words

*“The truth is: the natural world is changing. And we are totally dependent on that world. It provides our food, water and air. It is the most precious thing we have and we need to defend it”*  
**Sir David Attenborough**

*“We don’t have to engage in grand, heroic actions to participate in change. Small acts, when multiplied by millions of people, can transform the world”*  
**Howard Zinn**



**Thank you for listening, are there any questions?**