



Green Globe

The Sustainable Path for Travel and Tourism



Website Presence

www.greenglobe.com

Green Globe Portal linking to everything Green Globe

- Links to all services incl. the new Green Globe Membership
- Partnerships
- [www.greenglobecertification](http://www.greenglobecertification.com), www.greenglobe.travel, etc
- Green Globe clients
- History and current news



Corporate Info

Green Globe Certification

Who we are

- Los Angeles HQ, Mexico, France, Germany, Dubai, Pretoria, Barbados, Brisbane
- Web based certification system, delivering Green Globe Standard / Criteria
- Last year 100 newly certified businesses in 20 countries
- Total Green Globe clients, 2400+ in the Green Globe program with 1036 certified

across 83 countries

- Affiliate member of UNWTO
- WTTC has 5% stake in Green Globe International Inc, the brand owner

www.greenglobe.com



Certification

Green Globe Certification

What we do

- Certify the sustainable operation and management of all travel and tourism businesses. Comply with ISO 17021
- Provide a certification standard with criteria updated every 6 months
- In the future criteria will be aligned with Tourism Stewardship Council
- Certification services are delivered by accredited consultants and auditors
- Certification is available to 26 sectors of tourism; including accommodation, hospitality, transport, convention centers, etc



Green Globe Alliance

Green Globe Partnerships

Alliance Partners

Global, regional and local certification programs

- TÜV Rheinland (Europe, China mainland)
- Green Globe Mexico (Mexico, Central America)
- Green Globe Europe (Europe)
- Heritage Environmental (Sub-Saharan Africa)
- Sustainable Travel International (North America)
- Chattanooga Green (Tennessee, Virginia)



Green Globe Partners

Green Globe Partnerships

Professional services and consulting partners

- Farnek Avireal Middle East (Mid East) – Hotel Optimizer
- PA Consulting (Caribbean, Global)
- Responsible Business Alliance (Central America)
- Scott Wilson (UK)
- ICRT Belize (Belize)
- Sky Con (USA)



Media & Travel Partners

Green Globe Partnerships

Green Globe Media and Travel Affiliates

Consumer and investor communications

- Islands Magazine – Bonnier Corp
- Travel Mole
- AAA – Eco
- Air Canada Vacations
- Travelocity – Green Directory



Worldwide Advisory

Green Globe Partnerships

Green Globe Worldwide Advisory

Strategic Advice

- World Travel and Tourism Council
- United Nations World Tourism Organisation



Marketing

Green Globe Marketing

New marketing services to grow brand recognition with consumers and industry

- Green Globe Book
- Client email broadcast, web features and banner ads
- Destination Highlights
- Green Globe Villages – IMEX, Caribbean Travel Market, WTM, ITB, etc
- Green Globe Merchandising



Travel

Green Globe Travel – Travel Tool

www.greenglobe.travel

- Central repository for all Green Globe businesses – accommodation, tours, attractions, etc.
- Currently 800+ listings in 83 countries
- Google map based search
- Carbon Friendly Flight Finder
- Links to travel partners



Media Relations

How we get the message to the world

- Travel Mole Profile – Introduction to the client’s business activities, and focus on commitment to sustainable and carbon neutral practices. 450,000 subscribers
- Bloomberg – 330,000 monthly online readers; affiliated with 400 Bloomberg publications in 70 countries
- Reuters – distribution to 160 countries with readership estimated over 1 billion
- Dow Jones/ Wall Street Journal Online – average 24.2 million visitors readers
- Forbes.com – 30 million unique visitors worldwide readers
- Associated Press – AP serves 1,700 newspapers and 5,000 radio and television outlets in the United States; and newspaper, radio and television internationally
- MSN Money – 465 million unique consumers each month globally – 117 mil in the U.S
- CNN Money – 7.8 mil unique visitors per month



Corporate Info

Right time, right company

- The globally recognized green brand for Travel and Tourism
- Multilingual web based tools and system serving the needs of a worldwide and multi-ethnic customer base 24 hours a day, 7 days a week
- Network of highly qualified licensees spread around the world with specialized knowledge in their local markets
- Green Globe standards meet or exceed all regional and international mandates



Caribbean / Mexico

Sustainable Coastal Tourism

- Strategic Partner Agreement signed with Caribbean Hotel & Tourism Association
- Member of the Governing Council of the Caribbean Alliance for Sustainable Tourism (CAST)
- Percentage of all certification fees are invested in CAST
- Working with Organization of American States to deliver CSR training to tourism businesses



Future

Green Globe in 2010 – 2012

- Expansion to China with Shanghai HQ (TUEV Rheinland/Germany)
- First certified airline (cabin service / operation)
- I Phone / Blackberry App
- 590 Conference Centers in Europe
- Spa Certification
- Combine all Green Globe licenses
- Major expansion of Marketing program with international partners (Wall Street Journal, Bonnier Group and others)



Thank you!

For further information please contact

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