

Press Release

Ye Olde England Tours Aims for Top Sustainable Tourism Award **14th July 2020**

Ye Olde England Tours has recently joined Green Tourism, the largest and most established sustainable certification programme in the world, with the aim of achieving one of their respected Awards.

A Green Tourism Award means that a business works responsibly, ethically and sustainably, contributes to their community, is reducing their impact on the environment and aims to be accessible and inclusive to all visitors and staff. Businesses that meet the required standard receive a Bronze, Silver or Gold award based on their level of achievement.

Ye Olde England Tours has worked hard over the last 7 years to reduce our carbon footprint with sustainable tours and support local businesses so now it feels the time is right to join the programme and see what they can achieve.

Ye Olde England Tours will be graded by a qualified Assessor against a rigorous set of criteria, covering a range of areas such as energy and water efficiency, waste management, biodiversity and social involvement and communication. **Ye Olde England Tours** has been particularly keen to produce a wide range of environmentally friendly, accessible walking tours that highlight the natural environment and biodiversity that can be found in London and believes these will be scored particularly well by the Assessor.

Owner Stephen Liddell said: **Ye Olde England Tours** pioneered private tours & one of the things that has always separated us from the crowd was our bespoke offering of unique tours putting visitors & community above money. Caring for the environment, operating a sustainable, carbon neutral business that supports local suppliers and producers is what we and our customers are all about. We're thrilled to partner with Green Tourism who share our ethical outlook to tourism. Now we have another way to lead the way with our public commitment to Green Tourism which after the Coronavirus is more important than ever. *With Ye Olde England Tours, great days out needn't cost the Earth!*

About Your Business

Since 2013 **Ye Olde England Tours** have pioneered Private Tours in London, England and across the U.K. With dozens of walking tours and great days out, we specialise in individual and small group tours not just to the big sights but lesser known ones and even unique personalised tours for an authentic and satisfying travel experience with almost 800 5-star reviews.

About Green Tourism

Green Tourism awards recognise places to stay and visit that are taking action to support the local area and the wider environment. Green Tourism is the largest sustainable certification programme of its kind to operate globally, assessing hundreds of fantastic places to stay and visit in Britain every year. Businesses which meet the standard for a Green Tourism Award receive a Bronze, Silver, or Gold certificate, based on their level of achievement.