

SUSTAINABLE TOURISM WALES TRAVEL RESOURCE PACK

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THE IMPORTANCE OF SUSTAINABLE TRAVEL

Whether your business is a campsite, hotel or an attraction, your visitors will need to reach you somehow. With over half of all car journeys having the potential to be made on a bike in less than 20 minutes, it's important to inform and educate your team and your visitors to encourage sustainable travel. But how can you do this?



> TALKING TO YOUR TEAM

Communicating new ideas or cost-effective solutions with your team on how your business can improve its travel, will not only be beneficial for creating new ideas but the team rapport too.

Nominating a Green Travel Champion every month, awarding the employee with the lowest carbon footprint or inviting a sustainable travel guest speaker into the business are a number of ways to promote excitement around the subject.

> TALKING TO YOUR VISITORS

Promoting ways to travel sustainably is a great way to get your visitors involved. You could do this by:

- Promoting the use of public transport
- Highlighting your electric vehicle charging points
- Pointing them to sustainable travel websites
- Offering bike storage racks
- Asking for feedback on improvements

Not sure where to start?
Here's our top five
tips to promote and
encourage sustainable
travel within your
business!

1 Pinpoint the Route

With various accessible footpaths and walking trails located all over Wales, unless visitors are familiar with the local area, they may not realise how close they are! Why not tell your guests through an email or a handy sign in your reception area?

2 On Your Bike

With less than 2%* of all journeys made by bike, why not encourage your visitors to cycle to you if they live close! You could also install bike storage space or highlight bike hire and equipment options to those staying for a holiday.

3 Time to Charge Up

Although an expensive option, if you have funding available, why not look at installing Electric Vehicle Charging Points in your car parking area? These can be used by your team and your customers as well.

4 Train or Bus?

Do you have public transport options within your area? Why not highlight them to your team and your visitors. By showing how close you are to a bus or train stop, it could encourage people to visit without the need to drive.

5 Get Involved

If you're encouraging your team and your visitors to make sustainable travel choices, you should be the one to start the ball rolling! Can you cycle to work, or even walk? Why not setup a car share scheme?

FUNDING OPTIONS

A number of banks offer green business finance with various eligibility criteria and loan sizes. Our resource efficiency advisors are available for you to talk through your needs. Here's a short list of where you can access finance:

- Development Bank Wales
- British Business Bank
- HSBC Green SME Fund
- NatWest – Green Loans
- Barclays Green Loan
- Virgin Money Sustainable Business Loan



PURCHASE OPTIONS

Start small and install bike racks at your location. You can pick these up from cycling retailers across the UK, and it could be single stands or a whole rack.

Speak to your energy provider about the cost of installing an electric vehicle charging point. It doesn't have to be straight away, but you can then start planning.

Have a map in your main reception area with location pins for bus stops, train stations, tourist attractions and walking routes. Anything to encourage greener travel.

RESOURCES AVAILABLE

www.visitwales.com/inspire-me/days-out/12-eco-friendly-places-visit

www.roughguides.com/articles/responsible-travel-in-wales-practical-ways-to-travel-better

www.healthytravel.wales

Switch to low carbon travel modes - Energy Saving Trust

Visit Wales Tourism Market Demand Report –UK June 2022

Cledrau Cymru / Wales on Rails

The National Cycle Network - Sustrans.org.uk

Welsh Government - National Transport Delivery Plan 2022 - 2027

Business Healthy Travel Charter - Healthy Travel Wales

If you would like further support on introducing travel saving measures into your business, get in touch with our team today.

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