



# Brack Tours Green Action Plan

The purpose of this action plan is to establish the overall step by step plan Brack Tours intends to take to become a more greener and sustainable tour operator. This Green Action Plan will identify the steps Brack Tours needs to take to meet our goals and objectives to succeed at being a leading organization within the Green Tourism Scheme and within Northern Ireland & Ireland.

Goal: Becoming A More Environmentally Friendly & Sustainable Tour Operator in Ireland.

Action Step <i>What needs to be done to achieve our goal?</i>	Responsible Person <i>Who should take action to complete this step?</i>	Deadline <i>When should this step be completed?</i>	Necessary Resources <i>What do you need in order to complete this step?</i>	Potential Challenges <i>Are there any potential challenges that may impede completion? How will you overcome them?</i>	Result <i>Was this step successfully completed? Were any new steps identified in the process?</i>
To market Green Tourism at the Milwaukee iFest in August 2015.	Nuala, Sinead & Mary Ann	August 2015	Sample Itineraries to generate 20 green tour enquiries with the intention of converting 5 into Green bookings for 2016/17 = both group & FIT bookings	Educate the customers and clients at iFest & when following up on leads. Have a clear understanding of accommodations, attractions and coaching that are involved in green tourism.	
To hold monthly green team meetings in conjunction, where possible, with The Hub Newry.	Nuala, James, Debra & Suzanne (The Hub)	Monthly	Our aim would be to discuss new ideas from within the Green Team and our colleagues in our regional offices, update on current projects and also to celebrate green tourism success	Time management & receiving feedback and ideas. The Green Team must encourage feedback & ideas from the employees who are in the regional offices by communicating and keeping them up to date.	

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<p>Aim to change our own mind set and target a new client audience.</p>	<p>Nuala, James, Debra, Sinead, Mary Ann, Peter</p>	<p>Ongoing</p>	<p>Focus on targeting our marketing to the younger, culturally curious client who are often more aware and interested in green issues and travel. Utilise social media to gain larger audience and promote green tourism</p>	<p>Our constant challenge is new leads. A high percentage of our business comes from recommendation and word of mouth. Social media and local festivals offer an opportunity for us to reach a new audience to pitch green tours and travel.</p>	
<p>To fundraise for local and national charities.</p>	<p>Nuala, James, Debra, Sinead, Mary Ann, Peter</p>	<p>Annually</p>	<p>Green Team members and employees will be fundraising from our offices and through our “Coins for Cause” initiative, in conjunction with Trocaire.</p>	<p>Planning for local charity events must be done in advance. All tours must be briefed about the “Coins for Cause” before travel and informed of the total raised in the feedback/follow up email.</p>	

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To promote, market & run two Food Tourism Tours in the 2016/17 season.	Nuala, James	End of season 2015	“Flavours of Ireland Tour” to promote local food, drink, music & history. Research accommodations, cookery schools, restaurants and create a green food tour to promote in 2015/16.	Marketing the tour and educating the clients to buy into the green tourism “Food Tour”.	
Aim to encourage 2 centre Green tours to include Scotland who are leading by example in Green Tourism.	Nuala, James, Debra, Sinead, Mary Ann	June 2016	We will do this by promoting Scotland & Ireland on suggested itineraries to Group Leaders & by using the template of Larry & Charlie’s Tour 2015 but make it green!	We need to improve our knowledge of Scotland – both accommodations & attractions and sell the benefits of a two centre tour to our clients.	

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<p>To promote &amp; educate students on green tourism through contact with the local college SRC</p>	<p>Nuala, James</p>	<p>By end of November</p>	<p>Design and write a relevant green tourism presentation explaining what green tourism is and how Brack Tours are involved.</p>	<p>Student timetable – relevance of subject.</p>	
<p>Moving forward, for all quotes, we will aim to incorporate green aspects for all sections of travel.</p>	<p>Nuala, James, Debra, Sinead, Mary Ann, Peter</p>	<p>From May 2015</p>	<p>We will do this by recommending coaching, accommodations &amp; visitor attractions that have green tourism award or are working towards the accreditation.</p>	<p>Limited numbers of participants across Ireland. Our challenge will be to have at least some sections of our tours and FIT's green.</p>	