Darmstadt, December 14th, 2017

The International Year of Sustainable Tourism for Development 2017 is drawing to a close. Has it made people think? According to the figures presented in the current FUR survey, more and more people in Germany want to travel sustainably. Ecological compatibility is of great importance for more than a third of the interviewees, 38 percent would like to travel in a socially responsible way and 42 percent of Germans think that tour operators ought to support environmental and species protection or educational projects at the respective destinations.
“There has been a shift in awareness with respect to traveling – at least in the social classes that are well educated”, says Hartmut Rein, Professor at the Eberswalde University for Sustainable Development. Similar to the development concerning the subject of nutrition, over the last years people also became more reflected and self-critical regarding their travel behavior. So far, only a few of them manage to achieve their goals. According to the FUR survey, there is a gap between ideal and reality that cannot be explained by the price. Sustainable long distance journeys are often positioned in the luxury segment. However, a hiking or cycling vacation in a nearby region causes a much smaller ecological footprint and in addition is more affordable.
The problem is that guests are often overstrained with booking a sustainable journey. One out of two does not find offers that suit his needs and wishes and one out of five criticizes the lack of advice in travel agencies. According to the survey, the problems originate in the fields of information and communication. This is aggravated by the lack of credibility. Even if people find a suitable offer, it is often not transparent enough in terms of sustainability. This is where Green Pearls® comes into play: its information platform www.greenpearls.com is directly addressed to guests; comprehensive global communication activities make Green Pearls® members more visible and findable all over the world.

Let us work together so that the year 2018 will also be a year for sustainable tourism. We are all called to act to change today’s tourism into a responsible, conscious, socially fair one.

Thank you all for your support!

We wish you peaceful holidays and a promising, successful, green year 2018!

Your Green Pearls® team
The German Green Pearls GmbH with place of business in Darmstadt, Germany unifies international tourism companies that support environmental protection and demonstrate social commitment. Thereby, Green Pearls is the first holding company worldwide that consolidates sustainable hotels, destinations and restaurants in a global data source.

Among the criteria of admission to Green Pearls® Unique Places, are a sustainability plan on management level, sustainable architecture, comprehensive water, energy saving and waste recovery measures, the use of seasonal and regional ingredients in the kitchen, as well as a large commitment for the social balance in each of the vacation regions.

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