

The Greenbox Times

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Green Box: international recognition as one of the world's top destinations



The Green Box is the first destination in Ireland to ever be nominated in a category for the Tourism for Tomorrow awards.

In what are internationally considered to be the Oscars of the tourism industry, the Green Box has been nominated in the 'best destination' category, along with the state of Vermont and the Great Barrier Reef.

An international committee of experts selected the 12 finalists from over 130 applications from more than 40 countries on all seven continents.

Speaking of the nomination, *Paul O'Toole*, CEO of Tourism Ireland, said: "I congratulate the Greenbox for securing a nomination as 'Best Destination' in the 'Tourism for Tomorrow' awards organised by the WTTC. It is no mean feat to be recognised in such a prestigious fashion given the global nature of the competition. For this project to be recognised in so distinctive a fashion at this relatively early stage of its development pays testament to the dedication and commitment of the team at the Greenbox and equally to that of those enterprises who are adding their investment to bring into being a true Irish eco-tourism product. I wish all concerned every success at the awards"



Boa Island figures, Fermanagh

Watch out for **Eco Eye**, Wednesday 28h February at 7.30 on RTE 1. Lots of Green Box people and places will feature on the show.

Network Meetings for 2007: Following on from a very busy and successful Jan 31st networking meeting in the Glens Centre, Manorhamilton, attended by 45 people from a range of ecotourism related-businesses in the region, more are planned. See over

A comprehensive set of training for 07 is also being compiled. Training in ecotourism and product development: Friday 23rd Feb, 10-4, and is free to members. Book through the office (071 9856898 or ollie@greenbox.ie). See over for more on training, and on upcoming events, including an innovative and exciting photography competition.

Over: news on an exciting new Green Box standard for products and visitor experiences

The Green Box is now going web based in its marketing. The travel industry is ever-more internet orientated, and we in the Green Box will be to the leading edge of this.

Next Networking event. Make a date in your diary: if you want to network with others with ecotourism tourism products and services, you must get to our next networking event. Its on Tuesday March 20th in the Breesy Centre, Ballyshannon, from 7.30-9.30. This will include both a detailed description on how to network, benefits of networking and, importantly, actual networking. Participants found the previous networking event very useful, and many got in touch with us subsequently:

“I Really enjoyed the meeting . The information was short and to the point and relevant, the networking fun and fast: I met people who I know will be of interest to me both on a professional and personal basis”. (Julie Curran, The Old Rectory)

““Just a note to say thought meeting last night was very productive. I personally got a lot out of it. The speed networking was a great idea” (Ruth Meade, Breesy Centre)



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Snap happy! As part of world responsible tourism day, which falls on 14th November, the Green Box is running a photography competition. So get snappin!

The theme of the competition is simply ‘images of green box’: we want your best photographs of the region nature, heritage outdoor activities etc. Essentially we want your interpretation of the time of year the picture is taken, the region and the ideas of ecotourism in photographic form. Winning photos will make it into the Green Box calendar 2008. Those chosen will also win various photo and ecotourism-related prizes, including classes from experts in outdoor photography.

Ecotourism business training: A range of ecotourism-related training is currently being designed by the Green Box, to suit the needs of members. Along with ‘ecotourism and product development’ training on 23rd February, three more business-related courses are being delivered in March. These are PR (2nd March), using the internet effectively (9th March) and finance/funding (16th March)—each tailored specifically to suit the needs of those with ecotourism products and services.

All are free to members (non-members €20), including lunch, and run on consecutive Fridays from 10-4. Pre-booking essential. (contact office for details on 071 9856898, or email ollie@greenbox.ie).

Watch out for training in the following areas: introduction to ecotourism, including theories, policies, standards and certification; outdoor and sustainable guiding; nature, culture and archaeology in the region; food and cooking; natural health; sustainable event organising and more. And finally, watch out for Green Box events International biodiversity day (May 22nd) and during world wildlife week (1-7th October).

Well done to the second ecotourism class, who have now completed the FETAC certified course through the Field Studies Centre, Derrygonnelly

Greenbox Launches New Quality Label for Ecotourism in the Greenbox Region

The Greenbox will shortly be launching its new quality standard for ecotourism products in the Greenbox region. Ecotourism product providers will for the first time anywhere in the UK and Ireland have the benefit of a dedicated ecotourism quality label that will guide visitors’ travel choices to help them choose promoters of ecotourism products and the experiences they have on offer. This label will be applicable to travel and tourism products that are nature-based and have an element of interpretation/education involved (e.g. guided wildlife tours, nature based training courses, instructed outdoor activity, food trails, archaeology tours, hill walking trips).

For more contact ian@greenbox.ie.