

## **Discounts on ‘sustainable’ activities to mark World Environment Day**

- **Turisme de Barcelona is launching a campaign featuring environmentally friendly tourism initiatives**
- **A talk by the CEO of the Global Sustainable Tourism Council was the highlight of the Barcelona Sustainable Tourism assembly**

**Barcelona, 3rd June 2015.** - Turisme de Barcelona will be promoting sustainable tourism on Friday 5th June, World Environment Day, when it launches a campaign at the city’s main tourist information office in Plaça de Catalunya. The consortium has organised an advertising campaign that includes recommendations and discounts featuring initiatives designed so that visitors can enjoy the city in a sustainable way.

The campaign (#BCNsustainable) begins on 5th June and will continue throughout the weekend. Information officers specialising in sustainable tourism will give visitors tips about environmentally friendly sightseeing activities. They will distribute a leaflet featuring a series of recommendations designed to make tourists aware of environmentally friendly initiatives such as saving energy, recycling, using public or sustainable transport, choosing sustainable and inclusive accommodation and tourist services, and eating organic, locally sourced produce.

The initiative also features a series of activities and visits with discounts so tourists can discover the city in a more sustainable way. They include the Barcelona Walking Tours of the Gothic Quarter and the city’s *modernista* landmarks with 50% off the price; tours

of the Colònia Güell, with 30% off, and trips to Montserrat, with 10% off. (The attachment lists the recommendations and discounts).

Turisme de Barcelona runs the Barcelona Sustainable Tourism programme to promote sustainable tourism in the city. The consortium's CEO, **Jordi William Carnes**, reminds us that "Barcelona's tourist industry includes companies that are making an outstanding contribution to best practices in sustainability which should be one of the mainstays of tourism in Barcelona".

### **Participation of APARTUR**

The Barcelona Association of Tourist Apartments, APARTUR, is also joining the campaign to promote sustainable tourism and will distribute leaflets featuring information about World Environment Day to a sample of its apartments.

Turisme de Barcelona is organising the talk *Travel forever*, given by **Luigi Cabrini**, CEO of the Global Sustainable Tourism Council (GSTC), on 5th June, as part of the assembly of the Barcelona Sustainable Tourism programme. It will look in depth at ways of giving impetus to a quality tourism model that will guarantee responsible tourism management and sustainable tourist destinations in economic, socio-cultural and environmental terms. GSTC is the world body that establishes and manages global sustainable tourism standards, such as the Biosphere sustainable tourism certification.