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Total Facilities Management

Factsheet

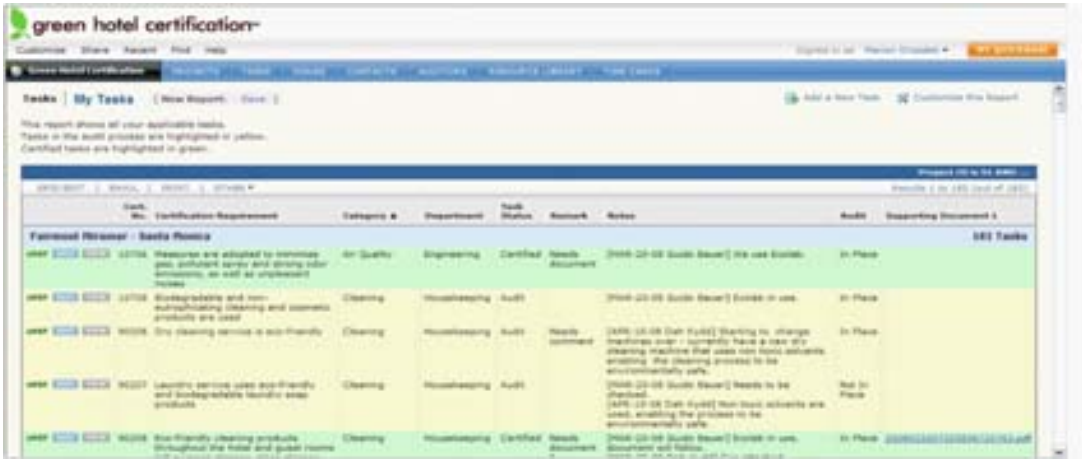
# Green Globe Certification

**Who is Green Globe?**

The World Travel & Tourism Council (WTTC) established Green Globe in 1993 & is the leading worldwide certification.
Green Globe's worldwide network and is recognized in 187 countries.
Green Globe Certification is in complete compliance with ISO 17021 standards.

**Figures**

Over 800 businesses certified
Over 2000 businesses in Green Globe programs
More than 1,000 newspaper articles yearly
17 offices around the world
248 standards (certification requirements)
30,000 hits per week on website
Completely paperless certification process *(see below figure)*




**Benefits of a Green Globe Certification**

Cost reductions over time lead to improved valuation for the business.
Green Globe Certification provides an immediate recognition for 'green' consumers.
Green Globe Certification is a clear differentiator between businesses in the market.
Green Globe logo enhances brand image and reputation.
Enhances environmental stewardship within a destination.

**Why Green Globe?**

Per guest saving: $20
Cost per guest: 1 cent
Average 18% more hits on website
Survey of 682 hotels certified or under certification

**Importance of Green in the Market**

When asked if travelers would pay more for a Green Certified Business...
44% of travelers pay 5-9% more
23% of travelers pay 10-15% more
14% of travelers pay 15% and more
19% of travelers would not pay more

* *Source: Travel Weekly*

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