



BOUGAINVILLEA BEACH RESORT, BARBADOS GOES GOLD WITH EARTHCHECK

12 September, 2011 – Bougainvillea Beach Resort has secured the prestigious dual Green Globe and EarthCheck Gold level of certification through the world's leading certifier of travel and tourism organisations.

In so doing, Bougainvillea Beach Resort has joined an elite group of industry leaders who, over a period of five years or more, have consistently demonstrated their commitment to host communities and high standards of environmental management.

Sharon Hugh-White, the resort's General Manager stated, "We are elated that once again, Bougainvillea has successfully achieved dual gold certification. This is truly representative of our commitment to operating sustainably and to limiting our negative impact on the environment. Our team is forever mindful of the need to work today to protect tomorrow and we will continue to strive to improve the way we operate and to encourage others to do the same".

To gain dual Green Globe/EarthCheck Gold Certification, Bougainvillea Beach Resort has also had to report their environmental footprint and adhere to an internationally recognized standard of Best Practice.

Each year, leading up to certification, Bougainvillea Beach Resort submitted 12 months of operational data to EarthCheck, to be benchmarked against industry Best Practice. A number of key indicators were measured; including energy and water consumption, total waste production, and community commitment.

"Achieving Green Globe and EarthCheck Gold Certification is not an easy task" explained EarthCheck CEO Stewart Moore. "There are no short cuts, no ways to buy your way in; it's a matter of being able to prove the integrity of an organisation's operational practices year-in and year-out, and then be willing to have everything verified by an independent, third party auditor."

By taking a scientific approach to measuring the effectiveness of their sustainability practices, Bougainvillea Beach Resort was able to identify where they were out-performing others and where room for improvement remained.

"This requires a commitment across all levels of an organization, from the very top, all the way through to part time staff and even volunteers," Moore continued.

For economies reliant on travel and tourism, EarthCheck's benchmarking data provides the only historical record of the global environmental impacts of the industry over the past 12 years. More importantly, it rates the effectiveness of industry efforts to reduce Greenhouse Gas emissions (GHG) and conserve natural resources at a project-by-project level.

For travellers the world over, it's good to know there's a credible body keeping track of sustainability claims. The EarthCheck logo represents travel and tourism's efforts to come together and take meaningful steps to address the serious challenges faced by the planet.

EDITOR'S NOTES:

Bougainvillea Beach Resort is a beautiful beachfront resort on the south-coast of Barbados, offering 138 spacious, studios, one and two bedroom suites with spectacular views. An ideal choice for island getaway, romance in the sun or family fun, Bougainvillea offers excellent resort facilities and amenities including three pools, swim-up pool bar, two restaurants, Spa, water sports, tennis, fitness centre, kids club, games room and complimentary wireless internet access.

EarthCheck is one of the world's largest certifiers of sustainable travel and tourism operators; with more than 1,200 clients in over 65 countries. EarthCheck certification complies with the Intergovernmental Panel for Climate Change (IPCC) Guidelines for National Greenhouse Gas Inventories, the World Business Council for Sustainable Development (WBCSD) Greenhouse Gas Protocol, and the International Organisation for Standardization (ISO) 14064 range of standards for greenhouse gas accounting.

Media contacts:

Bougainvillea Beach Resort

Dawn Kirton, Sales & Marketing Manager

Ph: +1 246 418 0990

Email: marketing@bougainvillearesort.com

Web: www.bougainvillearesort.com

EarthCheck Head Office

Chantal Dunbar, Communications Manager

Ph: +61 7 3238 1900

Email: chantal.dunbar@ec3global.com

Web: www.earthcheck.org