

increase



Profits  
Competitiveness  
Sustainability  
Responsibility  
Brand value

zero emissions zero emissions zero emissions zero emissions zero emissions zero emissions zero emissions zero emissions zero emissions zero emissions

reduce



Costs  
Energy consumption  
Carbon footprint  
Tourism impact on  
Climate Change

## “Green Innovation in Tourism: Enhancing Competitiveness and Reducing Costs”

**Discover** the free online toolkit helping hotels become more energy-efficient  
**Learn** how the European Union EMAS tool can boost your environmental performance  
**Hear** how Valladolid, Spain is boosting its green tourism credentials

### World Travel Market 2012

**Date: 8 November 2012 • Time: 2-3 PM • Venue: South Gallery, Room 21 & 22**  
Organized by: World Tourism Organization (UNWTO) • Contact: Claudia Lisboa (clisboa@unwto.org)



#### Event registration:

<http://www2.unwto.org/en/event/green-innovation-tourism-enhancing-competitiveness-reducing-costs>

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