



## Visit Gloucestershire Declares a Climate Emergency

We, The Visit Gloucestershire Partnership CIC want to set out our vision for the future of responsible tourism in Gloucestershire and how sustainability, inclusivity and communities will be major priorities for us.

Our declaration represents the strength of collective action in Gloucestershire and our organisations commitment across the industry to rebuild responsibly and protect our beautiful county and beyond for generations to come.

We will strive to constantly improve our own operations, we will learn and share best practice with others, working closely with partners to be bold, ambitious, and innovative.

These are incredibly challenging times for businesses across the county and during our response to the pandemic, a responsible recovery dedicated to climate action is critical to building a robust and resilient county.

Our declaration represents the strength of collective action in Gloucestershire, our partnerships across the industry rebuild responsibly and protect our beautiful county and beyond for generations to come.

We've joined destinations across the world to step up to the county's commitment to climate action by signing up to [the Tourism Declares initiative](#).

In so doing, we have pledged to act and support tourism businesses in Gloucestershire to join us in this process. Visit Gloucestershire is committed to:

- The development of a sector focussed Climate Action Plan within the next 12 months
- Sharing commitment and progress publicly
- Aligning our commitment to emission cuts with the need to cut global emissions in half by 2030
- Working Together
- Advocating Change

With the tourism industry facing huge challenges due to the pandemic, our plan recognises the importance of balancing necessary business survival with a sustainable and responsible recovery.

Our collaborative partnership joins a growing list of over two hundred travel groups, businesses and individuals who have declared under the banner *Tourism Declares a Climate Emergency*; an initiative committed to coming together to find solutions to the climate crisis.

Our plan includes a long-term commitment to increase promotion of public transport sustainable and active travel, to engage our community, and proactively manage visitors our work has been ongoing particularly following the first national COVID-19 lockdown.

Through our declaration and action plan, we aim to play a leading role in the development of Gloucestershire as a Green Destination and to be globally recognised as a responsible tourism destination.