



Dear newsdesk,

Please see copied below a press release on behalf of Visit Tamar Valley, Green Acorn and Tamar Valley National Landscape's Tamara Scheme for immediate release. Revisions are made to the names of those shown in the picture.

Many thanks

Kind regards

Sarah Bartlett MCIM  
**Marketing and Programme Manager**  
**Visit Tamar Valley**

FOR IMMEDIATE RELEASE

### **Visit Tamar Valley Unveils Green Tourism Programme to Lead the Way in Sustainable Travel**

Visit Tamar Valley is thrilled to announce the launch of its Green Tourism Programme, a pioneering initiative in the Tamar Valley aimed at driving sustainable tourism across the region. As part of the Tamara Landscape Partnership's "Come Visit, Stay Awhile" project, this programme is supported by National Lottery Heritage Funding and delivered in partnership with SECTA's Green Acorn Award Scheme.

The Green Tourism Programme will work with eight 'ambassador' tourism and hospitality businesses in the Tamar Valley, helping them to engage with the Green Acorn Award while encouraging their visitors to reduce their own environmental footprints. These ambassador businesses will also be encouraged to share their insights and best practices, creating a ripple effect of sustainability within the local tourism sector.

"We're excited to see the Green Tourism Programme empower businesses and visitors to take tangible steps toward a more sustainable future for tourism in the Tamar Valley," said Sarah Bartlett, Marketing and Programme Manager. "This initiative is a fantastic opportunity for the region to lead by example, showing how small changes can add up to make a significant impact."

By late 2025, these ambassador businesses will help Visit Tamar Valley to shape a Sustainable Tourism Charter, creating a framework for ongoing environmental efforts and growth of sustainable initiatives in tourism across the region.

Stay tuned to Visit Tamar Valley's social media channels and newsletters for updates on our ambassadors' progress as we follow their inspiring journeys toward a greener future.

Information about the programme and businesses taking part can be found here:

[https://visittamarvalley.co.uk/green\\_tourism\\_programme](https://visittamarvalley.co.uk/green_tourism_programme)

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**For media inquiries, please contact:**

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#### **About Visit Tamar Valley**

Visit Tamar Valley is committed to positioning the Tamar Valley region as a destination of choice for short-stay visitors. With the help of our information-rich website that serves as a comprehensive source of information, we aim to attract more visitors, elevate their experience, and safeguard the valley's unique environment.

#### **About Green Acorn**

Green Acorn, an initiative of the Southeast Cornwall Tourism Association (SECTA) and has been promoting sustainable tourism practices for over ten years. Recognized in the BS 8900 British Standard for Sustainable Business, Green Acorn is committed to guiding businesses towards a greener future.

#### **About The Tamara Partnership Scheme**

The Tamara Partnership Scheme is a collaborative initiative focused on preserving and enhancing the natural and cultural heritage of the Tamar Valley. With support from the National Lottery Heritage Fund, the scheme brings together local organizations, businesses, and communities to protect the area's landscapes, wildlife, and history. Through projects like "Come Visit, Stay Awhile," the scheme promotes sustainable tourism, environmental education, and community engagement, ensuring that the Tamar Valley remains a vibrant, resilient destination for residents and visitors alike.



#### **Image**

Some of our participating business owners gather for the first of their team meetings at The Yard Café at Weir Quay.

From left to right: Sue Jewell - Green Acorn, Terry Hirst - Ramblers Rest, Sara Ross-Thomas - Tamar Valley Camping, Sarah Bartlett - Visit Tamar Valley, Chris - The Yard Café, Declan Ross-Thomas - Tamar Valley Camping, Mary Schwarz - Birland Cottage, Peter and Diane Askew - Spring Parc, Nikki Hirst - Ramblers Rest