

## **From 'Green' to 'Eco'... Botswana Tourism Announces Ecotourism Certification**

Seven Camps and Lodges now Botswana Ecotourism Certified

**Annapolis, Maryland (December 7, 2010)** Conservation of Botswana's natural resources, abundant wildlife, and cultural heritage has long been of prime importance to the government and people of Botswana. This commitment was formalized with the inception of the country's National Ecotourism Strategy, the framework positioning Botswana as a leading sustainable tourism destination.

Botswana Tourism Organization, entrusted with implementing this framework, has worked collaboratively with industry experts to develop ecotourism best practices and programs for tourism industry use. The latest program to be introduced is the Botswana Ecotourism Certification System for ecotour operators and accommodation providers. These two voluntary certification programs are designed to encourage and support responsible, environmental, social, and cultural behavior by tourism businesses, by providing a quality, eco-friendly product to consumers.

The comprehensive, three-tier programs enable companies of all sizes to dive in and attain the entry level of 'Green' certification, then continue to evolve their operations to the 'Green+' level, and finally to the 'Eco' level of certification. The highest level of certification acknowledges the full spectrum of ecotourism - involvement with local communities in tourism development, nature conservation, environment management and interpretation of the surrounding environment to the guest.

Botswana Tourism is pleased to announce the first group of seven Botswana camps and lodges to attain certification. Reaching the **Green** certification level is [Vumbura Plains](#), a Wilderness Safaris property. Attaining **Green+** certification are two more Wilderness Safari camps - [Jao Camp](#) and [Kwetsani Camp](#), plus [Chobe Game Lodge](#), a Desert& Delta Safaris lodge. At the highest, **Eco** certification level are Wilderness-Safari's [Little Vumbura and Savuti Camp](#) and Great Plains Conservation's [Zarafa Camp](#).

All properties and their respective companies are committed to providing their guests high quality, eco-friendly product in wonderful authentic style. Being 'green' has never been so appealing.

To learn more about Botswana's commitment to ecotourism and the Botswana Tourism Ecocertification program, visit:

[http://www.botswanaturism.co.bw/grading/ecotourism\\_manual.html](http://www.botswanaturism.co.bw/grading/ecotourism_manual.html)

### ***ABOUT THE BOTSWANA TOURISM ORGANIZATION***

The Botswana Tourism Organization is a parastatal body set up through an Act of Parliament with the mandate to market the Botswana tourist product, grade and classify tourist accommodation facilities, and promote investment in the tourism sector. Through the implementation of progressive conservation and ecotourism policies and practices, Botswana enjoys a reputation as a sustainable tourism destination and one of the top safari destinations in the world.

For more information, visit <http://www.botswanaturism.us>

###

**U.S. Media Inquiries**

Claire Larsen

Partner Concepts LLC

Telephone: +1-410-224-7688

Email: [claire@partnerconcepts.com](mailto:claire@partnerconcepts.com)