

Making the most of your

PUG certification

**FOR YOUR BUSINESS SUCCESS,
FOR YOUR GUESTS
& FOR YOUR WILDERNESS**





- ***Congratulations.*** You are the proud owner of an independently verified, United Nations GSTC endorsed certificate - proving that you are striving to achieve sustainability in your operations.
- **Now you need to be sure to tell everyone about it and display it with pride.**

WHAT IT MEANS

Gaining a PUG certificate provides your guests, DMC and TO buyers, clients, staff, media, government and park officials and the travelling public at large that your operation is professionally run, its trustworthy and seeks to look after its staff and neighbours and is environmentally friendly.

It's aim is to help you enhance your operational quality, improve your profitability and give you broader market appeal

WHY YOU NEEDED TO BOTHER?

- 1. Businesses that adopt green practices outperform their competitors**
- 2. 75% of consumers want more responsible holidays**
- 3. 93% of consumers say travel companies should be committed to preserving natural heritage**
- 4. 66% of consumers prefer to buy products and services from companies that give back to society**
- 5. 58% of Conde Nast Travellers said their hotel choice influenced by green credentials**
- 6. 66% of Tripadvisor.com travellers often or always consider environment when choosing hotels and other providers**
- 7. 50% willing to pay more for goods and services that have good corporate social responsibility credentials**

Source : http://www.responsibletravel.org/projects/documents/2014_Trends_&_Statistics_Final.pdf

SIX WAYS TO GAIN THE BENEFITS OF PUG RATING?

- 1) **SHOUT** about it
- 2) **DISPLAY** it everywhere
- 3) **USE** it as part of your marketing
- 4) **SELL** your green credentials
- 5) **ACT** on the PUG report
- 6) **WORK** with TOFTigers

1) SHOUT ABOUT IT – TALK ABOUT IT

Its no use if people don't know about it!

- ✓ **Tell your staff about it**
- ✓ **Tell your clients about it**
- ✓ **Tell your agents about it**
- ✓ **Tell your media contacts about it**
- ✓ **Tell your friends about it**
- ✓ **Tell park staff about it**

2) DISPLAY YOUR CERTIFICATE & LOGO *Its no use if people don't see it!*

- ✓ **Display your certificates in prominent place (Reproduce them if you need to for offices/reception or bedrooms)**
- ✓ **Use pug logo on your website**
- ✓ **Use pug logo on your literature & Biz cards**
- ✓ **Highlight your PUG rating on press releases**
- ✓ **Highlight on bedroom literature**

3) USE IT IN MARKETING MATERIAL

Its no use if buyers don't know about it!

- ✓ **Display PUG logo with hyperlink prominently on your website**
- ✓ **Embed the logo into lodge photographs for use on other websites and Online agents (OTA's)**
- ✓ **Embed it into your E-signatures**
- ✓ **Embed and mention it on Facebook/Twitter**
- ✓ **Highlight it in printed literature**
- ✓ **Add it onto your adverts in magazines etc**

4) SELL YOUR GREEN CREDENTIALS

Its no use if you do not show people what you are doing

Prospective agents & clients like knowing you business is :

- ✓ Providing professional, well trained, properly paid staff**
- ✓ That your operation is not compromising the long term health of its wildlife destination**
- ✓ That your operation is supportive of its park and local community**

Highlight this on your website THEN show your visitors what you are doing when they come to stay. It reinforces your message, enhances your reputation and ensures better repeat and referral business.

5) ACT ON THE PUG REPORT

Its no use reading it without taking the actions it recommends

- ✓ **Go through the report carefully with your staff**
- ✓ **Instruct your staff to instigate recommendations in report**
- ✓ **Monitor those recommendations** (e.g. Energy, water, wastage)
- ✓ **See how that affects your performance** (E.g. Lowers cost, increases repeat or referral biz, gets better feedback, increased occupancy, increases profitability etc)

Then tell TOFTigers what happened – and how its made a difference – and we will broadcast it

5) WORK with TOFTigers team

We are not a marketing agency – but we can help you and make recommendations

- ✓ **Contact us for advise and support**
- ✓ **Use our membership to make new contacts/network**
- ✓ **Come to events which we host/run**
- ✓ **Follow up with calls from TOFTigers for news and deals – our activities are there to help you**
- ✓ **Report any illegal activities, park or operational issues we should be aware of that need to be raised.**

What is TOFTigers really?

- **A Travel Trade Alliance advocating better nature tourism to support nature conservation and wilderness protection**
- **It's a B2B supply chain campaign**
- **It's a value chain that reflects its support for better practice in fragile habitats by travel operators and providers**
- **PUG is buyers and consumer tool – to make better more sustainable choices**

What TOFTigers is NOT

- **We do NOT represent the entire tourism industry – you are a privileged member**
- **We are NOT a classic Tourism Membership Association (like PATA, ATTA, ATOAI etc)**
- **NOT simply a sales services or lodge marketing operation**

THE CONCLUSION

**Green is here – its now mainstream
(and often mandatory) – it's very
good for business – and it's in
growing demand from your clients,
agents and International tour
operators.**

Doing better business is good for your business

So what do you get from TOFTigers ?

**YOU ARE JOINING A NETWORK OF
INTERNATIONAL OPERATORS &
INDIAN DMC's WHO SELL TRAVEL
& WILDLIFE HOLIDAYS WHO HAVE
ALL AGREED TO A CODE OF
CONDUCT TO BUY PUG CERTIFIED
ACCOMMODATION**



TOFTigers

Sustaining the wild

JUST A FEW OF OUR MEMBERS



Abercrombie & Kent



TRAVEL INN
Specialist in operating tours
to India, Nepal, Bhutan, Tibet

**WILD
WORLD
INDIA**



SEA & SKY
travel (i) private limited

Cox & Kings
FOUNDED IN 1758



steppestravel
travel beyond the ordinary

originaltravel

GREAVES India
Eastbound



EXPLORE!

Unlimited India
The Tour Company

Transwars
Journeys through Asia
Discovery Journeys

BANYAN

AUDLEY



Scott Dunn

Natur Resor Annelie Utter



INDIA
SAFARIS AND TOURS



cazenove+loyd
destination experts

**and 200 others from
India & overseas**

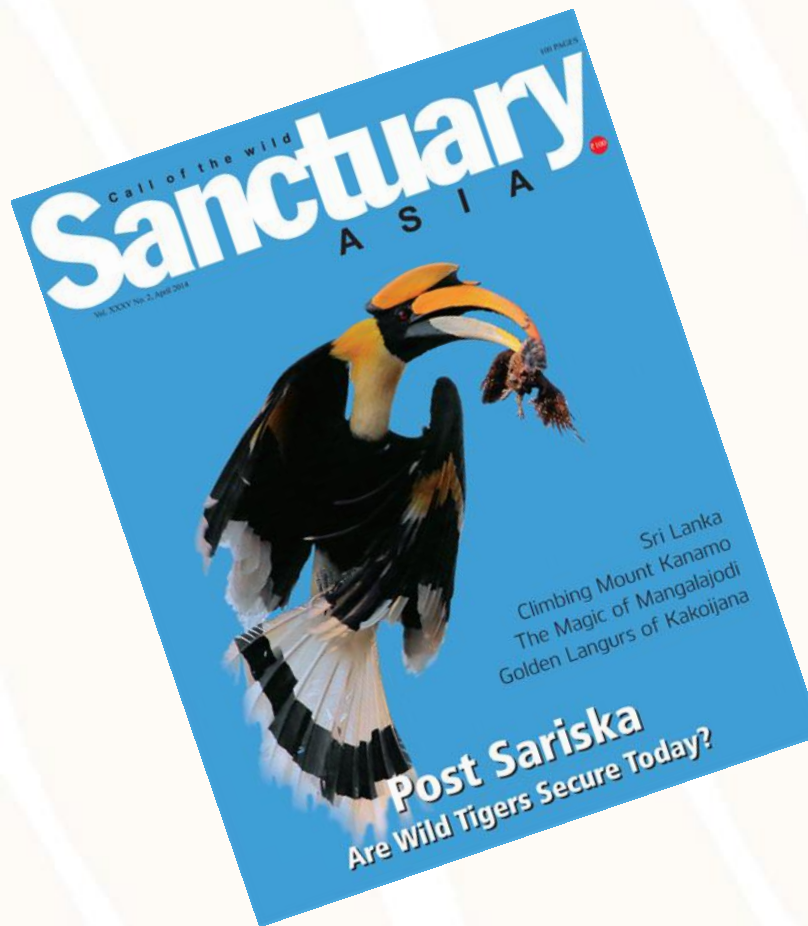
You will automatically be added to the next edition of the 'Good Wildlife Travel Guide'

See www.toftigers.org/GWTGdownload/

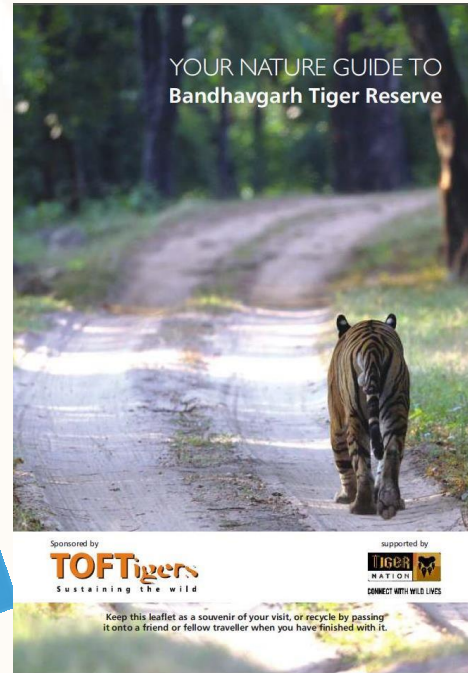


TOFTigers

Sustaining the wild



**Highlighting and special
advertising rates in
Sanctuary Asia Magazine
and online media**



**Nature guides and
guidebooks for your visitors**



**Customise Travellers
leaflets for your bedrooms**

Feature on TOFTigers website



Sustaining the wild

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PUG Eco-ratings



TOFTigers has developed an eco-rating system for individual lodges and resorts in tiger reserves. Using our rating system to choose where you stay or send your children, will ensure a better holiday...

[Read more...](#)

Tiger Friendly Travel



For the best, most eco-friendly wildlife tours, who to use, inside and outside India, and where to stay use the [Good Wildlife Travel Guide](#), visit the members section of our website or [download](#) our most up-to-date list of members.

[Read more...](#)

Indian Tiger Parks



TOFTigers' campaign is focused on 17 of the best known tiger and wildlife viewing parks in India and 2 in Nepal. Each has numerous attractions, fabulous wildlife, unique flora and fauna and different experiences...

[Read more...](#)

2014 Awards



The 3rd Sanctuary TOFTigers Wildlife Tourism Awards 2014 were held at a glittering ceremony in New Delhi in September celebrating the very best of nature tourism in the Indian subcontinent...

[Read more...](#)

Featured Lodges [\(View All\)](#)





Featured Indian Ground Agents [\(View All\)](#)






Featured Travel Operators [\(View All\)](#)







SANCTUARY TOFTIGERS WILDLIFE TOURISM AWARDS



Wildlife Promotion Company of the Year 2014


02 October 2014

3 tigers set to be moved from



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Corbett
wildlife

in
the
wild

Aahana The Corbett Wilderness

Corbett Tiger Reserve



Aahana The Corbett Wilderness is an eco-friendly resort set in thirteen acres of lush forest and greenery on the edge of the Bijara Zone of Corbett National Park, offering a haven for rejuvenation and wellness in the midst of nature. Accommodation is in clusters of individually decorated rooms offering beautiful views of the Corbett Range. Enjoy nature walks and bird watching with one of our resident naturalists, cycling and a host of other activities, relax in our spa or take a dip in our pool.

The entire property has been landscaped with indigenous trees, grasses, herbs as well medicinal plants to provide an extended space to wildlife which can be seen and heard from the living rooms. The restaurant and swimming pool decks offer excellent sightings of wild elephants, jackals and deer, and the occasional wild boar. More than 100 varieties of bird have been identified in our grounds.

We are in close proximity to the Khara gate of the Jhama Range of Corbett Tiger Reserve, which stays open throughout the year. En route, you pass through the grasslands of Alkhalia which are fast becoming a refuge for wild animals.

PRICE BAND


\$150-\$300

INR 1192,411 INR 4296,09600 C119600

Rates are per person per night

[Visit Website](#)

[Contact Provider](#)







What is PUG Rating?

Closed:

The resort is open throughout the year

Directions:

The Resort is located exactly 1km from the main city of Ramnagar in the Ramnagar-Khalagarh

[illegible]

A page on TOFTigers website with links and direct enquiry options

Feature on Sanctuary Asia website & social media



Accommodation

Sanctuary Asia encourages sustainability in travel, so you can choose from one of the **TOFTigers, PUG** eco-certified lodges in the park vicinity and help sustain this destination.

Denwa Backwater Escape – Near the Madhai Gate



Forsyth's Lodge – Near the Madhai Gate



Reni Pani Jungle Lodge – Near the Madhai Gate



PHOTOS OF THE WEEK



[View All](#)

FIELD REPORTS

Twitching Along The Mahanadi
Satyesh Naik, Dr. Anup Nayak and Anshu Pragnan discover that the hills along ... [Read More](#)

[View All](#)





An ongoing 'LOOK FOR PUG BEFORE YOUR BOOK' Campaign

GSTC is databasing you for entry onto a ever increasing range of OTA's – Online Travel agents - who will use PUG as a priority search tool. They include :

BookDifferent.com, HotelBeds.com, BookGreener.com, and Glooby.com, with other larger agents coming on board all the time.

TOFTigers

Sustaining the wild

Biannual Sanctuary TOFTigers Wildlife Tourism Awards



Invited to a host of events



Training workshops



Workshops and networking events



Fund projects and initiatives

TO CONTACT US:

We are here to help you:

Delhi Office : admin@toftindia.org

Tel: 011 4100 6608

Green team pug@sycomprojects.com

Tel: 011-24329452 or 43658567

International Office : julian.matthews@toftigers.org

Tel: 00 44 1963 824514