\*FOR IMMEDIATE RELEASE\*

Loch Ness Hub & Travel Achieves GOLD Green Tourism Award (The only non-Visit Scotland Visitor Information Centre with a Green Tourism GOLD award)

Loch Ness Hub & Travel is thrilled to announce its recent accolade of achieving GOLD Green Tourism Award Status, building on its commitment to sustainability and responsible tourism. This achievement comes on the heels of the company's previous accreditation for the Real Living Wage, showcasing its dedication to both environmental stewardship and fair labour practices.

The GOLD Green Tourism Award recognises Loch Ness Hub & Travel's outstanding efforts in their net zero ambitions, implementing eco-friendly practices, reducing its carbon footprint, and contributing positively to the local environment and community. This achievement underscores the company's unwavering commitment to sustainable tourism practices, ensuring that visitors can explore the breathtaking beauty of Loch Ness while minimising their impact on the environment.

"We are thrilled to receive the GOLD Green Tourism Award, which reflects our ongoing dedication to promoting sustainable tourism in the area," said Russell Fraser, MD at Loch Ness Hub & Travel. "This recognition validates our efforts to operate in harmony with the natural surroundings while providing memorable experiences for our visitors. Currently, we are the only Visitor Information Centre with GOLD Green Tourism award, except for Visit Scotland Sites, which is great credit to our partners, community, board of directors and staff. “

In addition to its environmental initiatives, Loch Ness Hub & Travel remains committed to ethical employment practices by being accredited as a Real Living Wage employer. This accreditation demonstrates the company's commitment to providing fair wages and supporting the well-being of its employees, further cementing its position as a responsible tourism provider.

"We believe that sustainable tourism goes hand in hand with ethical employment practices," said, Carolyn Wilson, Chair of Loch Ness Hub Ltd. "By ensuring that our employees receive a fair wage, we not only contribute to their livelihoods but also foster a positive work environment that enhances the overall visitor experience, whilst simultaneously building a community that is a better place to live, work and visit."

Loch Ness Hub & Travel invites visitors from around the world to experience the majestic beauty of Glen Urquhart, Loch Ness and surrounding areas while supporting sustainable tourism and ethical business practices. With its GOLD Green Tourism Award and Real Living Wage accreditation, the company continues to set the standard for community tourism in Scotland's iconic Loch Ness region.

For more information about Loch Ness Hub & Travel and its commitment to sustainable tourism, please visit [www.lochnesstravel.com](http://www.lochnesstravel.com)

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About Loch Ness Hub & Travel:

Loch Ness Hub & Travel is a community benefit society based in Drumnadrochit. Committed to environmental stewardship and ethical employment practices, the company offers a range of services that include, visitor information centre, Great Glen Way luggage and shuttle transfers alongside various activities and experiences that showcase the natural beauty and cultural heritage of Loch Ness while minimising its impact on the environment.