



Greentraveller Launches Green Destination Guides : Sustainable Tourism In The Lot Valley

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Green holidays website greentraveller.co.uk has launched a series of Green Travel Destination Guides, providing practical advice, video, interviews, and in-depth information on focused destinations throughout Europe.

The first Green Travel Destination Guide is of the Lot Valley, France and includes over 80 recommendations for where to stay, eat and what to do in the Lot Valley's five regions, as well as practical information on how to travel there by train from the UK.

Working in collaboration with the Entente Vallée du Lot, greentraveller's team of travel writers has picked out some of the best green places to stay, from locally run hotels to self-catering apartments, and innovative places to eat, from pavement cafes to authentic restaurants and village markets that sell fresh, local ingredients. It also features a range of activities, from visiting hot-water pools to guided hikes, canoeing and other family holidays along the eponymous river valley.

Richard Hammond, Chief Executive and Founder of greentraveller.co.uk, says:

"We hope these new guides show how it is easy to choose eco-friendly options on holiday. By focussing on the best locally run places in specific destinations, we've already done the hard work so that holidaymakers can select from a wonderful range of quality, eco-friendly places to stay, eat and visit.

"We're delighted that the first in the series is a guide to The Lot Valley - it is a spectacular, ancient region and a great place for a holiday, from the beautiful town of Villeneuve-sur-Lot in the west, to Cahors, Saint-Cirq Lapopie and Mende in the east.

"These new destination guides reflect our focus on green and gorgeous



destinations, and we hope that they will be a useful port of call for holidaymakers looking for that special local touch while on holiday in Europe."

Marie-Hélène Privat, Director of the Entente Vallée du Lot, says:

"Being featured on the Greentraveller website means a lot for our region. It is a real acknowledgement of our efforts over the past 40 years to preserve and maintain the wonderful Lot River. We have always been committed to developing tourism that fosters diverse activities around the river whilst prioritizing sustainable practices."

Green Travel Guide to the Lot Valley:

Featured Regions:

Lot et Garonne: great for cycling, hiking, canoeing and walking

Lot: known as the 'Land of Marvels', this area is home to some of the world's first cave paintings

Aveyron: popular for canoeing, kayaking, rafting, or simply hiring a rowing boat - for life in the slow lane

Cantal: renowned for its water activities, as well as beautiful walks and ecomuseums

Lozere: visit the many historical remains, châteaux, fortresses, churches in this fertile region

See: <http://www.greentraveller.co.uk/lot-valley>

Greentraveller's Destination Guides on other eco-minded destinations in the UK and Europe will be published throughout the coming Spring and Summer.

For further media information as well as high quality images, please contact:
Richard Hammond: E mail: richard@greentraveller.co.uk; Tel: 07968 765404.

Notes to Editors

- Greentraveller.co.uk is an online guide to eco-friendly places to stay and holidays reachable overland by train and ferry in Europe
- Greentraveller represents over 250 eco-friendly places to stay and over 1,000 holidays in 28 countries from handpicked tour operators. Members include Sunvil, Exodus, Inntravel, Headwater, Saddle Skedaddle and Explore. We've worked with all these operators to pick out only those trips that can be reached overland by train/ferry.
- Greentraveller's Overland Journey Planner includes sample itineraries, journey times and prices for over 80 train journeys from the UK to Europe (such as Amsterdam, Cologne and Rome) and over 80 passenger ferry routes (such as Harwich to Hook of Holland, Newcastle to Amsterdam and Portsmouth to Santander)
- Greentraveller.co.uk is not a travel agent or a tour operator, but an online travel guide which provides first-hand reviews of hotels and other green travel tips (e.g. how to tell if a hotel is green, how to travel to your destination overland, etc) in its award-winning blog



· Greentraveller.co.uk has been described by the Sunday Times as "the first place to look for green holidays" and by National Geographic Traveller magazine as a "pioneering website". In 2009, greentraveller won the British Travel Press Editors' Green Award.

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