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### Tourists 'not influenced by environment'

A number of tourists have admitted in a new poll that they do not base their holiday plans on environmental issues.

Research by G2 Data Dynamics found that 55 per cent of holidaymakers do not consider the green credentials of a trip when booking it.

In research which could affect the promotional efforts of hotel chains in the UK, it was found that only 12 per cent of people have attempted to reduce their travelling because of its impact on the environment.

Kevin Slatter, director and global client strategist for G2 Data Dynamics, described the findings as "a blow".

He added that the results demonstrated that hotels looking to cut their impact on their environment "need to think more carefully" about how to change public attitudes and pass on green messages.

A recent study by Equation Research, cited by Hospitality.net, found that those who regularly stay in business hotels tend to book online, reports eMarketer.

