Holiday apartments win ‘Excellence in Guest Experience’ award for greening the planet.

Monday 14 October, 2019

At the 2019 Vacation Rental World Summit held last week in Como, Italy, co-owner of Casal dei Fichi, Bob Garner presented the concept of our Treedom scheme and won the award for 'Excellence in the guest Experience'. Encouraging guests to eat at a selection of local restaurants who give our guests a discount. We add our contribution to plant trees through Treedom, a not for profit organisation which combats climate change by funding subsistence farmers to plant trees in developing countries. Guests have the satisfaction that while enjoying their holiday they have helped combat climate change. We call the programme ‘Combatting climate change, one plate at a time’.

Guest - Jo Adams, Dorset:

'Treedom’ is a really imaginative scheme. We think that’s just so clever, another way of contributing to greener travel that’s pain-and-effort-free. But again this approach is so relaxed – it always feels positive and productive, never pious or judgemental. As so much else at Casal dei Fichi, it’s just perfect."

Owner Bob Garner:

“Eating at fantastic local restaurants is a huge part of our guests’ holiday. We have found a way they can help plant trees and combat climate change just by enjoying a delicious meal. The restaurant gives the guest a discount and guests physically hand us cash. This gives them a real feel good sensation knowing that at no cost to them they have made a difference to the planet and made their holiday even more environmentally friendly.”

Environmental sustainability and optimising the guest experience are the 2 mainstays at Casal dei Fichi, luxury holiday apartments in Italy’s stunning and undiscovered Marche region.

The Treedom scheme involves participating restaurants, ranging from simple trattorias to an elegant palazzo or a wonderful seafood location overlooking the Adriatic. In return for offering a discount to our guests the restaurants are highlighted in our regional guide and all of the money which they donate is used to plant trees which are geotagged and identified online as being donated by that restaurant. This enables the restaurant to demonstrate and publicise their involvement

Treedom is an Italian not for profit organisation, Casal dei Fichi is one of their largest SME donors.

Casal dei Fichi is a founding member of the international Star Throwers initiative, which encourages Holiday destination owners to actively involve their guests in projects which give something back to the community on a local or global basis.

Since 2017

€4,000 Donated

403 Planted

140,250 Kg (or 730 trucks) CO_2 Captured

Our Treedom programme is one of 30 environmental initiatives we have put in place to limit Casal dei Fichi’s carbon footprint.

ENDS

Notes to editor:

Casal dei Fichi is TripAdvisor’s highest rated place to stay in Le Marche Italy with 550 5 star reviews, referencing Bob and Ian’s hosting skills and their green credentials

Casal dei Fichi have built up a loyal and committed clientele. In 2019 60% of their business came from repeat bookings or referrals.

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The Vacation Rental World Summit brings owners and professionals in this $100 billion industry together in a different country each year.

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