

# Natural Discovery Invites Holidaymakers to Take a Break

Submitted by: 2thefore

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Holiday company, Natural Discovery, has launched a new service that enables customers to take 'responsible holidays' in the UK. Through its Discovery Breaks, Natural Discovery's aim is to help people better understand the environment whilst enjoying their holiday at the same time.

By launching Discovery Breaks, the company's aim is to take 'eco issues' to mainstream holidaymakers in an interesting, interactive way. The goal is to enable guests to take their experience home with them and make a difference in their everyday lives. The breaks provide a showcase for the local culture, heritage and attractions and promote locally run activities and services such as guided walks, cycling and farmers' markets.

For example, guests may stay at one of the unique BedZED eco apartments in London. BedZED – Beddington Zero Energy Development – is an environmentally friendly, energy-efficient mix of housing and workspace in Sutton, South London. BedZED incorporates up to the minute thinking on sustainable living, from energy from renewable sources generated on the site to the 'Living Machine' sewerage treatment plant.

BedZED is a long way from the 'hair shirt' image that bedevils green living. It aims to be a beacon, to show how people can meet the demand for housing without destroying the countryside. It shows that an eco-friendly lifestyle can be easy, affordable and attractive – something that people will want to do.

James Little, Director of Natural Discovery, explained: "On a Discovery Break, guests are able to experience the best of the local area whilst also finding out what it is like to live with the latest green technologies and products in environmentally friendly accommodation. Sustainable tourism and having a good time on holiday go hand in hand. Discovery Breaks are interactive, enjoyable and demonstrate just how easy it can be to consider the environment and have a more positive experience in the process. Guests leave with a real understanding of the place they have visited."

Each Discovery Break comes with a 'Discovery Information' pack. This draws on local knowledge to provide a unique insight into the local area; its history, culture, natural environment and the best ways to enjoy them. Discovery Information is sent (by post or via a password protected link to a website) to guests before their stay so they can plan ahead. Guests are also asked to feed back experiences of an area so that the Discovery Information pack is constantly updated.

For more information on Discovery Breaks and Natural Discovery's complementary range of home products, visit Natural Discovery's website at [www.naturaldiscovery.co.uk](http://www.naturaldiscovery.co.uk)

Editors Notes

For information about BedZED, please visit [www.bedzed.org.uk](http://www.bedzed.org.uk)

Some more tailor-made breaks and away days in the UK

Taste Sussex and other English wines, pick out your own fresh & organic food and get a local chef to cook it all up for you at the place where you stay.

Enjoy a practical weekend at the Sustainability Centre on the South Downs (in Hampshire) and make anything from paper to giant willow sculptures.

Explore the British country-side; on a bike, by hot air balloon or even on a farm safari!

Visit the Dyfi Valley, in mid-Wales, learn more about environmental ideas at the Centre for Alternative Technology and go whale watching while you're there.

Take the sleeper to Scotland, enjoy the Clyde Valley and Loch Lomond, see Peregrine Falcons in the wild and stay in quality places accredited by the Green Tourism Business Scheme.

Natural Discovery can also tailor-made breaks for you to other parts of the UK: to the Ashdown Forest, the New Forest, Isle of Wight, Bath, Norfolk and many other places.

[www.NaturalDiscovery.co.uk/DiscoveryBreaks.htm](http://www.NaturalDiscovery.co.uk/DiscoveryBreaks.htm)

#### Team Building Breaks

The team also tailors breaks for the corporate sector. Team building and corporate events can be organized to take place in quality and inspiring venues, across the UK.

- Working together, combining mainstream and fresh teambuilding and training ideas.
- Co-operation, communication, problem solving with fun, special interest pursuits & eco-discovery.
- Venues demonstrating sustainable business as well as sustainable living, helping organizations to raise awareness of these issues.
- Promoting corporate social responsibility.

[www.NaturalDiscovery.co.uk/DiscoveryBreaks\\_teambuilding.htm](http://www.NaturalDiscovery.co.uk/DiscoveryBreaks_teambuilding.htm)

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