



Press Release

Loro Parque awards the “Premio Gorila”

Loro Parque awards the Global Sustainable Tourism Council (GSTC) with the “Premio Gorila” 2014. The GSTC is an international organization that aims to promote a major awareness and understanding of sustainable tourism practices, promoting the application of its universal principles and creating demand for sustainable travels. The Global Sustainable Tourism Criteria for hotels, tour operators and destiny are the core of its activity.

Mr. Luigi Cabrini, Chairman of the Board of the Global Sustainable Tourism Council and Advisor to the General Secretary of the World Tourism Organization (WTM) received the award on behalf of the organization for its environmental responsibility as the most important contributor to the proper management of the environment that sustains ecotourism and socially sustainable. Specially, we want to mention the release by the GSTC of the Sustainable Training Program, to satisfy the growing demand in education and training on sustainable tourism. We also recognize the contribution to this area, made by the GSTC through a working group of knowledge, education and training network.

This event took place at the headquarters of the Canarian Government Presidency, with the presence of the President, Fernando Clavijo Battle and the President of Loro Parque, Wolfgang Kiessling. At this twelfth edition of this award were also present the President of the Insular Council, Carlos Alonso, the Mayor of Puerto de la Cruz, Lope Afonso and various regional civil, military and consular authorities.

For now 12 years, Loro Parque has awarded annually the “Premio Gorila” with regards to environmental responsibility. For Loro Parque the award has a broad recognition of such responsibility, taking into consideration strategies and actions to conserve biodiversity, to promote sustainable use of resources, and to improve the livelihoods of local communities. The prize has had a special focus of the role of tourism in sustainability, and in previous years the prize has been awarded to entities and persons related to the tourism sector, and their efforts and commitment in the implementation of responsible environmental policy. This prize consists of a bronze sculpture of a gorilla, because the animal represents loyalty, strength, fidelity and good social awareness, characteristics that exemplify this award.

In previous editions, Loro Parque presented the award to the tour operator Iberostar and its President Miguel Fluxá received the award in 2003. The following year it was given to Neckermann Thomas Cook AG, with the presence of the General Manager Wolfgang Beeser. In 2005, Globalia – Travelpan was awarded and in 2006 TUI UK, being its General Manager David Harper. In 2007 the awards goes to the German tour operator TUI and in 2008 to the Island President Ricardo Melchior in recognition to his dedication and protection of the island environment. In 2009, the award was for the German TV channel VOX, for promoting the destination Tenerife and in 2010 for the President of Birdlife International for the bird protection. Petra Deimer, President of the Organization for the protection of marine mammals, received the award in 2011 and Michael Miersch, editor of the science magazine Focus, in 2012. Last year, the prize was received by Mark Tanzer, Executive Manager of the Association of British Travel Agents, ABTA.

Photos attached