How to inspire tourists with sustainable tourism experiences

Jeremy Smith @jmcsmith jmcsmith.com

"How was your holiday?"

"It was very sustainable."

change

change recover

change recover discover

change recover discover reconnect

more

more better

more better new

refresh

refresh regenerate

refresh regenerate restore

#lifechanging



less

less sacrifice

less sacrifice denial

Cut out

Cut out Give up

Cut out Give up Lose

Cut out Give up Lose Stop

#leavenotrace









responsible trave sustainable tourism

J. WALTER THOMPSON INTELLIGENCE

"Sustainability as we know it is dead."

"Sustainability as we know it is dead. Doing less harm is no longer enough.."

"....The future of sustainability lies in regeneration: seeking to restore and replenish what we have lost, to build economies and communities that thrive, and that allow the planet to thrive too"

NEW YORK TIMES BESTSELLER





"Addressing, slowing, or arresting emissions is necessary, but insufficient. If you are travelling down the wrong road, you are still on the wrong road if you slow down. The only goal that makes sense for humanity is to reverse global warming."

Paul Hawken, Drawdown

1: How can you design tourism to be restorative?

2: How can you communicate this to inspire your guests?

1: How can you design tourism to be restorative?


A solar powered boat that also provides energy to the resort











• onsite organic farm

onsite organic farm 80 local farmers

onsite organic farm
80 local farmers
network of buyers

onsite organic farm
80 local farmers
network of buyers
school gardens

onsite organic farm
80 local farmers
network of buyers
school gardens
guest tours

 onsite organic farm • 80 local farmers network of buyers school gardens • guest tours • farmers market

2: How can you communicate this to inspire your guests?

"Not an issue" 30%

"You don't want to be red like a tomato. A cooler shower restores your skin's natural balance"

"Show me the proof"

10%

B Impact Report

Intrepid Group Ltd

Global adventure tour operator, local destination management companies.

Certified Since: December, 2017 Location: Melbourne, Victoria, Australia Sector: Service with Minor





WWW.INTREPIDGROUP.TRAVEL

Intrepid Group

Intrepid has come a long way from humble beginnings in 1989, when the company's founders created a style of travel that could benefit both travellers and the places and people they visit. In fact, their first business plan included donations to communities before Intrepid was making any money.

Now the world's largest adventure travel company, the Intrepid Group is a collection of brands that together, offer more than 3,000 trips in more than 120 countries and on every continent.

Intrepid Travel, Peregrine Adventures, Urban Adventures, and Adventure Tours Australia are our tour operator brands, catering for all ages, budgets and appetites for adventures.

B2B brand, PEAK DMC, consists of a global network of more than 20 local

Impact Area Scores (i)

completed the B Impact Assessment

Overall B Impact Score 🛈



The B Impact Scores are being compared against all businesses that have



shorefast™ Economic Nutrition Label

fogo island inn

WHERE THE MONEY GOES	
	50%
es	14%
1	5%
	16%
her	5%
	10%
iity of Fogo Island	
stribution	
Canada	22%
Rest of World	7%



"What's in it for me?"

60%





For restaurants

Order online

RESQ.

ResQ your evening!

Find meals that otherwise would go to waste. You'll get good quality, inexpensive restaurant food and get to know new restaurants near you!









Nationalparks.fi / Hiking in Finland

Facilities	۳
Health and Well- Being	۳
Open Air Exercise	٣
Stress Management	
Sense of Community	
Natural Silence	

Hiking in Finland

Finland's unspoilt forests and thousands of islands and lakes offer plenty of opportunities for visitors to enjoy beautiful natural surroundings. Hikers and cross-country skiers can roam the endless forests and wideopen northern fells, while the lakes and rivers of central and eastern Finland are ideal for canoeists, and the labyrinthine archipelagos of the Baltic are a sailor's paradise.







"If deeper well-being needs are met, tourists will stay longer, come more often, spend more"

Customer Wellbeing Index, 2014

#lifechanging

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