



SUSTAINABLE
TRAVEL INTERNATIONAL

LEVERAGING SUSTAINABILITY TO ENHANCE PROFITABILITY

CARIBBEAN CONFERENCE ON SUSTAINABLE
TOURISM DEVELOPMENT SCT-2019

August 27, 2019

WHY TOURISM?



A POWERFUL GLOBAL INDUSTRY



**10% of
GDP**

Tourism is the largest, most diverse global industry, representing 10.6% of global GDP (\$7.6 trillion)



**1 in 10
jobs**

The sector supports 313 million jobs, 1 in 10 workers around the globe



**1.3 billion
travelers** There are 1.3 billion international tourist arrivals each year. This number is expected to reach 1.8 billion by 2030

Source: WTTC, Travel & Tourism Economic Impact 2018



Travel and tourism has the power to change a place and the lives of the people who live there - **for better or worse.**



TOURISM CAN CONTRIBUTE TO ENVIRONMENTAL PROBLEMS



**Degradation of
land and marine
ecosystems**



**Harm to wildlife
and loss of
biodiversity**

**Overconsumption
of natural
resources**



**Excess waste
and pollution**



... AND HARM HOST COMMUNITIES

**Diminished
quality of life for
local people**



**Economic
leakage**



**Displacement of
local
communities**



**Loss of cultural
traditions,
values, and
heritage**



IT CAN ALSO BE A POWERFUL TOOL TO COMBAT THESE SAME ISSUES BY:



**Supporting
environmental
conservation
efforts
and
protection
of sensitive
ecosystems**



**Providing
more
inclusive and
greater
income-
generating
opportunities
for
communities**



**Driving
economic
growth and
supporting
sustainable
development**



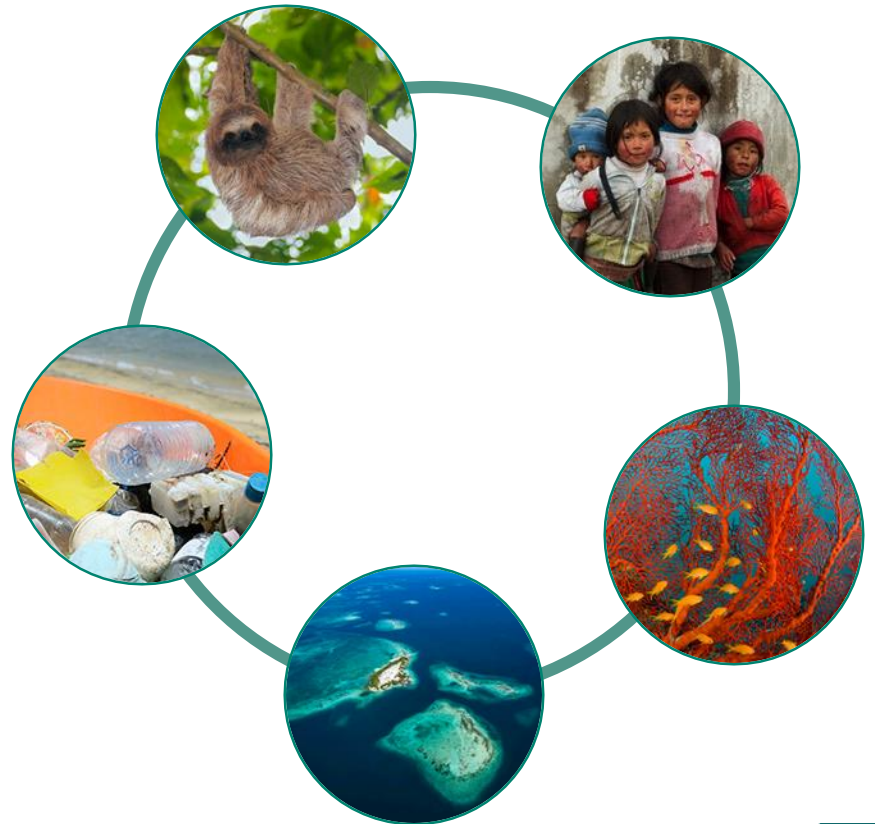
**Fostering
preservation
and
enhanced
appreciation
of local
culture and
heritage**



WHAT IS SUSTAINABLE TOURISM?

Tourism that ***takes full account*** of its current and future **economic, social** and **environmental** impacts, addressing the needs of visitors, the industry, the environment and host communities

-United Nations World Tourism Organization (UNWTO)



SUSTAINABLE TRAVEL INTERNATIONAL

Our Mission

Protect and conserve our planet's diverse destinations by transforming tourism's impact on nature and people

We're making sure tourism is a force for **positive** change by reducing its negative impacts and maximizing its benefits for communities, cultures, and environments



OUR ROLE

We partner with destinations, businesses, and communities in their journey towards a more sustainable future



WE'VE WORKED IN OVER 100 DESTINATIONS AROUND THE WORLD



BUSINESS CASE FOR SUSTAINABLE TOURISM



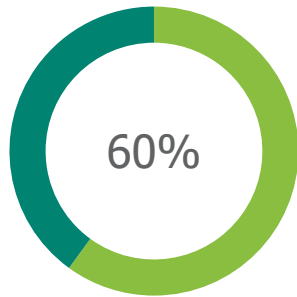
NEW TRAVELLER PREFERENCES DRIVE THE SUSTAINABLE TOURISM MARKET



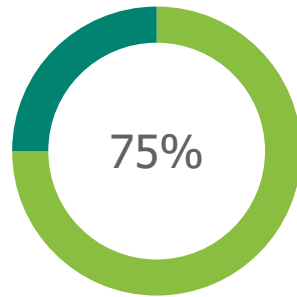
- **Emergence of experiential travel** - active participation by travels that brings people outdoors
- **Demand for authenticity** - travellers are looking for engaging, memorable, personal experiences
- **Search for fulfillment** - vacations with deeper meaning, personal growth, responsible tourism, reach a personal goal-challenge



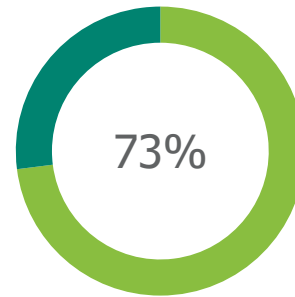
SUSTAINABLE TRAVEL DEMAND IS MAINSTREAM & GROWING



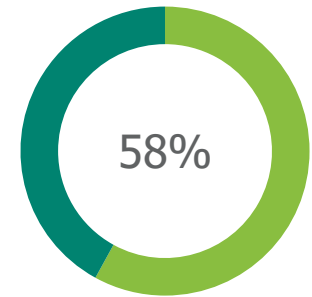
of US travelers believe they have a responsibility not to damage the environment, people, or economy of **destination** they visit



of UK travelers feel that sustainability is important to their choice of holiday **destination**



of global travelers plan to book "eco-friendly" **accommodations** in the next year



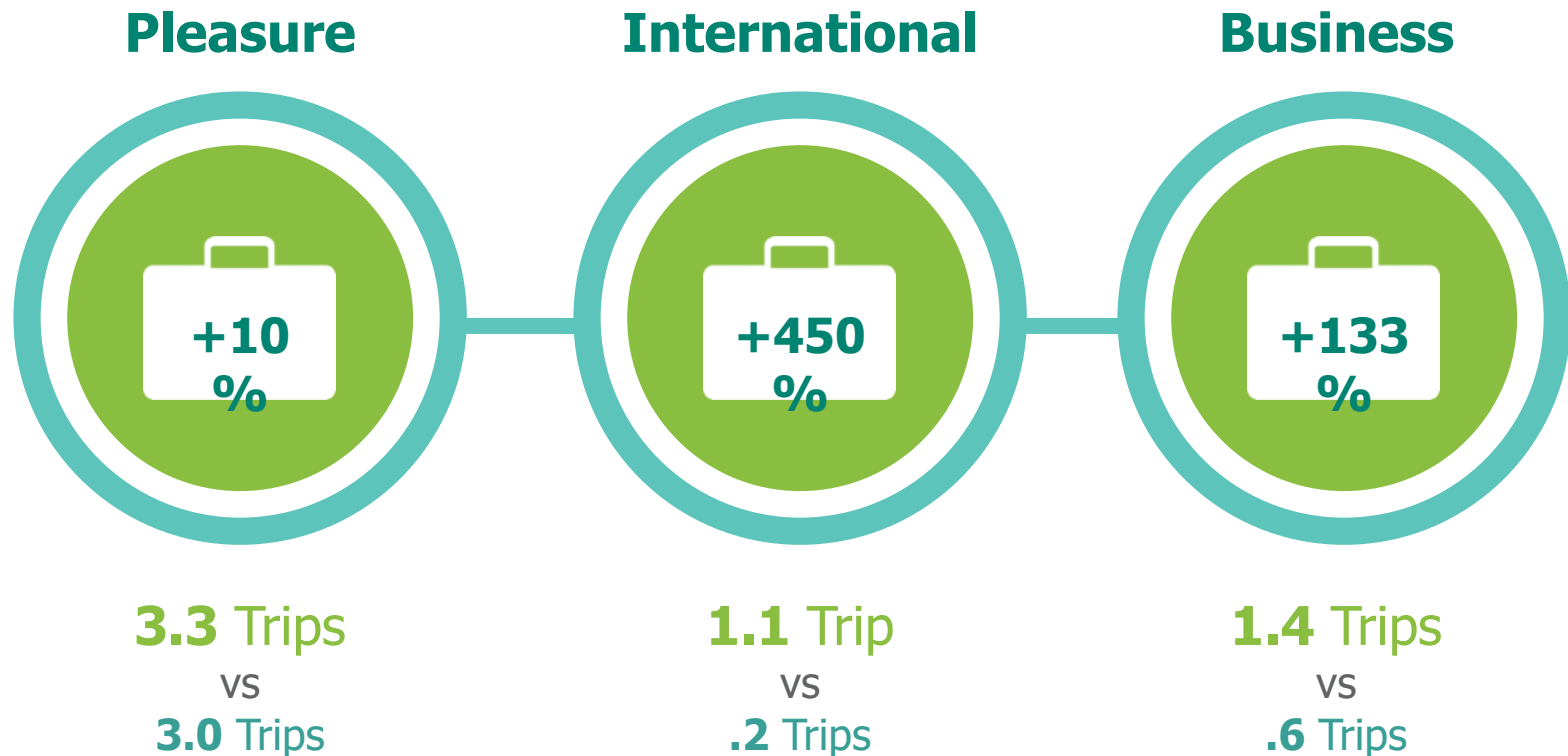
of Condé Nast Traveler readers choose **hotels** based on whether they give back

Experts project 10% annual growth rate of the global sustainable travel market

Source: Manda Research, 2016; WTM, 2016; Booking.com, 2019; Virtuoso 2017



THE SUSTAINABLE TRAVELER TRAVELS MORE FREQUENTLY



Source: Mandala Research, 2016;



STAYS LONGER

Sustainable Travelers were more likely to have spent **7 or more** days on their trip



All other travelers were **less than 3** days



SPENDS MORE!

The Sustainable Traveler spends **51% more** per trip!



Sustainable travelers

\$1,749

All others

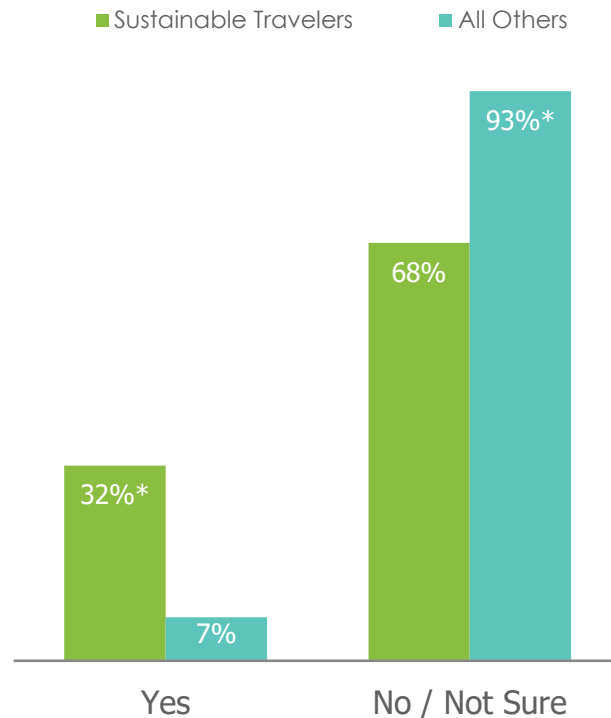
\$1,154

Average Amount Spent on Last Trip



IS MORE LIKELY TO GIVE BACK

Donated to a Recommended Charity



~40% of travelers
are interested in donating to
individuals or charitable
organizations while traveling
(CREST, 2016)



Source: Mandala Research, 2016;



TRAVELERS ALSO INCREASINGLY UNDERSTAND THE MULTIDIMENSIONAL NATURE OF SUSTAINABILITY

% Selecting Statement as Meaning of Sustainability

Environmental

- Conserve and minimize damage to natural areas and wildlife **83%**
- Minimize pollution of air, water, and land **81%**
- Minimize waste generated by visitors **81%**
- Commit to renewable energy and energy conservation **73%**
- Minimize resources used for tourism facilities and services **66%**



Economic, Social

Respect and enhance the heritage, culture, traditions, and distinctiveness of communities

82%

Improve the quality of life and avoid social degradation or exploitation

75%

Preserve the destination's authenticity and not become too "touristy"

71%

Increase the number and quality of local jobs supported by tourism

69%

Maximize travel's financial benefit to the destination by ensuring visitor spending is retained locally

67%

Engage residents in deciding the role of tourism in their communities

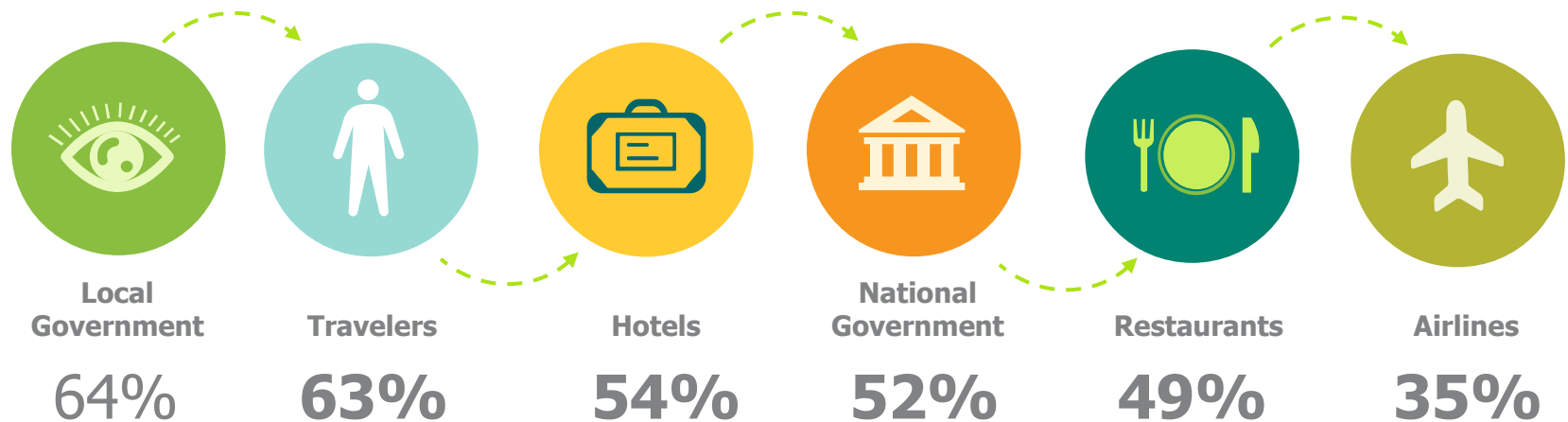
64%

Source: Mandala Research, 2016;

Q: Although you may have already said these things, which of the following, if any, would you think are meant by "sustainable tourism?"



AND BELIEVE IN SHARED RESPONSIBILITY



% of All Travelers Indicating Entity Owns
"Great Deal" of Responsibility

An aerial photograph of a tropical coastline. The water is a vibrant turquoise, transitioning to a lighter, sandy hue near the shore. A long, narrow white sand beach curves along the edge of a lush green island. Several smaller, forested islets are scattered in the water. A small boat is visible in the turquoise water, leaving a white wake. The overall scene is idyllic and represents a sustainable tourism destination.

LEVERAGING THE POWER OF THE SUSTAINABLE TOURISM MARKET





WHAT IS TRAVEL PHILANTHROPY?

Travel philanthropy funds, or destination stewardship funds, are vehicles that channel financial resources, time, and talent of contributors to further enhance long-term destination well-being



A MECHANISM FOR COLLECTIVE EFFORT FOR COLLECTIVE IMPACT



IMPACT GENERATED FROM LOCAL TRAVEL FILANTHROPHY FUNDS



- **Greater awareness** of key sustainability issues affecting a destination
- **Increased partnerships** and collaboration around destination stewardship
- **Increased funding** and support for local conservation and community development initiatives
- **Improved destination health** and long-term sustainability
- More diverse and **improved tourism product**
- Enhanced guest experience and **destination competitiveness**
- **Increases income generating opportunities**



The image is a composite of two photographs. The left side shows a steep, green hillside with dense vegetation, partially obscured by a semi-transparent green overlay. The right side shows a clear, turquoise ocean with visible coral reefs, meeting a blue sky. In the foreground, there are some rocky, sparsely vegetated slopes.

CASE STUDIES

*Torres
del
Paine*

— Legacy Fund —

TORRES DEL PAINE LEGACY FUND



mission.

To ensure a sustainable future for Torres del Paine National Park and its surrounding communities.



THE FUND HAS RAISED OVER \$200,000 IN DONATIONS FOR



Preserving and restoring ecosystems



Improving tourism infrastructure and mitigating visitor impacts



Promoting community development



Diversifying recreation opportunities and tourism products





HEART OF ST. KITTS FOUNDATION



mission.

To build awareness around sustainability priorities in St. Kitts and provide funding for local projects that make St. Kitts a better and more sustainable place to live in and experience.



THE FUND HAS BEEN SUCCESSFUL IN



Raising awareness of sustainability priorities in St. Kitts and forming local partnerships



Organizing volunteer events (over 200 participants)



Securing large commitments by businesses and business associations



Innovative fundraising methods



LESSONS LEARNED



- It takes time and dedication
- International businesses contribute mainly where significant visitor volumes to the destination exist
- Importance of reaching travelers through businesses and customizing & adapting options of support
- Does not replace the importance of public and private sector investments but rather it is a catalyst for jump starting initiatives that otherwise might not happen on their own.
- It's more than philanthropy but can serve as a destination management/stewardship fund, bringing stakeholders together for collective action





CONTACT US

Paloma Zapata

palomaz@sustainabletravel.org



SUSTAINABLE
TRAVEL INTERNATIONAL