

Kent Peer Networking Event: *How to use sustainability as a hook for tourists*

Thursday 17th November 2022

VISIT KENT
BUSINESS
GARDEN of ENGLAND

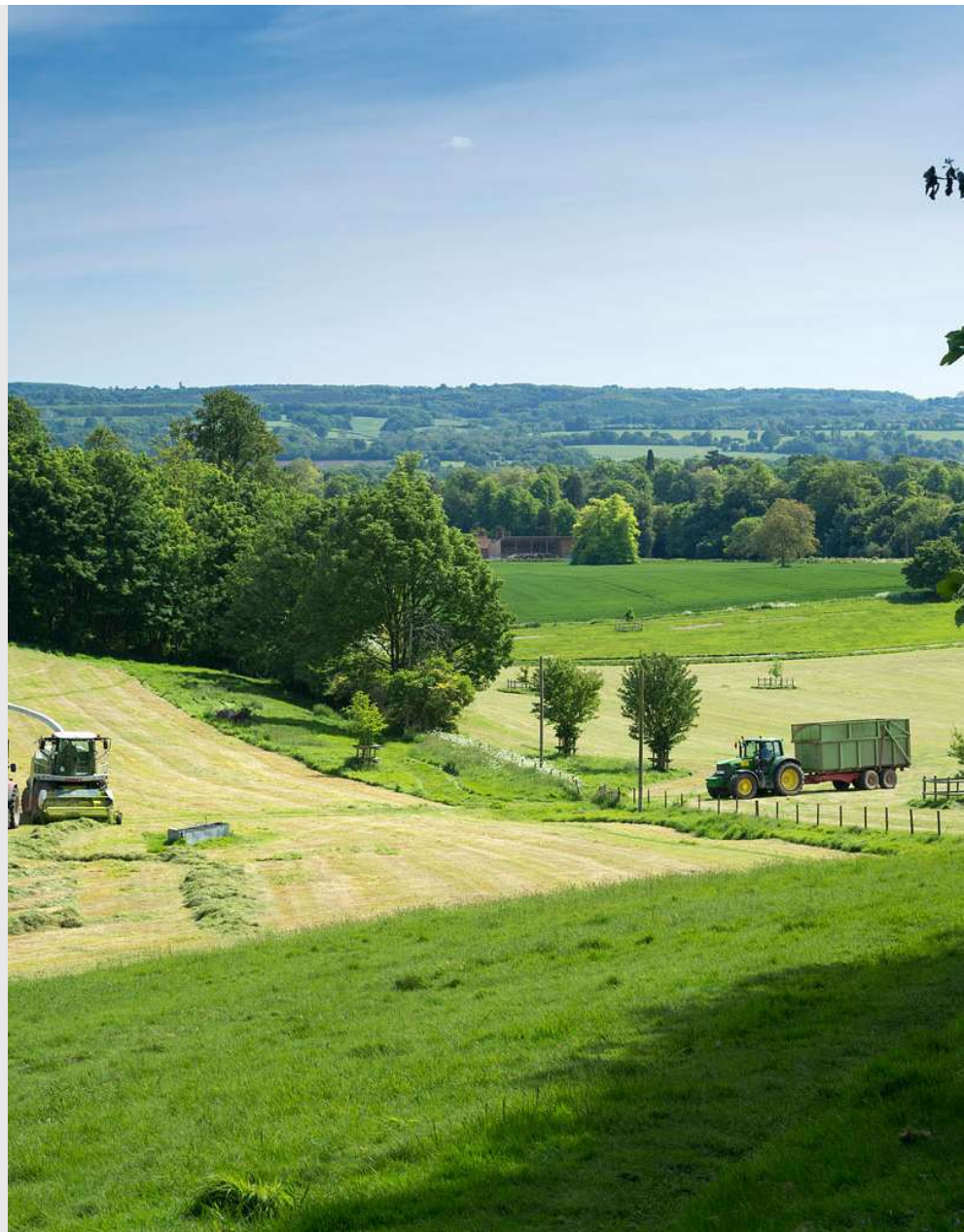
Interreg 
France (Channel) England
EXPERIENCE
Fonds européen de développement régional



Welcome

Hollie Du Preez

Destination Development Director
Visit Kent



Agenda

Insights into sustainable tourism - Ruby Russ

How to use sustainability as a hook for tourists - Prof. Xavier Font

Breakout session

Key learnings - Hollie Du Preez

Destination next steps - Hollie Du Preez



Get A Green Competitive Edge



Cost Savings



Positive Image



Business USP



New Markets &
Increased loyalty

"Given that a third of customers are choosing to engage with brands they believe are environmentally sustainable, it is important that businesses look at ways to go greener"- Simply Business

Research & Insights

Ruby Russ

Research and Insights Manager, Visit Kent



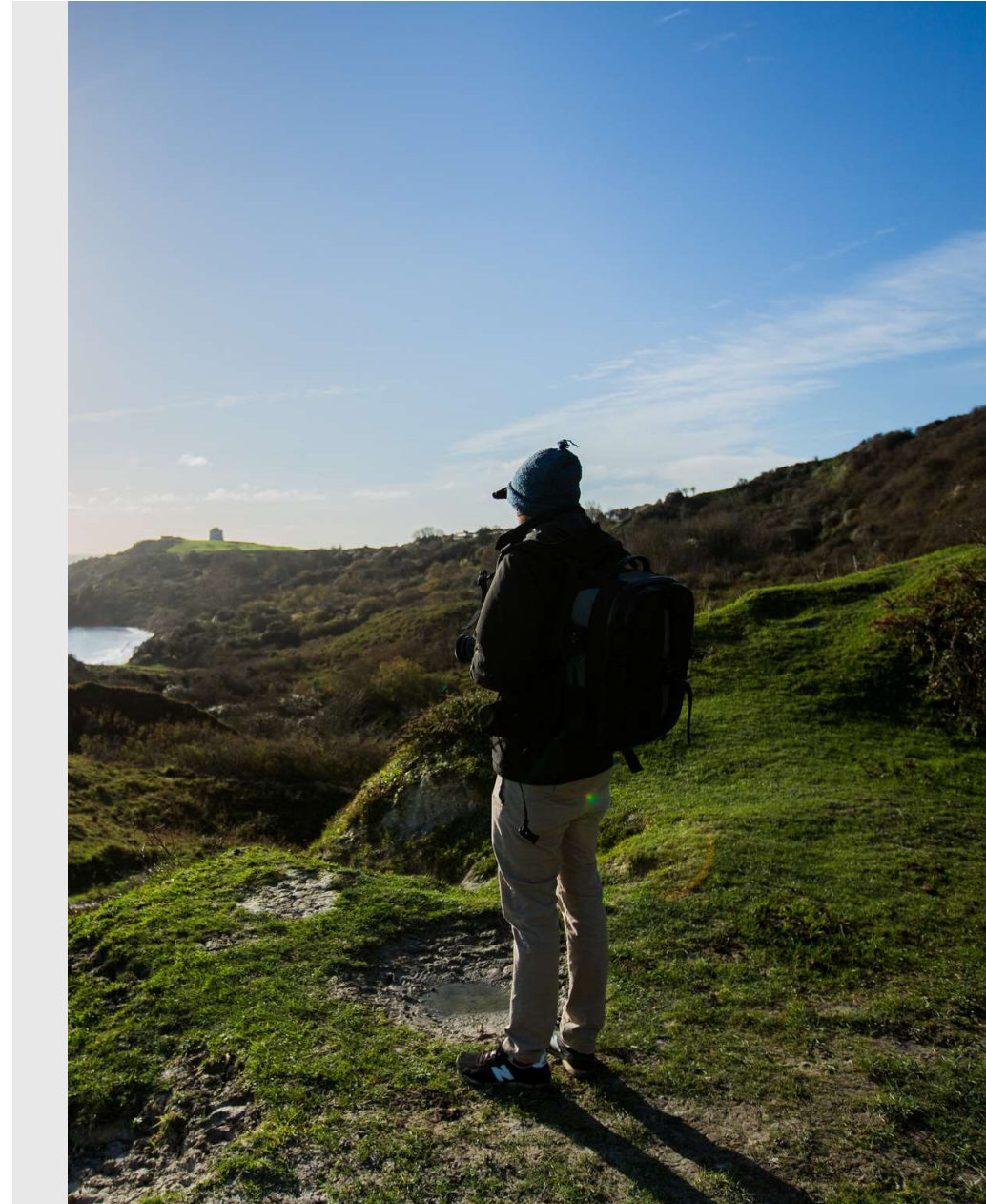
Visit Kent Perception Research: Sustainability Insights

30%

Claim the environment & sustainability are important in their choice of holiday destination

Important factors include clean, unpolluted beaches, parks/green spaces and actions to protect the natural landscape

Messaging around actions being taken to make sure tourist destinations are clean and protected will resonate with visitors and align with messaging around sustainability



Kent Residents: Sustainability Insights

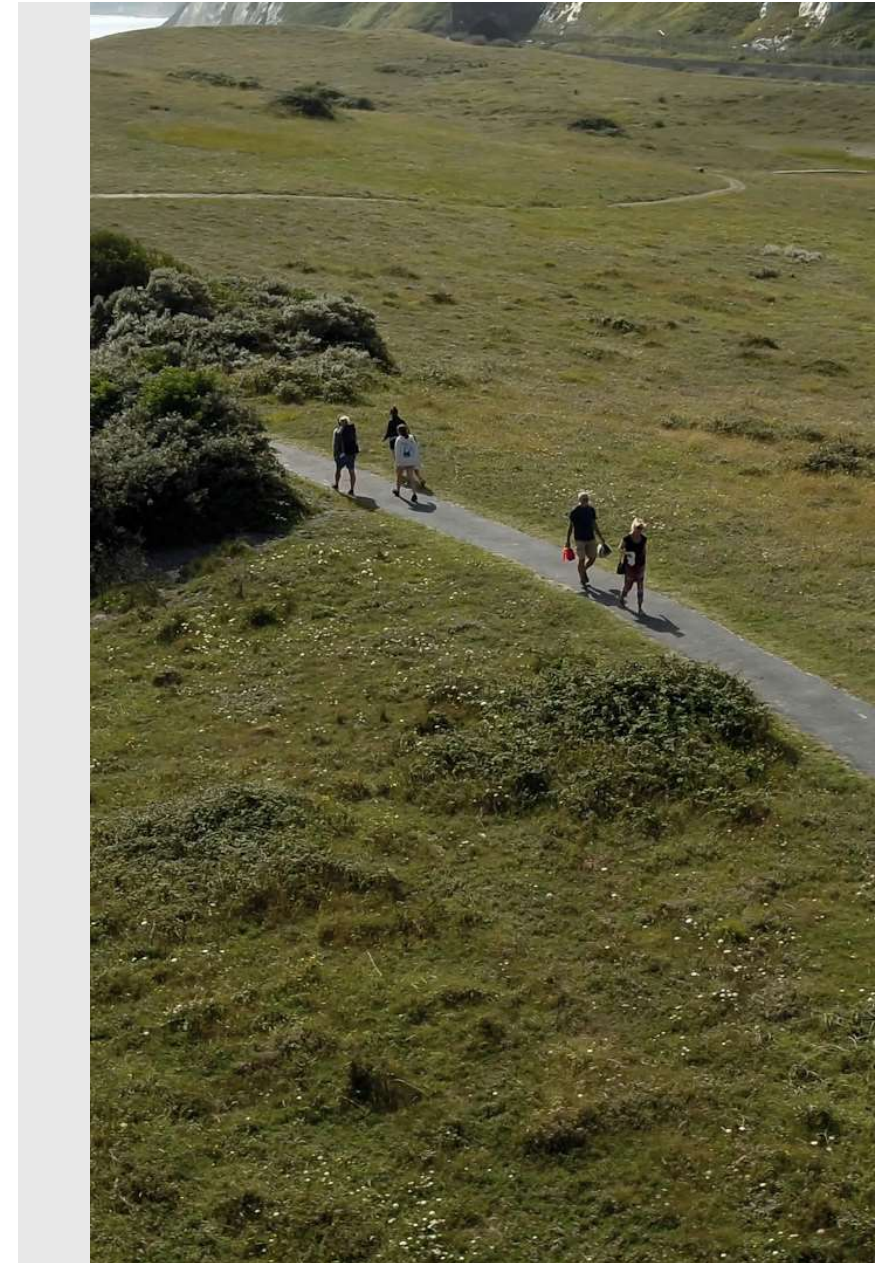
54% Agree that tourism is harmful to the natural environment

49% Agree that tourism helps to protect and enhance the environment

Footfall can cause significant pollution - litter & excessive traffic

Essential to adopt sustainable tourism policies & educate visitors to respect the environment

Catalyst for funding and grant opportunities & generate income which can be reinvested into initiatives to conserve the environment and habitats



International Sustainability Insights

9 in 10 travellers claim to have engaged in sustainable tourism behaviours



Making every effort to enjoy holidays in a way that minimises the impact on our planet (e.g. carbon footprint)

Making an effort to choose providers who are committed to minimising their environmental impact

Future Sustainability Behaviour -

Buying local when I can

Using public transport or greener transport alternatives to reduce pollution

Enjoying pristine, unpolluted natural environments

The cost of sustainable/responsible tourism – Main barrier



How to use Sustainability as a hook for tourists

Prof. Xavier Font


Professor of Sustainability Marketing,
University of Surrey



Kent Experience

Peer Networking event

How to use sustainability as a hook for tourists

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I am sustainable...

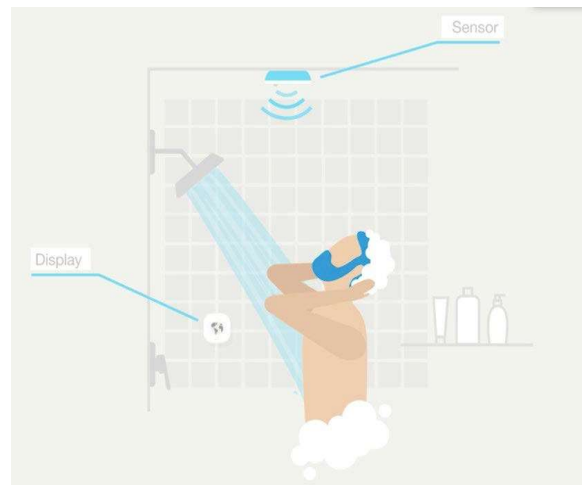
- ... whenever possible

Your business can do better than that!

- 5 benefits of sustainability marketing

1. Reduce your impacts

- 1a. Ask nicely
- 1b. Be trustworthy
- 1c. Be honest
- 1d. Be humorous
- 1e. Be engaging



everything a modern local restaurant should be, so thank heavens for that
GILES COREN, THE TIMES

LUSSMANN'S
FISH & GRILL



MEET OUR
GREAT BRITISH
SUPPLIERS

We are dedicated to working with the country's best welfare-driven producers and suppliers to provide our customers with food and drink to enjoy and celebrate.

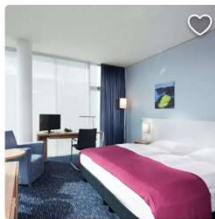


STICKLEBACK
Sourcing day boat and line-caught fish daily.
www.sticklebackfish.co.uk



2. Attract more customers

- 2a. Monitor your impacts
- 2b. Understand buyer requirements
- 2c. Communicate b2b + b2c benefits



Seminaris CampusHotel Berlin Genius

Steglitz-Zehlendorf, Berlin · [Show on map](#) · 5.4 miles from centre ·

Metro access
Travel Sustainable property

[Pay with Wallet](#)






Standard Double Room
3 beds (2 singles, 1 large double)

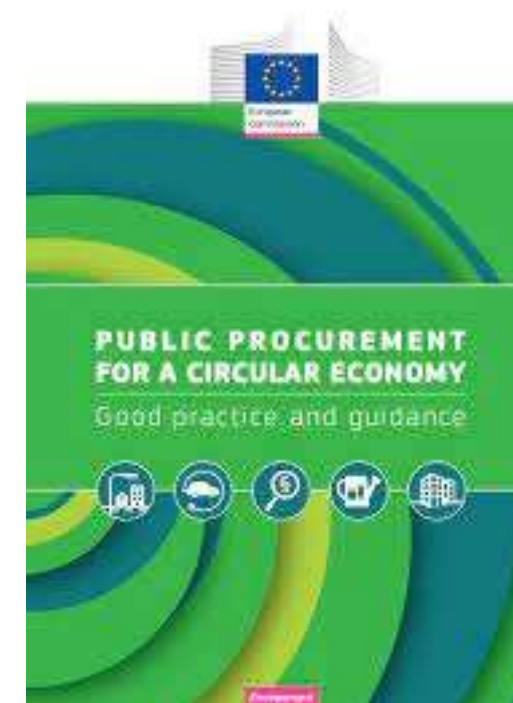
Breakfast included
Free cancellation
You can cancel later, so lock in this great price today.

Very good 8.1
2,649 reviews

1 night, 2 adults
£110
Includes taxes and charges

[See availability](#)

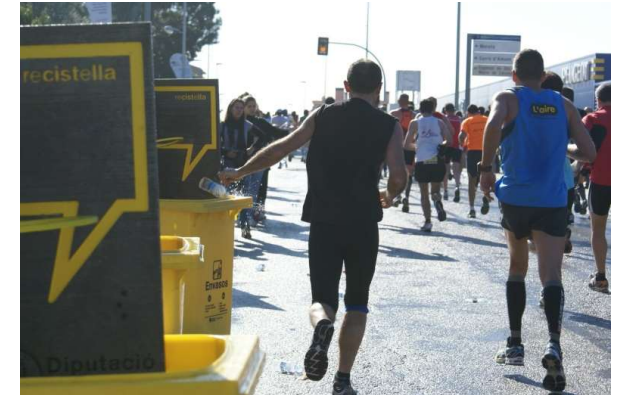
	17:30 – 20:20 British Airways	1 hr 50 min LHR–ZRH	Non-stop	–	£181 round trip	∨
	18:35 – 21:15 SWISS · Operated by Helvetic	1 hr 40 min LCY–ZRH	Non-stop	135 kg CO ₂ +15% emissions ⓘ	£190 round trip	∨
	06:55 – 09:30 British Airways · Operated by BA Cityflyer	1 hr 35 min LCY–ZRH	Non-stop	135 kg CO ₂ +15% emissions ⓘ	£201 round trip	∨
	16:05 – 18:40 British Airways · Operated by BA Cityflyer	1 hr 35 min LCY–ZRH	Non-stop	135 kg CO ₂ +15% emissions ⓘ	£205 round trip	∨
	19:00 – 21:45 SWISS	1 hr 45 min LHR–ZRH	Non-stop	107 kg CO ₂ -9% emissions ⓘ	£212 round trip	∨



3. Improve satisfaction

Unique properties with added value get top scores

- 2a. Make them feel good
- 2b. Use appealing language- fun, relatable
- 2c. Tell customers what's in it for them- sell benefits
- 2d. Make it easy
- 2e. Help them take decisions



Clandeboye Estate Yoghurt

Situated near Bangor in County Down, Clandeboye Estate is one of Northern Ireland's most beautiful private estates and home to **Lady Dufferin, the Marchioness of Dufferin and Ava**, and a delicious range of creamy artisan yoghurts.

Clandeboye Estate Yoghurts, the only yoghurts made in Northern Ireland, are created using milk from Clandeboye's award winning herd of Holstein and Jersey cows.

The high quality milk is blended by hand using traditional techniques that guarantee a rich creamy texture without high fat content. It is then prepared and cultured very gently over 24 hours in small batches, which helps create an exceptional flavour and texture. Clandeboye yoghurt is available in Greek, Natural and a range of flavours from Strawberry to Blueberry.



4. Increase your customer expenditure

“wow that’s really cool!” is what you are aiming for

- 4a. Make them feel special
- 4b. Give them things to do
- 4c. Improve the experience
- 4d. Package services





How many have you done?

We've been working closely with kids just like you to put together this list of the best things to do before you're 11¾. (Although lots of them are still great fun even when you're 81¾.) You'll find fun things to do for every kind of outside place, from mountains to sea, forests to fields. So what are you waiting for? Get out there and see how many you can do!

 1. Get to know a tree	 2. Roll down a really big hill	 3. Camp outdoors	 4. Build a den	 5. Skim a stone	 6. Go welly wandering	 7. Fly a kite	 8. Spot a fish	 9. Eat a picnic in the wild	 10. Play conkers
 11. Explore on wheels	 12. Have fun with sticks	 13. Make a mud creation	 14. Dam a stream	 15. Go on a wintry adventure	 16. Wear a wild crown	 17. Set up a snail race	 18. Create some wild art	 19. Play pooh sticks	 20. Go paddling
 21. Forage for wild food	 22. Find some funky fungi	 23. Get up for the sunrise	 24. Go barefoot	 25. Join nature's band	 26. Hunt for fossils and bones	 27. Go stargazing	 28. Climb a huge hill	 29. Explore a cave	 30. Go on a scavenger hunt
 31. Make friends with a bug	 32. Float in a boat	 33. Go cloud watching	 34. Discover wild animal clues	 35. Discover what's in a pond	 36. Make a home for wildlife	 37. Explore the wonders of a rock pool	 38. Bring up a butterfly	 39. Catch a crab	 40. Go on a nature walk at night
 41. Help a plant grow	 42. Go swimming in the sea	 43. Help a wild animal	 44. Watch a bird	 45. Find your way with a map	 46. Clamber over rocks	 47. Cook on a camp fire	 48. Keep a nature diary	 49. Watch the sunset	 50. Take a friend on a nature adventure


5. Increase brand loyalty and reduce seasonality

Make sustainability part of a memorable experience

- 5a. Empower customers- make them protagonists
- 5b. Weatherproof your offer
- 5c. Add a calendar
- 5d. Make them aware of your work
- 5e. Give them reasons to recommend or return



Thank you

- Prof. Xavier Font
- University of Surrey
- x.font@surrey.ac.uk
-  @xavierfont

Chatham House Rules



Confidentiality

What is discussed within the session will not be discussed outside of the group and the recording will be switched off

Commitment

Attendees should commit to participating in the session

Equal time

Everyone should have time to speak and contribute to the session

Listening

Everyone should listen to others and respect their viewpoints

Challenge

It is helpful to challenge thinking and ideas, but criticisms and judgements should be avoided

Safe Space

The rooms are a safe space in which people can discuss their strengths and weaknesses openly



Questions to think about...



What sustainability objectives do you have over the next 12-24 months?

What sustainability success stories can you share?(can be personal or anecdotal)?

How do you currently communicate your sustainability practices to consumers?

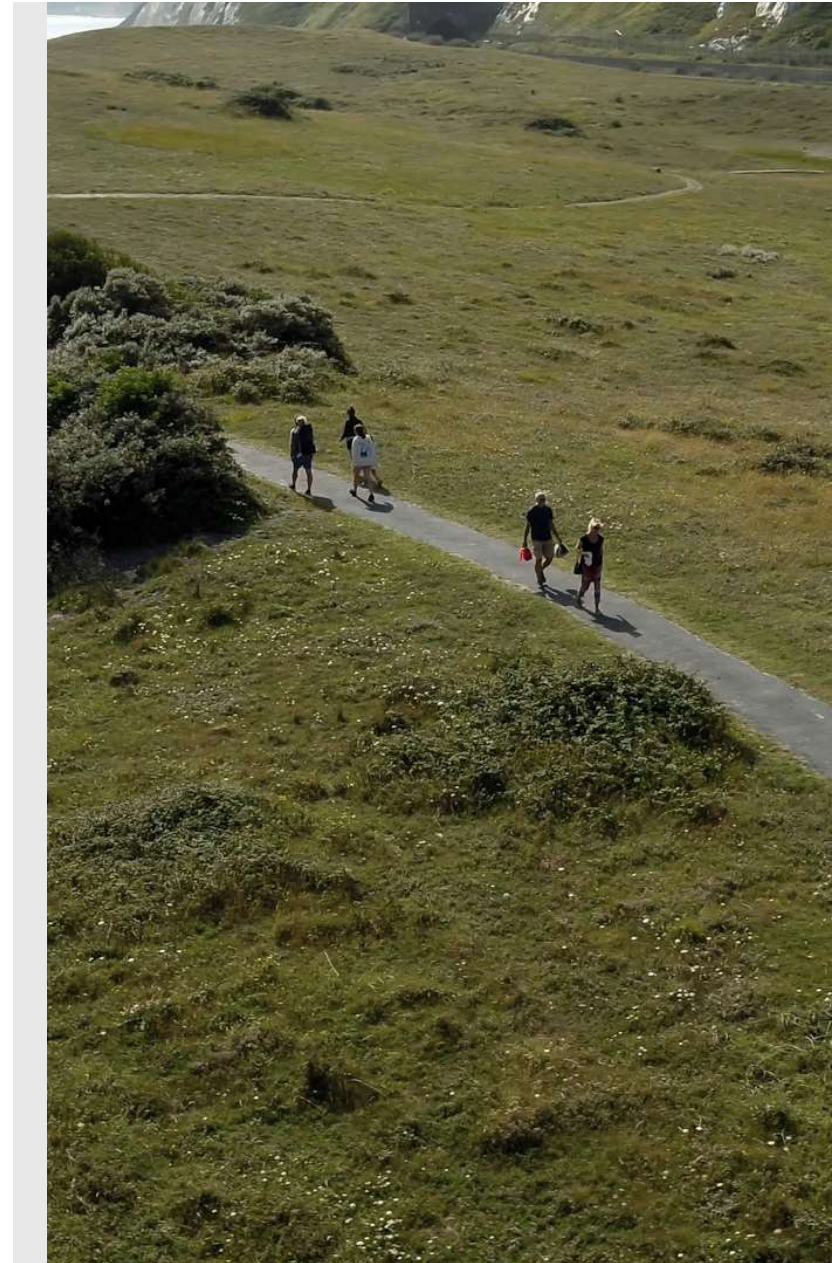
Can you discuss the key sustainability/ environmental issues that your customers are interested in?

What sustainability schemes have worked well - these can include schemes you have seen?

What schemes haven't gone so well?

How would you measure the impact of the scheme?

What lessons can be learned?



Experience Sustainability Legacy

Hollie Du Preez

Destination Development Director

Visit Kent



Challenges



Where can you find information?



What exactly is sustainability?



How do we communicate sustainability?



How to measure impact?

"Sustainability needs to be integrated as a core pillar of a DMO's strategy & part of the 'destination's story'" - Global Destination Sustainability Index



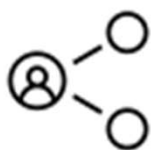
Next steps



Destination
action plan



Practical checklists
and signposting



Shared
consumer
messaging



Monitoring
carbon
indicators