Travel Care Code & ‘Green Travel’ Marketing

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Agenda

1. Introductions
2. Tourism & Sustainability
3. Green Guidelines – History & Development
4. What Do Travelers Think?
5. Public Service Announcements
6. Travel Care Code
7. Challenges & Opportunities
US Center for Sustainability

www.sustainabletourism.org

Promotes sustainability throughout the USA and globally through innovation in *graduate education, leadership development, community consultation* and collaborative research.

**Center initiatives:**
- Renewable Energy in Tourism
- Race, Ethnicity, Social Equality and Tourism (RESET)
- Tourism Entrepreneurship
- Sustainable Food Systems
- Second Home Research
- Community Sense of Place
- United States Travel Care Code

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Towards 2020

A Sustainable Tourism Strategy for The Coromandel Region of New Zealand

1995
Sustainability in Tourism

Think Global – Act Local
13 December 2012
The one-billionth tourist has arrived

1950: 166 M
1970: 435 M
1990: 1 Billion
2012:
Growth of Travel

MIDDLE CLASS CONSUMER SPENDING
OUTER RING: 2030 in trillions, USD (projected)
INNER RING: 2009 in trillions, USD

- Asia Pacific: $32.9
- Europe: $8.1
- North America: $5.5
- Sub-Saharan Africa: $0.6
- Middle East and North Africa: $2.2
- Central/South America: $3.3

While increasing Chinese spending tops the news, the East Asia Bureau of Economic Research forecasts that spending in India and Indonesia will grow at similar rates.
Green Travel Guidelines

History & Development
Public Service Announcements
MEDIA - BELIEFS - BEHAVIOR
(persuading focal individuals)

MEDIA - KNOWLEDGE - BEHAVIOR
(learning by focal individuals)

Impact of Public Service Advertising:
Research Evidence and Effective Strategies

Charles Atkin, Michigan State University
2001-
Arrive with nothing that can harm New Zealand
If you are arriving from overseas, bring no food, animal or plant material into the country. If in doubt declare it to Customs.

Protect plants and animals
Never allow dogs or other pets to run freely in areas of nesting birds, other wildlife, or where signposted.

Eliminate rubbish
Always dispose of your rubbish properly and recycle waste (eg glass, aluminium, paper) where possible.

Be considerate with other waste
If using a motorhome or other portable toilet always dispose of your toilet waste at a proper waste station. In the back country, bury your toilet waste in a shallow hole away from waterways.

Keep New Zealand’s water clean
Because soaps, detergents and other wastes can harm waterways, be careful your washing water doesn’t pollute the sea, lakes and rivers.

Take care with fire
Always observe district fire bans. Be careful if you smoke or have an outdoor fire or barbecue – make sure ashes are cold before leaving.

Wildlife
Be considerate with wildlife, minimize noise and observe no smoking signs. Also remember many places in New Zealand have a spiritual and historical significance. Treat these with respect.

Enjoy your visit
Enjoy your New Zealand travel. Protect the environment so future visitors can share the same special experiences.

Developed by Jasons in co-operation with the Department of Conservation. For more information, visit www.doc.govt.nz or call 0800 DOC ON (662 662). 

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www.sustainabletourism.org
What do Travelers Think?

Concern & Interest in “Green” Travel
Concern About Environmental Impact of Travel …

23% - Very Concerned/Concerned

27% - Somewhat Concerned

51% - Not Concerned

State of the American Traveler, Destination Analysts, July 2007
n = 2000
Steps Specifically Taken to Reduce Environmental Impact of Travel…

0.6%  - Purchased Carbon Off Sets
3.5%  - Chose a Eco Friendly Hotel

State of the American Traveler, Destination Analysts, July 2007
n = 2000
Steps Specifically Taken to Reduce Personal Environmental Impact...

80% - Recycle Bottle/Cans/Paper

75% - Only Use Light When Needed

70% - Use Energy Efficient Light Bulbs

Travel Care Code
Communication & Marketing

Open Access Model
Open Publishing Platform
10 WAYS TO CARE:

1. **LEARN ABOUT YOUR DESTINATION** – ENJOY A REWARDING EXPERIENCE BY LEARNING MORE ABOUT THE NATURAL ENVIRONMENT, CULTURE AND HISTORY THAT MAKES EVERY DESTINATION UNIQUE.

2. **DON'T LEAVE YOUR GOOD HABITS AT HOME** – WHILE TRAVELING CONTINUE TO RECYCLE, USE WATER WISELY, AND TURN OFF LIGHTS AS YOU WOULD AT HOME.

3. **BE A FUEL-EFFICIENT TRAVELER** – BOOK DIRECT FLIGHTS, RENT SMALLER CARS AND KEEP YOUR OWN VEHICLE OPERATING AT MAXIMUM EFFICIENCY. ONCE IN YOUR DESTINATION, WALK OR BIKE WHERE POSSIBLE.

4. **MAKE INFORMED DECISIONS** – SEEK OUT DESTINATIONS OR COMPANIES THAT ENGAGE IN ENERGY EFFICIENCY OR RECYCLING PROGRAMS AND THAT TAKE ACTIONS TO PRESERVE THEIR COMMUNITIES AND THE NATURAL ENVIRONMENT.

5. **BE A GOOD GUEST** – REMEMBER THAT YOU ARE A GUEST IN YOUR DESTINATION. ENGAGE WITH LOCALS BUT RESPECT THEIR PRIVACY, TRADITIONS AND LOCAL COMMUNITY.

6. **SUPPORT LOCALS** – AS A VISITOR THE MONEY YOU SPEND ON YOUR TRIP CAN HELP SUPPORT THE LOCAL ARTISANS, FARMERS AND BUSINESS OWNERS WHOSE LIVELIHOOD DEPENDS ON TOURISM.

7. **DISPOSE OF YOUR WASTE PROPERLY** – LEAVE A BEAUTIFUL PLACE FOR OTHERS TO ENJOY – RECYCLE WHERE POSSIBLE AND ALWAYS DISPOSE OF YOUR WASTE WITH CARE.

8. **PROTECT YOUR NATURAL SURROUNDINGS** – BE MINDFUL OF THE PLANTS, ANIMALS AND ECO SYSTEMS THAT YOU IMPACT. AVOID FEEDING WILDLIFE, STAY ON DESIGNATED TRAILS AND STRICTLY FOLLOW ALL FIRE RESTRICTIONS.

9. **MAKE YOUR TRAVEL ZERO EMISSIONS** – AS AN ADDITIONAL STEP, CONSIDER THE OPTION OF PURCHASING CARBON CREDITS TO FULLY OFFSET YOUR TRAVEL’S IMPACT ON CLIMATE CHANGE.

10. **BRING YOUR EXPERIENCES HOME** – CONTINUE PRACTICING YOUR SUSTAINABLE HABITS AT HOME AND ENCOURAGE FRIENDS AND FAMILY TO TRAVEL WITH THE SAME CARE.
Travel lightly. The United States Travel Care Code is a set of simple suggestions to minimize the impact of travel on the environment and communities.

Travelers
Follow these simple guidelines to help ensure that the special places and experiences you love in the United States of America can be enjoyed long into the future.

Travel Organizations & Publishers
We invite you to publish and share the Travel Care Code in your visitor publications and online. It’s free and easy to download the Code to use.
PLEDGE TO TRAVEL GREEN

UNITED STATES TRAVEL CARE CODE

1. Learn about Your Destination – Enjoy a rewarding experience by learning more about the natural environment, culture and history that make every destination unique.
2. Don’t Leave Your Good Habits at Home – While traveling, continue to recycle; use water wisely, and turn off lights as you would at home.
3. Be a Fuel-Efficient Traveler – Book direct flights, rent smaller cars, and keep your own vehicle operating at maximum efficiency. Once in your destination, walk or bike as much as possible.
4. Make Informed Decisions – Seek out destinations or companies that engage in energy efficiency or recycling programs and that take actions to preserve their communities and natural environment.
5. Be a Good Guest – Remember that you are a guest in your destination. Engage with locals, but respect their privacy, traditions and local community.
6. Support Locals – As a visitor, the money you spend on your trip can help support the local artisans, farmers and business owners whose livelihoods depend on tourism.
7. Dispose of Your Waste Properly – Leave a beautiful place for others to enjoy. Recycle where possible, and always dispose of your waste with care.
8. Protect Your Natural Surroundings – Be mindful of the plants, animals and ecosystems that you impact. Avoid feeding wildlife, stay on designated trails, and strictly follow all fire restrictions.
9. Make Your Travel Zero Emissions – As an additional step, consider the option of purchasing carbon credits to fully offset your travel’s impact on climate change.
10. Bring Your Experiences Home – Continue practicing your sustainable habits at home and encourage friends and family to travel with the same care.

For more tips and resources on traveling with care – see: www.TravelCareCode.org

Brought to you by: [Image]
Screened by: [Image]
Pledge to Travel Green

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Carry a reusable water bottle. Only about 20% of the 30 billion plastic water bottles Americans consume each year are recycled.
PLEDGE TO TRAVEL GREEN
UNITED STATES TRAVEL CARE CODE

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If you plan to enjoy local seafood on your trip, learn about what species are safe to eat and raised using sustainable means.
Travel Care Code

Communication & Marketing Strategies

1. PR & Social Media
2. DMOs – Available Space
3. Collegiate Sport Groups
4. Major Sponsor
Green Travel Marketing
Challenges & Opportunities
‘Greenwashing’

56% of travelers are skeptical of what companies tell them about their green practices.

PhocusWright Green Travel Research Report 2009
Green Travel Marketing
Challenges & Opportunities

1. Rational & Emotional
2. Cut Through the Clutter
3. Coordination & Cooperation
4. Local & Global
Kia Ora – Thank You

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References & Resources

US Center for Sustainable Tourism @ ECU
www.sustainabletourism.org
Travel Care Code
www.travelcarecode.org
Miles
www.MilesPartnership.com

Impact of Public Service Advertising - Research & Effective Strategies Charles Atkin, Michigan State University 2001-
http://people.oregonstate.edu/
Hotel Business Review – The Value of Green Certification
http://hotelexecutive.com/business_review/3093/the-value-of-green-certification
National Geographic Center for Sustainable Destinations
Phocuswright Going Green – The Business Impact of Environmental Awareness on Travel
http://www.phocuswright.com
www.destinationanalysts.com
Extra Slides

For Question & Answer Section
## Actions Taken Due to Environmental Concern

<table>
<thead>
<tr>
<th>Action</th>
<th>Dedicated/Activist</th>
<th>Uncommitted/Dedicated/Indifferent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only use lights when needed</td>
<td>91%</td>
<td></td>
</tr>
<tr>
<td>Recycle bottles, cans and newspapers</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td>Use “energy efficient” light bulbs</td>
<td>85%</td>
<td></td>
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<tr>
<td>Use durable (versus disposable) beverage containers</td>
<td>70%</td>
<td></td>
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<tr>
<td>Reduce water consumption (e.g., taking shorter showers)</td>
<td>70%</td>
<td></td>
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<tr>
<td>Maintain efficient landscaping (e.g., watering only at certain times)</td>
<td>63%</td>
<td></td>
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<tr>
<td>Limit purchases of bottled water</td>
<td>59%</td>
<td></td>
</tr>
<tr>
<td>Use “energy/water-efficient” appliances</td>
<td>63%</td>
<td></td>
</tr>
<tr>
<td>Use water-efficient plumbing (e.g., toilets, shower heads)</td>
<td>57%</td>
<td></td>
</tr>
<tr>
<td>Purchase organic or locally grown food</td>
<td>53%</td>
<td></td>
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<tr>
<td>Bring your own shopping bags for groceries</td>
<td>50%</td>
<td></td>
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<tr>
<td>Use nontoxic cleaning products</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>Drive a fuel-efficient vehicle</td>
<td>36%</td>
<td></td>
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<tr>
<td>Use public transportation</td>
<td>20%</td>
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<tr>
<td>Ride a bicycle for transportation (as opposed to recreation)</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Carpool to work</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Use solar energy</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Drive a hybrid/electric vehicle</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Drive a flexible/alternative fuel vehicle</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

**Question:** Which of the following actions do you regularly take, if any, out of concern for the environment (as opposed to saving money)? *Select all that apply.* (n = 1,331)

**BASE:** U.S. travelers

**Source:** PhoCusWright's Going Green: The Business Impact of Environmental Awareness on Travel
Every year, 8 billion plastic bags are thrown away in the U.S. Bring a reusable bag on your vacation, or buy one as a souvenir.

For more tips and resources on traveling with care – see: www.TravelCareCode.org
Pledge to Travel Green
United States Travel Care Code

Turning off the TV when you leave your hotel room can save energy and keep CO₂ emissions from entering the atmosphere.

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Developed and managed by the Center for Sustainable Tourism. www.sustainabletourism.org

Sponsored by: miles marketing destinations
Pledge to Travel Green

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Carry a reusable water bottle. Only about 20% of the 30 billion plastic water bottles Americans consume each year are recycled.
31% of travelers felt that green practices were just for public relations and had little substance.

San Francisco State University & California Travel & Tourism Commission 2009