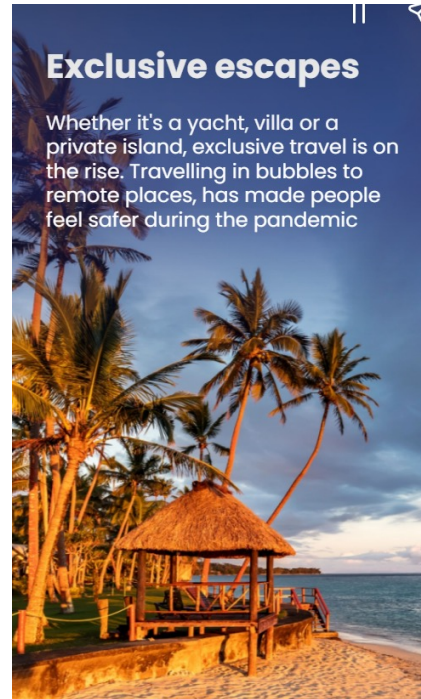




GSTC Conference, 2022

Tourism trends | a reality check

Some travel trends



- 83% travellers surveyed believe that sustainability is vital
- 77% want to support local businesses
- 72% think that more sustainable options should be available...
- 1% US travellers were offsetting their flight
- 21% willing to pay 5 extra USD towards environmental in destination programme

The Long Run | Preferred by Nature



In total:

- 41** Fellow/GER
- 28** Affiliates
- 18** Travel Partners

- Invest over \$15 million into the environment, people & culture
- Protect over 30,000 species
- Impact the lives of over 750,000 people
- Help conserve 23.5 million acres of nature

Properties

- Properties that protect biodiversity using tourism as a vehicle
- Committed to driving net positive impact on people and nature

Travel Partners

- Travel agents, operators, DMC that embrace sustainability and want to push boundaries



Is sustainability important?



Recovery – enquiries have increased by 10-30%



Booking because: alignment of values, personal, nature/remoteness, direct engagement, experiences provided



“Sustainability” is considered of mid-high importance by most



Change? Not sure

A change in behaviour?



“

We've seen families keen to make plans to travel with their kids before they leave home.

A similar theme with older travellers, wanting to enjoy more active experiences, intrepid destinations while they are fit and able to.

”

A change in behaviour?



Longer stays?

A few have noticed
a change..

They are encouraging it – from
time of planning to special
packages

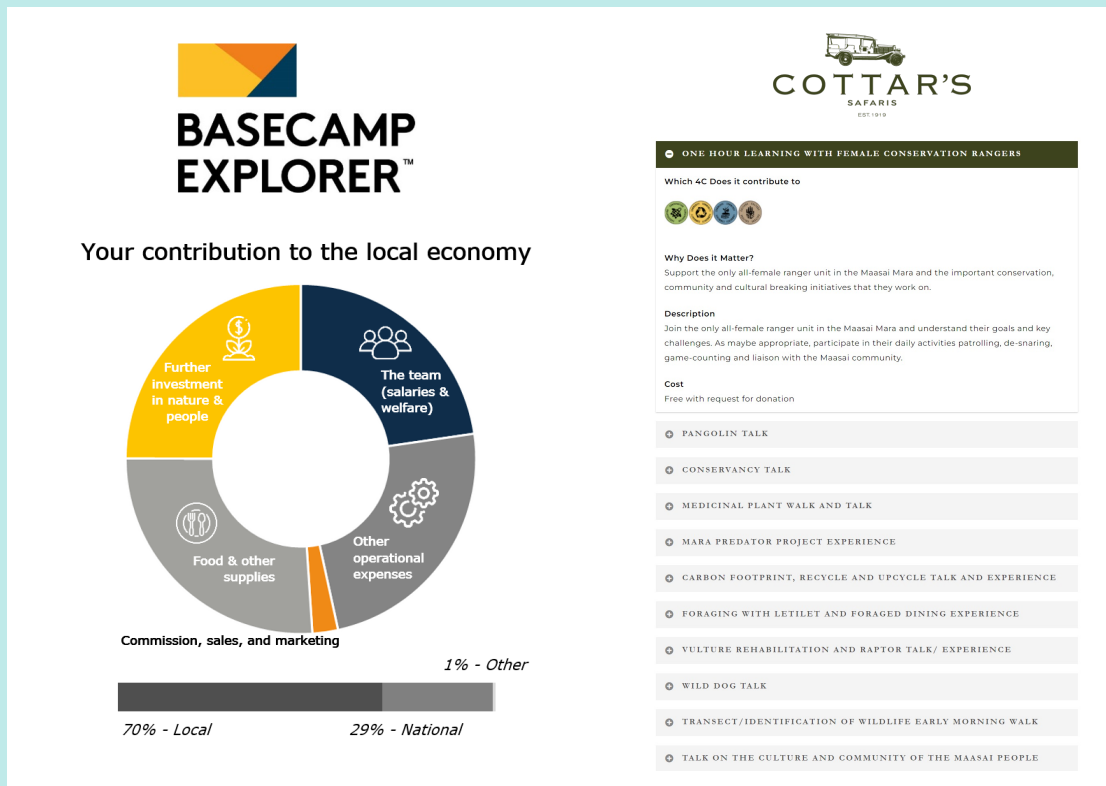


Staycation?

Internal vs Domestic returned to pre
COVID levels

But Brazil, South Africa, Australia
“People have discovered their country
and they like it!”

They may not seek it, but they get hooked on it!



„Most guests don't care about sustainability, but by the time they leave, they have a lot more awareness about why some of these actions matter.”
(Sean Ingles, GM, Grootbos Private Nature Reserve, SA)

„Breaking down the 4Cs into 23 Impact Activities, Cottars has gained huge traction in the press while managing to demonstrate what they stand for.”
(Louise Cottar, Co-owner, Cottars 1920s Camp, Kenya)

- 🍏 Touch points during their stay & engagement of staff
- 🍏 Stories behind what they see, taste, smell and touch
- 🍏 Impact activities
- 🍏 Walking the talk (destination)
- 🍏 Offer more sustainable options when planning (TP)
- 🍏 Transparency & conversation around their contributions

Engaging team and guests in the impact journey

