



“Sustainable Destination & Product Marketing”

3 November 2017

Demand is growing for sustainable tourism, but...

...it's a soft demand

and the messaging hasn't been effective

Market Research on selling green

A 2011 study of Chinese and American consumers' attitudes and behavior toward green products (all product types, not focused on travel/tourism):

The study divided populations into 3 categories:

- ✧ Super Greens – motivated to purchase green
- ✧ Middle Greens – concerned about green issues but not super motivated in their purchasing
- ✧ Green Rejecters

The Mass in the Middle

China:

- ✧ 48% Super Greens
- ✧ 50% Middle Greens
- ✧ 2% Green Rejecters

USA:

- ✧ 16% Super Greens
- ✧ 66% Middle Greens
- ✧ 18% Green Rejecters

In all source markets, there are large groups of “Middle Greens”



How to reach the Middle Greens

What NOT to do: Sell green for the sake of green

Instead:

- Sell experience first, and talk about green/sustainable in secondary messaging
- Avoid green stereotypes; focus on personal benefits of your product and service
- Sell enjoyment over altruism!
- Overcome the perception that green means lack of comfort

Dr. Xavier Font, Surrey University, UK

Research on what works and what doesn't in terms of messaging

Make the message appealing, not a list of facts:

“for example, a menu advertising ‘sustainable food’ isn't as likely to be as appealing as one offering ‘locally sourced, fresh, authentic food’”

Sell “what’s in it for me” (the traveler)

- Authenticity: unspoiled, not commercialized sites, “old Asia”
- Up-close and personal – meet local people
- “Cool” and unique -- “cool” to under 60; unique/special
- Experience and participation – this can range from museums or outdoor soft adventure

Khiri Travel: A Trusted Destination Management Company

Being a trusted destination management company (DMC) means the world to us. With over twenty years experience, we are leading the charge in responsible tourism.

Travelife Certified

Travelife is a training, management and certification initiative for tourism companies committed to reaching greater sustainability. The Travelife system aims to help DMCs, tour operators and travel agencies manage and improve social, environmental and economic impacts (the triple-bottom line) by complying with over 200 sustainability criteria.

STEP Bronze Certification

Sustainable Travel International is a non-profit organization with the purpose of collaborating with destinations, businesses and travelers to implement innovative sustainable tourism development and conservation.

Awards

Khiri Travel is honored to be recipient of a growing number of travel industry awards. This recognition is highly valued by all our offices across Southeast Asia. We remain steadfast on our mission of growing Khiri Travel to be the leading brand in quality tourism in Asia and the champion of the triple bottom line: people, planet, profit.

Sustainability Code of Conduct

Khiri Travels' Code of Conduct was created to define the principles of our Core Values and to provide a base for our corporate culture. Khiri Travel has made a firm commitment towards the social and environmental sustainability of its business. The code is meant to represent a standard towards this commitment for all Khiri Travel employees.

APEC/PATA Code

PATA provides leadership to the Asia Pacific visitor economy by coordinating and promoting environmental and economic sustainability, cultural preservation, and social responsibility. Khiri Travel has been a member of PATA since 2007 and since late 2013, Chairman Willem Niemeijer, sits on the Board of PATA's of Sustainability & Social Responsibility Committee (SSRC). PATA engages in a broad list of activities related to sustainability and social responsibility, such as PATA Charter of Sustainability and Corporate Social Responsibility, APEC/PATA Code for Sustainable Tourism, PATA Traveller's Code, PATA Gold Awards, PATA Foundation, and Issues & Trends.

Sustainability Policies at Khiri Travel

At Khiri Travel we are committed to growing our business in a sustainable manner. Khiri Travel aims to maximize the positive effects of tourism on individuals and local communities, while minimizing negative social, environmental and economic impacts. Our company strongly advocates that sustainability is no longer a luxury, but a must-do so we leave a world that is livable for our children. Responsible travel practices are at the core of our product development and operations. We have also made a firm commitment towards social and environmental sustainability throughout our supply chain. Our Sustainability Policies describe in more detail how we put this commitment into practice.

Animal Welfare

There are many opportunities for travelers to view or interact with animals in the countries in which Khiri Travel operates. Such experiences can raise awareness for the plight of these animals under pressure from diminishing habitats. These travel experiences can also create interest in supporting rehabilitation and conservation efforts and thereby increase animal protection.

Practices Towards Employees

Khiri's vision of "Sharing our Passion for Discovery" encompasses the company's collective inspiration, outlook, and culture. While the customer is central in our organization, it is our staff that leads the company on its mission to be the leading brand in quality tourism in Asia. Khiri Travel does not regard co-workers and management as "human resources", but rather as individual human beings. Our Core Values bind us as a coherent group of humans and our Code of Conduct defines our work ethics.