

Developing Sustainable Destinations

Burren and Cliffs of Moher Geopark

Ennistymon, Co. Clare

October 17, 2013

Erika Harms – Solimar International

We believe in the transformational power of tourism



Solimar International – Marketing and Consulting Firm



Partnership Building

Public-Private-Residents
Tourism Clusters
Industry Associations
International Partners

Destination Development

Strategic Planning
Product Development
Investment Promotion
Resource Conservation

Enterprise Development

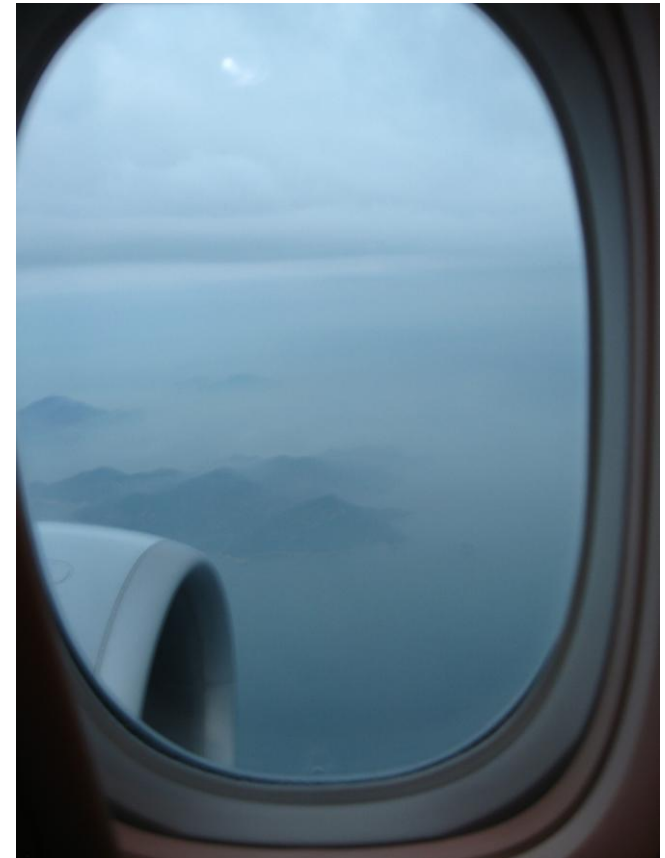
Business Planning
Investment Promotion
Skills Training
Sustainability Criteria

Marketing and Distribution

Branding & Storytelling
Interactive / Online
Social Media / PR
Trade Distribution

The power of tourism

- 2012 – 1 billion people
- One of the largest and fastest growing industries
- Export income 3 billion/day
- Main export of 1/3 of LDC
- In over 150 countries, tourism is one of five top export earners, and in 60 it is the number one
- 5% of global GDP
- One of the top jobs creator: 1 in every 12
- Largest employer of women



Tourism's Impacts Across Areas

AGRICULTURE AND FOOD SECURITY



DEMOCRACY, HUMAN RIGHTS AND GOVERNANCE



ECONOMIC GROWTH AND TRADE



EDUCATION



ENVIRONMENT AND GLOBAL CLIMATE CHANGE



FRONTIERS IN DEVELOPMENT



GENDER EQUALITY AND WOMEN'S EMPOWERMENT



GLOBAL HEALTH



SCIENCE, TECHNOLOGY & INNOVATION



WATER AND SANITATION



WORKING IN CRISES AND CONFLICT



Your destination



Your destination



How do we preserve the destination



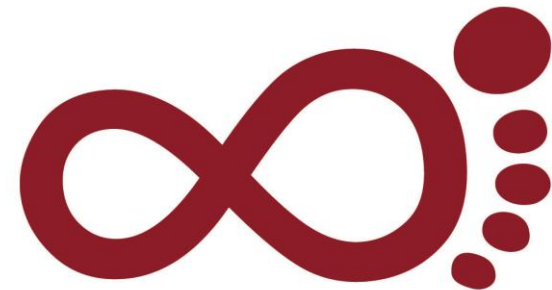
Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development.

A suitable balance must be established between these three dimensions to guarantee its long term sustainability.

UN World Tourism Organization

A common language

A set of common guidelines created with the input of experts, groups and companies from around the planet, defining sustainable tourism in a way that is actionable, measurable and credible. Setting a minimum standard of sustainability for tourism businesses across the globe.



**TRAVEL
FOREVER**

GLOBAL SUSTAINABLE TOURISM COUNCIL

Defining the base

Sustainability Management



Social & Economic



Cultural



Environmental



Objective of the criteria

- Guidelines
- Help consumers identify sustainable options
- Give a language to media
- Help certifications align with a broadly-accepted baseline;
- Help governments develop policy
- Help businesses create programs
- Education and training

The criteria indicate what should be done, not how to do it or whether the goal has been achieved. This role is fulfilled by performance indicators, associated educational materials, and access to tools for implementation from public, NGO and private sector providers all of which are an indispensable complement to the Global Sustainable Tourism Criteria

Samples of the criteria

- Q9: How can policy support local community involvement in tourism product development?
- **B3 Stakeholder participation**
- The destination has a system that enables stakeholders to participate in tourism-related planning and decision making on an ongoing basis.
- **B4 Local community opinion**
- Residents' aspirations, concerns, and satisfaction with tourism are regularly monitored, recorded and publicly reported. Care is taken to ensure that key stakeholders are included and that responsive action is taken where needed.
- **B6 Tourism awareness**
- The destination provides regular programs to residents to enhance their understanding of tourism opportunities, tourism challenges, and the importance of sustainability.

Samples of the criteria

- Q18: What should be the priority focus areas for Government and for the tourism agencies? Is the broad distribution of resources between the different activities of the agencies appropriate?
- **A1 Tourism Strategy**
The destination has established and is implementing a multi-year tourism strategy that is publicly available, is suited to its scale, that considers environmental, economic, social, cultural heritage, quality, health, and safety issues, and was developed with public participation.
- **A2 Tourism management organization**
The destination has an effective organization, department, group, or committee responsible for a coordinated approach to sustainable tourism. This group has defined responsibilities for the management of environmental, economic, social, and cultural heritage issues.
- **A3 Monitoring**
The destination has a system to monitor, publicly report, and respond to environmental, economic, social, and cultural heritage issues.

Samples of the criteria

- Q14: What policy frameworks are appropriate for tourism enterprise supports? Where should the State intervene, bearing in mind enterprises' own responsibilities and the role of other agencies?
- **B9 Supporting local entrepreneurs and fair trade**
The destination has a system that supports local entrepreneurs and promotes fair trade principles.
- **B8 Support for community**
The destination has a system to enable tourism-related enterprises to support community and development initiatives.

Why implement sustainable tourism



Costs vs ROI

- Triple bottom line (social, economic and environmental)
- Incremental costs (small changes achieve big savings)
- Cost savings (changing 4 lights bulbs to compact bulbs can save 48 to 21 euros a year)



Human Resources

- Challenges:
 - Can they do it
 - Do they care?
 - Cost

- Value of the place of work



Access to Capital

- Equator Principles - basis for funding projects
- IADB – sustainability score card for investment
- Increased value of social investment funds
- Increased growth of crowd sourcing funding



KICKSTARTER



Attracting high value consumer



Book a return journey

**save even
more £££'s**



Attracting high value consumer

- LOHAS US \$2 billion
- Consumer loyalty – 96% repeat visitation
- Experience vs “cookie cutter vacation”
- Adventure tourism fastest growing sector

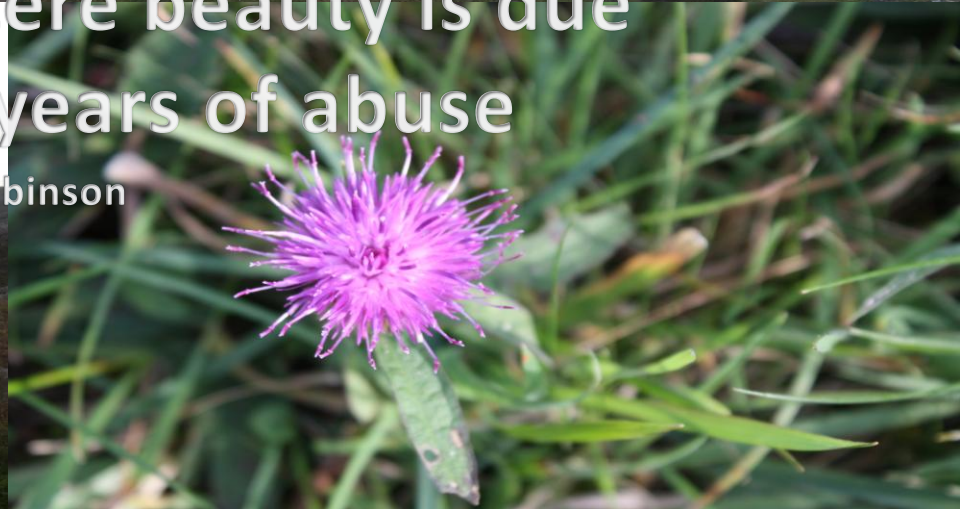


Promoting a destination and a way of life



The Burren's austere beauty is due
to millions of years of abuse

Tim Robinson



Conserving the destination

Money: from local beneficiaries of tourism as well as visitors

Time: from local beneficiaries of tourism as well as visitors

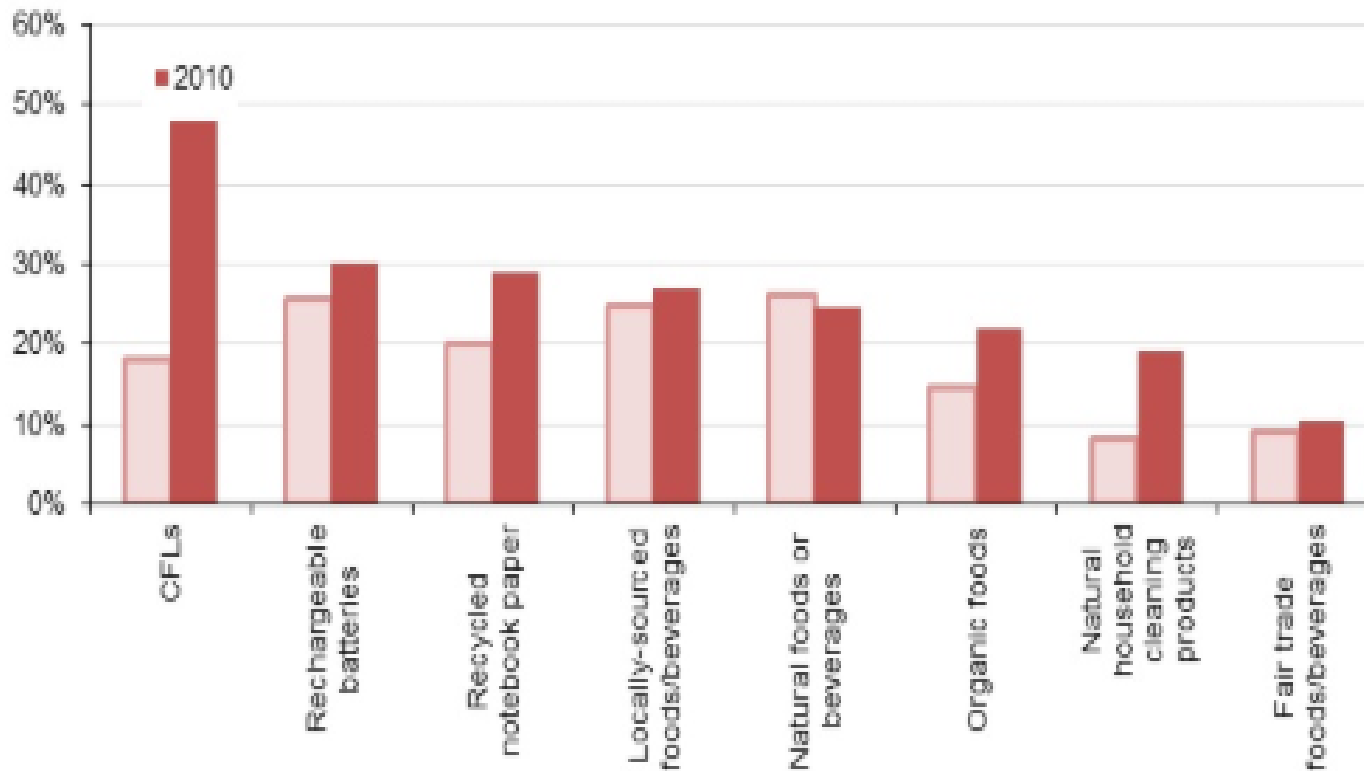




How to access the market place

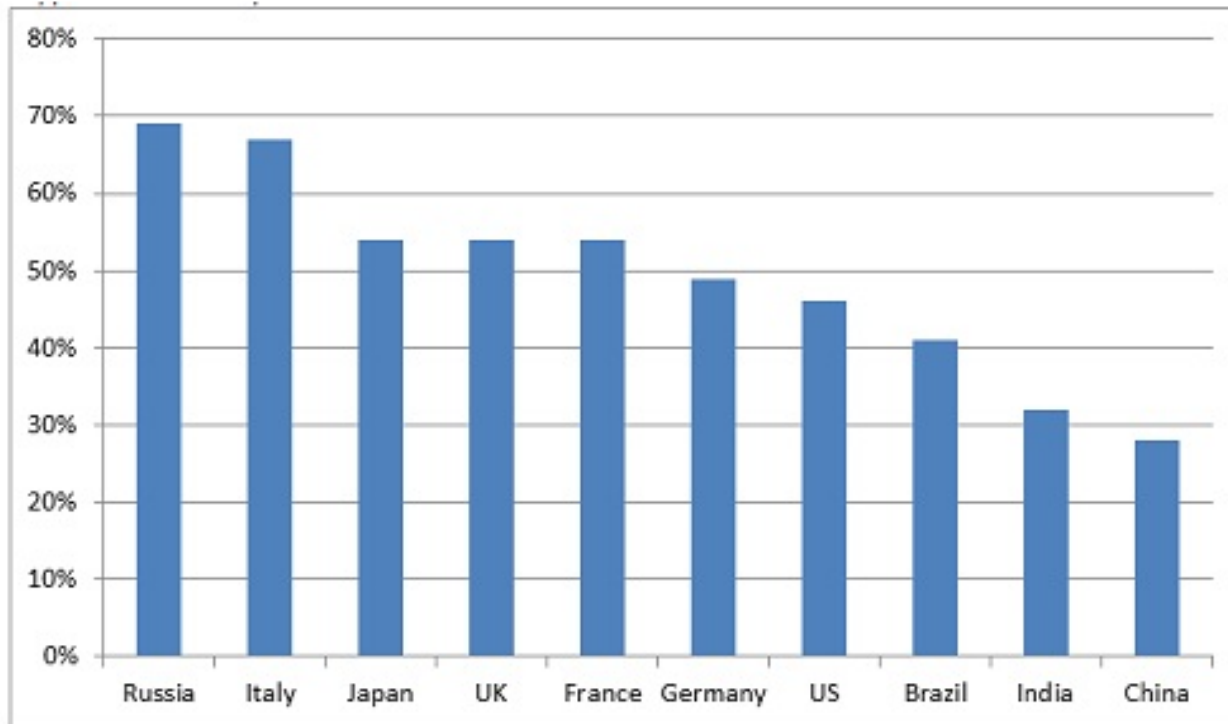
Consumer trends

Figure 1: Consumer Purchase Behavior (% US General population stating purchase of the following products)



Consumer trends

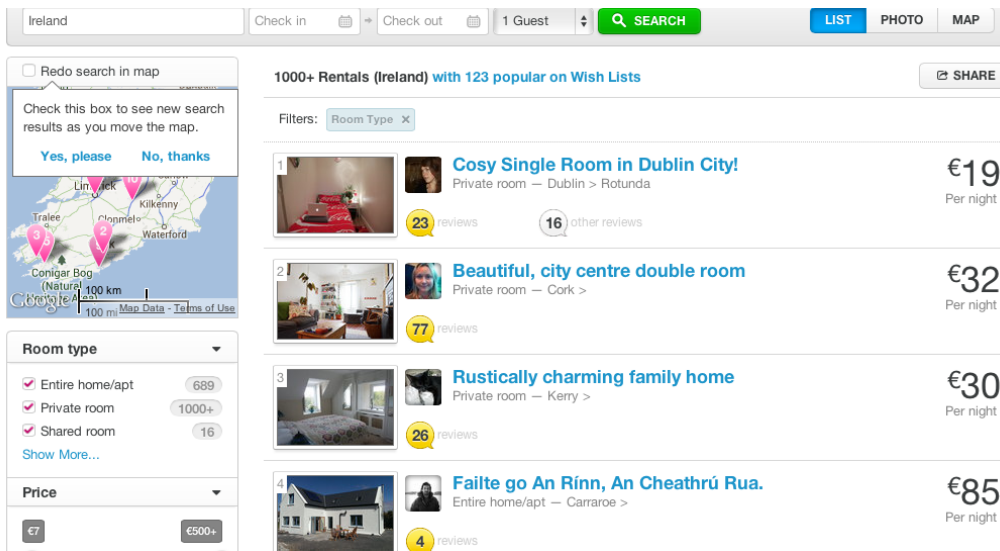
Figure 3 (% General population who agree completely/somewhat that when given the choice to buy a product or service they will usually buy products from companies with values like their own)



Market trends

- Increased online/ mobile booking
- Increased direct booking
- Tour operators switching to sustainability
 - ABTA – certified suppliers by 2015
 - TUI purchase of Intrepid
- Tender policies for business travel
 - EPA – all federal employees will need to stay at a certified business

Market trends – crowd sourcing



Ireland | Check in | Check out | 1 Guest | SEARCH | LIST | PHOTO | MAP

Redo search in map

Check this box to see new search results as you move the map.

Yes, please | No, thanks

1000+ Rentals (Ireland) with 123 popular on Wish Lists | SHARE

Filters: Room Type X

Rank	Image	Title	Location	Price	Reviews
1		Cosy Single Room in Dublin City!	Private room — Dublin > Rotunda	€19 Per night	23 reviews 16 other reviews
2		Beautiful, city centre double room	Private room — Cork >	€32 Per night	77 reviews
3		Rustically charming family home	Private room — Kerry >	€30 Per night	26 reviews
4		Failte go An Rinn, An Cheathrú Rua.	Entire home/apt — Carraroe >	€85 Per night	4 reviews

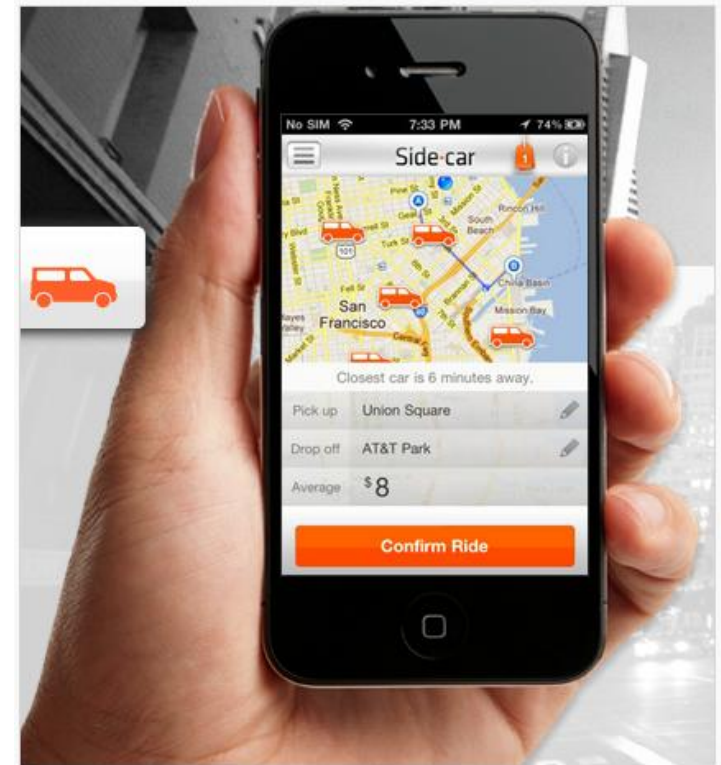
Room type

- Entire home/apt (689)
- Private room (1000+)
- Shared room (16)

Show More...

Price

€7 | €500+



Certification



- Increased demand by the market place
- Working with Tour Operators
- Aligned with governments
- Trends to facilitate smaller businesses (FSC model)



Association



VISIT THE BURREN WITH US

Trade Information | Contact Us | Publications  



WHERE TO STAY

WHAT TO DO

FOOD & DINING

WHAT'S ON

BURREN ECOTOURISM

Search: 

[Home](#) > [Burren Food Experience 2013](#)

FOOD AND DINING

[Burren Weekly Food Series](#)

[Burren Food Trail](#)

[Burren Food Festivals](#)

[Artisan Food Producers](#)

[Bars](#)

[Restaurants](#)

[Tea Rooms/Café](#)

[News](#) 

[Special Offers](#) 

[What's On](#) 

Burren Food Experience 2013

For the Burren, this is the year of food. Locally produced, sustainably grown and 100% delicious

The fertile valleys of the Burren have long been known for their quality food produce. In recent years, this food tradition has expanded through the emergence of many award-winning chef-led restaurants and high quality artisan food producers, as well as an increase in practising market gardeners and growers.



There are a number of ways for visitors to engage with the Burren Food Story. Select your own highlights from the Burren Food Trail which features a range of restaurants, eateries, food producers and farmer's markets, each of whom has achieved defined food quality standards. Or make the most of your visit by taking in one of the many special food events that take place on a weekly basis throughout the year.

What about a summer solstice twilight supper, a cosy evening of cheese, wine and story-telling, a kayaking picnic, a vegetarian harvest banquet – The Burren Weekly Food Series offers all this and more. Taking part in a festival is a great way to experience the spirit and culture of the Burren – for food lovers, the Burren Slow Food Festival in May and the Burren Winterage Food Fayre in October are not to be missed!

How to get to the Burren

Destination engagement

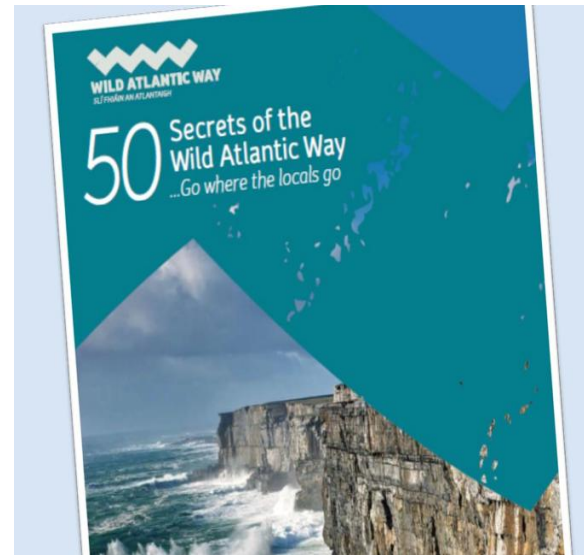
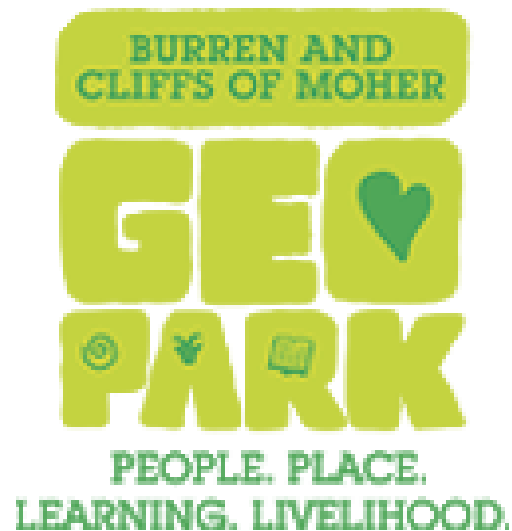
Costa Rica



The screenshot shows the Costa Rica Tourism website. At the top left is the "COSTA RICA" logo. To its right is the text "Centro de Asistencia 800 - TURISMO". Further right is a navigation menu with links: "Inicio", "¿Quiénes Somos?", "Enlaces", "Clima", "Contáctenos", "Tipo de Cambio", "Visas", and "Mapa de Sitio". On the far right of the top navigation are flags for the United Kingdom, Spain, the United States, France, and Germany. Below the navigation is a large banner image of a hand painting a colorful, stylized floral pattern. A small black box in the bottom right corner of the banner reads "Carreta Típica, Valle Central". Below the banner is a horizontal menu with buttons for "Inicio", "Acerca de Costa Rica", "Sostenibilidad en Costa Rica", "Planeando su Viaje", "Multimedia", "Mapas", and "Comunicados y Art". Below this menu are social media icons for Facebook, Twitter, YouTube, a search icon, and a mobile app icon. The main content area is titled "Sostenibilidad CST" and features a circular logo for "TURISMO SOSTENIBLE" with a leaf and the text "CERTIFICACIÓN PARA LA SOSTENIBILIDAD TURÍSTICA" and "WWW.TURISMO-INTERNACIONAL.COM". To the right of the logo is the quote: "El turismo del siglo XX será sostenible o simplemente no será". On the right side of the page is a vertical sidebar menu with buttons for "Inicio", "Acerca de Costa Rica", "Certificación para la Sostenibilidad Turística", "Planeando su Viaje", "Hoteles en Costa Rica", and "Agencias de Viajes en Costa Rica".

Destination engagement

Burren and Cliffs of Moher Geopark



Marketing and sales

Traveler Funnel

Travel Trade Funnel

Introduce traveler to your destination and inspire them to learn more

Find trade partner who would be a good fit for your destination

Develop relationship with traveler through interactive media and personalized communications

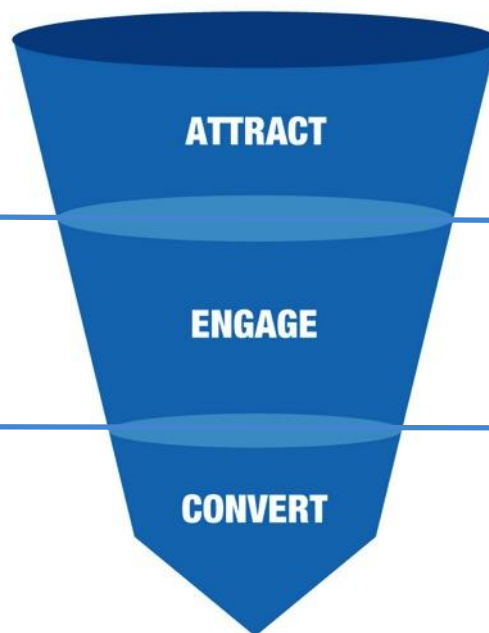
Educate trade partner about destination's products and motivate them to be enthusiastic sellers

Pass qualified lead to trade partner whose product aligns with traveler's expectations

Facilitate partner's ability to sell by providing high quality sales tools and referring leads to your most engaged partners

Convert traveler to satisfied customer and a brand ambassador actively promoting your destination

Convert sales partners into active participants and promoters of your marketing campaigns



**EXPERIENCE
SHARE**

Communication

Grupo Rosario - Bolivia

- 114% average **monthly** increase in social media community size
- 210% average **monthly** increase in blog viewership
- 131% average **monthly** increase in leads generated

For a total of

- 164% **total** growth of social media community size
- 990% **total** growth in blog viewership
- 157% **total** increase in leads generated



The image displays a screenshot of the Grupo Rosario Facebook page and a portion of their website. The Facebook page shows the profile picture, cover photo, name 'Grupo Rosario', and a bio describing them as a travel agency and hotel company in Bolivia. It features 1,449 likes and a 'Free Guide' link. Below the post area, there are navigation tabs for 'HOME', 'ABOUT US', 'RESTAURANTS', 'HOTELS', 'TOURS', 'DESTINATIONS', and 'RESOURCES'. The website section shows a banner image of women in traditional Bolivian attire, followed by three columns: 'Hotels in Bolivia' with a photo of a hotel room, 'Turisbus Tours' with a photo of people on a motorcycle, and 'Free Guides' with a photo of a lake.

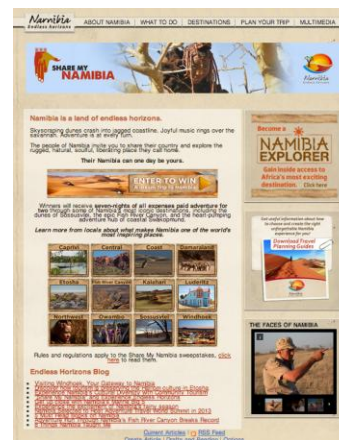
Social media

“Share My Namibia”

The "Share My Namibia" campaign was designed by Solimar for the Namibia Tourism Board (NTB) to highlight Namibia's iconic attractions through the perspectives of the Namibian people. At the core of the campaign are 11 storytellers, artists, adventurers and community leaders who provide in-depth descriptions of their country and invite visitors to “Share Their Namibia”. A comprehensive cross-platform social media campaign drove users to key landing pages with lead-generating calls-to-action.

Results:

- 91% Increase in visitation to the NTB Website
- Over 36 million online impressions of the NTB in two months
- Increase in Facebook community size from under 4000 to over 22000, placing Namibia in the top 6% of tourism industry related pages
- Over 2300 new leads for future visitation distributed to key sales channels



Hi,
Thank you for entering the sweepstakes to win a trip to Namibia! We're excited to share our Namibia with you! Climb the highest sand dunes in the world. Descend to the floor of the deepest canyon in Africa. Immerse yourself in the past at one of the Africa's richest rock art sites, and watch wildlife shimmer against one of the most spectacular pans on earth. Explore the oldest, driest desert in the world and take time to listen to the silence and to your soul. This is our Namibia and we hope to one day share it with you!

Interested in learning more about Namibia? Check out our Endless Horizons blog! Who will you bring if you win the trip to Namibia? Ask your friends to enter the sweepstakes too. Click here to [Share with a Friend](#).

Can't wait to win... **START PLANNING NOW.** Download our [Namibia Travel Planning Guide](#) full of useful practical information on how to choose and create the unforgettable Namibia experience of a lifetime.

Stay tuned... we'll announce the winner in November.



Trade engagement



COMMUNITY TOURS
Sian Ka'an

Welcome to the place where the sky is born...
Bienvenido al lugar donde nace el cielo...

Home | Sian Ka'an | About Us | Our Tours | Store | Contact Us | Community

WELCOME

Community Eco-tourism enterprise, based on the preservation of the ecosystems, committed with assuring top-quality experiences to nature lovers and admirers of the Maya culture, offering genuine and outstanding tours that provide adventure, education and fun"

English | Español

FOR FRIENDLY, EXPERT ADVICE, CONTACT US:
info@siankaantours.org
+52 (984) 871 22 02
+52 (984) 114 07 50

TOP 10 | DISTINTIVO M

tripadvisor
Traveler Reviews for *Community Tours Sian Ka'an*

Community Tours Sian Ka'an
TripAdvisor Traveler Rating:

EMPRESE • EMPRESA COMUNITARIA
100% MAYA
COMUNITY ENTERPRISE

03:50 | HD

Linking to conservation

San Miguel de Bala

San Miguel de Bala, went beyond their product offering and associated with a purpose “ conservation”, designed product and promotion around the topic.

Results:

- 2010: 72% increase in clients to San Miguel del Bala and 826 additional work days for staff compared to the previous year
- 2011: An additional 56% increase in clients over 2010, and 360 additional work days for local staff



Thank You

Erika Harms
VP of Marketing Services
e.harms@solimarinternational.com
www.solimarinternational.com
+1 202 518 6192

 /solimarinternational
 @solimarint