



How Your Business Can

ATTRACT AND RETAIN

CONSCIOUS TRAVELLERS





Conscious Traveller Collective

Your Facilitator - Melissa Adamson



Acknowledgement of Country



Workshop Outline

Introduction to Sustainability

Adopting a Conscious Business Mindset

Understanding Conscious Travellers

Using a Sustainability Framework to Provide Direction

Developing your Conscious Tourism Offerings

Storytelling without Greenwashing

Getting involved in the 'Explore, Preserve' Campaign



Introduction to Sustainability



What is Sustainability?

A state of 'not making things worse' and sustaining the environment your business operates in for it to theoretically run forever.

3 Pillars Of Sustainability

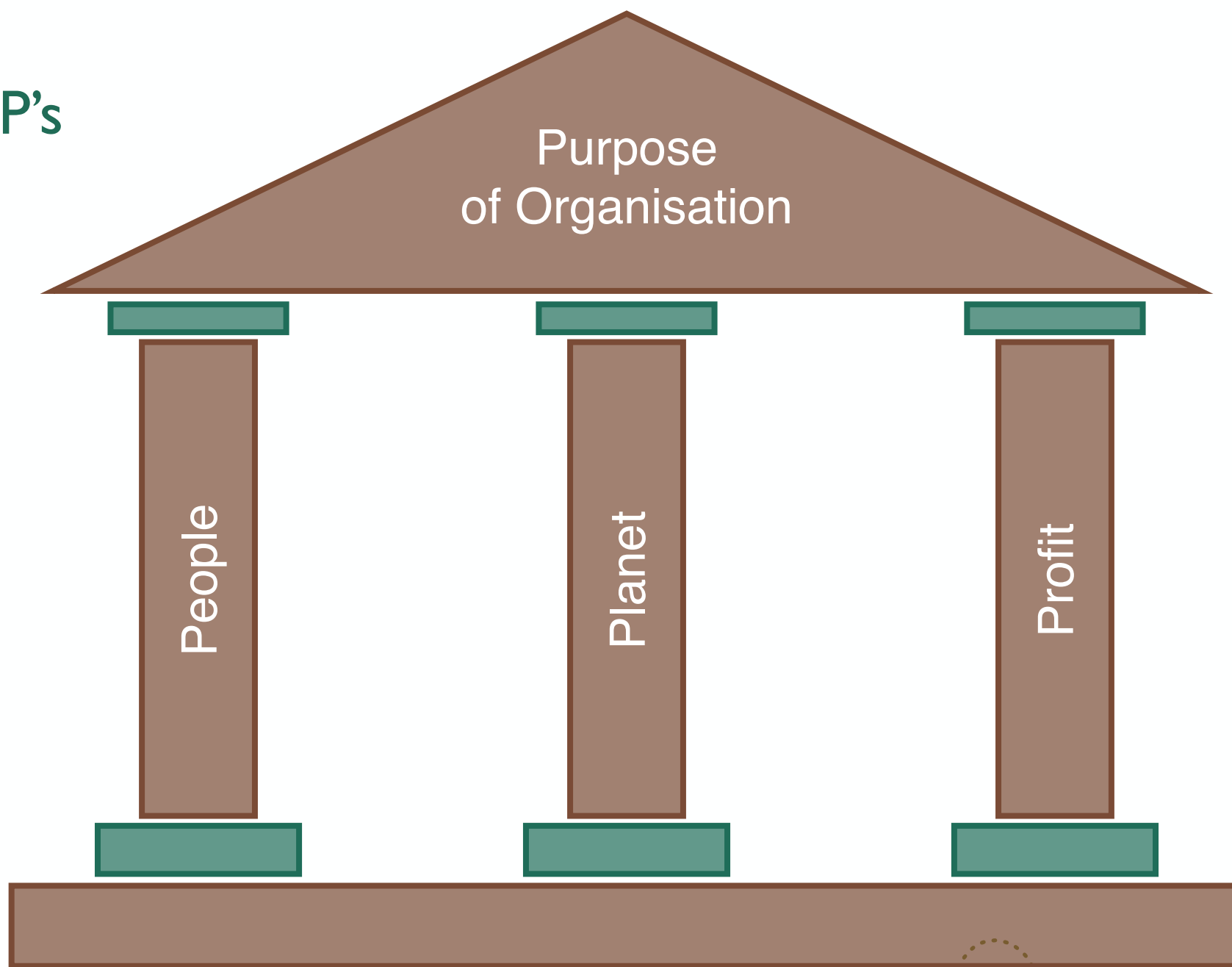
Socio-Cultural

Environmental

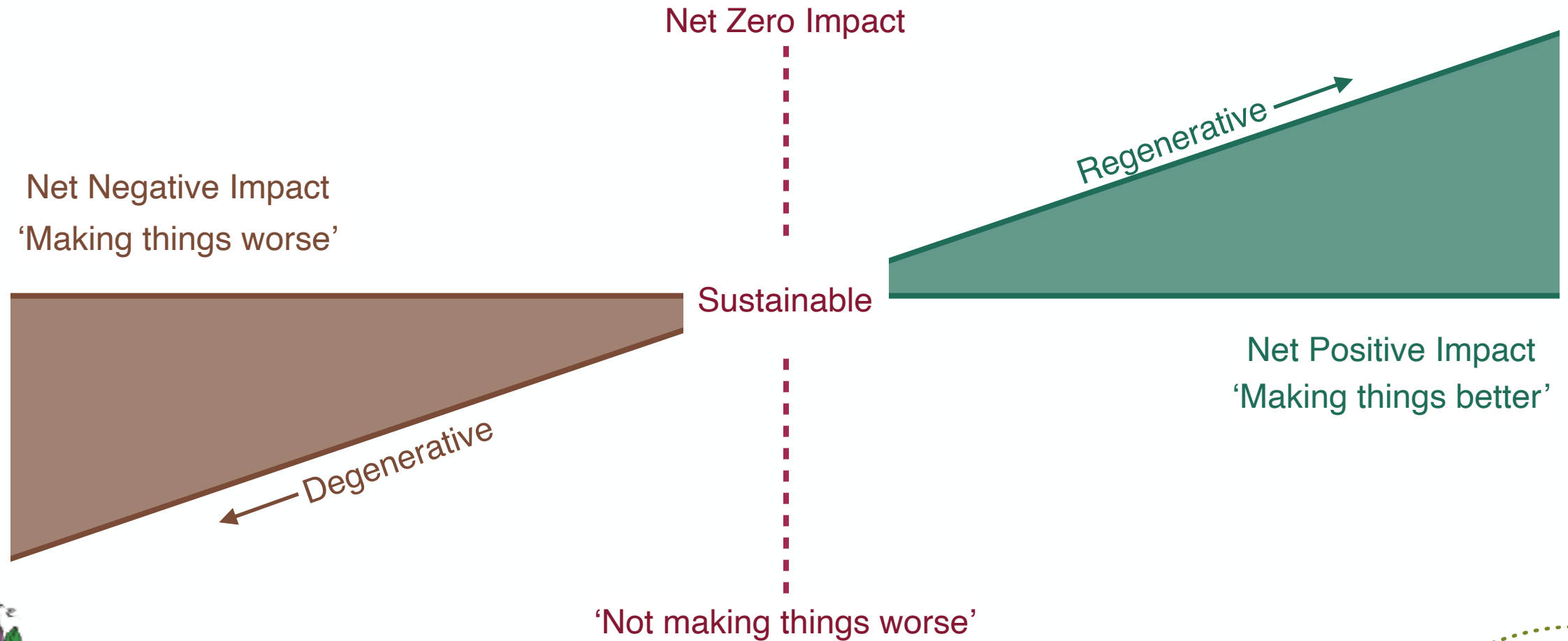
Economical



4P's



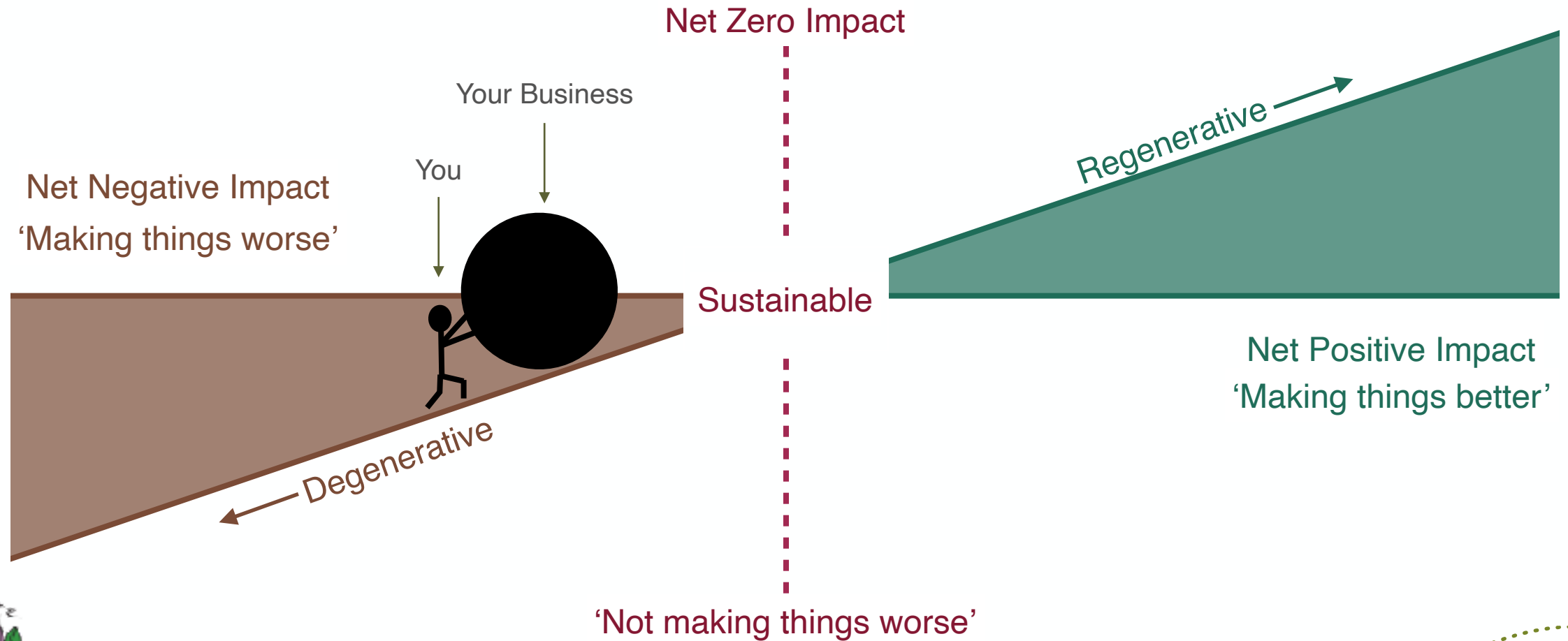
Sustainability Spectrum



Adapted from Anna Pollock's
Regenerative Tourism Model.



Sustainability Spectrum



Adapted from Anna Pollock's
Regenerative Tourism Model.



A photograph of a forest with tall, slender trees. A group of about seven people is walking along a path in the distance. The text "Sustainability is a Vision, not a Goal." is overlaid in white.

Sustainability is a Vision, not a Goal.

A group of about seven people are walking along a dirt path in a forest of tall, slender trees, likely redwoods. The trees have thick, reddish-brown trunks and green foliage at the top. The ground is covered in brown pine needles and leaves. The scene is captured from a low angle, looking down the path where the group is walking away from the camera.

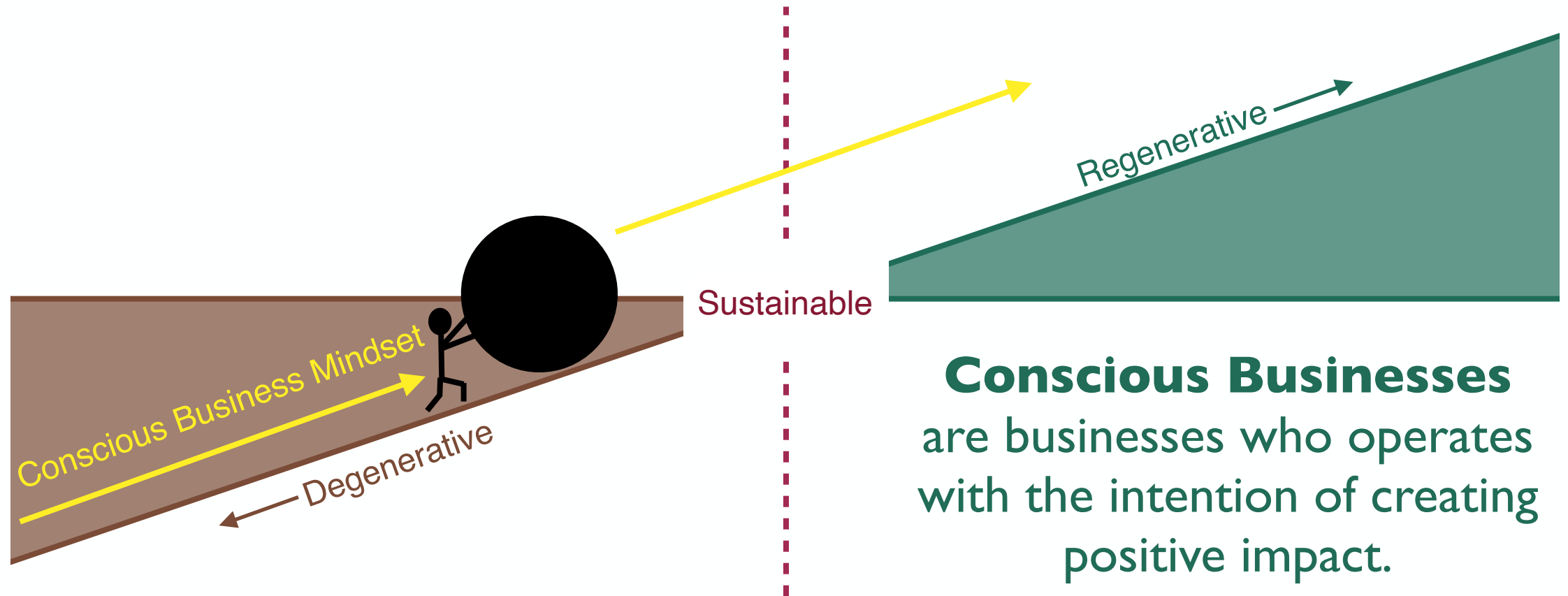
Sustainability is a Vision, not a Goal.

Make Actions your Goals instead.

Adopting a Conscious Business Mindset



A Conscious Business Mindset acts as a Driving Force



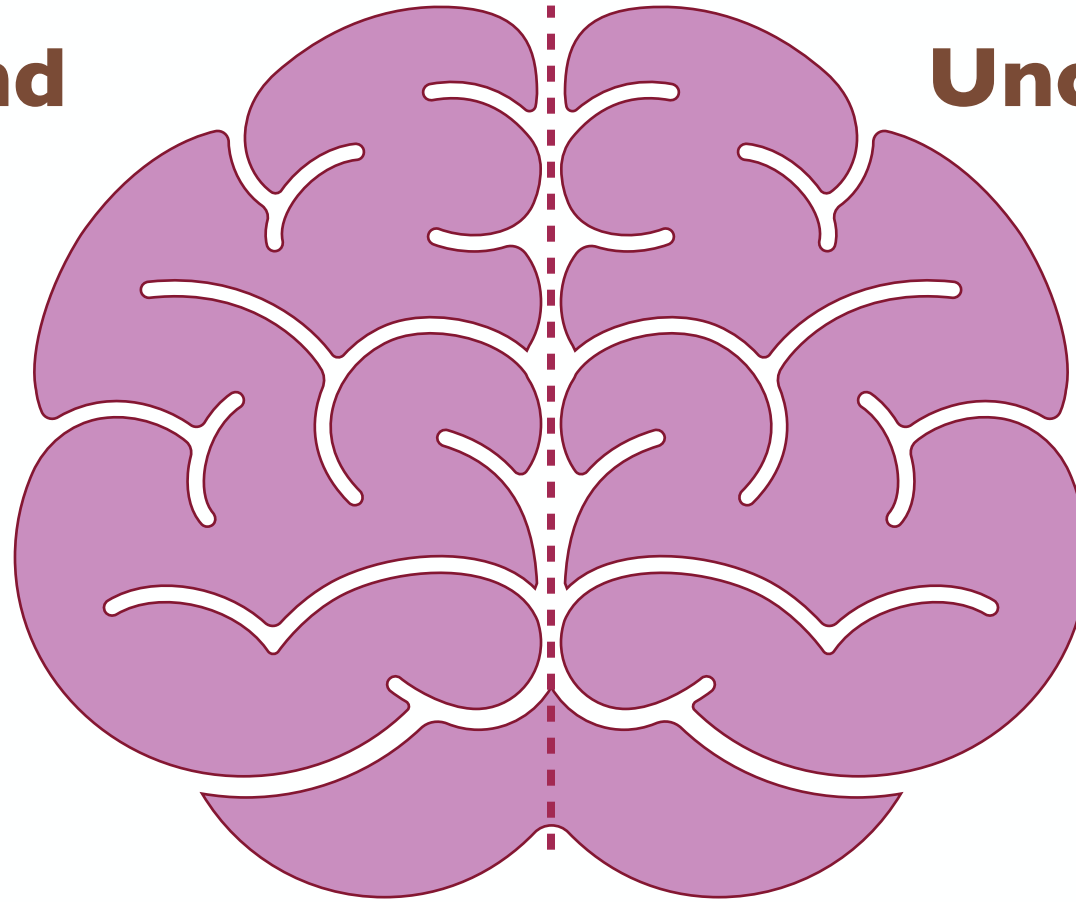
Adapted from Anna Pollock's
Regenerative Tourism Model.



Conscious vs Unconscious Mind

Conscious Mind

Putting in effort
to make your
thoughts
intentional.



Unconscious Mind

Defaulting to
your brain's
autopilot
mode.



A couple is walking away from the camera down a grassy path in a vineyard. The woman on the left is wearing a light-colored dress and a hat, and is carrying a red bucket. The man on the right is wearing a light blue shirt and khaki pants. They are surrounded by rows of grapevines. In the background, a body of water is visible under a cloudy sky.

Challenge Your Beliefs.

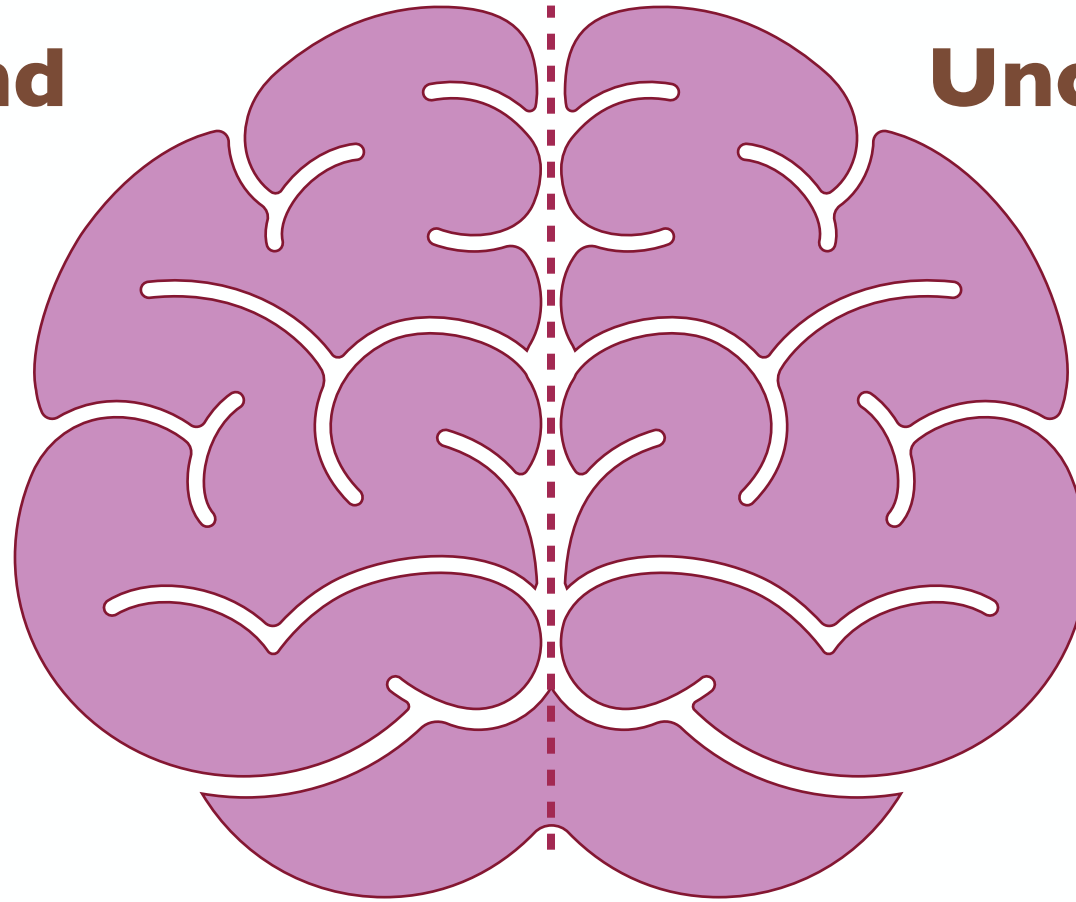
There is always a more sustainable
solution than what you might choose
unconsciously.

Conscious Decisions Lead to Better Unconscious Decisions

Conscious Mind

Putting in effort
to make your
thoughts
intentional.

4% of
Mind Space



Unconscious Mind

Defaulting to
your brain's
autopilot
mode.

96% of
Mind Space





Having a Conscious
Business Mindset
is the practice of
intentionally making
decisions that align with
your organisation's
Purpose, and considers
the impact on People,
Planet and Profit.



Adopting a Conscious Business 5 Mindset Shifts



5 Conscious Business Mindset Shifts

1. Adopt the identity of a conscious business
2. Identify a purpose beyond profit
3. Communicate your conscious values with your employees
4. Get clear on your desired target market
5. Rethink your decision-making process





Why become a Conscious Business?



A lush, green forest scene with a wooden bridge. Two people, a man and a woman, are walking across the bridge. The forest is dense with tall trees and many ferns. The lighting is soft, suggesting a misty or overcast day. The overall mood is peaceful and natural.

Why become a Conscious Business?

Because you attract
Conscious Travellers.

Understanding Conscious Travellers



Who are Conscious Travellers?



Who are Conscious Travellers?

They are eco-minded traveller
who consider sustainability
as one of their
core values.

Who are Conscious Travellers?

They seek experiences that make them feel like they're having a positive impact on the people and places they visit.

3 Conscious Traveller Segments

1. Luxury Conscious Travellers
2. Young, Conscious Families
3. Budget Conscious Travellers



Customer Personas for the Yarra Valley & Dandenong Ranges

Luxury Conscious Travellers



Gregg + Sophia



Luca + Melanie

Budget Conscious Travellers



Lily

Young, Conscious Families



Sarah



George



Source: Yarra Ranges Tourism's
[Customer Personas](#)



Why are Conscious Travellers a worthwhile target market for your business?



A woman with her hair in a bun, wearing a light green long-sleeved shirt and dark pants, is crouching on a mossy rock in a forest. She is holding a small metal cup and appears to be filling it with water from a stream. The stream flows over several large, moss-covered rocks. The background is filled with lush green ferns and trees, creating a dense forest atmosphere.

Why are Conscious Travellers a
worthwhile target market for your
business?

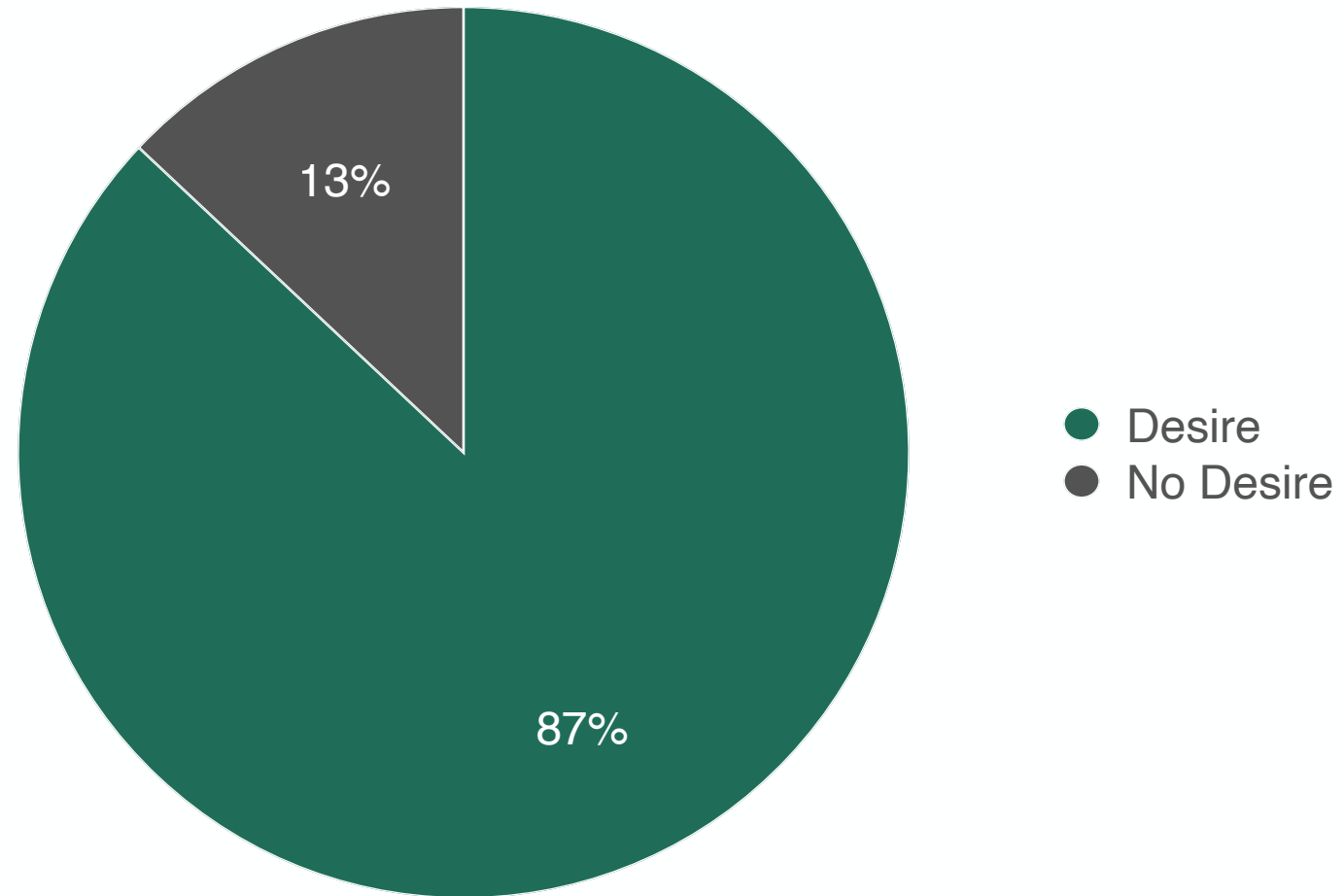
Here are 5 Reasons.

5 Reasons - This Target Market:

1. Is expanding
2. Travels mid-week and off-peak
3. Spends more, stays longer
4. Has increased brand loyalty
5. Will become your passionate staff



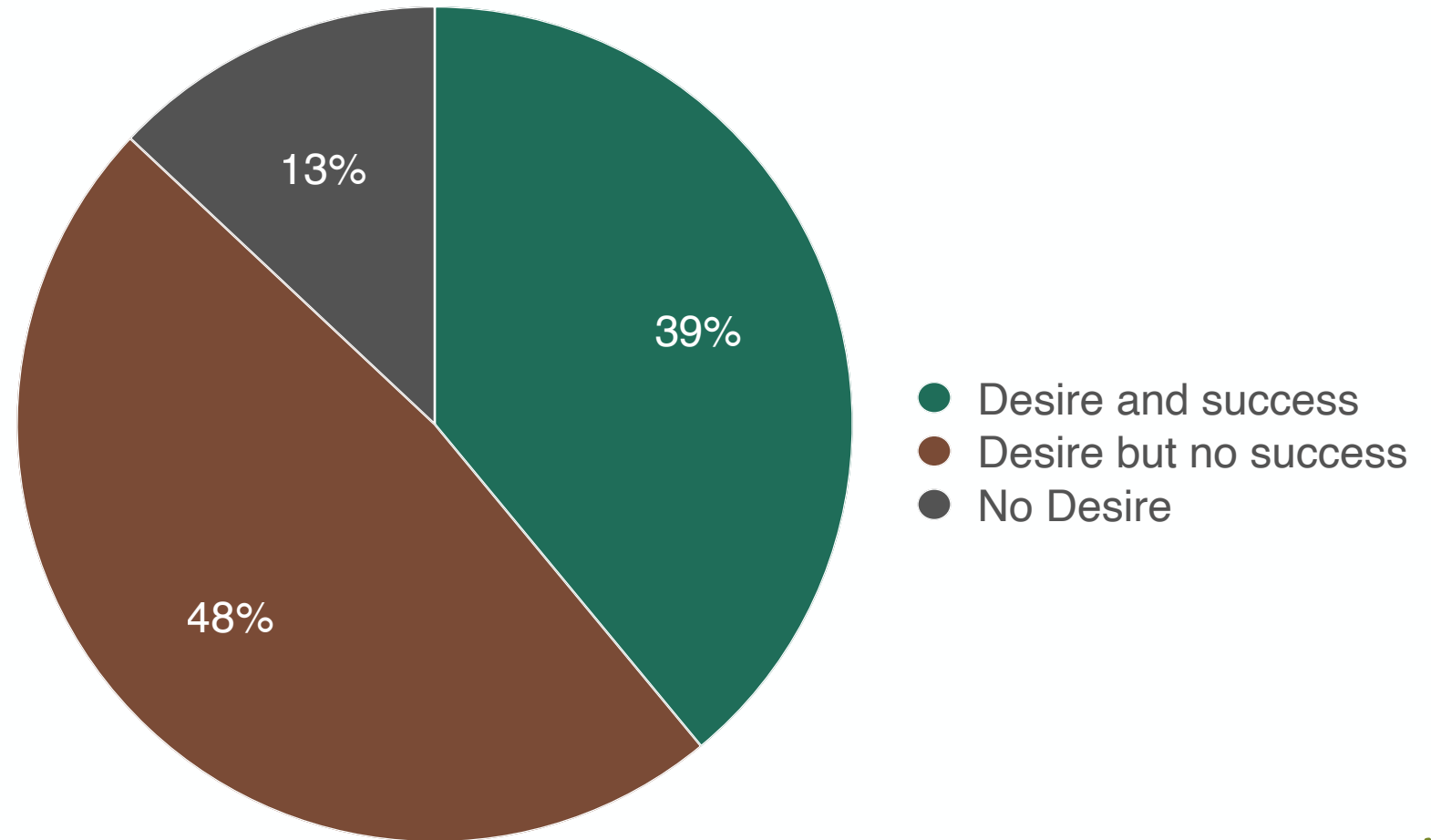
Global Traveller's Desire to Travel Sustainably



Source: Booking.com [Global Sustainable Travel Report](#). (2018).



Global Traveller's Desire to Travel Sustainably vs Success Rate



Source: Booking.com [Global Sustainable Travel Report](#). (2018).



Information Acquisition is a Barrier for Sustainable Travel

| Top global obstacles to traveling more sustainably | |
|---|-----|
| Costs – not being able to afford the extra expenditure | 42% |
| Information / lack of certification – not knowing how to make my travel more sustainable | 32% |
| Time – travelling sustainably would be too time consuming | 22% |
| Destination – travelling sustainably would limit travel to less appealing destinations | 22% |
| Luxury / comfort – sustainable travel does not meet the level of luxury / comfort accustomed to | 20% |

Source: Booking.com [Global Sustainable Travel Report](#). (2018).



TRENDS AND OPPORTUNITIES

**The visitor economy
will be defined by four
major trends over the
next decade.**

The rise in Asian migration

Overseas migration – particularly from India and China – has been the key driver of population growth for Australia for the past decade. The COVID-19 pandemic severely compromised overseas migration, but migration is expected to return as the key driver of population growth. Victoria already has a strong visiting friends and relatives (VFR) market – expected to increase in line with population growth.

Increase in working from home

The increase in working from home has led to several global companies instituting 'work from anywhere' policies. This has allowed people to combine work and travel and stay longer in a destination. With the right settings, such as accommodation with workspaces and strong connectivity, there is an opportunity for regional Victoria to attract long-stay visitors and digital nomads.

Conscious consumers

Travellers are increasingly looking for authentic brands that align with values such as sustainability, inclusivity and diversity, and action towards Treaty. They want to connect with nature, First Peoples culture, and local people, and eat local produce. With action on Treaty and progress towards net zero emissions, alongside a strong social enterprise sector, Victoria is well-placed to be front-of-mind for the conscious consumer segment.

Nature-based tourism

Research has consistently shown the importance of nature-based tourism. Importantly, nature-based tourism did not experience any decline during the pandemic. With Victoria's compact geography and diversity of nature, we have a significant opportunity to grow our reputation for nature-based tourism.

Spittars Falls, Grampians

Source: [Experience Victoria 2033](#).



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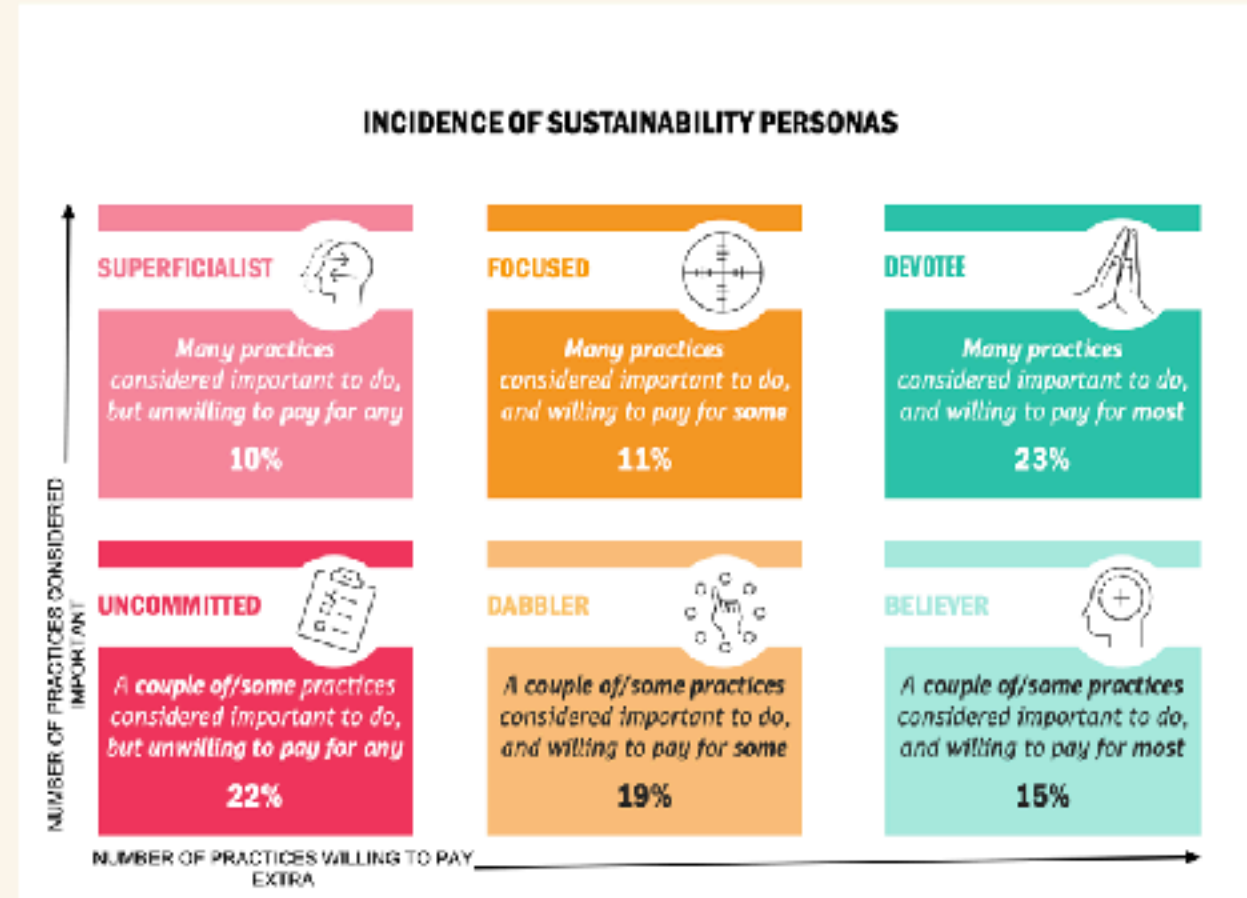


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SUSTAINABILITY: MORE THAN 75% OF TRAVELLERS ARE COMMITTED TO SUSTAINABILITY IN SOME WAY & 1 IN 3 ARE SUSTAINABILITY DEVOTEES OR BELIEVERS



Future of Global Tourism Demand Research, Quantitative validation phase, April-May 2022

Segmentation based on two questions: E1. How important are each of the following to you when travelling? E2. Imagine you have identified two experiences that offer everything you are looking for on your next vacation. If one experience offered the following, and the other did not, which statement best applies to you?

Base: Global need, Australia (n = 22,180)

Source: [Tourism Australia](https://www.tourism.australia.com.au/research-and-insights). (2023).



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YOUNG VOICES IN TOURISM

YOUNG PEOPLE'S PERSPECTIVE OF THE AUSTRALIAN TOURISM INDUSTRY

KEY FINDINGS



More young people are likely to dissuade someone from working in the tourism industry rather than recommend someone work in the industry

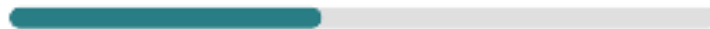
94%

Say working for an ethical company is very or extremely important



44%

Believe that the industry is doing well in regard to reconciliation with First Nations Australians



55%

Believe that Australia's tourism industry was responding well in regard to diversity & inclusion



1 in 4

Think the Australian tourism industry is addressing climate change



Source: [Young Tourism Network](#). (2021).



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How do you Attract and Retain Conscious Travellers?

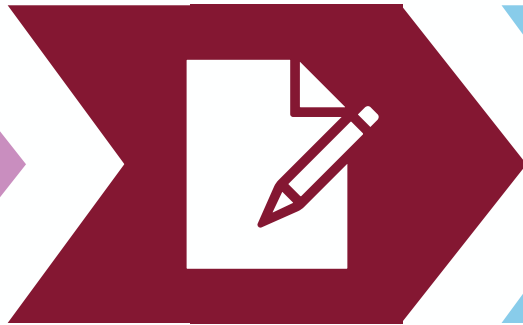
5 Actionable Steps to Attract and Retain Conscious Travellers

1



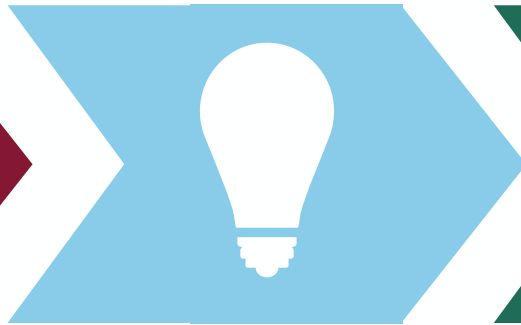
Adopt a
Conscious Business
Mindset

2



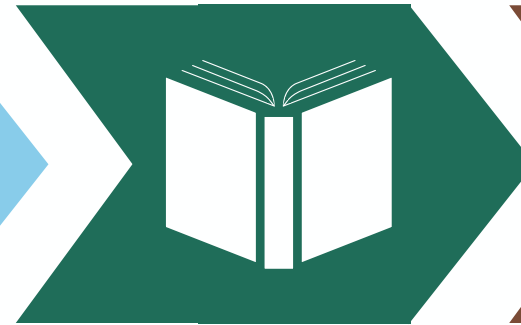
Use a Sustainability
Framework to
Provide Direction

3



Develop your
Conscious Tourism
Offerings

4



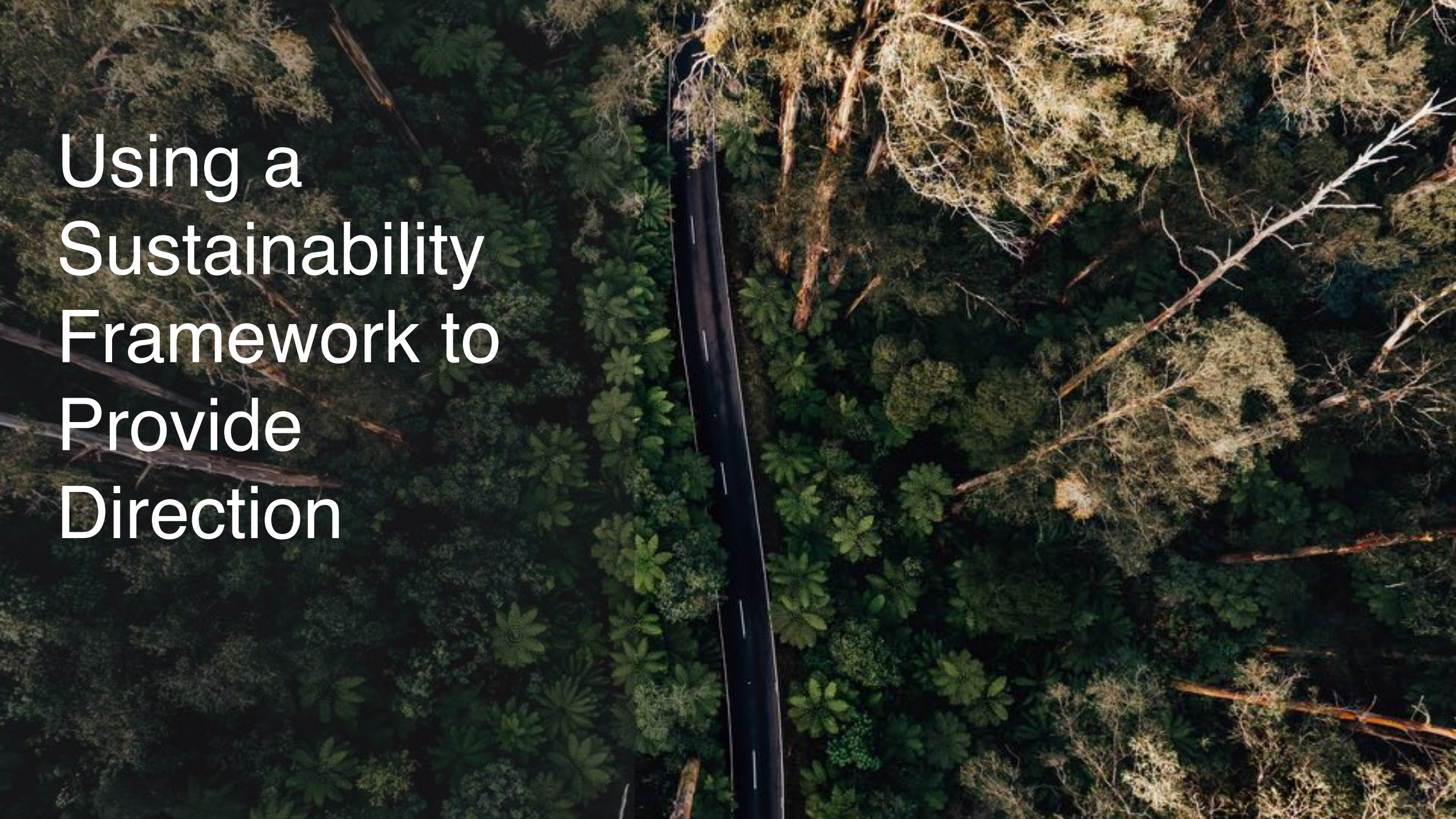
Tell Your Story
Without
Greenwashing

5








Get involved in the
'Explore, Preserve'
Campaign



An aerial photograph of a winding road cutting through a dense, lush green forest. The road is dark and has white dashed lines. The forest is composed of various types of trees and vegetation, with some areas appearing more dense and green, while others show more bare branches and lighter green foliage. The text "Using a Sustainability Framework to Provide Direction" is overlaid on the left side of the image in a white, sans-serif font.

Using a
Sustainability
Framework to
Provide
Direction

Comparison of 5 Different Sustainability Frameworks

| Framework | Industry | | Primary Purpose | | Scale | |
|---|------------------|----------------|-------------------------------|-------------------|--------|-----------|
| | Tourism-specific | All Businesses | Certification / Accreditation | Other / Reporting | Global | Australia |
|  | | ✓ | | ✓ | ✓ | |
|  | | ✓ | | ✓ | ✓ | |
|  | ✓ | | ✓ | | ✓ | |
|  | ✓ | | ✓ | | | ✓ |
|  | | ✓ | ✓ | | ✓ | |

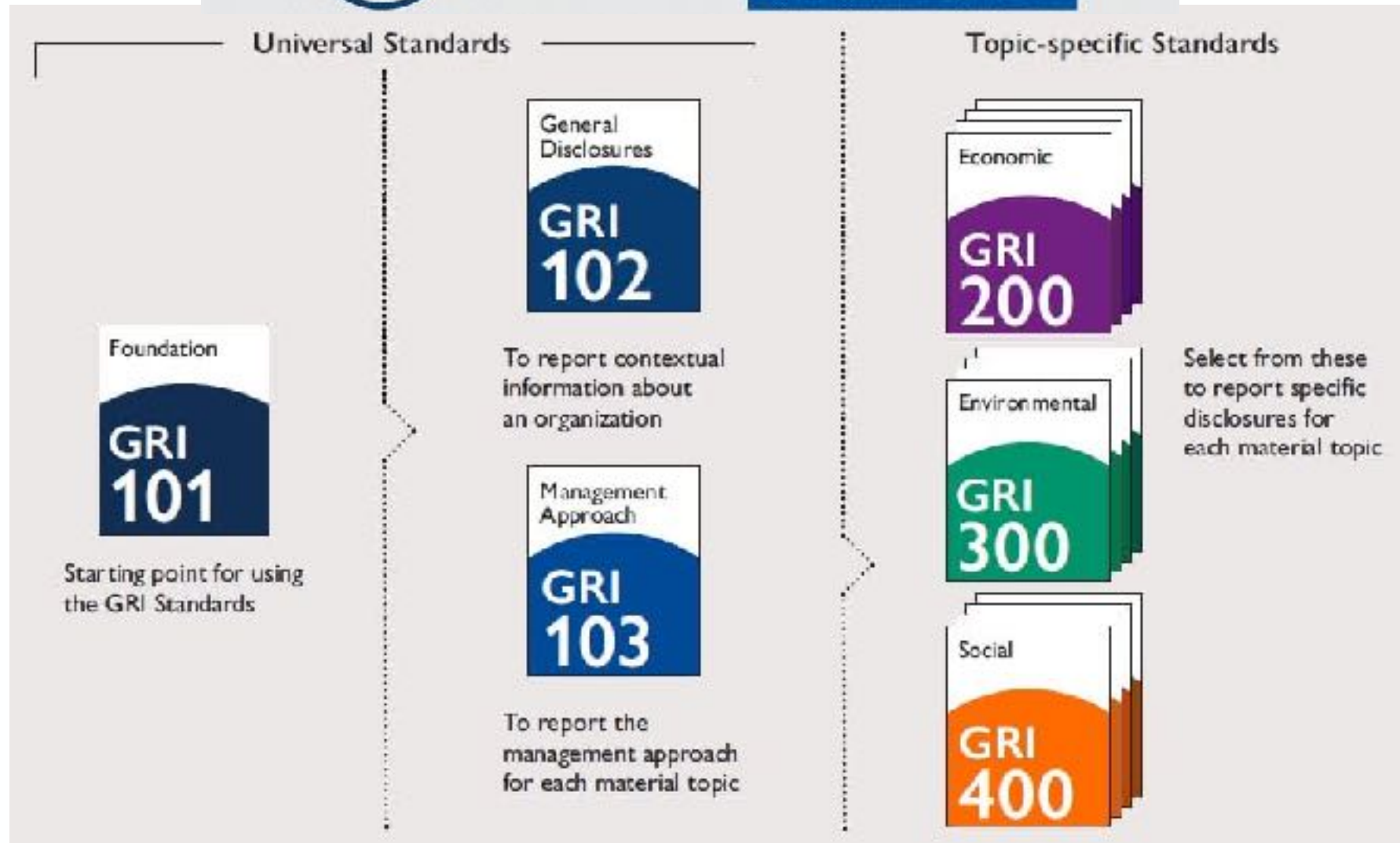


SUSTAINABLE DEVELOPMENT GOALS



Source: [UN Sustainable Development Goals](#)





Source: [GRI Standards](#).
Example: [Hilton Hotel Report](#).



They are the result of a worldwide effort to develop a common language about sustainability in tourism. They are arranged in four pillars:

1. Sustainable management
2. Socioeconomic impacts
3. Cultural impacts
4. Environmental impacts (Including consumption of resources, reducing pollution, and conserving biodiversity and landscapes)

Two sets of GSTC Criteria:

GSTC Industry Criteria

This set of Criteria relates to the sustainable management of private-sector travel industry, focusing currently on Hotels and Tour Operators.

GSTC INDUSTRY CRITERIA

GSTC Destination Criteria

This set of Criteria relates to sustainable management of Tourism Destinations.

GSTC DESTINATION CRITERIA

Source: [GSTC Criteria](#)





strive 
4 SUSTAINABILITY
POWERED BY ECOTOURISM AUSTRALIA

Source: [Ecotourism Australia](https://www.ecotourism.org.au/)

The ECO Certification program
has **eight sections**

1. Business management and operational planning
2. Responsible marketing
3. Customer satisfaction
4. Environmental management
5. Interpretation and education
6. Contribution to conservation
7. Working with local communities
8. Cultural respect and sensitivity





[Use this free B Impact Assessment Tool to audit your business](#)

Source: [B Corp](#)



Destinations use Sustainability Frameworks too



Source: Yarra Ranges Tourism's
[Destination Management Plan](#)



8 Strategic Priorities in our Destination Management Plan

1. Developing a night-time and mid-week visitor economy.

2. Statutory Planning & Environment: Sustainable development.

3. Accommodation: For visitors to enjoy and workers to call home.

4. Transport & Accessibility: Easing congestion and better access for all.

5. Developing and leveraging new attractions and experiences

- 5.1. Nature: Leveraging world class nature-based experiences
- 5.2. Food & Drink: Elevating the region's reputation
- 5.3. First Peoples Experiences: Embedding Traditional Owner values & experiences across tourism

6. Leadership and Advocacy

- 6.1. Governance & Leadership: Delivering efficiently
- 6.2. Advocacy: One voice, one message for sustainable tourism

7. Marketing & Distribution: Changing visitor travel behaviour.

8. Sustainable workforce: Growing the region's capabilities for the future.



Source: Yarra Ranges Tourism's
[Destination Management Plan](#)



Developing your Conscious Tourism Offerings



Welcome to For Change Cafes

For Change Cafes are more than just places for great food and coffee – For Change Cafes are a social enterprise on a mission to end youth homelessness.

What is a social enterprise? Social enterprises are businesses that exist to create a fairer world. For Change Cafes exist to create opportunities for young people experiencing disadvantage and homelessness.



100%
plant based
food menu



Discounts for
reusable cups



Composting
coffee grounds &
food waste



100% fossil fuel
free energy
sources



Compostable &
recyclable
packaging

Primary Purpose Beyond Profit



Secondary Purpose Beyond Profit



Source: [For Change Co Website](https://forchange.co/).



4 Options for Developing a Conscious Tourism Offering

Improve the sustainability of your core tourism offering.

Partner with an existing Conscious Business to create a package.

Create a new secondary tourism experience for Conscious Travellers.

Organise events that focus on sustainability.



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Source: Yarra Ranges Tourism's
[Destination Management Plan](#)



Storytelling without Greenwashing



Storytelling without Greenwashing

Marketing is a series of stories
told by a business to get a desired
audience to buy their product.



Storytelling without Greenwashing

is the act of making false or misleading statements about the extent of a business or product being environmentally friendly, sustainable or ethical.



Consequences of Greenwashing

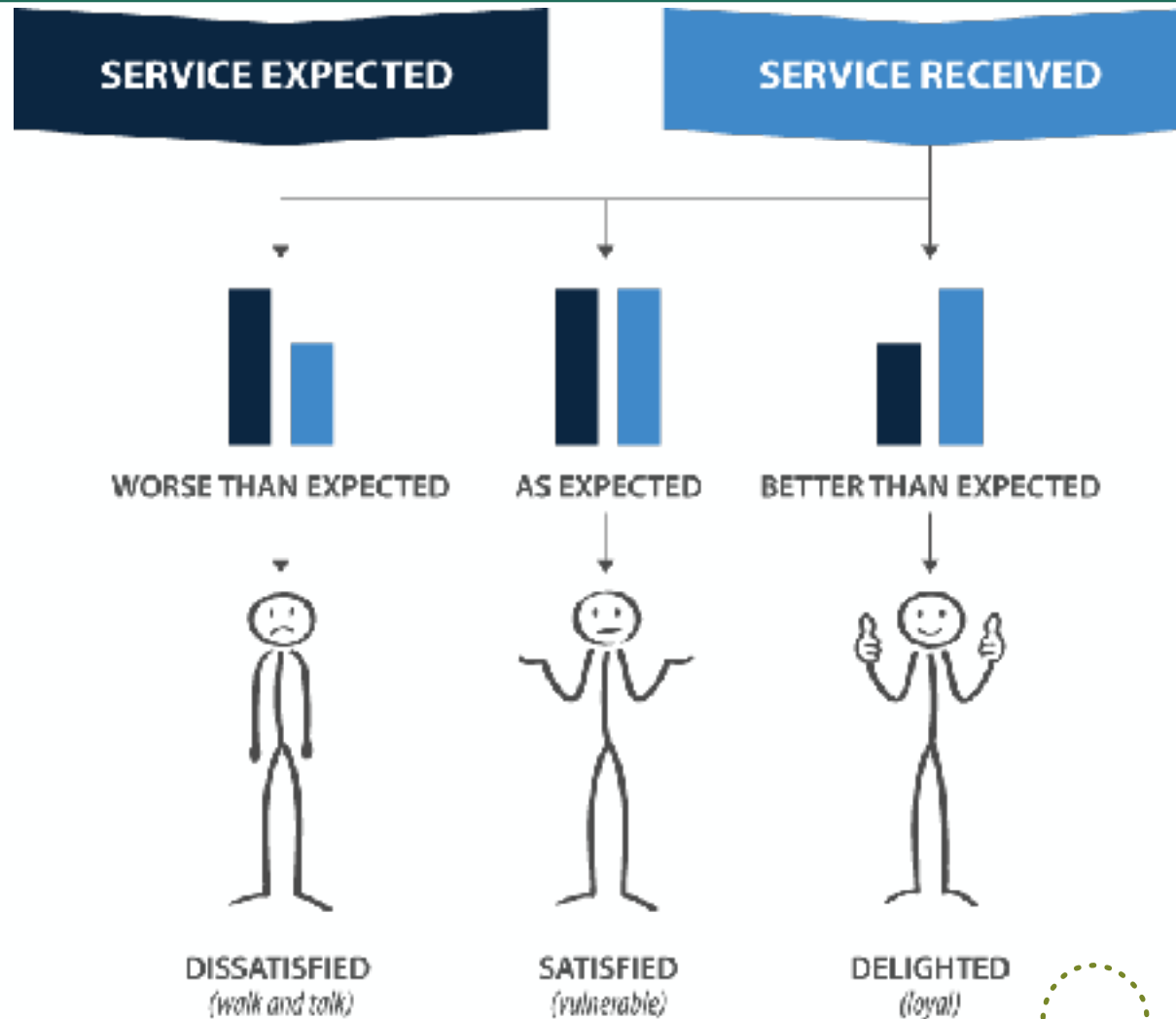
Loss of perceived
trustworthiness.

Risk of customer
dissatisfaction.

Unlikely to retain
Conscious Travellers.



Customer Satisfaction vs Dissatisfaction



A photograph of a forest with tall, slender trees, likely redwoods. A group of about seven people is walking along a path in the distance. The text "How do we bridge the gap between a customer's expectations and their actual experience?" is overlaid in white. The background is a dense forest with tall, straight tree trunks and green foliage at the top. The ground is covered in brown leaves and pine needles. The lighting is soft, suggesting a slightly overcast day.

How do we bridge the gap between a customer's expectations and their actual experience?

A group of about seven people are walking along a dirt path in a forest of tall, slender trees, likely redwoods. The trees have thick, reddish-brown trunks and green foliage at the top. The ground is covered in brown pine needles and leaves. The scene is captured from a low angle, looking down the path where the group is walking away from the camera.

How do we bridge the gap between a customer's expectations and their actual experience?

Through Transparent Marketing.

5 Transparent Marketing Tips:

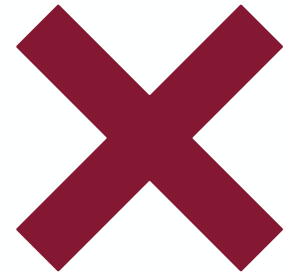
1. Don't use buzzwords like “sustainable” and “regenerative” loosely
2. Verify your claims with internal and external validation
3. Adopt sustainability as a content pillar
4. Show your humanity and own your mistakes
5. Tell your story



Using Sustainability Buzzwords: Do's and Don't

**Sustainable Accommodation
in the Dandenong Ranges**

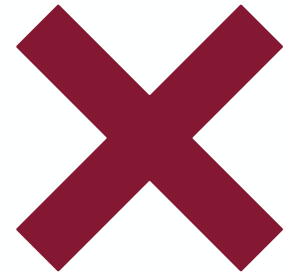
(No further explanation given)



Using Sustainability Buzzwords: Do's and Don't

**Accommodation in the
Dandenong Ranges**

(No mention of sustainability)



Using Sustainability Buzzwords: Do's and Don't

**Sustainable Accommodation
in the Dandenong Ranges**

(Link to sustainability page)



Using Sustainability Buzzwords: Do's and Don't

Our business has adopted a
regenerative approach to doing
business.
...on a sustainability journey...



Using Sustainability Buzzwords: Do's and Don't

Accommodation in the Dandenong Ranges:

Playing our part to make the
hills sustainable through wildlife
conservation



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Internal Validation Examples

Having a sustainability page on your website.

Spotlighting your sustainability efforts in blogs and social media posts.

Creating an annual impact report.



External Validation Examples

Having sustainability efforts featured in the media or by a regional tourism board.

Having a respected influencer feature your business on their channels.

Pursuing sustainability accreditation or certification to use recognisable logos.



External Validation

Pros

Can tap into a larger audience.

Adds credibility.

Cons

Can be unpredictable.

Can be expensive.



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Content Pillars

Content Pillars are a set of themes or topics that your business uses consistently to discuss and create content about on social media and your other digital platforms.

5 Example Content Pillars

Sustainability.

Your
Destination.

Your Team.

Happy
Customers.

Products and
Services.



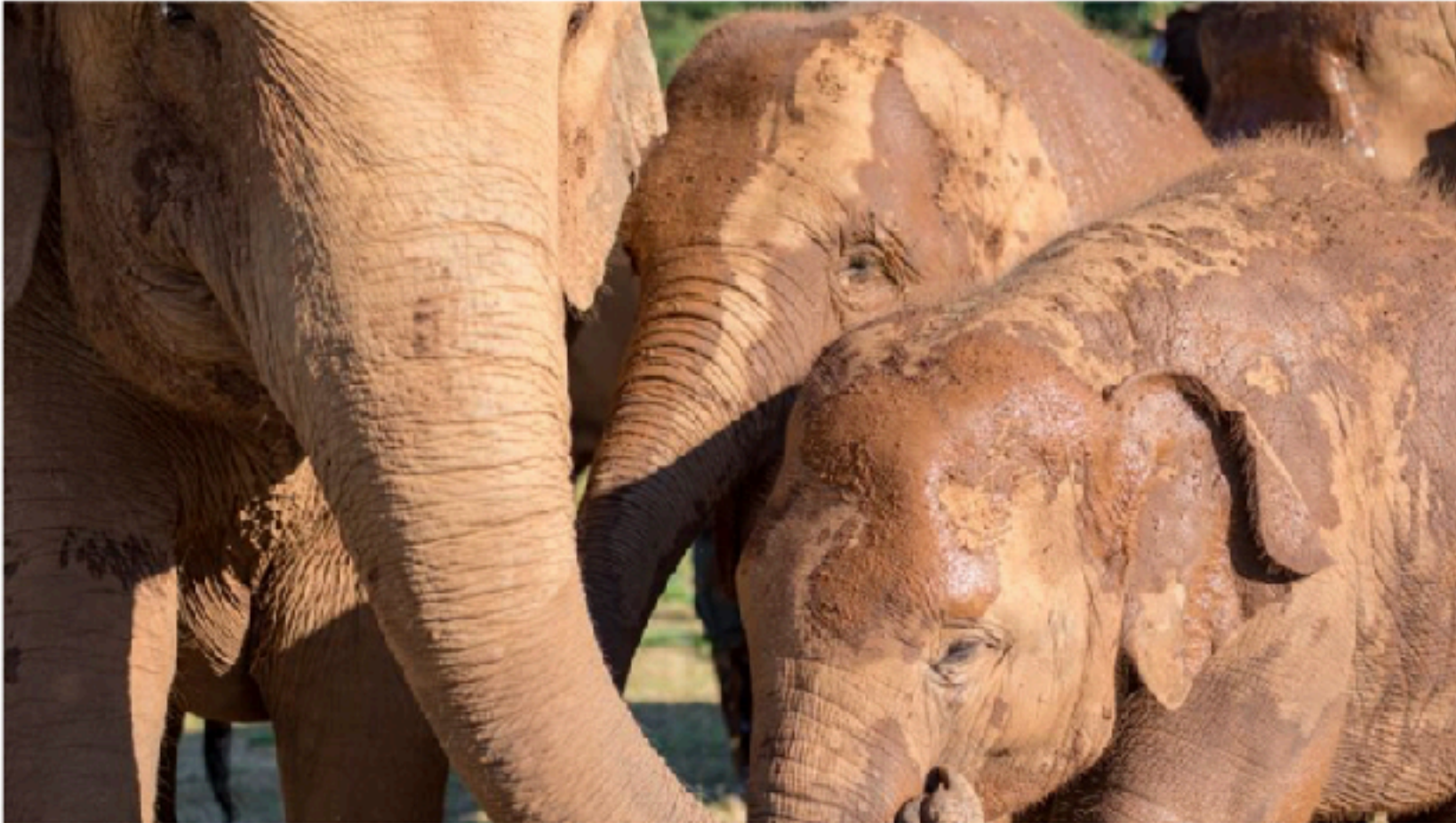
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I rode an elephant for fun. Here's why it was anything but.

written by Intrepid Travel | August 8, 2019



[Read Article Here](#)

For over twenty years, we used to ride elephants for fun. Intrepid was part of what became known as 'elephant tourism' – a multi-million-dollar industry in southeast Asian countries, particularly **Thailand**.

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Transparent Marketing

The aim isn't to trick customers into visiting and leaving with unmet expectations.



Transparent Marketing

The aim isn't to trick customers into visiting and leaving with unmet expectations.

Our aim is to exceed their expectations and turn them into loyal, repeat customers.

5 Transparent Marketing Tips:

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Getting involved in the 'Explore, Preserve' Campaign



'Explore, Preserve' Sustainability Campaign

Aim: To make it easier for tourists to find sustainable tourism experiences in our region and to strengthen our region's position as a nature-focused, sustainable destination that cares for the environment and its interconnected cultural identity.

Website: Sustainability webpage and 'Sustainability Stories' blog posts.

Social Media:
Visit Yarra Valley &
Dandenong Ranges.

Email Marketing:
What's On and
Industry News eDMs.

Press Release:
Containing all
sustainability stories.

Paid Ads:
Social Media and
Google Ads.





Want to share your
Sustainability Story?

Email Gwen:
content@yarrarangestourism.com.au

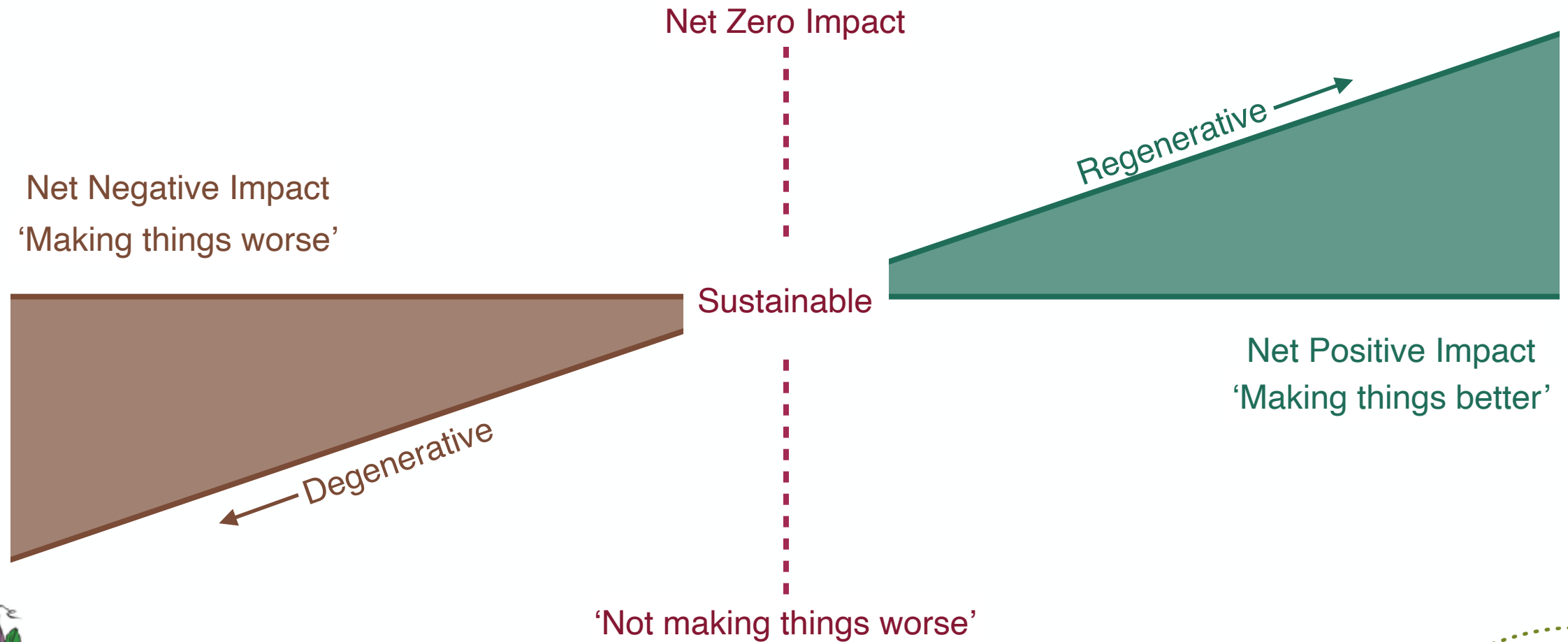
Conclusion



What is Sustainability?



Sustainability Spectrum



Adapted from Anna Pollock's
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Who are Conscious Travellers?



5 Reasons - This Target Market:

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2. Travels mid-week and off-peak
3. Spends more, stays longer
4. Has increased brand loyalty
5. Will become your passionate staff



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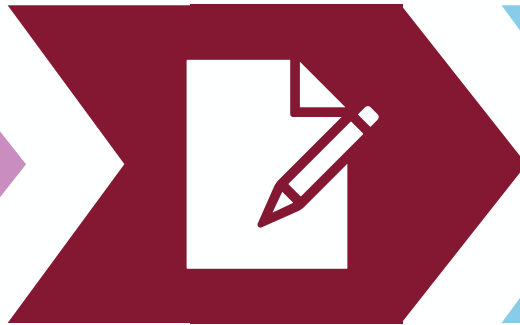
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1



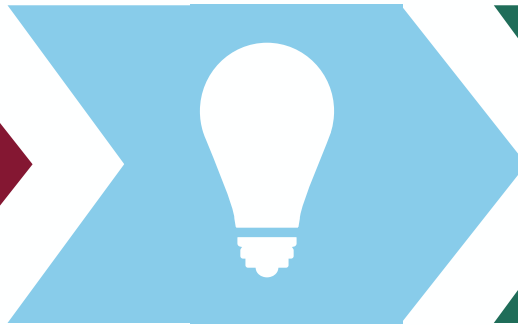
Adopt a
Conscious Business
Mindset

2



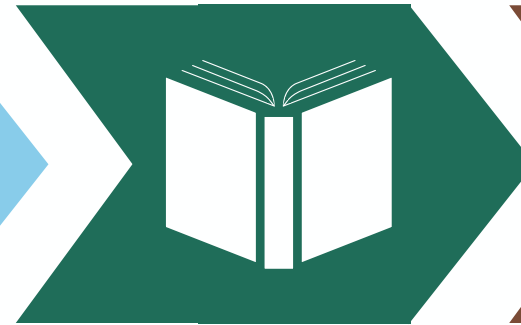
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Develop your
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Offerings

4



Tell Your Story
Without
Greenwashing

5



Get involved in the
'Explore, Preserve'
Campaign



A photograph of a forest with tall, slender trees, likely redwoods. A group of about seven people is walking along a path in the distance. The text "Conscious Travellers are looking for tourism businesses that care." is overlaid in white, sans-serif font in the upper half of the image.

Conscious Travellers are looking for
tourism businesses that care.

A photograph of a forest with tall, slender trees, likely redwoods. A group of about seven people is walking along a path in the distance. The ground is covered with brown leaves and pine needles. The text is overlaid in white, sans-serif font.

Conscious Travellers are looking for
tourism businesses that care.

Not necessarily those that are perfect.

A scenic landscape featuring rolling mountains and a valley. In the foreground, a man and a woman stand on a rocky outcrop, looking out over the landscape. The man is wearing a grey hoodie and blue jeans, and the woman is wearing a white cardigan and dark pants. The valley below is filled with dense green forests, with some patches of autumn-colored trees. In the distance, more mountain ranges are visible under a clear blue sky with a few wispy clouds. The overall mood is peaceful and serene.

Thank You for listening.



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Share your Sustainability Story with Gwen:
content@yarrarangestourism.com.au



Conscious Traveller Collective

Need guidance on your sustainability journey?

Email: hello@conscioustraveller.co

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