



*How Your Business Can*

**ATTRACT AND RETAIN**

**CONSCIOUS TRAVELLERS**





Conscious Traveller Collective

## Your Facilitator - Melissa Adamson



# Acknowledgement of Country

An aerial photograph of a dense forest. A winding road cuts through the trees, with a bright, hazy area of mist or fog visible in the background, suggesting a valley or a low-lying area.

# Workshop Outline

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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



A photograph of a group of people riding bicycles on a dirt path through a lush green forest. The path is surrounded by tall trees and dense greenery. The people are seen from behind, wearing helmets and athletic gear. The overall atmosphere is one of outdoor adventure and environmental consciousness.

# 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

Purpose  
of Organisation

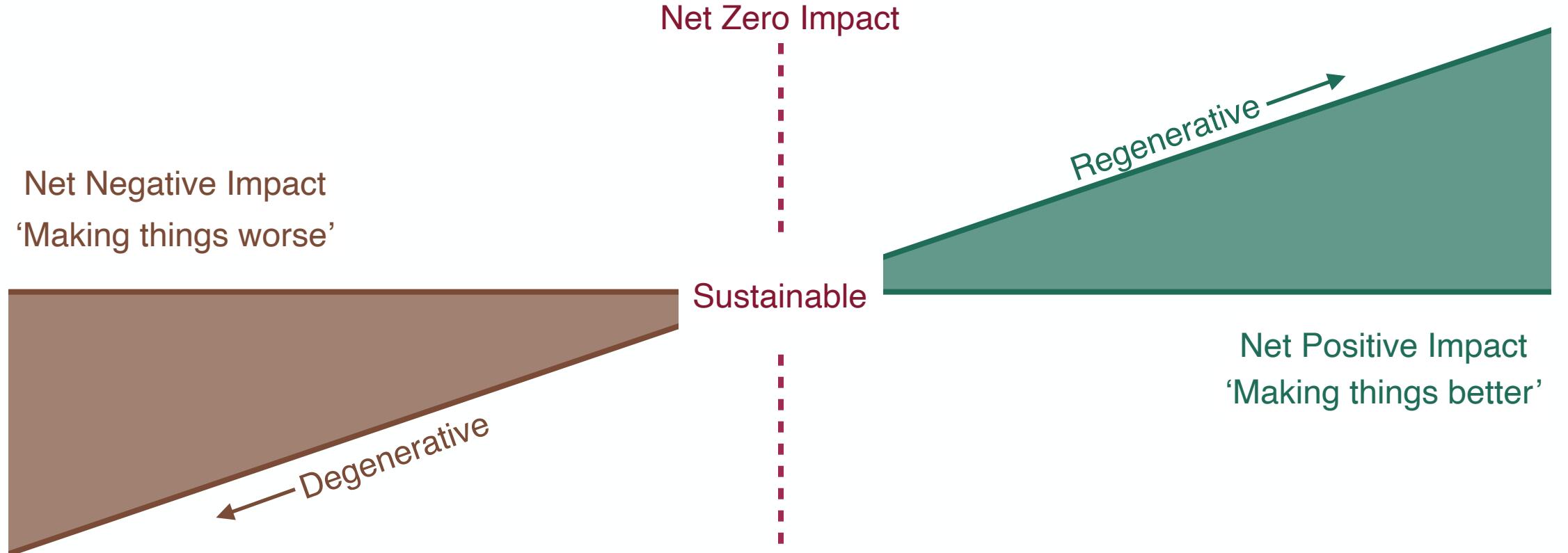
People

Planet

Profit



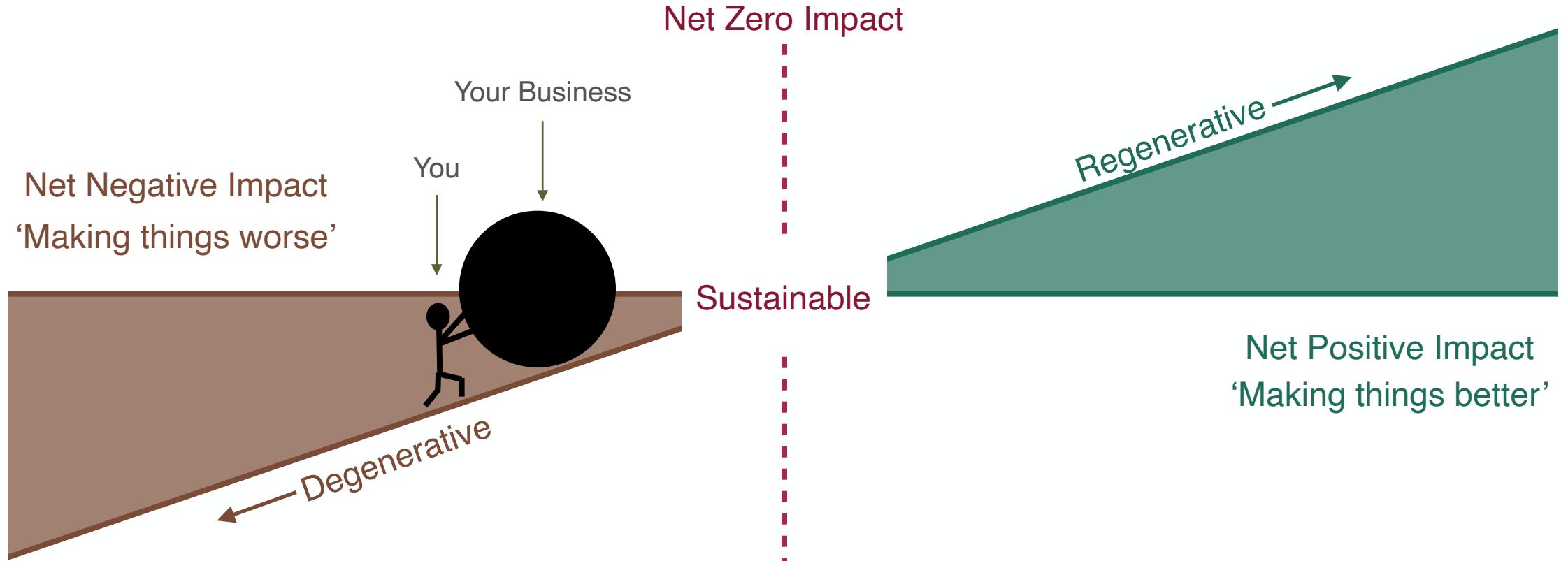
# Sustainability Spectrum



Adapted from Anna Pollock's  
Regenerative Tourism Model.



# Sustainability Spectrum



Adapted from Anna Pollock's  
Regenerative Tourism Model.



A photograph of a forest scene. In the foreground, a path of fallen brown leaves leads into the distance. On the left, a large, dark green tree with long, sweeping branches is visible. The background is filled with a dense stand of tall, thin trees, their trunks reaching upwards. The sky is a pale, overcast grey. Superimposed on the upper portion of the image is a large, white, sans-serif font text.

Sustainability is a Vision, not a Goal.

A photograph of a forest scene. In the foreground, a group of about six people are walking away from the camera on a dirt path. They are dressed in casual outdoor clothing. The forest is filled with tall, thin trees, likely redwoods, with their characteristic textured bark. Sunlight filters down from the canopy of leaves above, creating bright highlights on the trunks and the path. The overall atmosphere is one of a natural, serene environment.

Sustainability is a Vision, not a Goal.

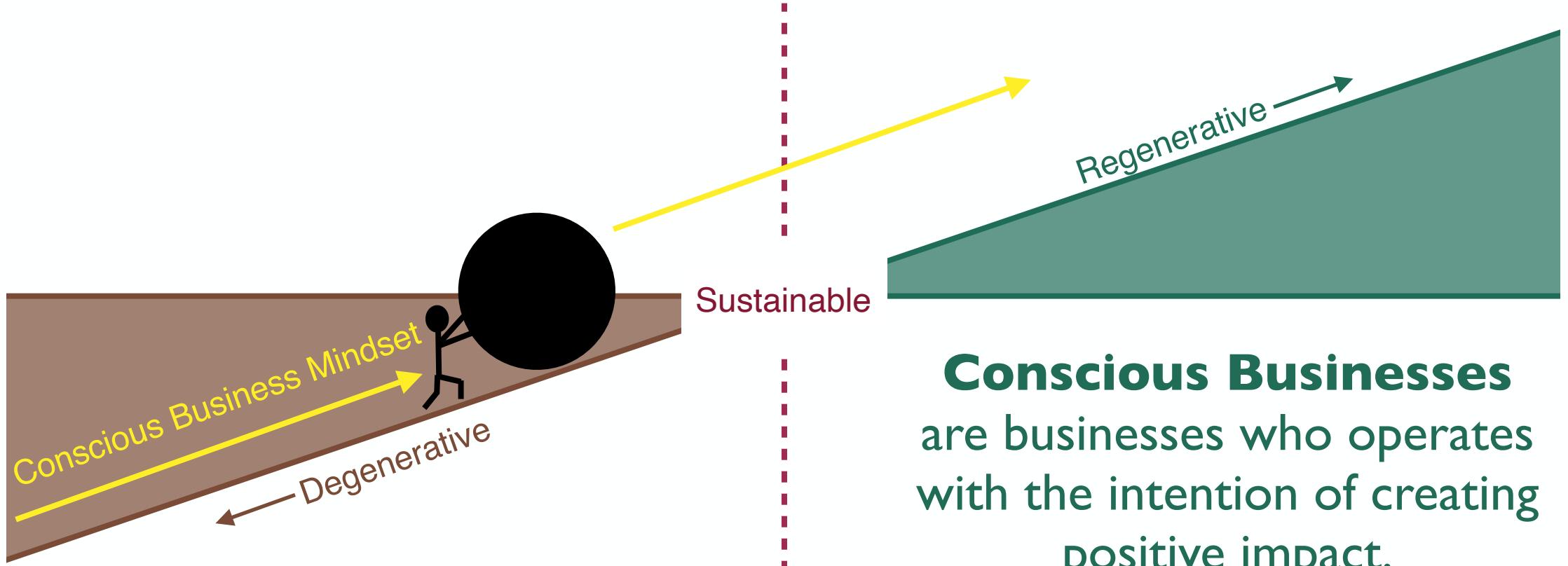
Make Actions your Goals instead.

# Adopting a Conscious Business Mindset



# A Conscious Business Mindset acts as a Driving Force

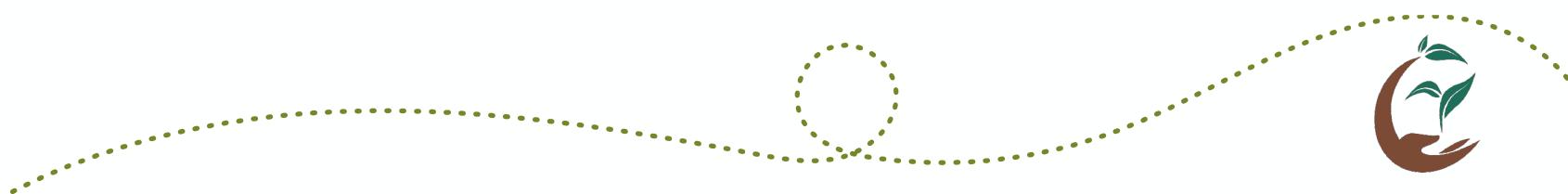
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**Conscious Businesses**  
are businesses who operates  
with the intention of creating  
positive impact.



Adapted from Anna Pollock's  
Regenerative Tourism Model.



# Conscious vs Unconscious Mind

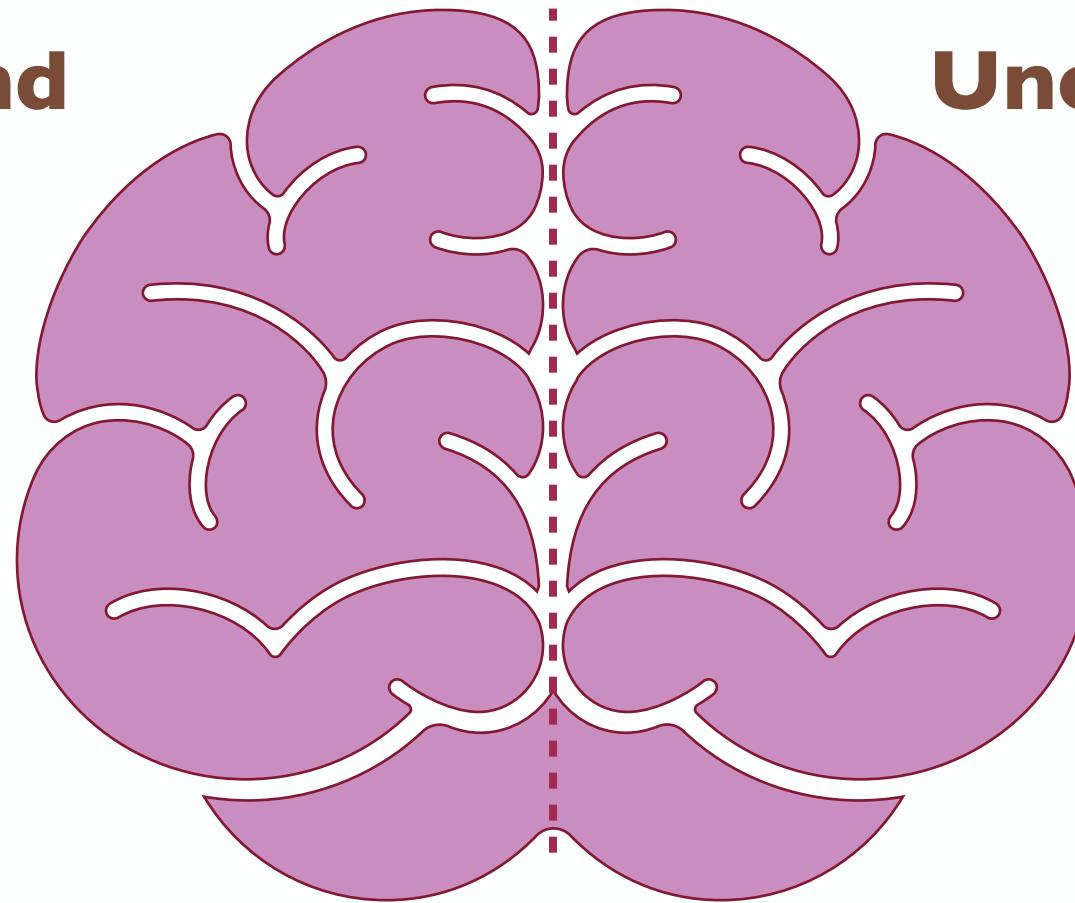
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## Conscious Mind

Putting in effort  
to make your  
thoughts  
intentional.

## Unconscious Mind

Defaulting to  
your brain's  
autopilot  
mode.





# Challenge Your Beliefs.

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

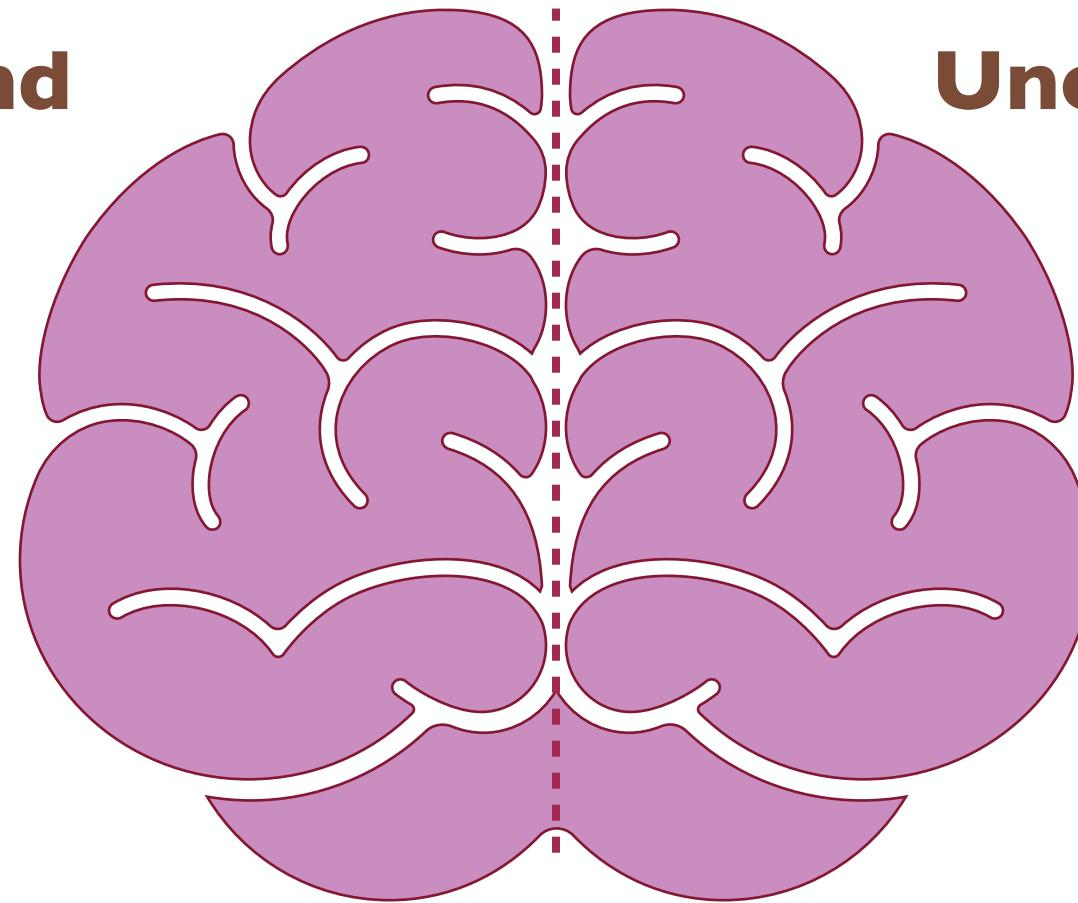
# Conscious Decisions Lead to Better Unconscious Decisions

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## 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





A photograph of a man and a woman walking on a wooden boardwalk in a dense forest. The boardwalk is made of dark wood and has metal railings. The forest is lush with tall trees and large, spreading ferns. The lighting is dappled sunlight through the canopy.

# Why become a Conscious Business?

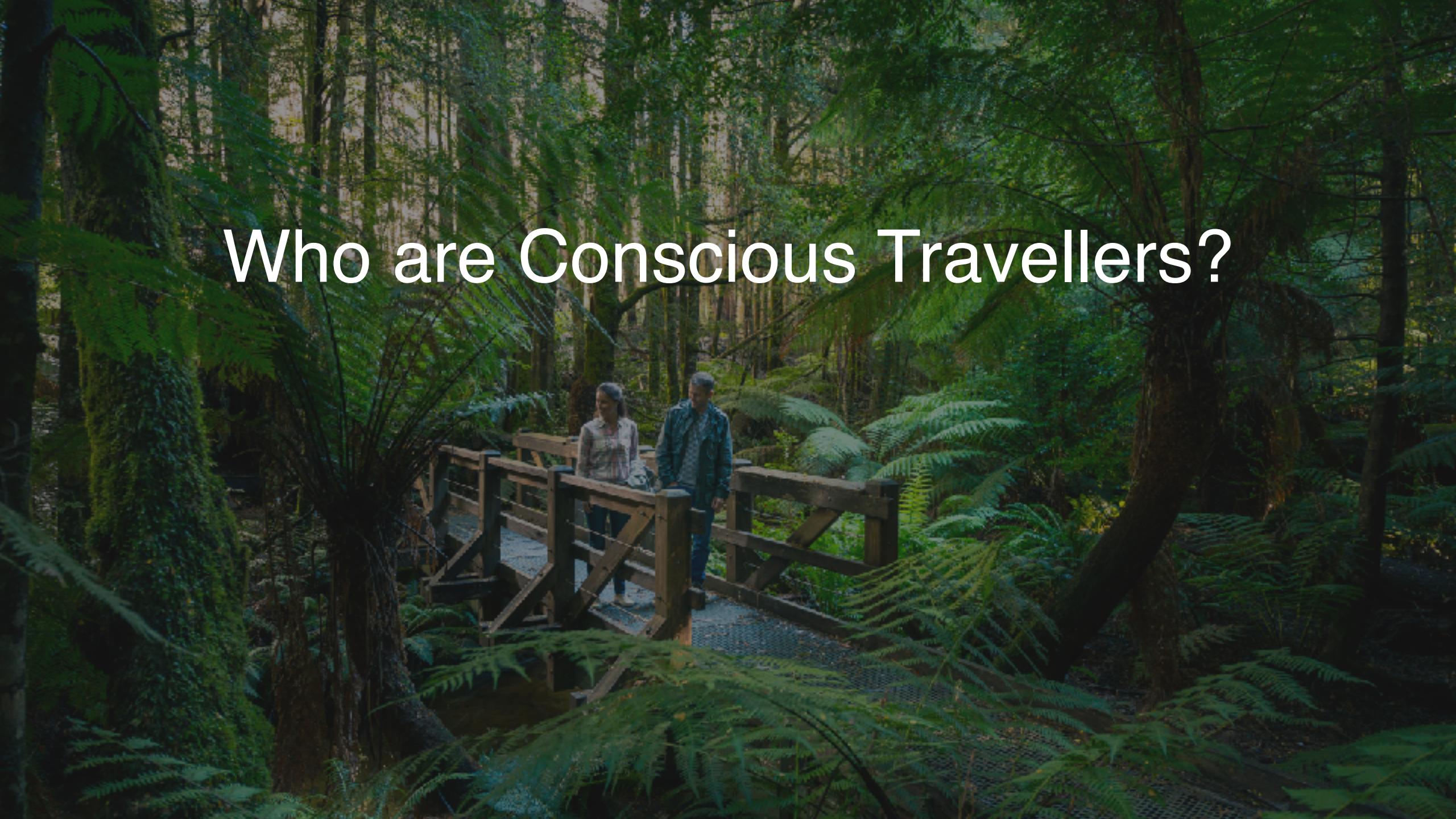
A photograph of a couple walking on a wooden boardwalk through a dense forest. The boardwalk is made of dark wood and has metal railings. The forest is lush with tall trees and large, spreading ferns. The couple is in the middle of the frame, moving away from the camera. The overall atmosphere is serene and natural.

Why become a Conscious Business?

Because you attract  
Conscious Travellers.

# Understanding Conscious Travellers

A lush green forest scene. On the left, a large tree trunk is covered in moss. The background is filled with dense green foliage and ferns. On the right, a person in a green shirt and dark pants is walking away from the camera, towards a small stream flowing over mossy rocks. The overall atmosphere is serene and natural.

A photograph of a couple walking on a wooden boardwalk in a dense forest. The boardwalk is made of dark wood and metal grating, with a simple wooden railing. The couple is walking away from the camera, with the woman on the left and the man on the right. They are both wearing casual outdoor clothing. The forest is lush and green, with many tall trees and large ferns. The lighting is natural, suggesting it is daytime.

# 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

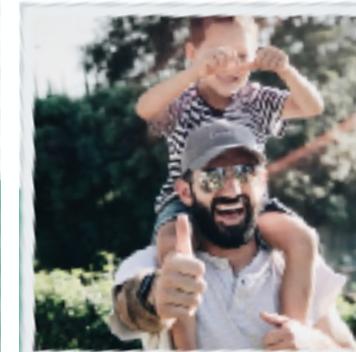


Lily

## Young, Conscious Families



Sarah



George



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



A photograph of a woman with dark hair tied back, wearing a light-colored long-sleeved shirt and dark pants, crouching on a mossy rock in a stream. She is holding a small cup and appears to be washing her face. The stream flows over mossy rocks, and the background is a dense forest with large, textured ferns and trees.

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

A photograph of a woman with a bun hairstyle, wearing a light green long-sleeved shirt and dark pants, crouching on a mossy rock by a flowing stream. She is holding a light blue water bottle. The background is a dense, lush green forest with large ferns and moss-covered rocks. The overall atmosphere is natural and serene.

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

Here are 5 Reasons.

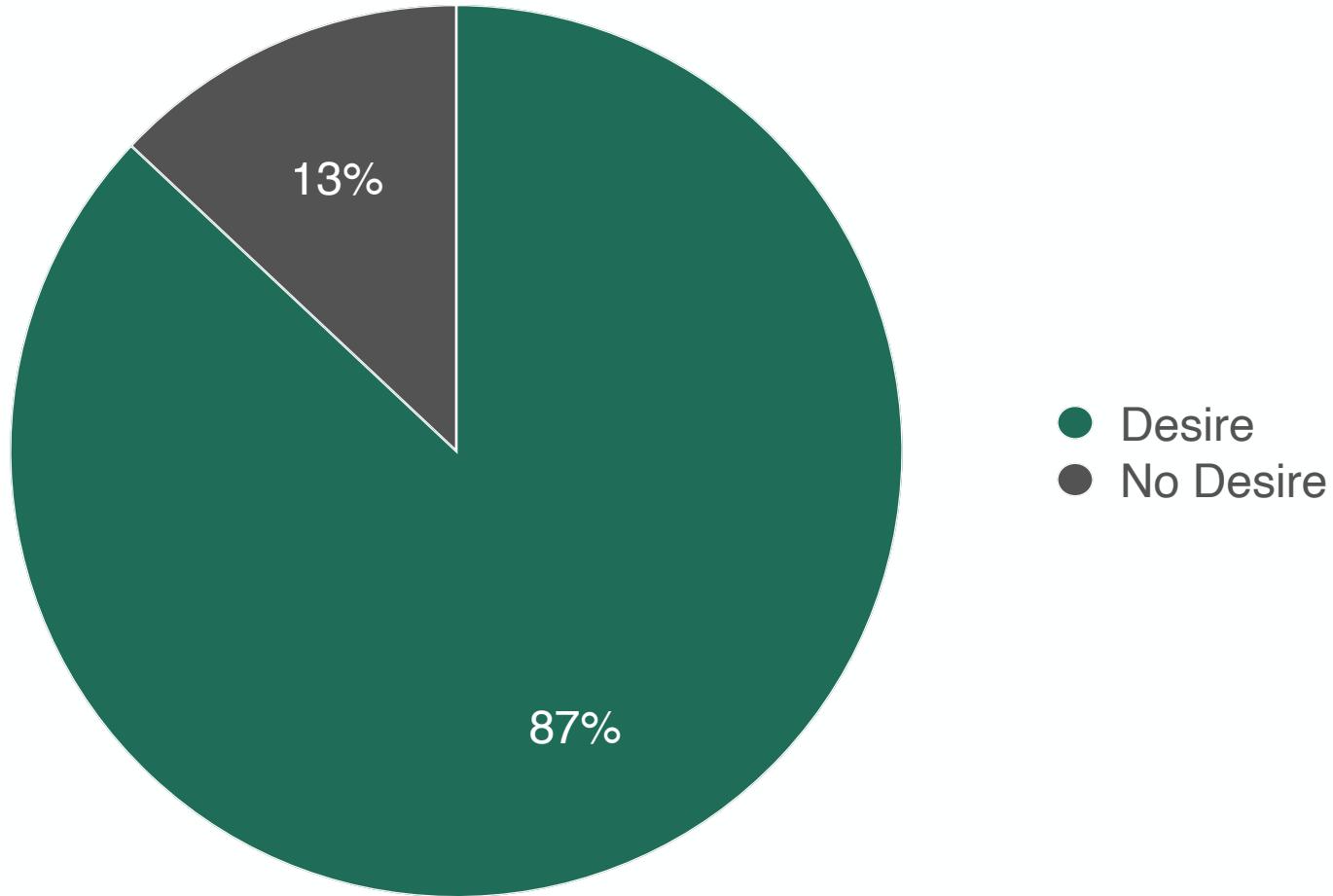
5 Reasons - This Target Market:

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

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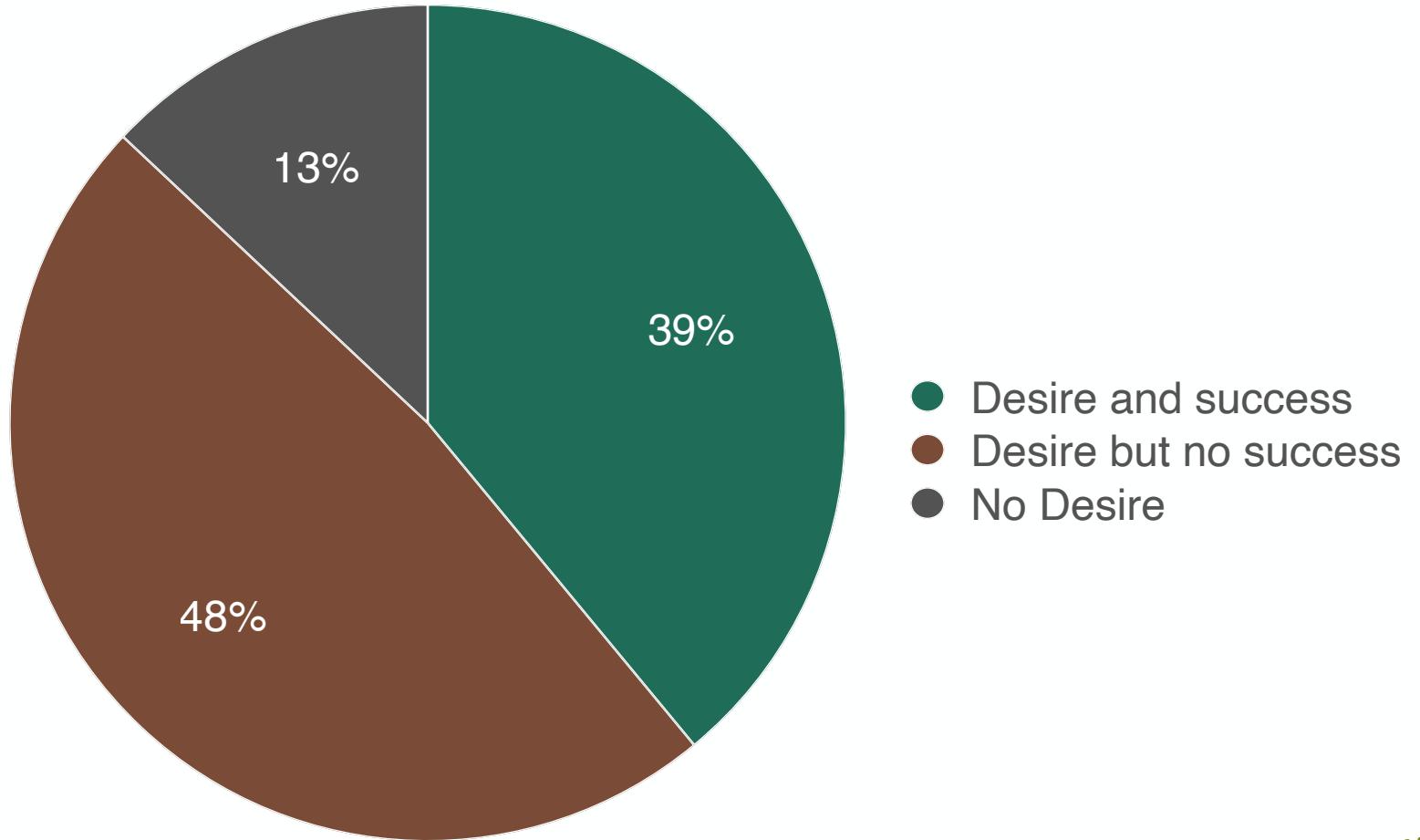


Source: Booking.com [Global Sustainable Travel Report](#). (2018).



# Global Traveller's Desire to Travel Sustainably vs Success Rate

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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.

Source: [Experience Victoria 2033](#).



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

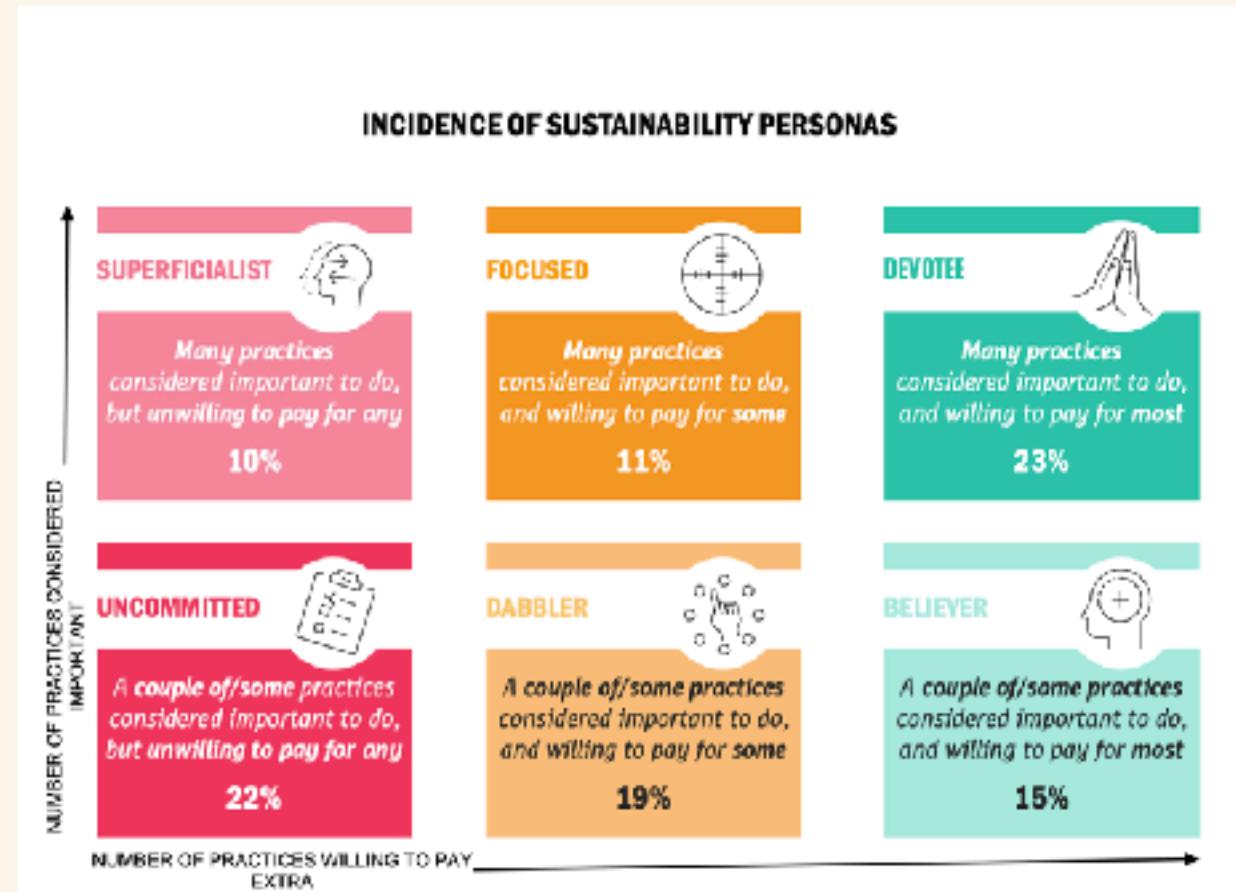


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# SUSTAINABILITY: MORE THAN 75% OF TRAVELLERS ARE COMMITTED TO SUSTAINABILITY IN SOME WAY & 1 IN 3 ARE SUSTAINABILITY DEVOTEES OR BELIEVERS



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 total: Australia (n = 22,180)

TOURISM AUSTRALIA 

Source: [Tourism Australia](#). (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).



5 Reasons - This Target Market:

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A photograph of two women at an outdoor wine tasting. One woman, with dark hair and a dark blazer, is smiling and holding a wine glass. The other woman, with blonde hair and a grey blazer, is also holding a wine glass and looking towards the first woman. They are seated at a table made from a large wooden barrel, with a bottle of wine on top of it. The background shows a wooden building and trees.

# How do you Attract and Retain Conscious Travellers?

# 5 Actionable Steps to Attract and Retain Conscious Travellers

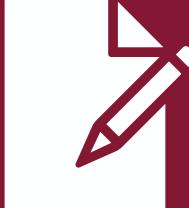
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1



Adopt a  
Conscious Business  
Mindset

2



Use a Sustainability  
Framework to  
Provide Direction

3



Develop your  
Conscious Tourism  
Offerings

4

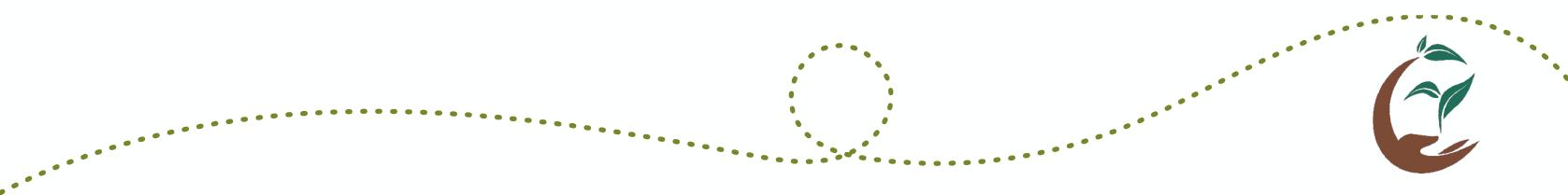


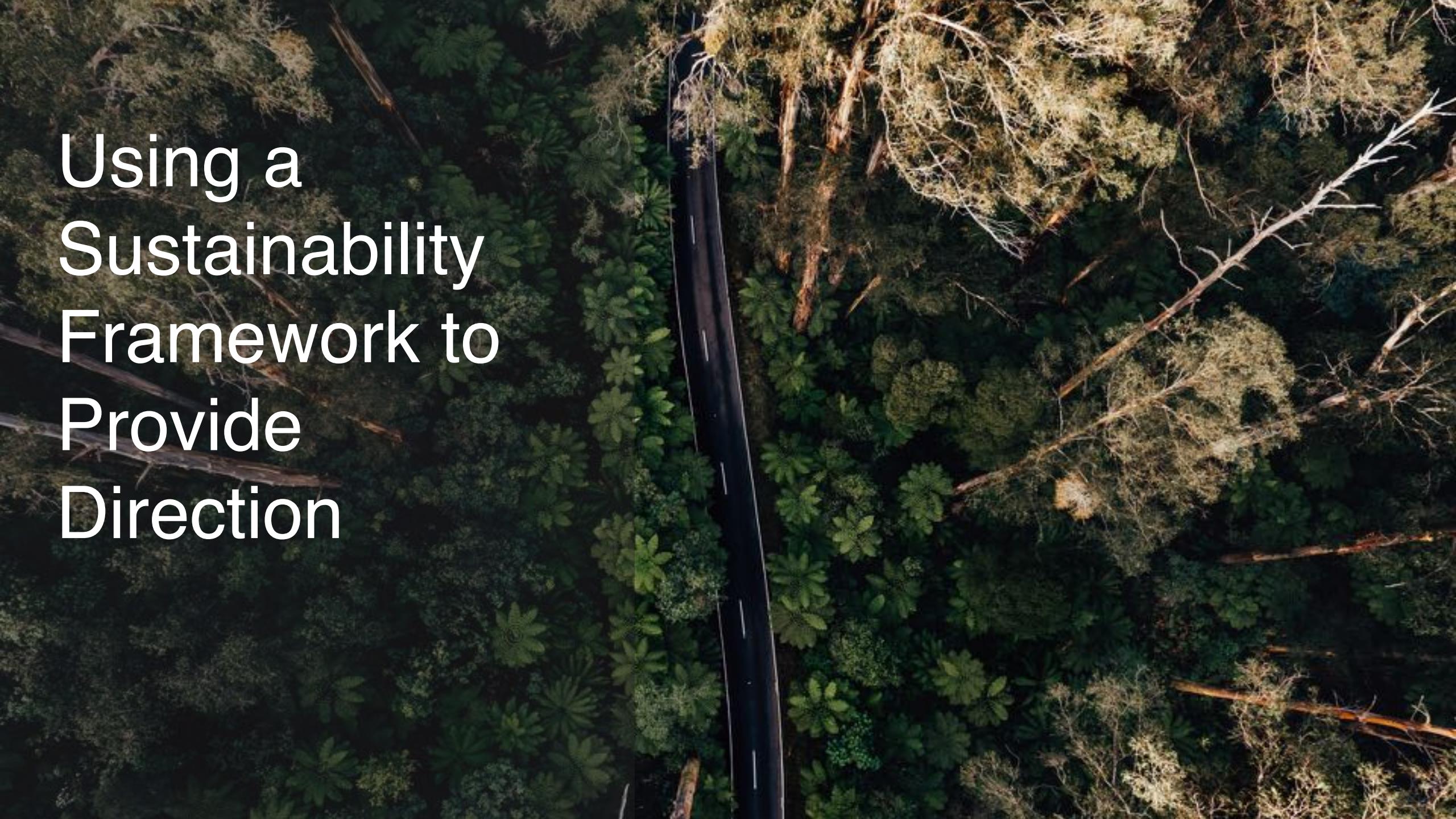
Tell Your Story  
Without  
Greenwashing

5



Get involved in the  
'Explore, Preserve'  
Campaign

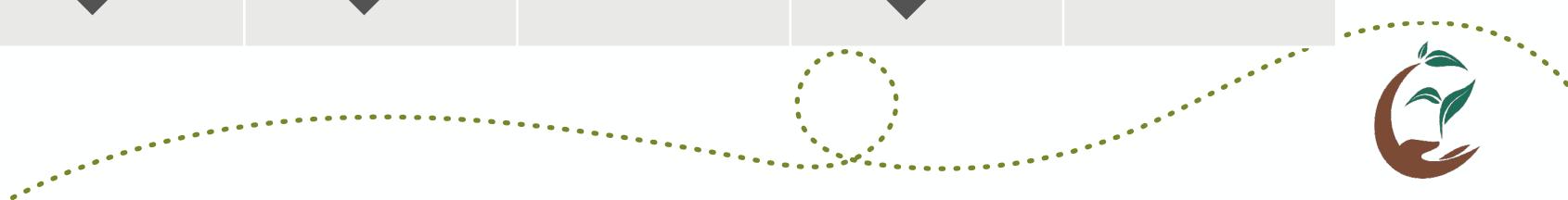


An aerial photograph of a dense forest. A dark, two-lane road with a white dashed center line cuts through the center of the image, curving slightly to the right. The forest is a mix of dark green coniferous trees and lighter green deciduous trees. Some fallen branches and logs are scattered on the forest floor. The lighting suggests it might be late afternoon or early morning, with sunlight filtering through the canopy.

Using a  
Sustainability  
Framework to  
Provide  
Direction

# Comparison of 5 Different Sustainability Frameworks

	Industry		Primary Purpose		Scale	
Framework	Tourism-specific	All Businesses	Certification / Accreditation	Other / Reporting	Global	Australia
 SUSTAINABLE DEVELOPMENT GOALS		✓		✓	✓	
 GRI		✓		✓	✓	
 GSTC	✓		✓		✓	
 ECO TOURISM australia	✓		✓			✓
 Certified B Corporation		✓	✓		✓	



# SUSTAINABLE DEVELOPMENT GOALS



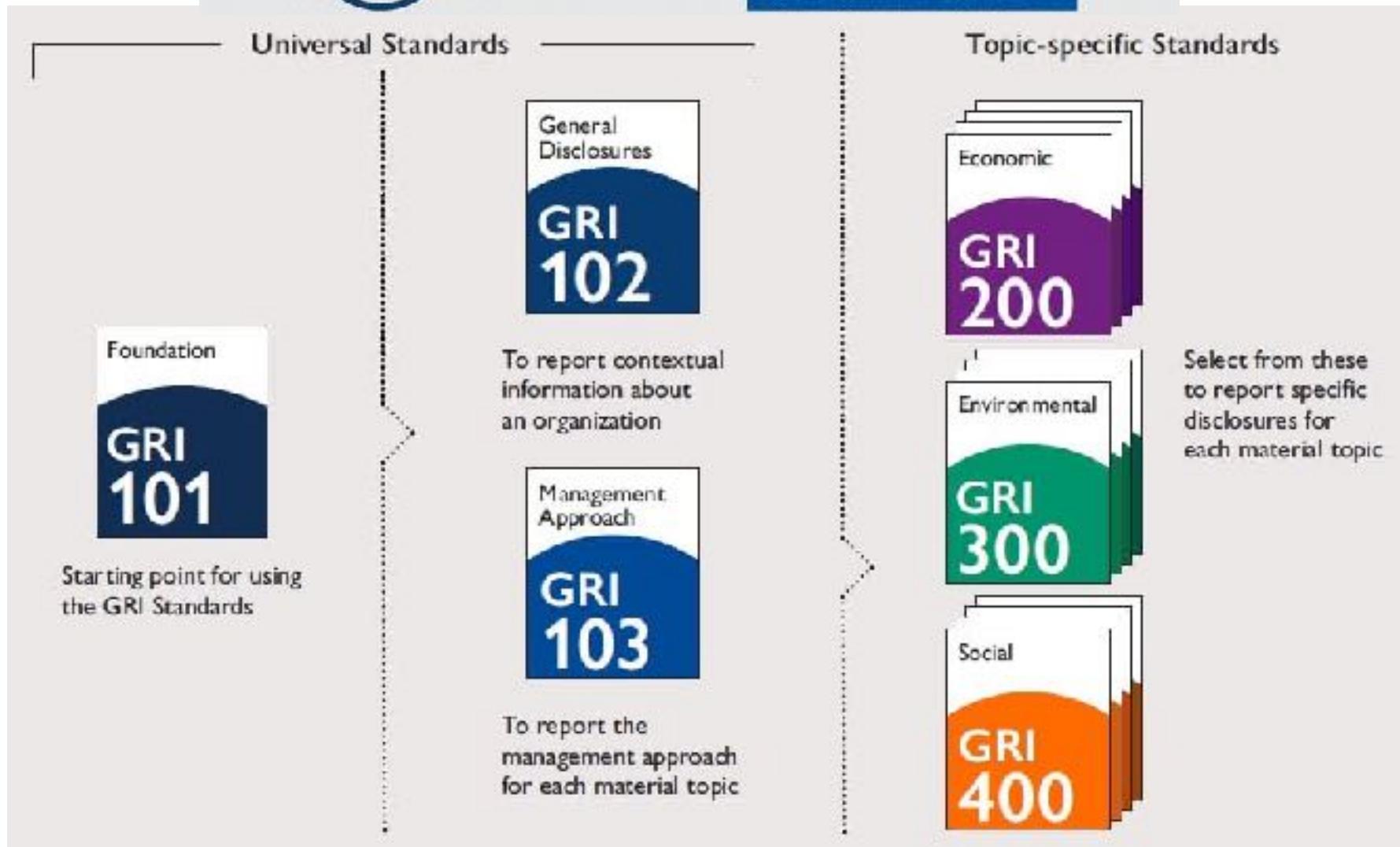
Source: [UN Sustainable Development Goals](#)





STANDARDS

THE FUTURE  
OF REPORTING



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





Global Sustainable Tourism Council

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](#)





ECO  
CERTIFIED   
tourism



SUSTAINABLE  
TOURISM CERTIFIED   
DESTINATION



CLIMATE  
ACTION CERTIFIED



ROC  
RESPECTING  
OUR CULTURE   
certified

strive   
4 SUSTAINABILITY

POWERED BY ECOTOURISM AUSTRALIA



Source: [Ecotourism Australia](#)

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





Source: [B Corp](#)



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



# 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

Source: [For Change Co Website](#).

Primary Purpose Beyond Profit



Secondary Purpose Beyond Profit



# 4 Options for Developing a Conscious Tourism Offering

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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.



# 8 Strategic Priorities in our Destination Management Plan

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# Storytelling without Greenwashing

A composite image featuring two photographs. The left photograph shows a man and a woman sitting at a table in a vineyard, engaged in a conversation and holding glasses of wine. The right photograph shows a woman in a blue patterned shirt and an apron pouring wine from a large metal barrel into a glass. The background for both images is a lush green vineyard under a clear sky, with tree branches framing the top of the images.

# 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.



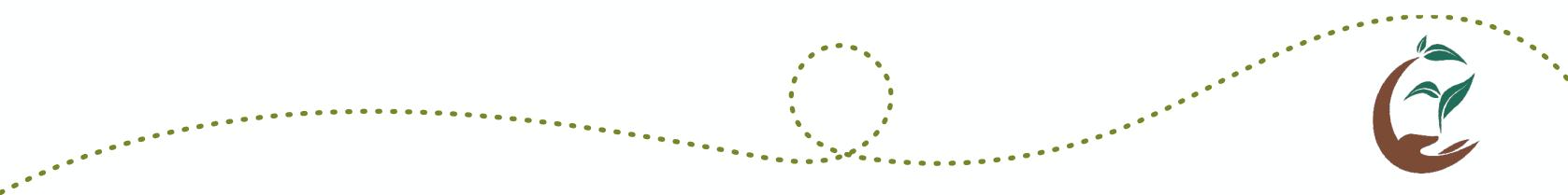
# Consequences of Greenwashing

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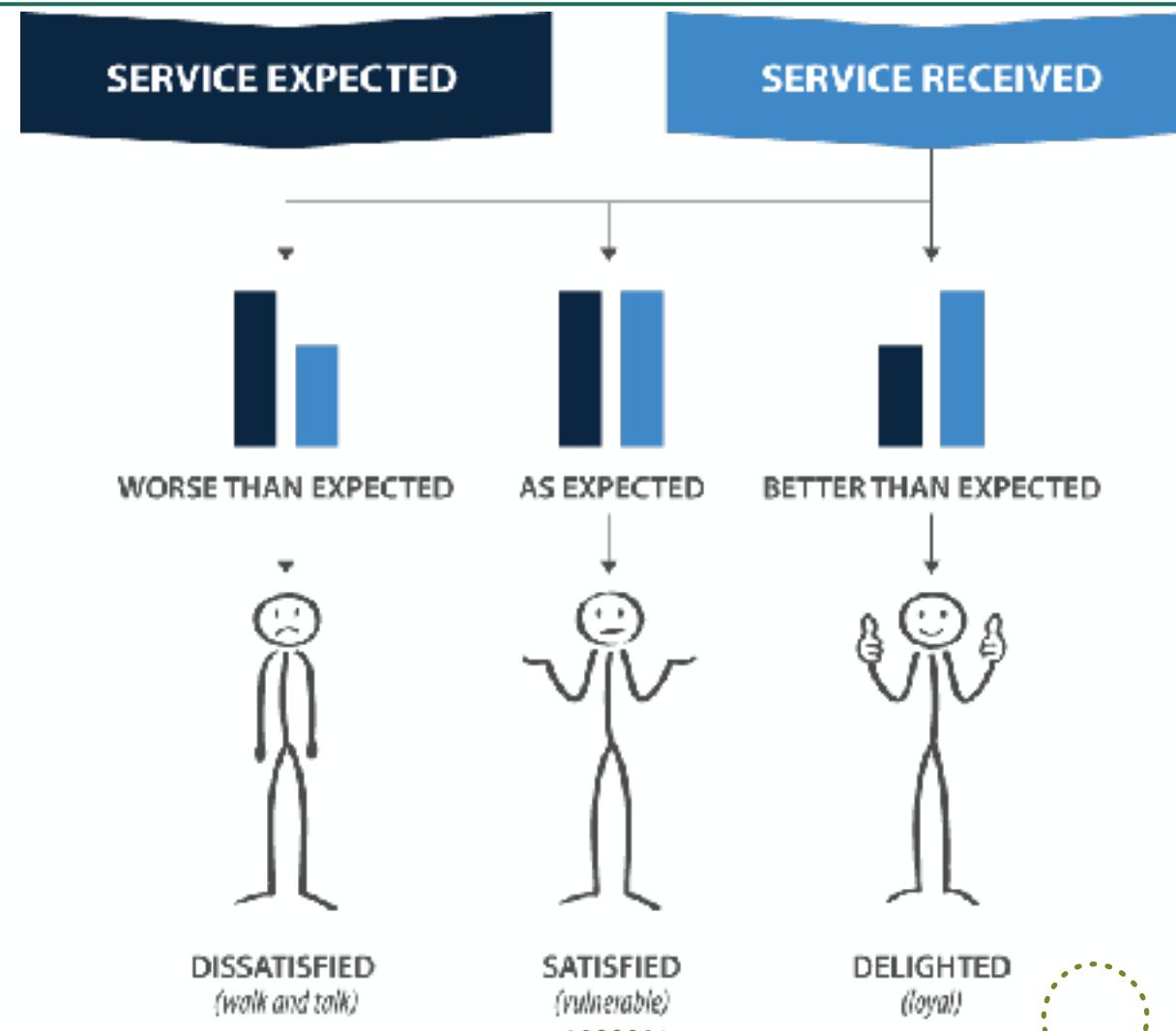
Loss of perceived  
trustworthiness.

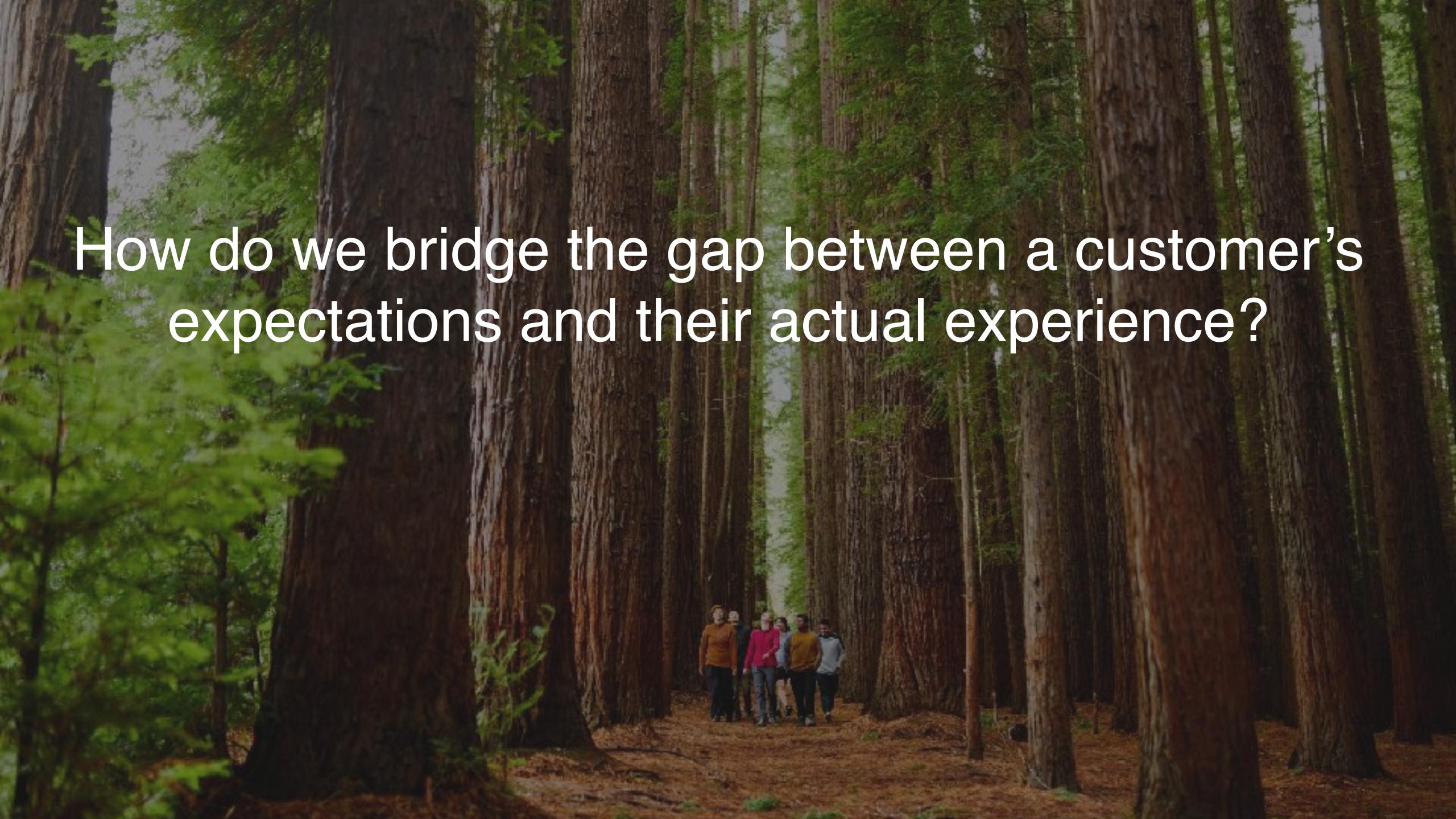
Risk of customer  
dissatisfaction.

Unlikely to retain  
Conscious Travellers.



# Customer Satisfaction vs Dissatisfaction



A photograph of a group of people walking through a dense forest of tall, dark redwood trees. The trees are massive, with thick trunks and green ferns growing at their bases. The people are walking away from the camera, appearing small in comparison to the size of the trees.

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

A photograph of a group of people walking through a dense forest of tall, dark redwood trees. The trees are massive, with thick trunks and green foliage. The people are walking away from the camera, appearing small in comparison to the trees. The lighting is natural, with sunlight filtering through the canopy.

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

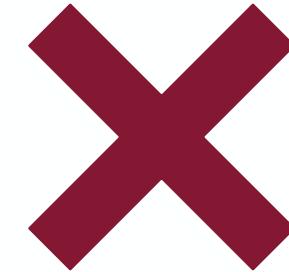


# Using Sustainability Buzzwords: Do's and Don't

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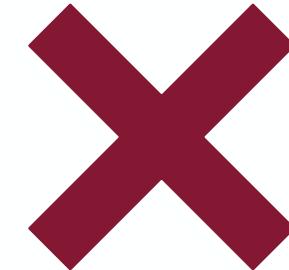
**Sustainable Accommodation  
in the Dandenong Ranges**

(No further explanation given)



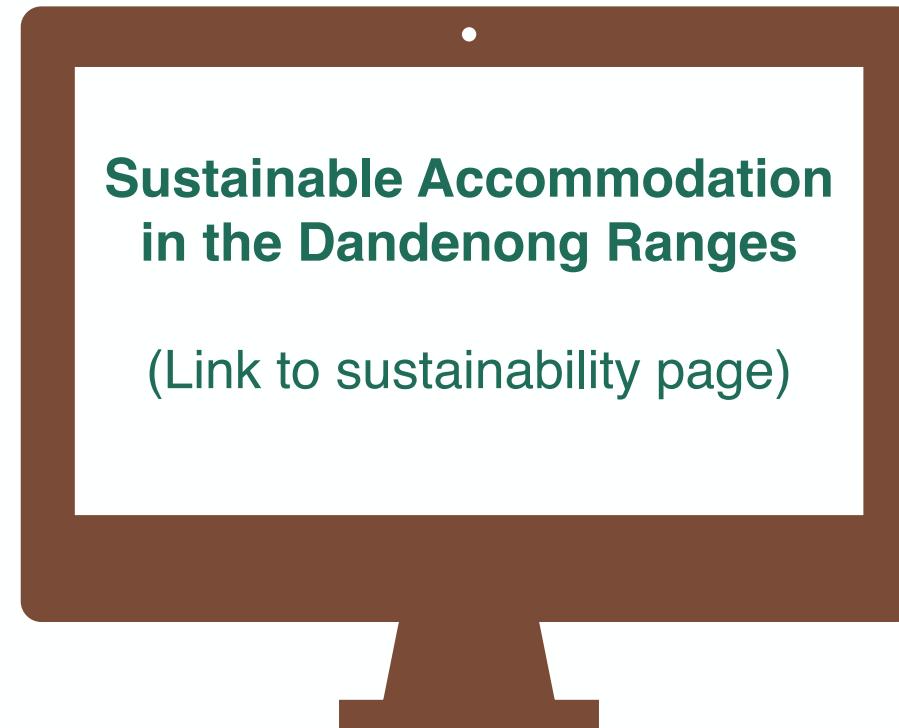
# Using Sustainability Buzzwords: Do's and Don't

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# Using Sustainability Buzzwords: Do's and Don't

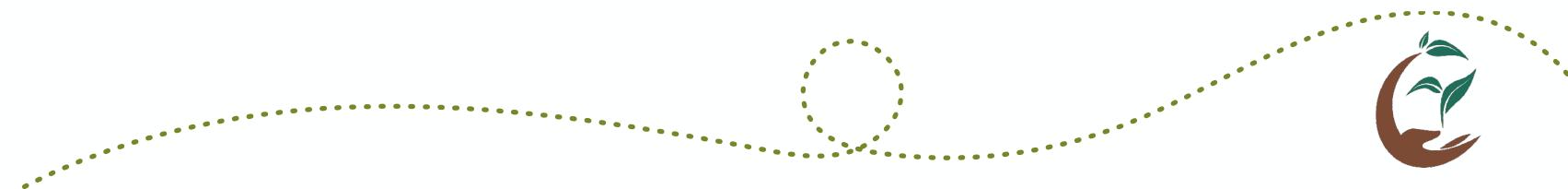
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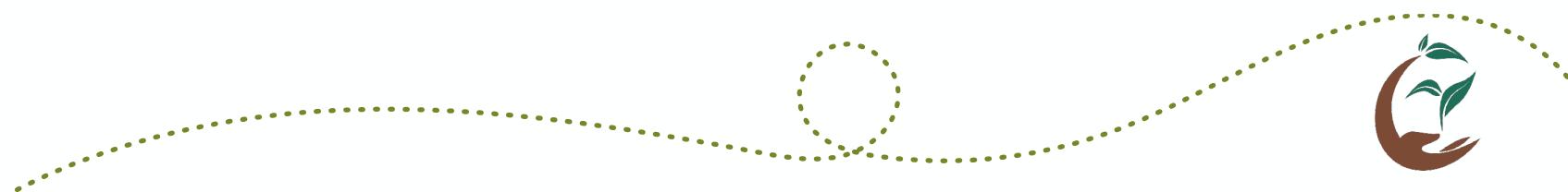
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Our business has adopted a  
regenerative approach to doing  
business.  
...on a sustainability journey...



# Using Sustainability Buzzwords: Do's and Don't

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# Internal Validation Examples

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Having a sustainability page on your website.

Spotlighting your sustainability efforts in blogs and social media posts.

Creating an annual impact report.



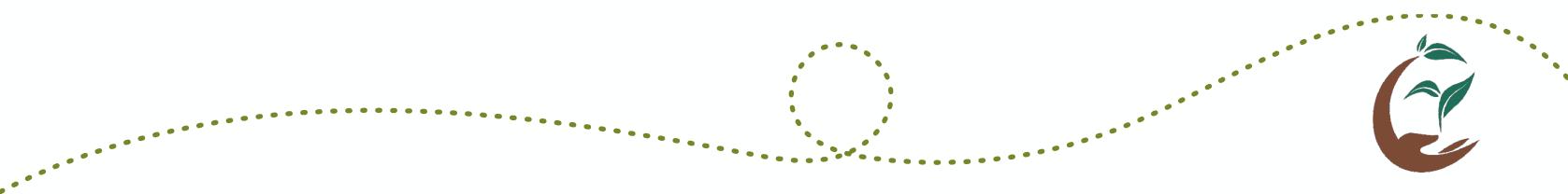
# External Validation Examples

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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

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## Pros

Can tap into a larger audience.

## Cons

Can be unpredictable.

Adds credibility.

Can be expensive.



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# Content Pillars

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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.



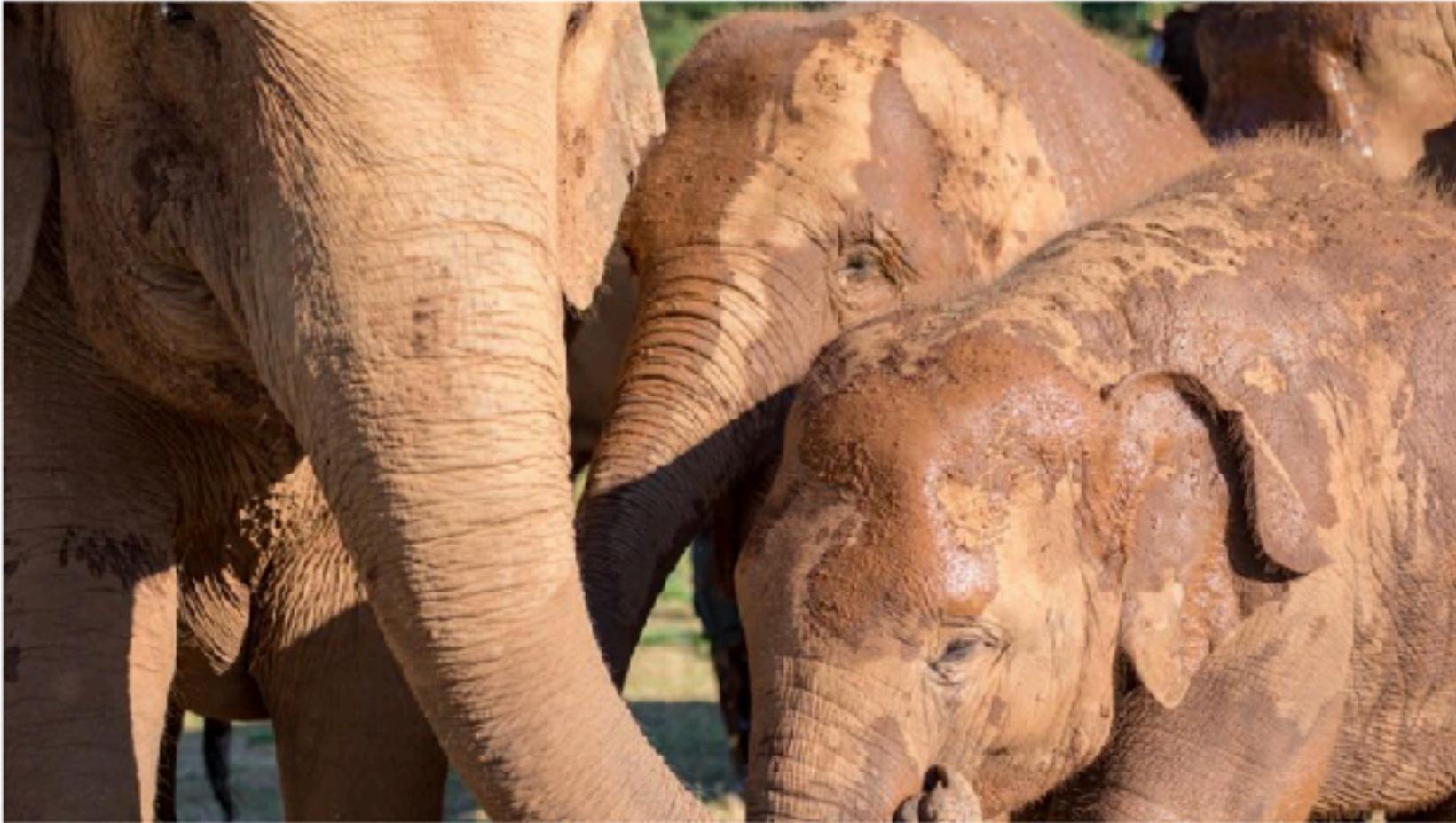
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2. Verify your claims with internal and external validation
3. Adopt sustainability as a content pillar
4. Show your humanity and own your mistakes
5. Tell your story



# 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.

A photograph of a forest with tall, dark redwood trees. The ground is covered with fallen needles and small green ferns. The trees are very tall and have a dark, textured bark.

# 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:

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



# 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](mailto:content@yarrarangestourism.com.au)

# Conclusion

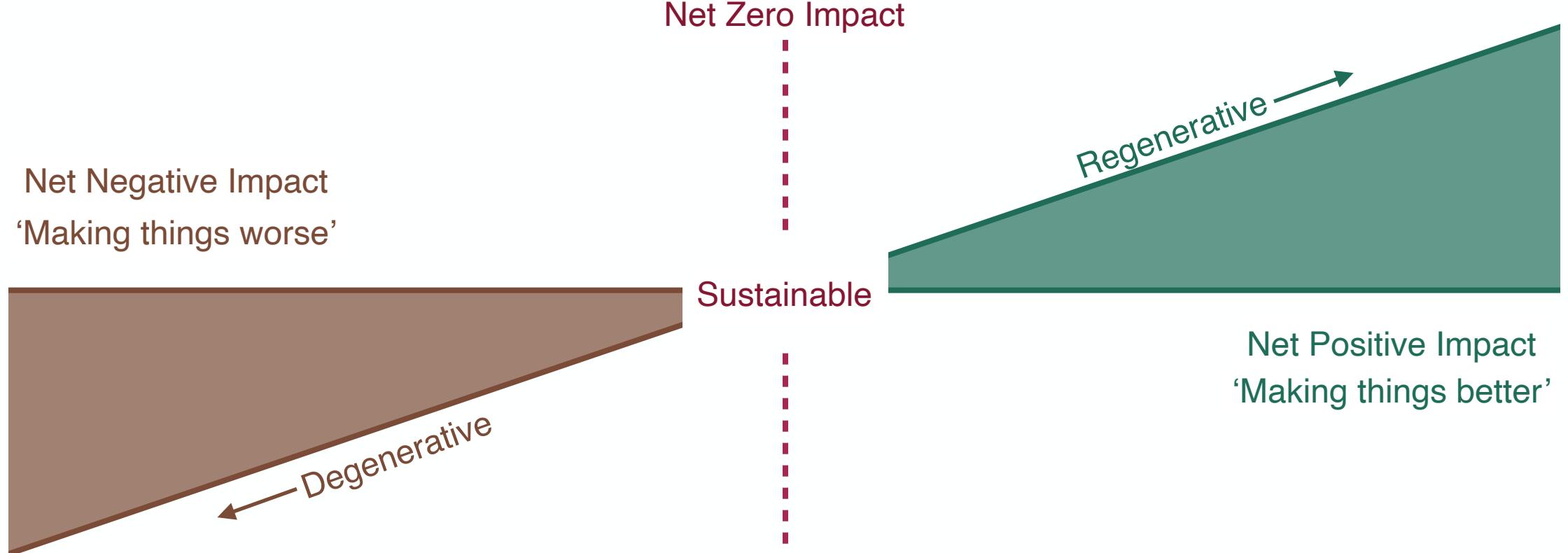


A photograph of a group of people cycling on a dirt path through a dense forest. The path is lined with large, green tree ferns on both sides. The cyclists are seen from behind, wearing helmets and colorful clothing (blue, red, yellow, orange). The forest is very green and dense, with tall trees in the background.

# What is Sustainability?

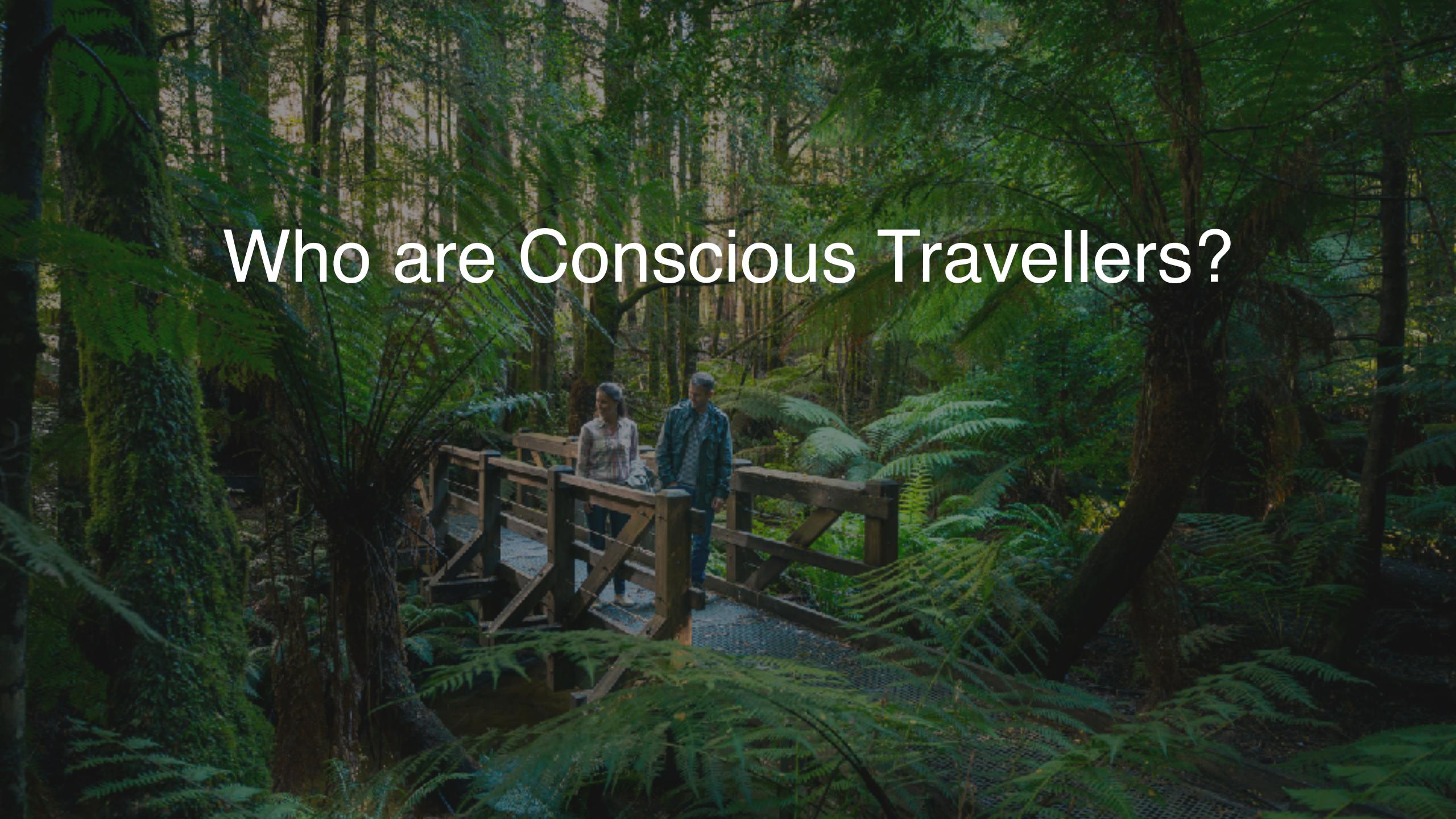
# Sustainability Spectrum

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Adapted from Anna Pollock's  
Regenerative Tourism Model.



A photograph of a couple walking on a wooden boardwalk in a dense forest. The boardwalk is made of dark wood and metal grating, with a simple wooden railing. The couple is walking away from the camera, with the woman on the left and the man on the right. They are both wearing casual outdoor clothing. The forest is lush and green, with many tall trees and large ferns. The lighting is natural, suggesting it is daytime.

# Who are Conscious Travellers?

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



A photograph of two women at an outdoor wine tasting. One woman, with dark hair and a dark blazer, is smiling and holding a wine glass. The other woman, with blonde hair and a grey blazer, is also holding a wine glass and looking towards the first woman. They are seated at a table made from a large wooden barrel, with a bottle of wine on top of it. The background shows a wooden building and trees.

# How do you Attract and Retain Conscious Travellers?

# 5 Actionable Steps to Attract and Retain Conscious Travellers

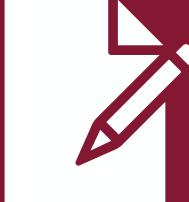
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1



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





Conscious Travellers are looking for tourism businesses that care.

A photograph of a group of people walking through a dense forest of tall, dark redwood trees. The trees are massive, with thick trunks and green foliage. The people are walking away from the camera, creating a sense of depth. The lighting is natural, with sunlight filtering through the trees.

Conscious Travellers are looking for  
tourism businesses that care.

Not necessarily those that are perfect.

A scenic landscape featuring a range of mountains in the background, a town nestled in a valley, and two people standing on a rocky outcrop in the foreground, looking out over the view. The foreground is filled with out-of-focus green and yellow foliage.

Thank You for listening.



Thank You for listening.

Share your Sustainability Story with Gwen:  
[content@yarrarangestourism.com.au](mailto:content@yarrarangestourism.com.au)



Conscious Traveller Collective

Need guidance on your sustainability journey?

Email: [hello@conscioustraveller.co](mailto:hello@conscioustraveller.co)

Website: [conscioustraveller.co](http://conscioustraveller.co)

