

A photograph of a winter landscape. In the foreground, there is a snow-covered slope with several bare, thin trees. The middle ground shows a wide, flat, snow-covered area. In the background, there is a dark, forested hill under a clear blue sky. The sun is low on the horizon, creating a warm, golden glow. The image is partially overlaid by a light blue diagonal shape on the right side.

Regenerative tourism

The path
towards a
net positive
impact

Elke Dens

In the next hour I will share with you

- a story about a special place with many different paths
- the crosspoint I think we are at in tourism
- potential paths you and your business can walk into:
 - Business as usual – system innovation – regeneration
- An important question: Which path will you choose?

**A story about
a special place**





Levi, Lappi, Finland



elkedens An early Christmas card from Lapland #levi #lapland #finland

42 w. **Vertaling weergeven**



jeremy_sampson Woah.... Stunning!!

42 w. **Reageren** **Vertaling weergeven**



greet_gosseye Wow 🤩

42 w. **1 vind-ik-leuk** **Reageren**



liesbetvonflandern Enjoy!!!

42 w. **1 vind-ik-leuk** **Reageren**



marieclairedevoght Veel sneeuwpret 🙌

42 w. **1 vind-ik-leuk** **Reageren**



cobiobi Oh heerlijk!

42 w. **1 vind-ik-leuk** **Reageren**



stefievelinder70 Oooooo, isleer! Genieten maar 🍷



liesje_verschueren en 104 anderen vinden dit leuk

OCTOBER 20, 2024





Saivo





Design like nothing else.

From the cool side of the world





LEVI

- 1. What is the story about your place?**
- 2. What is your dream for this place?**
- 3. WHY do you want tourism?**

First stop = introspection



Tourism at a crossroad

3 different paths

Business as usual

system innovation

regeneration



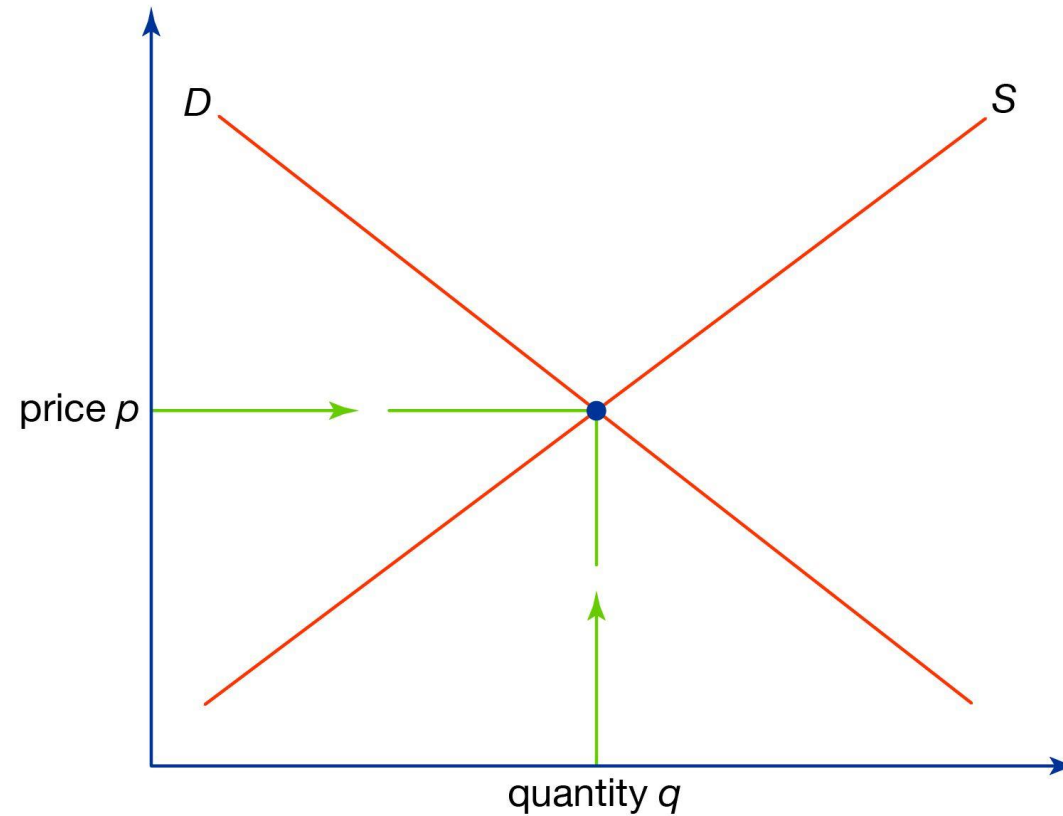
3 different paths

Business as usual



Business as usual in tourism

Supply and demand



Business as usual tourism



Accommodation



Attractions



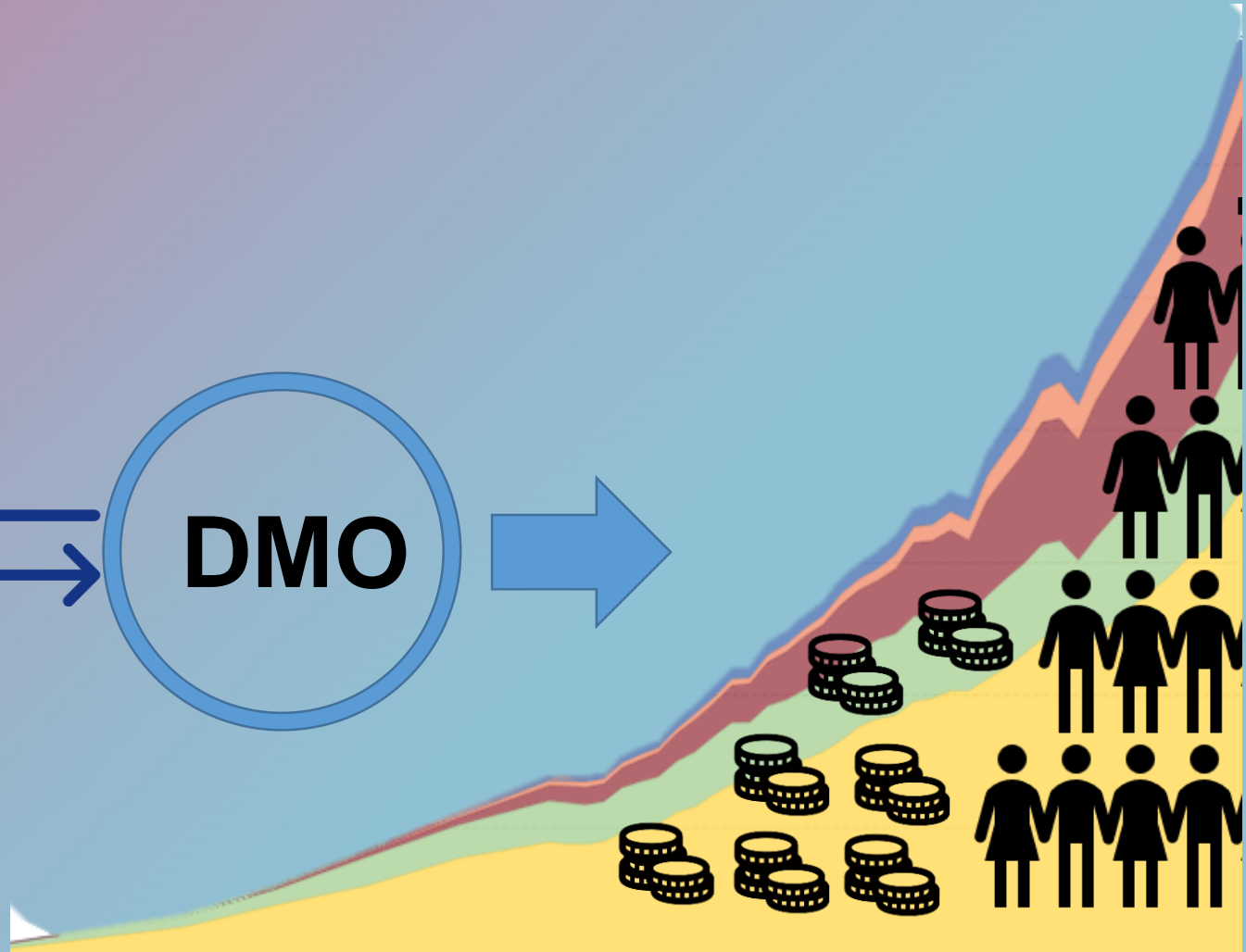
Bars and restaurants



Tour providers

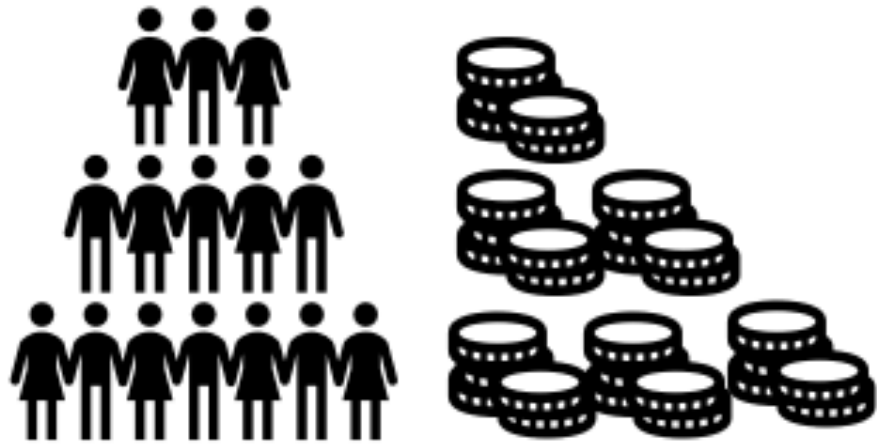


Transport



More jobs, more income

Balanced measures of success



THE INVISIBLE BURDEN

- Communities
- Natural and built assets
- Equity, diversity and inclusion
- Managing risk
- Climate and ecological impacts

Many reasons to party like it's 2019

- Business suffered from Covid19
- There's a big appetite to travel
- There are a lot of incentives/subsidies to restart travel
- Shareholders want to earn some money now
- Some businesses are locked-in
- Some business want to 'cash cow' as long as possible

Time for a change



The time for change

Investors

TRAVEL WEEKLY

Investors driving travel towards
'tipping point' on sustainability

Consumers

Deloitte.

"the number-one driver is investors, governments and regulators"

Employees

Residents

GreenBiz

"Sustainability, investors realize, is good for
profitability, growth, and innovation and sustainable
companies have better risk profiles.

Government

 **European Bank**
for Reconstruction and Development

"These economic packages offer the great
opportunity to accelerate the green transition"

The time for change

Investors



- 82% - sustainability “more top of mind” vs pre-pandemic
- +70% - “seeking sustainable travel options”
- Google Flights carbon labelling = **behavior change**

Consumers



Sustainable trips will rise in popularity

“3 in 5 travelers are willing to pay more to make a trip sustainable”

Employees

Residents



Sustainable Travel Report Affirms Potential Watershed Moment for Industry and Consumers

Government

“83% of travelers think sustainable travel is vital”

The time for change

Investors

Consumers

Employees

Residents

Government



TRAVEL WEEKLY

Environmentally-focused companies

recruit 'the best'

“It is one of the most powerful things we are seeing in recruitment.”

Deloitte.

A call for
accountability
and action

THE DELOITTE GLOBAL 2021
MILLENNIAL AND GEN Z SURVEY

“these younger generations want to work for companies with a purpose beyond profit”

“As such, focusing on creating a positive impact in society and giving employees ways to get involved and give back will likely help attract and retain talent.”

The time for change

Investors

HAWAII NEWS

Residents' sentiment toward tourism has worsened

Miami Herald

Key West rejects changing cruise rules at private pier. What does it mean for tourists?

Consumers

Employees



TAHOE PROSPERITY CENTER

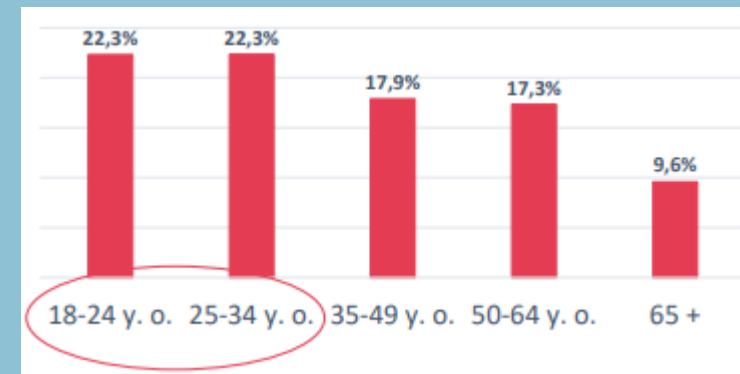
“Residents cited the same issues to improve quality of life: Housing, transportation, tourism management, community infrastructure, short-term rentals, and charges on tourists.”

Residents

Government



Want less int'l tourists than pre pandemic



The time for change

Investors

Consumers

Employees

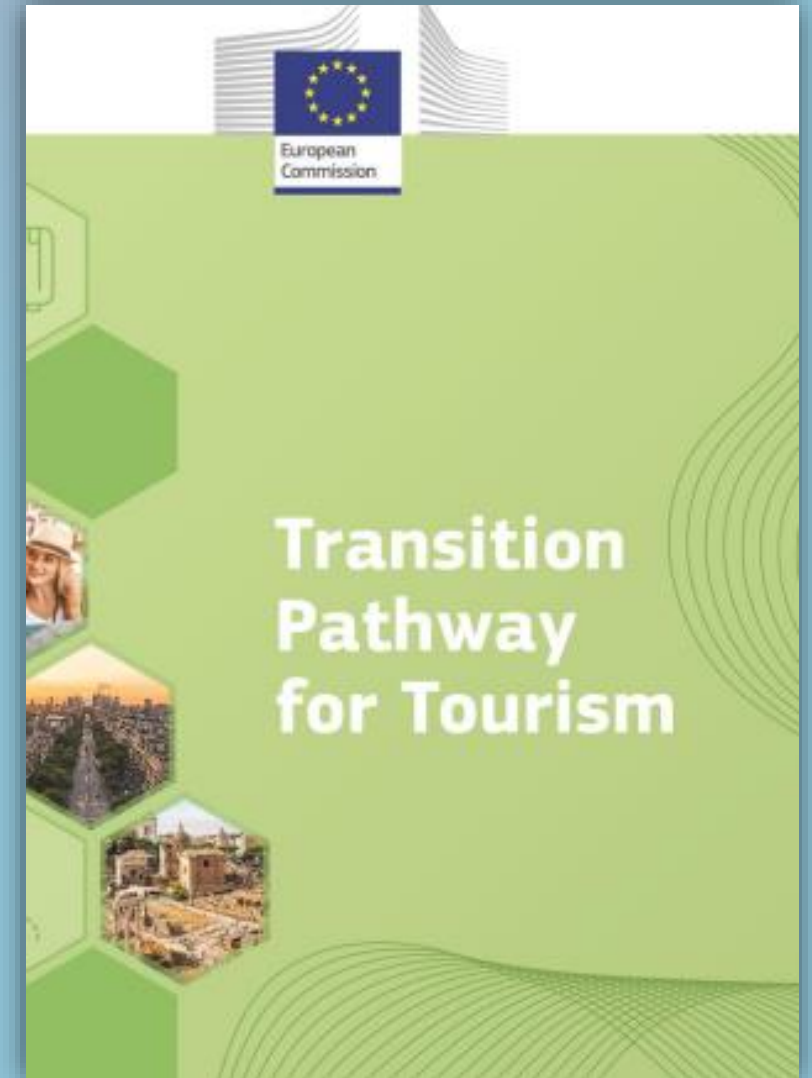
Residents

Government

Thailand allows visitors back to Maya Bay

NEWS

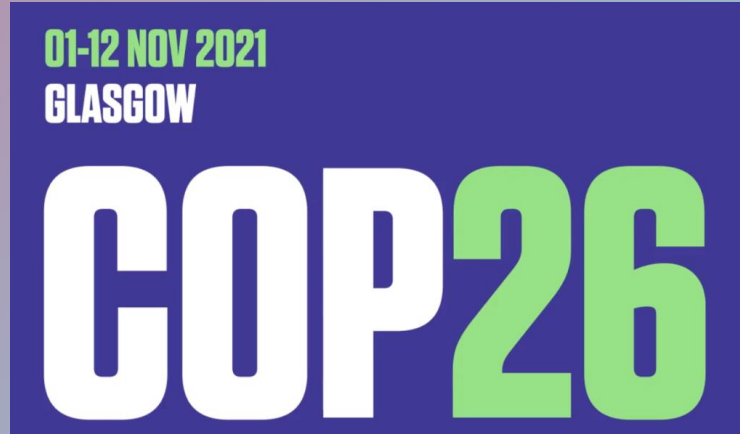
Up to 375 visitors will be able to visit the beach at one time, while swimming remains prohibited



The time for change



Picture: Chris Henry, Unsplash



Picture: Mark de Jong, Unsplash



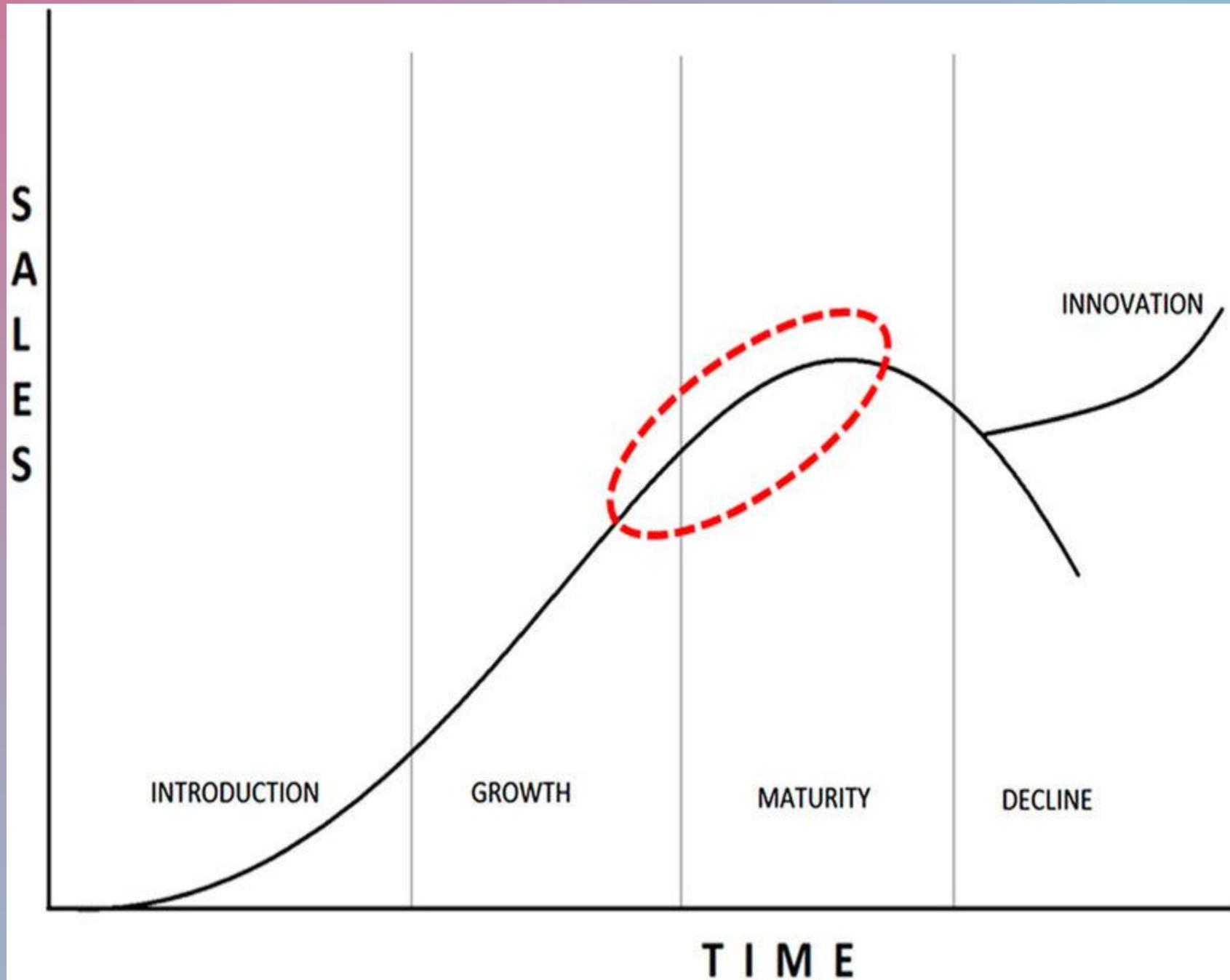
Picture: Malachi Brooks, Unsplash



**THE TRANSFORMING TWENTIES WILL BE
THE DECADE IN WHICH WE DARE
TO CHANGE A VIEW THAT HAS BROUGHT
US PROGRESS –
BUT THAT IS NOW KILLING US SLOWLY.**

(FLRISH, 2020)





3 different paths

system innovation



The core of sustainability, SDG, ESG,...

Do less harm to the planet 'greening'

- Certifications for hotels
- Off setting for airlines
- Energy-efficiency
- Climate adaption & mitigation





Glenn Fogel
CEO of Booking.com

Sustainability is shaping the future of travel

“Over the seven years Booking.com has conducted this research, it’s inspiring to see awareness of the importance of sustainable travel grow consistently, not only with travelers but also our partners. With increased pressure on our natural resources and the undeniable impact our way of life is having on the environment, our partners recognize the need to prepare for a more resilient and regenerative future for their businesses and wider communities.

Sustainable travel means different things to different people, and protecting the natural environment isn’t the whole story; we must also consider the social, economic and cultural impact. At Booking.com, we believe that travel can be a powerful force for good, bringing enhanced cultural understanding, socio-economic opportunities for communities and the potential to help rejuvenate and protect our planet for future generations.

This report highlights an encouraging shift in desire to travel more sustainably. It also reveals that people are feeling empowered to transform sustainable intentions into impactful choices across the entire travel experience.

Still, it’s clear there’s work to be done to evolve perceptions and change behaviors. The more sustainable practices we can help our partners to identify and implement, the more we can experiment with how best to highlight this information to customers, ultimately making sustainability a transparent and easily identifiable part of their travel decision-making process.

While the traveler insights identified in this report give us direction, solutions give us pathways forward. We took some big steps in 2021 to make sustainable travel an easier choice for everyone. Our new Travel Sustainable badge breaks new ground by

than 95,000 properties around the world, and provides travelers with a consistent and easy-to-understand way to identify a wider range of sustainable stays.

And we believe 2022 will give us the opportunity to have even more of an impact. At Booking.com, we will be expanding our Travel Sustainable programs and supporting more efforts to decarbonize the travel industry. We want to use our voice to speak to a broader audience and ultimately accelerate impact across the whole industry.

We have ambitious goals for what we want to achieve. Building a truly sustainable travel industry will take time, coordination and concerted effort, but progress is possible through continued innovation, partner support and industry collaboration. Together, we will continue to make it easier for everyone to experience the world in a more mindful and responsible way.”



“It’s increasingly evident that eco-friendly, sustainable and responsible travel is much more than a trend. It must become the industry standard.”

Seeking alternative destinations and timing

With 50% of global travelers saying the news about climate change has influenced them to make more sustainable travel choices, there's an emerging consensus of wanting to avoid busy and over-visited destinations to ensure a more even dispersal of the impact and benefits of their visit.

This indicates an opportunity for travel platforms to work with accommodation providers to highlight more sustainable options in busy cities and other popular tourist destinations as well as to help people discover alternate times and places to take their trips - without sacrificing on experience.



To avoid overcrowding, travelers have:

33% 
chosen to travel outside of peak season

27% 
chosen to go to a less popular travel destination

Looking forward to the next 12 months

To mitigate overcrowding and/or ensure the dispersal of tourism, travelers say they would be willing to:

64% 
avoid popular tourist destinations and attractions

40% 
exclusively travel in off peak seasons or outside of peak season

31% 
choose an alternative to their preferred destination

Many are at a loss as to where to find these less crowded locations. Over two in five travelers (42%) struggle to find appealing destinations that are less crowded, while over a third (34%) feel like it's not possible to find sustainable travel options in cities or other popular tourist destinations.

However, 28% say that travel companies proposing alternative destinations to prevent overcrowding would encourage them to make more sustainable travel choices.

This presents opportunity for everyone:

- 1 Giving accommodation providers the incentive
- 2 Giving travel platforms the
- 3 Ultimately helping travelers discover alternate times

In search of more sustainable stays

There is no doubt sustainable travel is important to global travelers, with over four in five (81%) confirming this to be true for them. Half (50%) of global travelers say that recent news about climate change has influenced them to make more sustainable travel choices, and the desire to travel more sustainably is growing:



71%

of travelers want to make more effort in the next year to travel more sustainably (up 10% from 2021)



53%

are more determined to make sustainable travel choices when they travel now than a year ago.

Encouragingly, awareness and visibility of more sustainable stays continues:



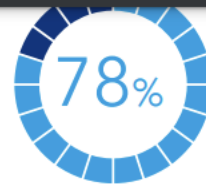
40%

confirm they have seen a sustainable

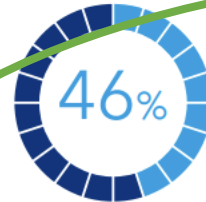


38%

actively look for information about



of global travelers intend to stay in a sustainable property at least once in the coming year



of global travelers have stayed in a sustainable accommodation at least once over the past year and the reasons vary:

41% wanted to help reduce their impact on the environment

33% wanted to have a more locally relevant experience

31% believed sustainable properties treat the community better



For some, the sustainable experience is more about the aesthetic:

19% perceive sustainable properties as stylish and trendy

16% believe they are perfect for posting on social media

The core of sustainability, SDG, ESG,...

Do less harm to the planet 'greening'

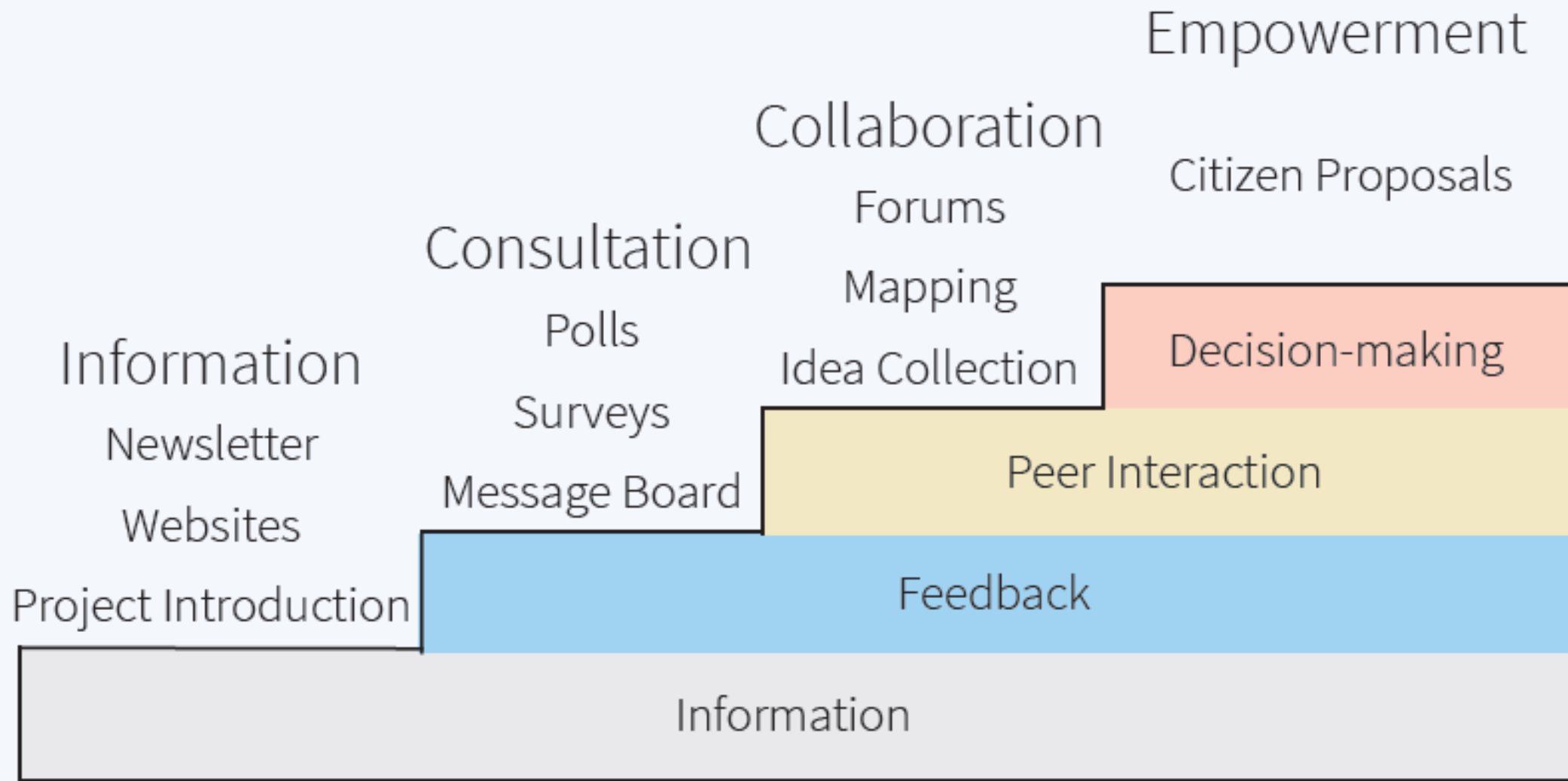
- Certifications for hotels
- Off setting for airlines
- Energy-efficiency
- Climate adaption & mitigation



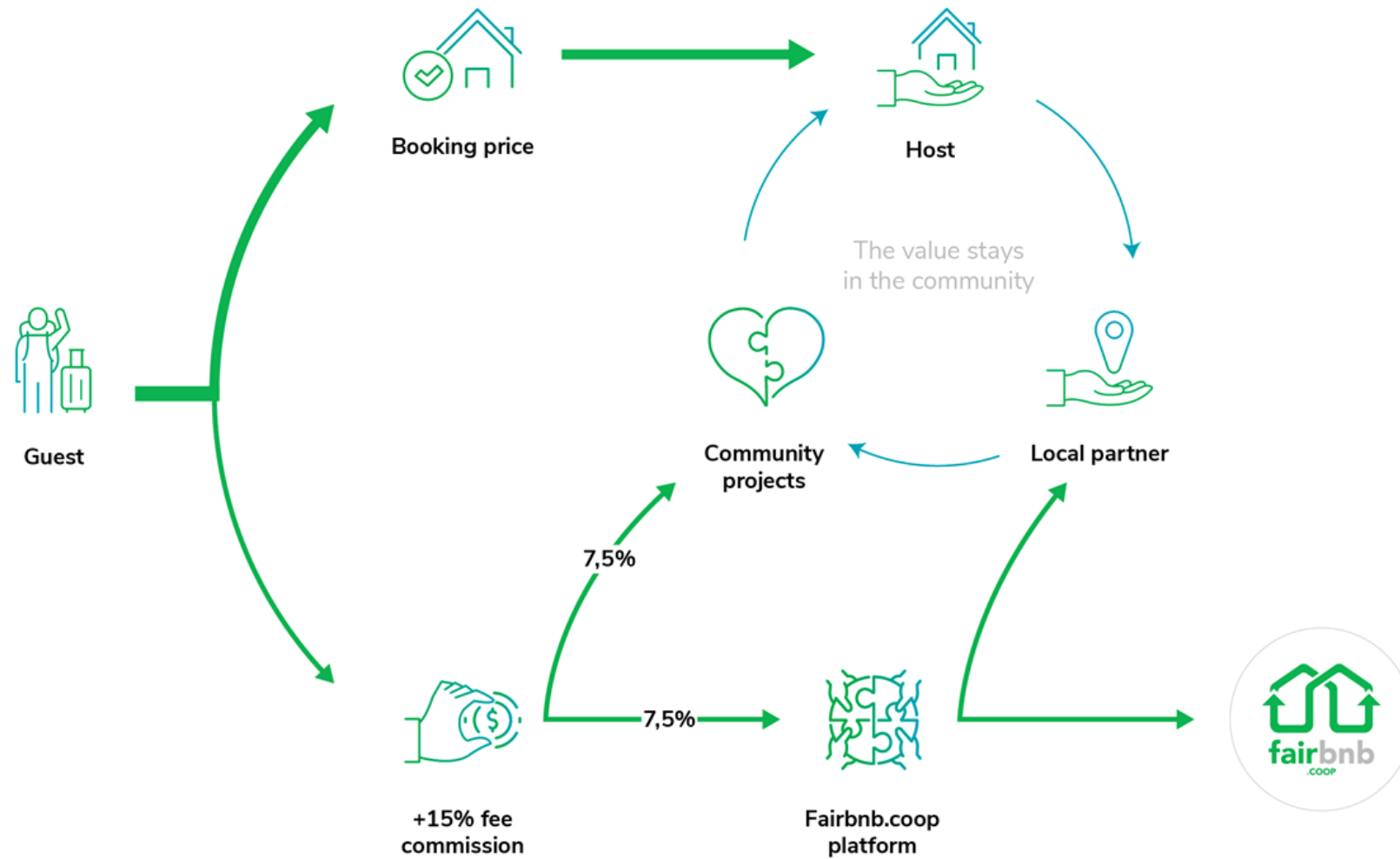
Do more good to people

- Listening and/or including to the residents
- Better quality jobs
- Contributing to local communities

Involve the residents!



FairBnB



The core of sustainability, SDG, ESG,...

Do less harm to the planet 'greening'

- Certifications for hotels
- Off setting for airlines
- Energy-efficiency
- Climate adaption & mitigation



Do more good to people

- Listening and/or including to the residents
- Better quality jobs
- Contributing to local communities

Increase profit with less burden
....'managing the destination'
**DESTINATION MANAGEMENT OR
DESTINATION MARKETING**

New Zealand

New Zealand tourism minister makes pitch to the rich as he spurns '\$10-a-day' travellers

Stuart Nash says NZ to 'unashamedly' target wealthy tourists ahead of those who 'travel around our country eating two-minute noodles'

Tess McClure

@tessairini

Thu 11 Aug 2022 03.41 BST



New Zealand tourism minister says the country's marketing would be at 'high-quality tourists' instead of budget travellers. Photograph: HDKam/Getty Images/iStockphoto

New Zealand's tourism minister has again expressed his aversion to budget

Advertisement



Info ▶

New-Zealand - 23 US dollar



The marina iguana in Galapagos

100 US dollar



Palau - 100 US dollar





Raising taxes is politically risky for lawmakers, but the risk is perceived to be lower if tourists are made to pay rather than locals because tourists don't vote.

- A new 'levy' for tourists
- A surplus on the current tax
- A user charge for nature sites



#CareForColorado



Your CO² savings converted into discounts
at the best hostels in Europe

IT HAS NEVER BEEN SO REWARDING TO TRAVEL BY TRAIN

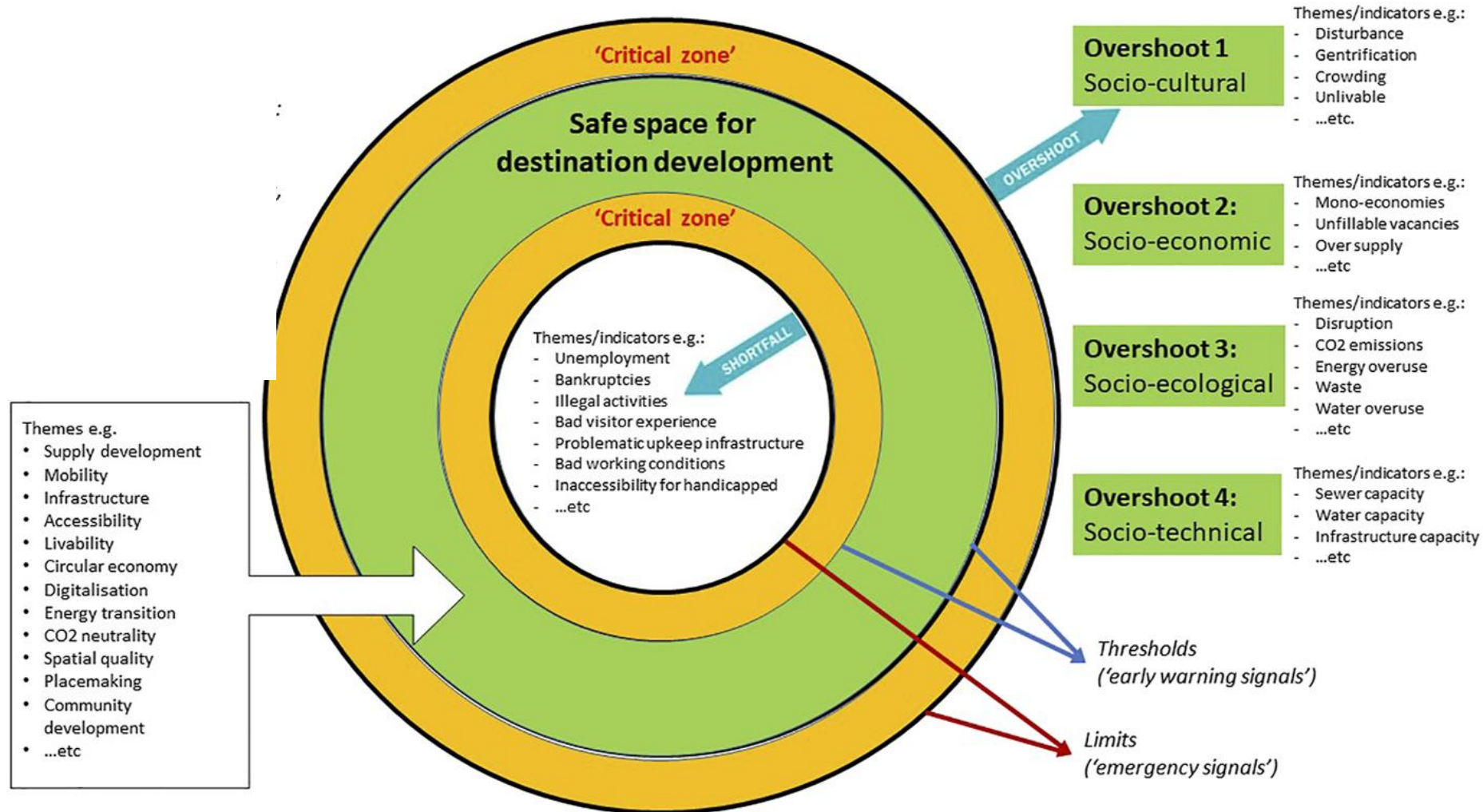


By Eurail &
European Travel
Commission



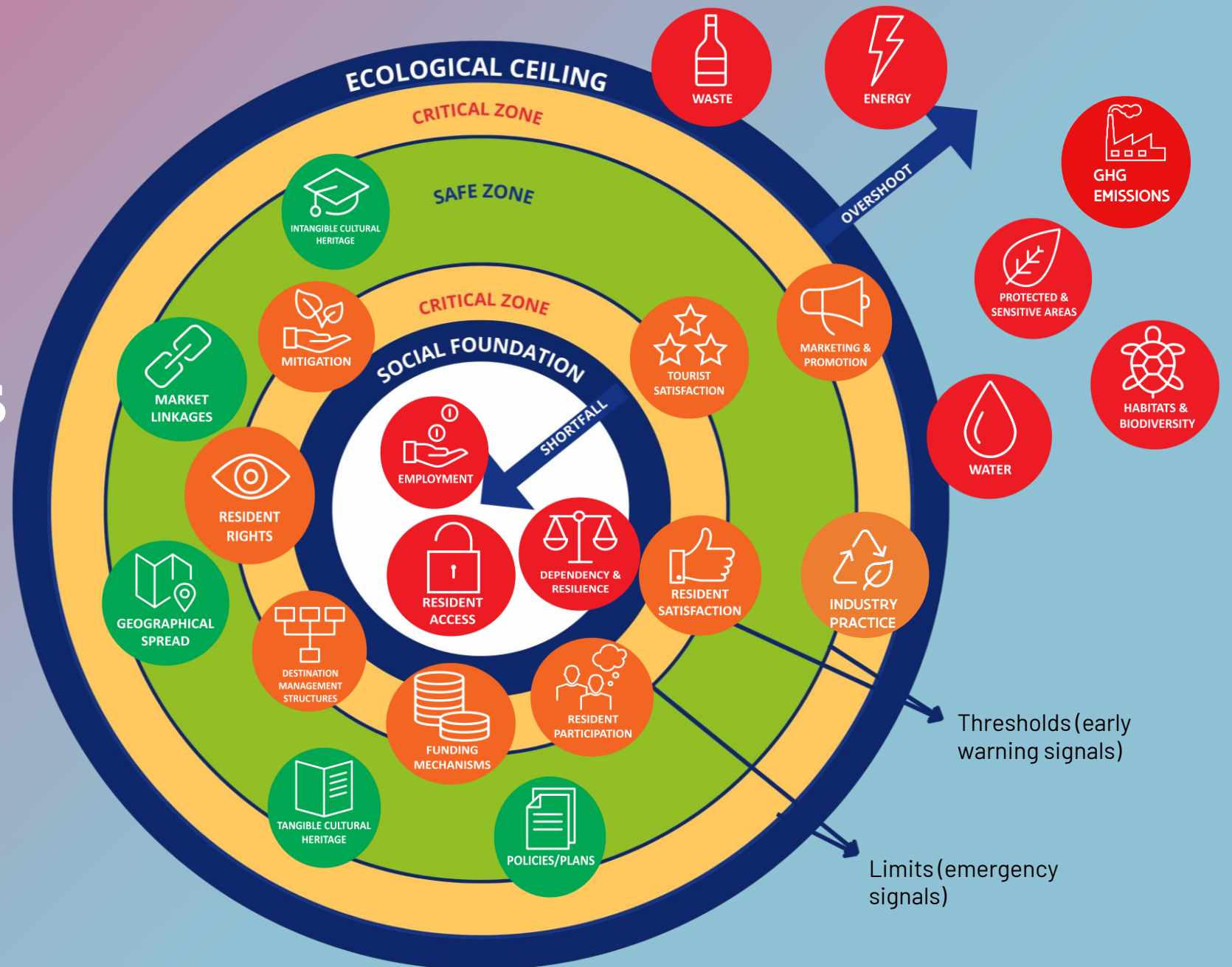
How to get tourism in the safe space?

The optimal value of tourism in your place



Source(s): Authors "The Doughnut Destination" by Stefan Hartman and Jasper Hessel Heslinga

Tourism's impact today in some ski destinations



01-12 NOV 2021
GLASGOW

COP26

theTravel
Foundation 
FOR THOSE YET TO COME

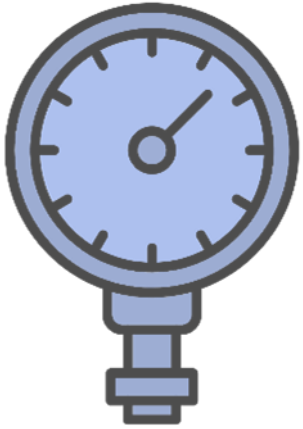


Glasgow Declaration

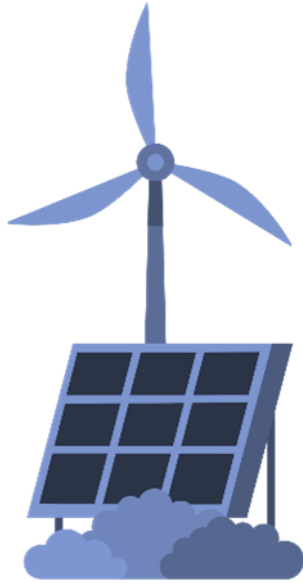
Climate Action in Tourism

oneplanetnetwork.org/glasgow-tourism-climate-declaration

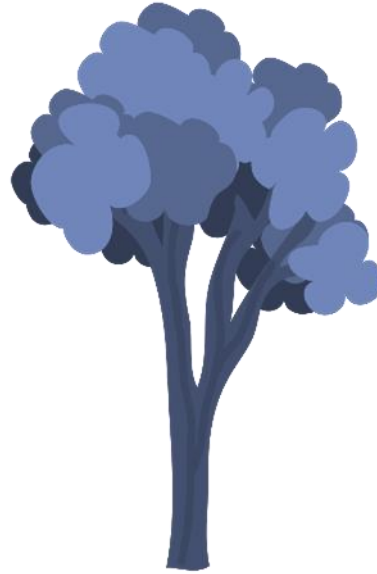
Measure



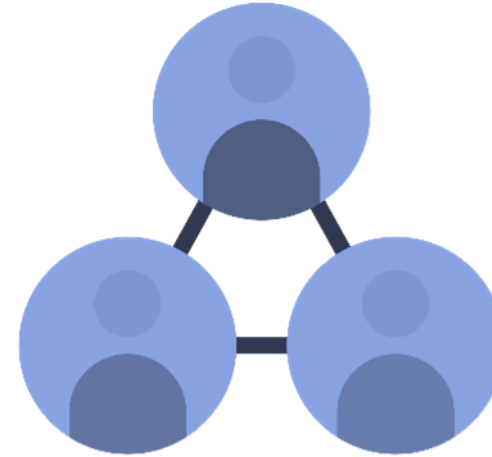
Decarbonise



Regenerate



Collaborate



Finance



Road to Net Zero



Project 1: Destination Net Zero
National Action Plan



Project 2: NetZero DMO Climate
Action Pilot



Project 3: Decarbonising the
Tourism Value Chain - tackling
Scope 3 emissions

3 different paths

system change





THE TRANSFORMATIVE TWENTIES



THE CHANGE OF A SYSTEM

The transition
of a SYSTEM



(FLRISH, 2020)



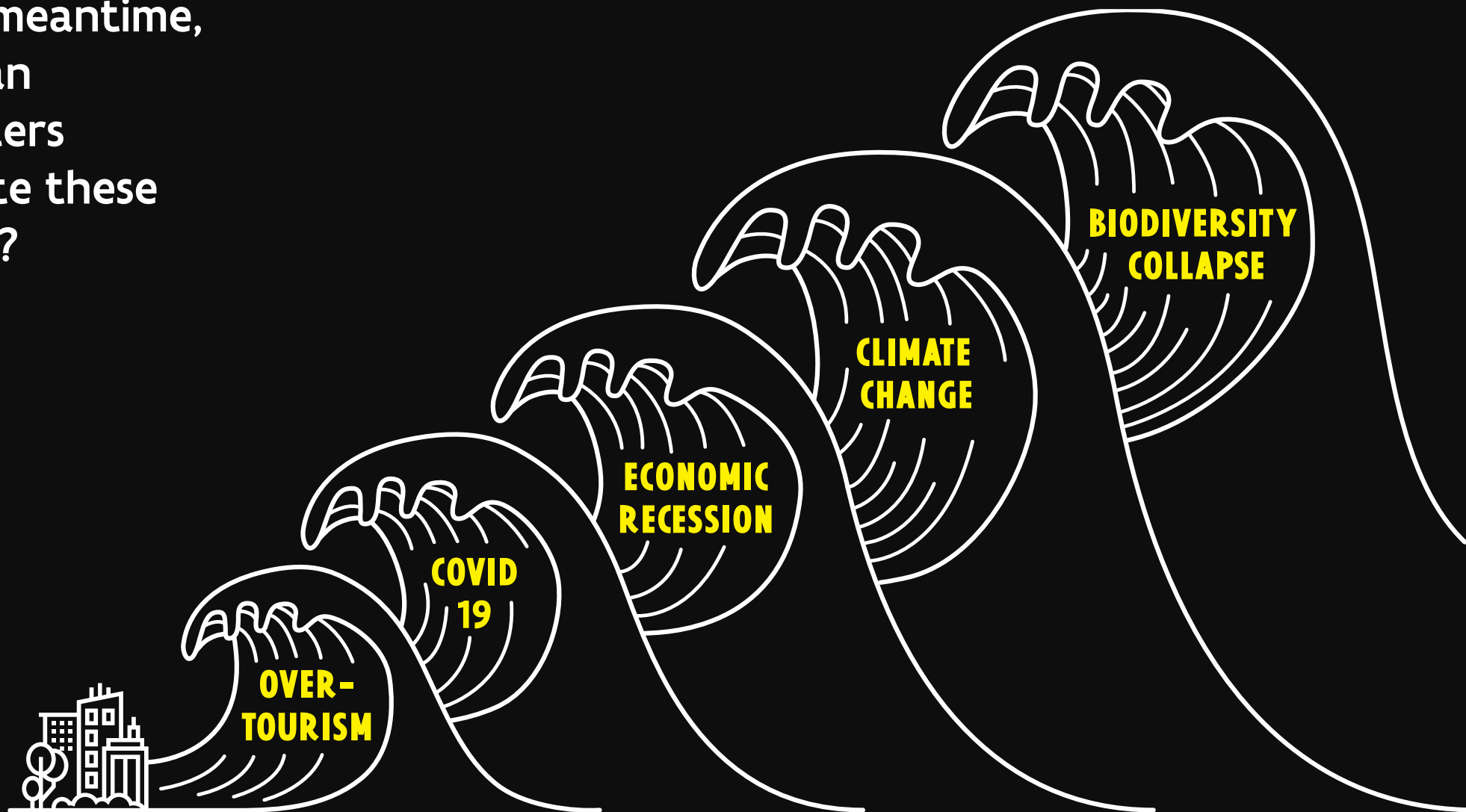
IF VALUES FOR
PEOPLE AND SOCIETIES CHANGE,

**IT IS THE RESPONSIBILITY OF THE MEANINGFUL
MARKETEER TO BRING THESE NEW VALUES INTO
THE ORGANIZATION**

AND MAKE SURE THE ORGANIZATION ADEPTS IN
ORDER TO STAY RELEVANT OR A LIFE



In the meantime,
how can
marketers
navigate these
waters?



System change: regeneration

The road to net positive

**How can we make
a place & people thrive?**





Five fundamental shifts to drive the transition to 'net positive' system change – regeneration-

SHIFT 1: SHIFT IN OUR WORLDVIEW

SHIFT 2: SHIFT IN OUR PURPOSE

SHIFT 3: SHIFT IN RELATIONSHIP WITH OUR STAKEHOLDERS

SHIFT 4: SHIFT IN RELATIONSHIP WITH OUR CUSTOMER

SHIFT 5: SHIFT IN OUR ROLE

1. START THINKING HOLISTICALLY

FROM: ONE WORLDVIEW

TO: ANOTHER WOLDVIEW

Be aware you are part of something bigger – a living system. “we are all passengers of the same planet”

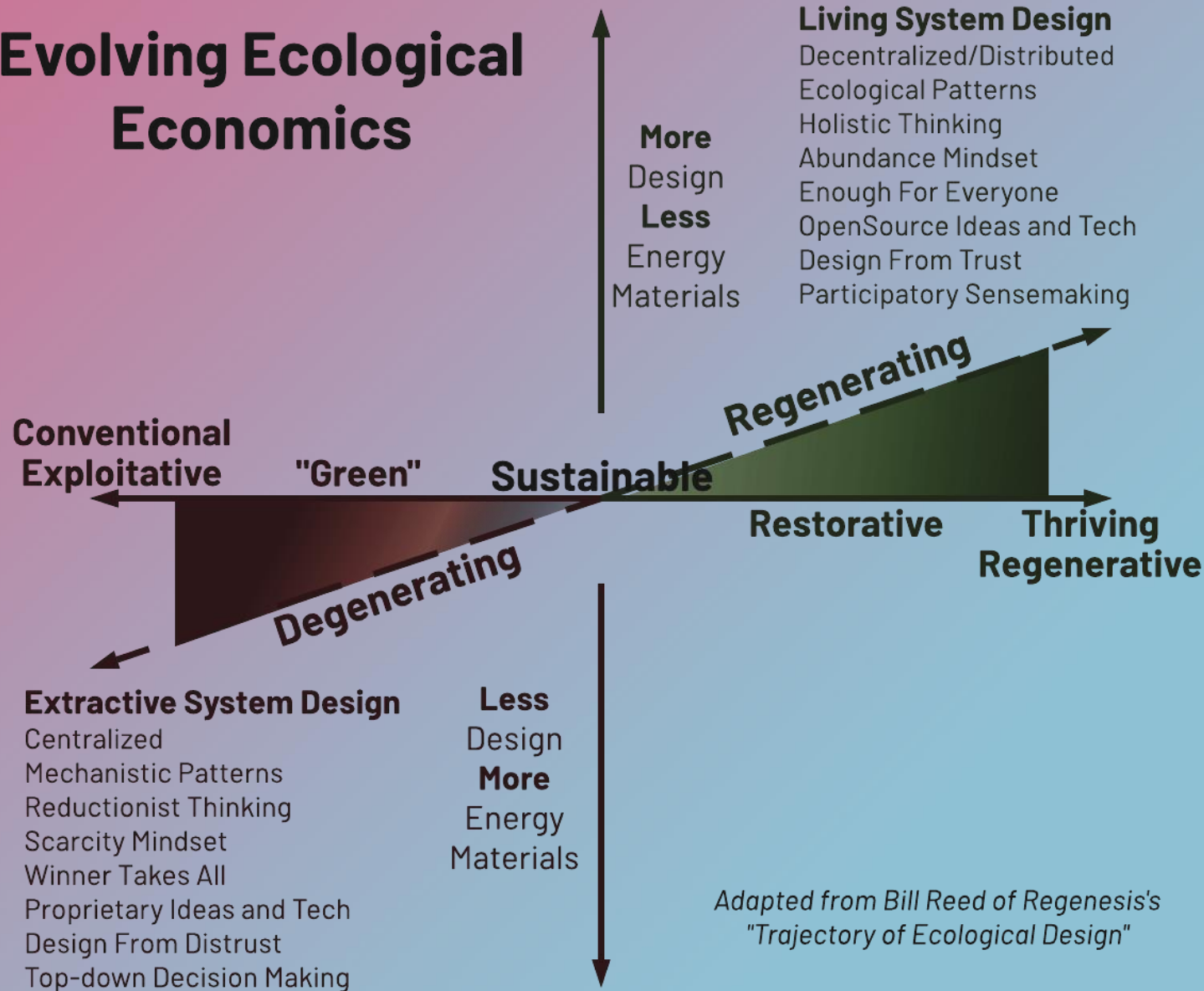
Face the fact that your succes can have a positive or negative effect on others....



TRAVEL TO
tomorrow...

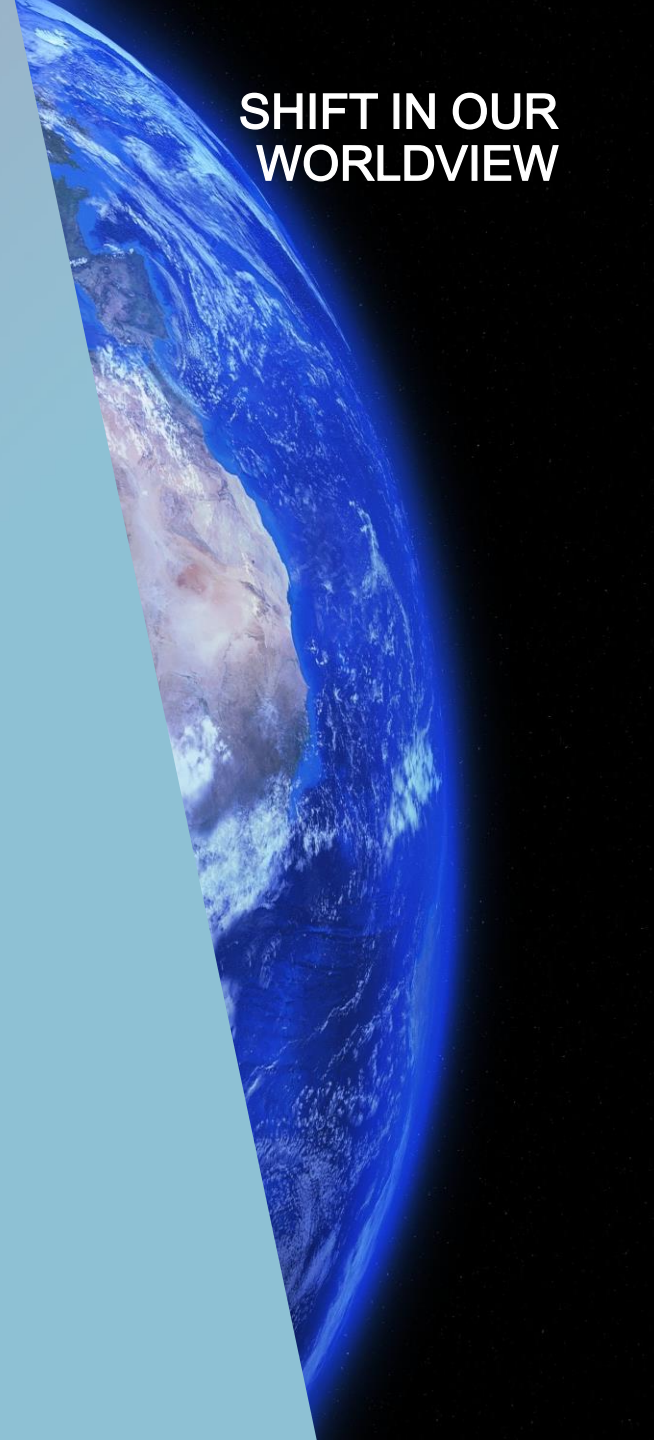


Evolving Ecological Economics



Adapted from Bill Reed of Regenesys's "Trajectory of Ecological Design"

SHIFT IN OUR WORLDVIEW



TRANSITION

A transition: a crisis or a big opportunity?

DYING OLD TOURISM INDUSTRY

Extractive

- Quantity
- Exclusive
- Standardising
- More money
- Disempowering communities

→ EMERGING NEW VISITOR
ECONOMY

→ Regenerative

- Quality
- Inclusive
- Uniqueness
- More net benefit
- Empowering communities

2. RESET YOUR PURPOSE AIM FOR A HIGHER PURPOSE

FROM: YOUR CURRENT PURPOSE

TO: A HIGHER PURPOSE:

WHEN YOU EXIST TO BRING BENEFITS TO THE GREATER
SOCIETY



VISITFLANDERS EXISTS TO MAKE COMMUNITIES FLOURISH

FROM: GROWING MORE

tourism as an end goal

Measured by number of visitors attracted to Flanders

TO: FLOURISHING BETTER

Tourism as a means for a flourishing community

Measured at the level of the tourism eco-system:

- citizen
- local entrepreneurs
- visitor
- the place





Flanders
State of the Art



FLOURISHING VISITORS

FLOURISHING VISITORS

- Involvement with tourism product
- Freedom of choice in the tourism product
- Hospitality within the destination
- Impactful travel experiences
- Services
- Physical elements of the place

ROLE
VISITFLANDERS



TOURISM
AS
MEANS

Leads to...



FLOURISHING
DESTINATION

Contributes to...



NON-TOURISTIC
INFLUENCES



OVERALL
QUALITY OF
LIFE/HAPINESS

FLOURISHING RESIDENTS

FLOURISHING RESIDENTS

- Happiness & joy of life
- Value framework
- Personal relations
- Financial and mat. stability
- Employment
- Natural and living environment

FLOURISHING PLACE

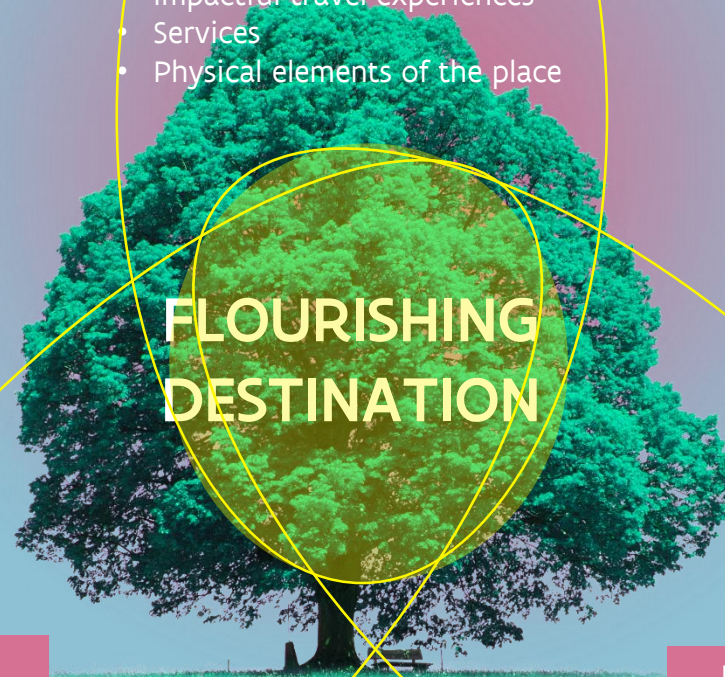
FLOURISHING PLACE

- Tourist use of nature
- Tourist emissions
- Macro econ. aspect
- Protected cult. heritage
- Protected nature area
- Events and festivals

FLOURISHING ENTREPRENEURS

FLOURISHING ENTREPRENEURS

- Use of natural resources
- Emissions
- Employment
- Ethical operations
- Financial results



SHIFT IN OUR
RELATIONSHIP WITH
STAKEHOLDERS

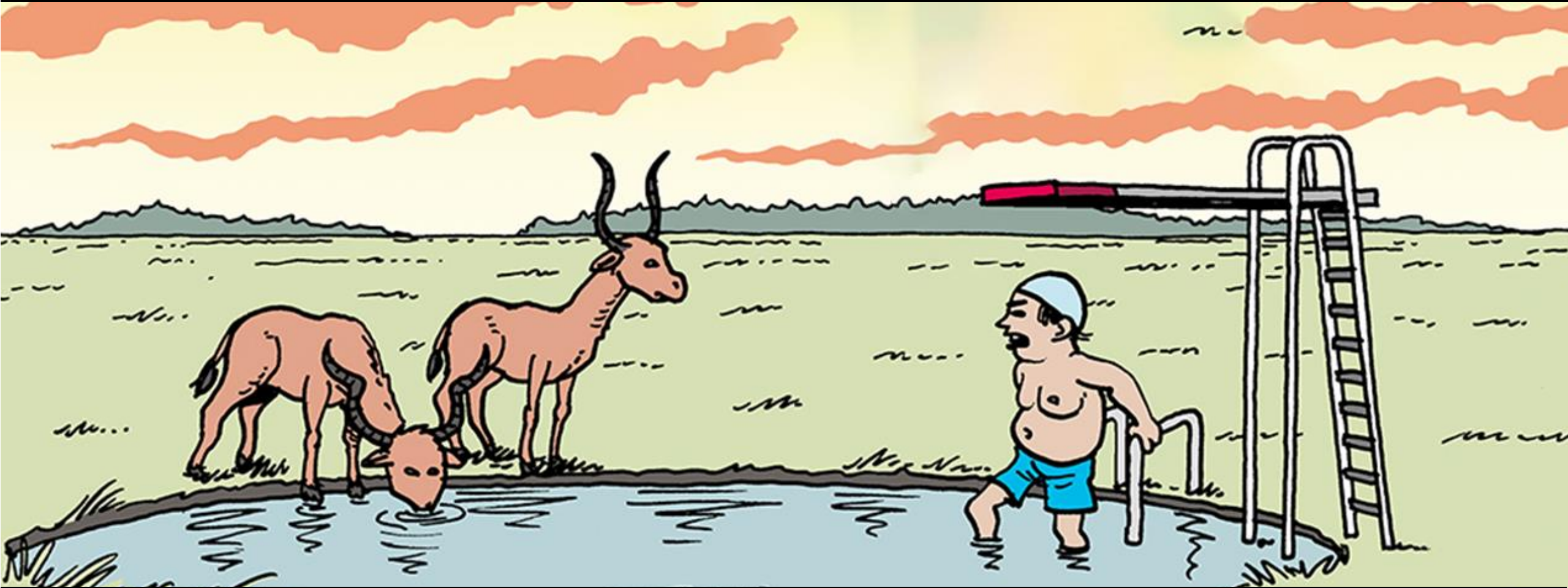
3. COLLABORATE DEEPLY. START TO CO-CREATE

FROM: COLLABORATING WITH PARTNERS THAT CAN
HELP YOU GET YOUR OBJECTIVES

TO: SETTING JOINT OBJECTIVES TOGETHER WITH
PARTNERS



Placemarketers need to RESPONSIBLY CHANGE the way they look at 'THEIR PRODUCT'. You don't just 'sell' a place people live in.



You can try to co-create, make it accessible and attractive for all, and facilitate encounter.

SHIFT IN OUR
RELATIONSHIP WITH
STAKEHOLDERS

CO-CREATE WITH EVERYONE

CO-CREATE WITH

- Entrepreneurs (suppliers)
- Guests (customers)
- Hosts (locals)

- Neighbours (competitors)

- Unidentified others





SHIFT IN OUR
RELATIONSHIP WITH
OUR VISITORS

4. FOCUS ON SHARED VALUE

FROM: A ONE WAY (TRANSACTIONAL) VALUE

TO: A MUTUALLY BENEFICIAL OR SHARED VALUE



Placemarketers need to responsibly change the way they look at the 'demand' – the customer

FROM: WHAT DOES A CUSTOMER WANT TO BUY

TO: WHAT DO OUR COMMUNITIES HAVE AND WANT TO SHARE

SHIFT IN OUR
RELATIONSHIP WITH
OUR VISITORS









Retro Ronde
1900 - 2000

CORNET

CORNET
BREWERY

GANASSE
TER

CORNET

OWAN
HUISBERG

JONAS

elli

THE CUSTOMER IS NOT ALWAYS RIGHT!

SHIFT IN OUR
RELATIONSHIP WITH
OUR VISITORS

CUSTOMER CENTRICITY IS MOST OF ALL ABOUT HELPING YOUR CUSTOMER INCLUDING TAKING UP RESPONSIBILITY FOR THE WELLBEING.



**With love
from
Flanders**



SHIFT IN OUR ROLE

5. SHIFT IN OUR ROLE

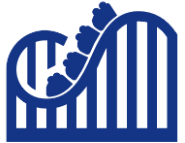
FROM: PRODUCT DEVELOPMENT AND MANAGEMENT
AND PRODUCT MARKETING – B2B AND B2C

TO: ENABLING LOCAL COMMUNITIES TO FLOURISH AND
HELPING THEM TO CONNECT MEANINGFULLY



A new relationship with destinations

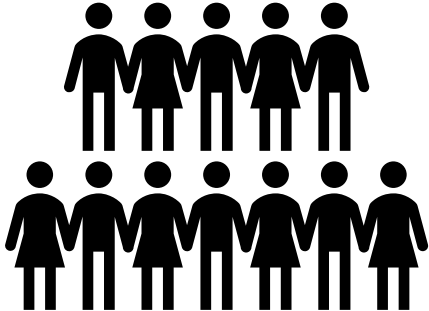
Tourism businesses



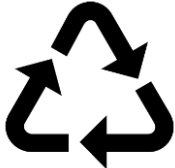
Customers



Residents



Broader stakeholders & impacts



There's a
Facebook Group
for Everyone.

Be together 

Your product development dept.

Your research dept.

Your promotion team

Big Tree Seekers

40K members



BRANDED CITIES

A C E

N Q

R S

1 2



**Be more than the best of what everyone does
today.**

Be the best in what matters tomorrow

**Be a meaningful place for yourself and
respectful visitors will come.**

If you want to matter tomorrow, what path do you choice today?





**THANK YOU ALL
FOR BEING MEANINGFUL
LISTENERS**



Let's stay connected on Linked In @elkedens