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Introduction

1. Development EU travel trade
2. Trends EU consumer perspective
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Netherlands Trade association

- 200 tour operators
- 1500 travel agents
1. ANVR TO’s and sustainability

- Reduction negative impact, increase positive impact
- ANVR DTO Policy = Sustainable Tourism Business
- Start with minimum requirements
- TO’s trained sustainable tourism management: Travelife management System
  www.travelife.eu
- Instrument sustainable suppliers: Travelife Sustainability System
  www.travelife.org
1. Tour operators and sustainable management

Example Travelife obligatory requirements
ANVR members

- Sustainable tourism co-ordinator
- Training / qualification
- Policy statement
- Obligatory actions
- Forbidden products and services
- Reporting
Why ANVR & Travelife Sustainability System

- Unique global supply chain management system for tour operators
- Ownership: industry owned, non-commercial
- Scope: environment + social
- Recognition and marketing: reach customers of tour operators and travel agencies
- Availability: Global destinations
- Support major European tour operators and association
- Data shared among tour operators; central database
- Active marketing
1. Tourism business and sustainability

Why is it relevant?

- Consumer expectation
- Revenue growth
- Cost savings
- Pressure from society (e.g. NGO’s, Unions, consumer)
- Access to capital
- Human capital
- Preservation of destination
- Brand value and Reputation of company, Risk Management
- Quality +/- Improved service - perform better
- Pro-active attitude government regulations
1. Travel trade trends

European tour operator associations expect their members to work towards sustainability.

- ANVR, Netherlands
- FTO / ABTA, UK
- ABTO, Belgium
- ASR, Germany
- ASTOI, Italy
1. Travel trade and sustainability

- Travel agencies to be trained
- MICE Sector - increase demand for green events
- Increase of sustainable tourism destinations - branding, reputation, conservation
- Government travel: sustainable purchasing policies
- Certification and sustainability actions: b2b tool
2. Consumer Trends

- Enoughism: alarm health planet, influence materialism, reconnect, simple pleasure of life
- Global warming is mega issue
  - Implication: rise in expectations sustainable accommodations, effective carbon offset programs
- Authentic, conscious, fair and sustainable
- Rise in sustainable type of tourism, voluntourism, family vacations, experiential tourism (e.g., a culinary school at a country tavern)
2. Consumer Trends

- Business as unusual (transparency and openness, a dialogue with consumer, innovations and sustainability)
- Real-time reviews, huge implications on travel industry (positive and negative) → be pro-active; high performance and involve customers in the service process (co-creation)
- Negative feedback → quick and honest answer
- F(luxury): new meaning (special, unique, personal attention, time with family and friends, special workshops, quiet and relaxing. Demand for limited editions
2. Consumer Trends

- Eco-easy: consumer expect business to offer more green and sustainable products and services (Destinations, accommodations, activities, transport)
- Embedded generosity: Airline ticket including a donation green initiative
2. Consumer Trends

- Experience - creative experience as a way to keep uniqueness of the individual
- Involvement with locals (couchsurfing, guided-by-a-local, Spotted by a local)
2. CONSUMERS RESEARCH

Are consumers looking for sustainability?

- They are expecting it from tourism businesses
2. Consumer research

- Expectation of holiday companies: preserving natural habitat, saving resources, fair working conditions, ethical behaviour
- Need for information: difficulty finding information on sustainability
- e.g. 50% Dutch = sensitive sustainable holiday
2. Consumer research

Environment

- 87% of the British find it very or fairly important that holiday does not damage the environment.

Local communities

- 71% of British consumers would like to benefit local communities
2. Consumer research

Accommodations

- 46% of the Germans think ‘it is an added value to stay in an environmentally friendly accommodation’

- The majority of German (74%) travellers favour hotels who employ local staff and guarantee good wages and working conditions
2. Consumer research

Willingness to pay for environment and community well-being

- 61% are willing to pay 5-10% more (UK).

Explain clearly how the extra bonus is used (preservation local environment, working conditions, local charity)

Need for information

- 80% of the Dutch want information on ethical issues in their travel information.
2. Consumer research

Expectations from tourism operators

- Ethical standing of company is an important selection criteria for 45% of the British consumers.
3. Future

- Rising expectations tourism business
- Being and acting green takes time
- Rising awareness and pressure
- Sustainability criteria in more contracts
- Integral part of decision making
- For b2b: Sustainability = Quality +
- Transparency of companies!!!
- Credibility and trust!
- Sustainable tourism = tourism in 20..?
3. Next steps in Tanzania

- Co-operation mandatory criteria Tanzania and travelife standard
- Co-operation in auditor training
- Co-operation in hotels training
- Co-operation with incoming tour operators
- Moving to a next sustainability level!!!
Thank you for your attention

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Questions