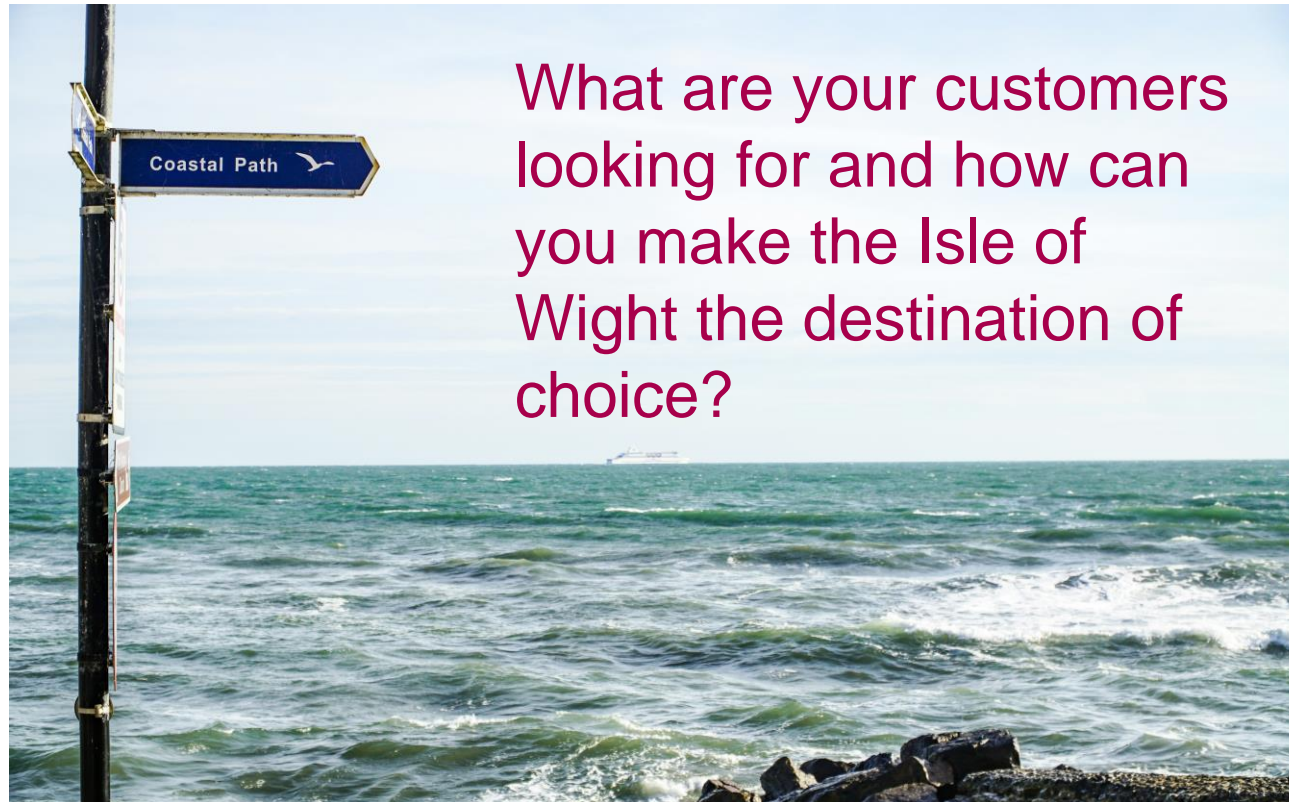


A photograph of four people (two men and two women) sitting on a wooden fence. They are dressed in casual, outdoor attire. The background shows a scenic view of a valley with rolling hills and a coastline under a hazy sky. A large, bright pink triangle is overlaid on the bottom half of the image, containing the text.

Visit Isle of Wight
**VISITOR ECONOMY
CONFERENCE**

Sustainability and travel in the visitor economy



What are your customers looking for and how can you make the Isle of Wight the destination of choice?

Rebecca Armstrong,
Sustainable Tourism Specialist

the Travel Foundation

Tourism that benefits the destination and its communities

Photo by [Tom Wheatley](#) on [Unsplash](#)

Why do we want tourism?

Evolving market and consumer trends



Photo by Eric Palmer on Unsplash



- Time in nature
- Active holidays
- Food, nutrition and holistic wellness



- Increased interest in environmental impacts of tourism



- Increased awareness of impact of tourism on local businesses & people



To help them make **informed decisions**

2/3 of consumers

want to see more

sustainability info

from lodging &

transportation

providers

Q8. From which of the following places, if any, would you like to see more information on how to be a more sustainable traveler?

expedia group
media solutions

Expedia Group Sustainable Travel Study, 2022



When it comes to sustainable travel,
**consumers are most interested in
options with low environmental impact**



66%

Options with low
environmental impact



64%

Options that support
local cultures and
communities



62%

Options that support
local economies



Types of sustainable travel information

consumers want to see during the trip planning process





Photo by Alex Haney on Unsplash

**Sustainability is
good for your
business AND your
customers**

Sustainability is good for business

-  'Future-proof' your business and responsibly manage risk
-  Reduce your operating costs
-  Contribute to wider climate action
-  Respond to tour operator and investor demands
-  Offer a great customer experience
-  Have a clear framework to take action and track your progress
-  Work with others and get support

Businesses with purpose



- Millennials (75% of the workforce by 2025) are looking for socially responsible employers (Source: Inc)
- 83% would be more loyal to a company that helps them contribute to social and environmental issues (Cone Communications survey)
- Gen-Z ‘the first generation to prioritise purpose over salary’ (WeSpire)

The energy crisis and net zero targets



Case study: Dyke Golf Club, Brighton



Photo by Robert Ruggiero on Unsplash

- £4,000 investment = £1,000 pa savings + 7,000KWH less energy consumption
- Supported by local Net Zero business scheme

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Aim to measure and reduce

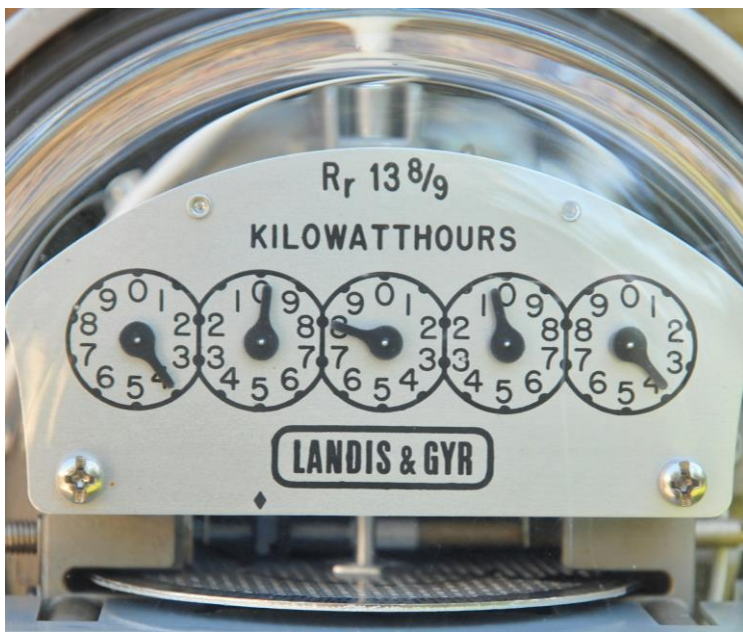


Image by Robert Linder on Unsplash



Image by Jess Bailey on Unsplash



Image by Tanvi Sharma on Unsplash



Image by Pere Serrat on Pixabay



Image by Wesley Tingey on Unsplash



Image by Rudy & Peter Skitterians on Pixabay

Food waste

- 1 million tonnes of food wasted at catering and hospitality outlets each year
- 75% avoidable & could have been eaten
- 40% is carbohydrates
- Equivalent to 1.3 billion meals (one in six of 8 billion meals served)
- On average 21% from spoilage; 45% from food preparation; 34% from consumer plates
- 12% of all food waste is recycled



Photo by Rachel Claire on Pexels

<https://guardiansofgrub.com/resources/>

Case study: Dragon Hotel, Swansea

Problem:

- 19 tonnes of food thrown away each year (41% of all waste generated)
- Wasted costs of purchase and disposal

Solution:

- 6 month pilot: £3,000 cost saving through simple no / low cost measures, e.g.
 - Better menu design (e.g. light options, sharing ingredients across service areas, daily specials / chef's choice)
 - Offering customers choices on side dishes
 - Introducing food waste recycling collection
 - Stock control systems

Results:

- 4% reduction in food costs (perishables 25%)
- Now saving about £15,000 per year



Make sustainability part of a great customer experience

- Fun
- Authentic
- Local
- Slow travel
- Sustainable transport
- Active travel
- Accessible
- Food and drink
- Nature
- Health and wellbeing



Make sustainable travel easy

South Western Railway



Photo by Chuttersnap on Unsplash

good journey

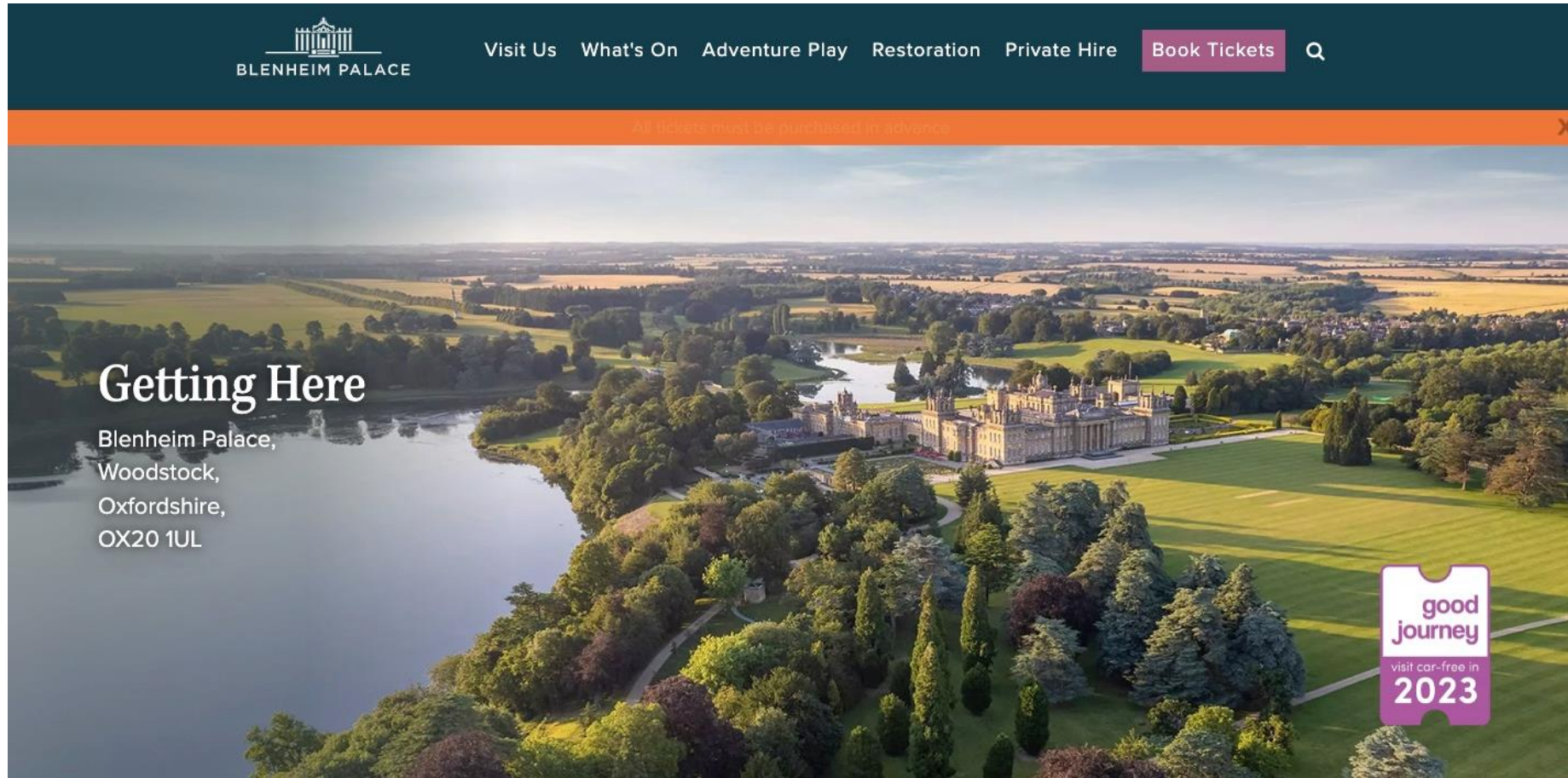
visit attractions go on adventures find out more ▾ attractions join us f t i e

**car-free adventures
with easy travel directions and
great discounts at attractions**

show me places near me



Case study: Blenheim Palace, Oxfordshire



Cater for active travellers



Image by Amar Preciado on Pexels



Image by Jonathan Farber on Unsplash

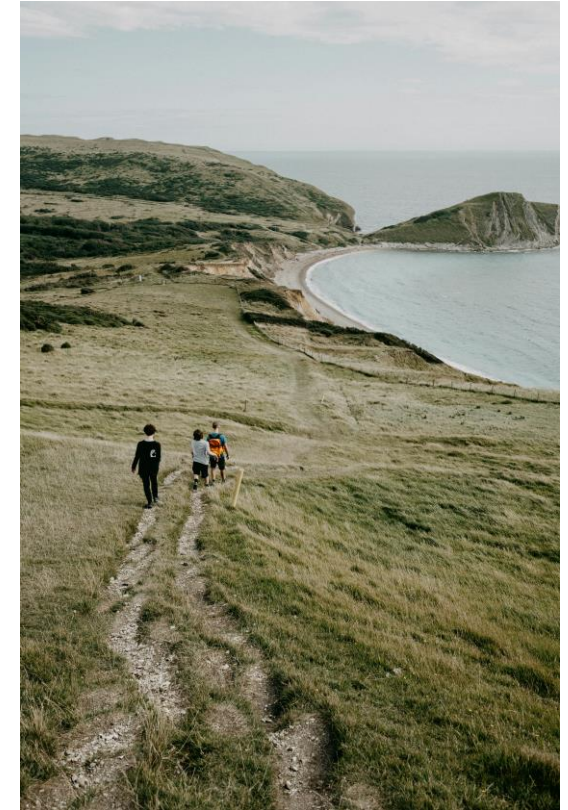


Image by Annie Spratt on Unsplash

Encourage longer, year-round stays



Home About ▾ Rooms ▾ Book Now Local Area ▾ News Contact

Things To Do

Whether you prefer adventure or relaxation, there really is something for everyone here. The Forest of Dean and the adjoining Wye Valley provide a wide range of facilities and attractions to suit all tastes, from [bird watching](#) and [walking](#) to high adrenaline sports such as [mountain biking and off road cycling](#), 4x4 driving, canoeing, combat sports and a tree top [Go Ape](#) rope course. There are also nearby cities and towns including Gloucester, Cheltenham, Ross-on-Wye, Monmouth and Chepstow.

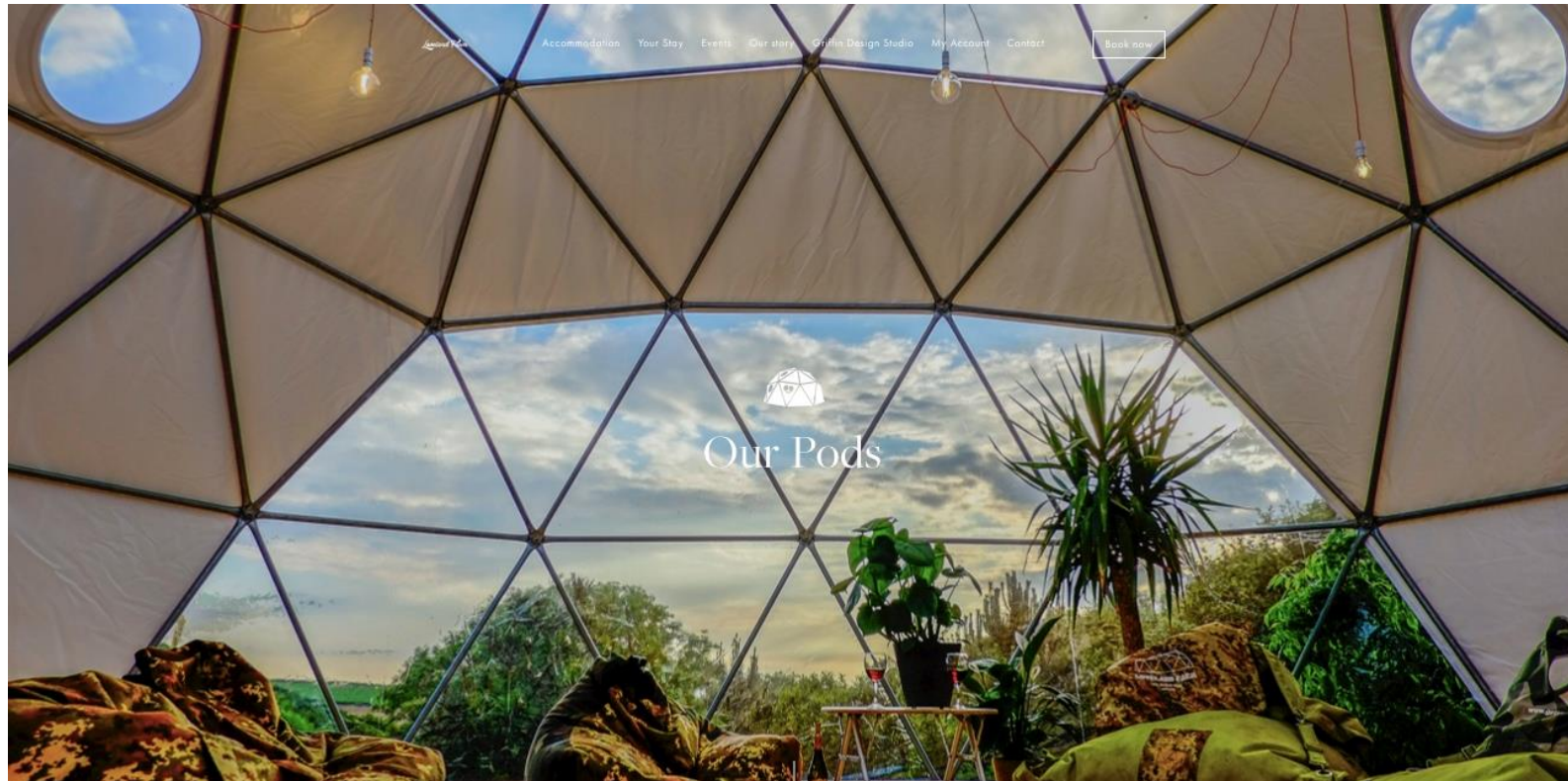
But above all we have the forest itself, ever changing from the stark beauty of winter through the pinks and purples of spring blossom and acres of bluebells and the vivid greens of summer to the dramatic rust and gold colours of autumn. The Forest of Dean is a unique area and one of outstanding natural beauty which people fall in love with and return to time and time again.

If you are looking for a Forest of Dean stay with charm and comfort you'll love Edale House. Our 4 star B&B accommodation provides an ideal home away from home for your holiday.



Case study: Edale
House, Forest of Dean

Focus on special experiences



**Case study: Pod at Loveland
Farm Eco-retreat, Devon**

Source: the green traveller, Richard Hammond

Signpost other local businesses



Case study: Elms Farm Cottages, Lincolnshire

Promote local food and drink



Case study: Le Bon Picnic, France

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Olive Oil

Some of the finest olive oils in the world are made in Muğla, where production dates back 3,000 years.

Labranda is a family business established in the 1940s, specialising in high-quality traditional olive oils.

This hotel is taking part in the Flavours from the Fields project, supporting local farmers and food producers.



Images: CSTI, TUI/TF

Collaboration is king!



Image by Life Thru a Lens on Unsplash

Case study: Curious Neighbour, Clwydian Range & Dee Valley AONB

- Part of THE AONB tourism group's 'Stay, Eat, Do' initiative
- Sharing short video clips about each other's businesses
- Information and tips to help each other
- Contributing to better options for visitors, aiming to drive longer stays and increased spend



Photo by Mitchell Orr on Unsplash

Step up your sustainability

Save money, reduce your environmental impact, support your local community and win more customers with our sustainability guide and inspirational case studies.



[Getting started](#)

[Going beyond the sustainability basics](#)

[The journey to Net Zero](#)

[Water](#)

[Waste](#)

[More](#)

Why should I improve the sustainability of my business?



Glasgow Declaration

Climate Action in Tourism

A global commitment to **halve emissions by 2030** and reach Net Zero as soon as possible before 2050.

Commit to **publish climate action plans** within 12 months of signing and implementing them accordingly.

Commit to **report publicly on progress at least annually**.



www.oneplanetnetwork.org/sustainable-tourism/glasgow-declaration

Maximising opportunities

- Share ideas and resources
- Highlight quality, local, sustainable events, businesses, produce, experiences and itineraries
- Identify opportunities for connected products / packages
- Collaboration and sustainability for competitive advantage, cost savings, attracting new customers
- Low impact tourism, sustainable transport and active travel
- Career opportunities, prospects for young people

What could you get started on in your business?

- Are you on a renewable energy tariff?
- How about the 'getting to us' information on your website, or the menu options you offer to your guests?
- What other local businesses could you work with? Could you provide pre-arrival information to your guests?
- What low season services or offers could you develop, perhaps with other businesses?
- Are there longer-term investments you could explore, e.g. EV charging, solar panels or heat pumps?

Thank you

www.thetravelfoundation.org.uk

Rebecca Armstrong rebecca.armstrong@thetravelfoundation.org.uk

Sustainability and Travel in the Visitor Economy



“What are your customers looking for and how can you make the Isle of Wight the destination of choice?”

Amy Summers

Sustainable Travel, trade and Exhibitions Manager,

Visit Isle of Wight

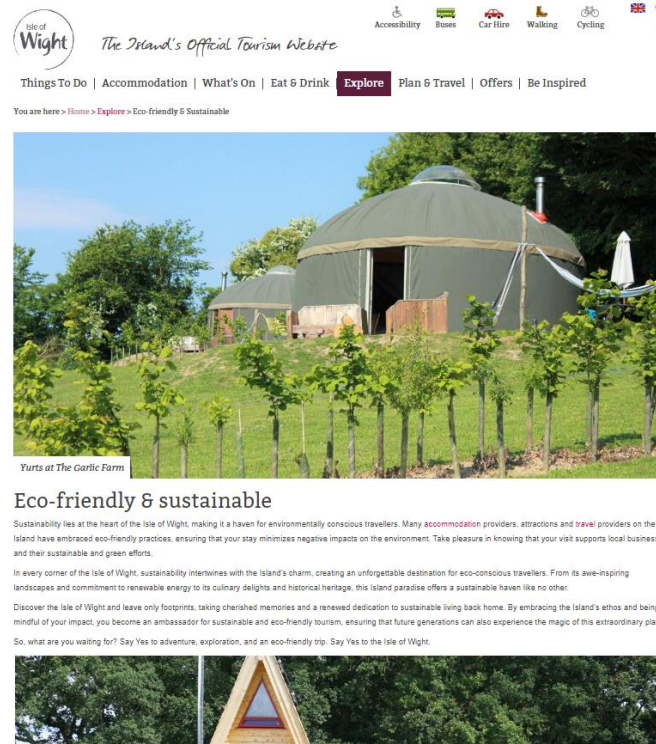
Sustainability and Travel in the Visitor Economy

64% of travellers say they want to travel more sustainably over the coming 12 months (Source: Booking.com April '23)

A recent ABTA survey showed a move towards travel in the European 'shoulder' seasons, with May, June and October the most popular months rather than the traditional summer peak. Avoiding crowds and high season prices, and the impact of climate change will all be factors feeding into this and it is a trend that is sure to continue. (Source: Wanderlust Top Travel trends for 2024)

Promoting a sustainable and responsible Island

- Eco-friendly & Sustainable webpages, dedicated green travel section
 - Sustainable stays
 - Green travel
 - Eco-friendly activities
 - IOW Green Tourism Award
 - Local produce
 - 10 tips for a sustainable holiday
 - Post-holiday sustainability



Green travel

Are you looking to explore the Island in a sustainable, green travel, way? We have a range of different information about our bus and train network, alongside walking and cycling routes.

Looking to bring your electric car over to the Island? You can find a [list here](#) of all the electric charging points across the Island, from accommodation, attractions, and public car parks.

[Find out more](#)



Eco-friendly activities

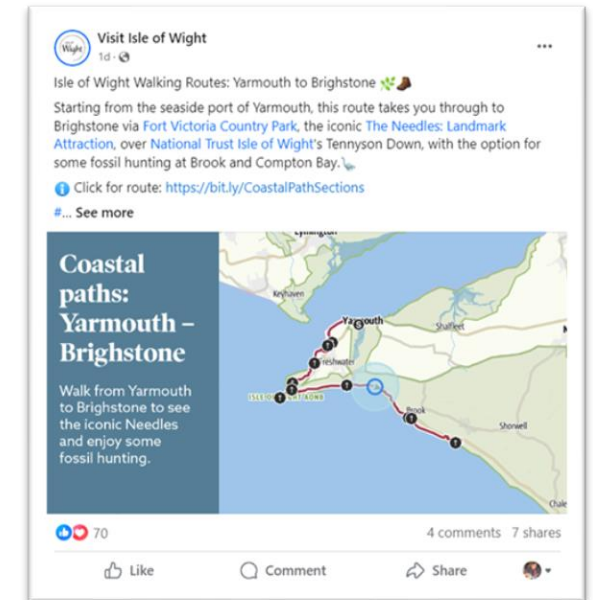
If you're looking to explore the Island and take part in some eco-friendly activities, then look no further. This page offers our top 5 sustainable and green holiday activities for you to enjoy.

[Find out more](#)

Promoting sustainable travel

- Online mapping solution for walking and cycling routes. Launched in August 2023 on the VIOW website

- 153,047 teasers (through our website and OA online portal)
- 19,240 pageviews
- 6,941 actions
- 551 downloads



Top 3 routes

- Niton to Sandown(walking)
- Round the Island (cycling)
 Clockwise & anti-clockwise
- Cowes to Yarmouth (Walking)

Visit Isle of Wight
**VISITOR ECONOMY
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- Marketing activities – promoting active travel and sustainable modes of transport
- Supporting local initiatives



Sustainable projects: IOW Green Tourism Award

- It's a stepping stone for businesses. A simple scheme with 12 criteria – Gold, Silver or Bronze
- Benefits for members: Dedicated web and increased marketing.
- Gold award member benefits (£1 bus pass scheme)



Sustainable projects: IOW Walking Festival

- 2 festivals a year – May and October
- Over 2,100 registered walkers
- 2022 there were 143 walks with 2,144 registered walkers. 1,256 walkers were from the IOW (59%) and 888 from the rest of the UK (41%) resulting in an economic impact of £465,985.09.
- Multi-award winning festival



Visit Isle of Wight's sustainable journey

- Green Impact Award – Silver 2023
Aiming for Gold in 2024
- Moved office in March 23 to be more sustainable and accessible
- Working towards a Sustainable Action Plan
- Tourism Management Institute Sustainability working group
- Expedia – Climate Champions Program for Destinations

Green Impact

SILVER AWARD 2022

Delivered by Students Organising for Sustainability - UK



(Source: <https://pixabay.com/illustrations/board-write-change-time-nature-6711026/>)

green impact **SOS** STUDENTS ORGANISING FOR SUSTAINABILITY UNITED KINGDOM

Key Partner
UNESCO Global Action Programme on Education for Sustainable Development

Green Impact is a United Nations award-winning programme designed to support environmentally and socially sustainable practice in your organisation.

[LEARN MORE](#)

BESPOKE
Organisation is unique and Green Impact provides bespoke programmes that respond to the local context and priorities.

TRUSTED
More than 1,500 organisations have used Green Impact, reaching more than 275,000 people in seven countries.

PERSONAL
Green Impact helps teams within organisations build new relationships, breaking staff out of their silos and building a community of sustainability champions.

(Source: <https://greenimpact.nus.org.uk>)