

Sustainable destinations

About this guide

This guide explores how you can promote your local area and encourage customers to embrace sustainable actions while they are visiting.

- 24% of travellers aged 16–34 are concerned about the impact of their travel on the environment.
- 2 in 3 travellers are concerned about climate change.
- 2 in 5 travellers are changing their travel behaviour because of climate change.

Green
Tourism



Reasons to promote your local area

1. By promoting local cultural heritage

– you are helping to keep alive the traditions and history of your local area, whilst educating your visitors and giving them a more extensive knowledge of the area. This can lead to return bookings and word of mouth promotion for both your business and the destination.

2. Festivals and local events

– these bring revenue into the area and help to promote local heritage, food, music, and traditions and may encourage visitors to return to explore the area in more depth.

3. Try to encourage your visitors to contribute to local projects and campaigns

– you are helping to give them a deeper insight into the issues that affect the area that they are visiting. This hopefully provides a wider, more pragmatic view of the destination.

4. By encouraging your customers to be greener whilst visiting your destination

– you are demonstrating your business's environmental and ethical values. By doing green actions, people also feel better about themselves and the place they are visiting. And it will help your business achieve its sustainability goals.



7 ways to promote your sustainable destination

1. Have a Responsible Visitors Charter:

Encourage customers to be greener whilst visiting your destination. A simple, summary guide is all you need. Include points on how they can recycle, use public transport, and explore local produce.

2. Provide details on the cultural heritage of your destination:

Add it to your website and find ways to make the information available. Have a well-informed front of house team, to visitors, you and your team are the locals, a little bit of research goes a long way.

3. Create a database of historical and cultural heritage sites in your area:

Make it accessible to both your team and visitors. Do some research to find unusual and quirky facts and information about the area, such as local names for things, any connections to famous people from history, local customs and traditions that are associated with the destination.

4. Add interpretation boards:

Is your business of historical and cultural heritage interest? If so, why not add interpretation boards to provide more context and information. Perhaps you could produce a leaflet and charge a nominal price to cover printing or donate the proceeds to a local project or campaign.

5. Promote local events and festivals:

Use the reach of your website and social media channels to bring visitors to the area. Help to keep these events viable, bring economic benefit to the area and possibly repeat visits to your business.

6. Offer timely suggestions at time of booking:

Set up an online diary of events, special days and festivals in your area and include the ones that are on during your customers stay and put them on the booking confirmation. This gives customers a 'heads up' well in advance of their stay and lets them decide whether they want to attend and pre-purchase tickets.

7. Boost support for local causes:

Encourage visitors to contribute to local projects and campaigns by providing them with relevant information. Show how they can help, why they should contribute, and what benefits are for locals and visitors. You could consider donation boxes in your premises or having a visitor payback or visitor giving option as an add on to your charges.