



OUR

Planet

TRAVEL

responsible travel for a sustainable future

# Marketing in the 21<sup>st</sup> century

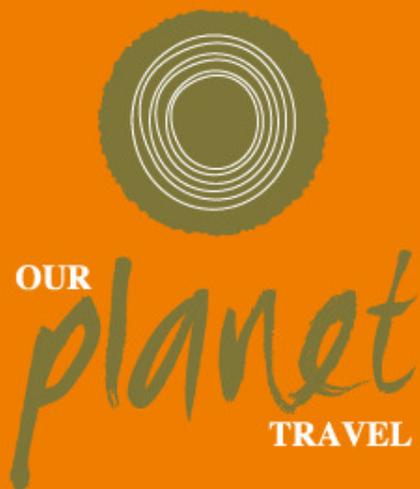
## MARKETING & PARTNERSHIPS

*Presented by –*

Melanie Grevis-James

Our Planet Travel &  
Banksia Marketing

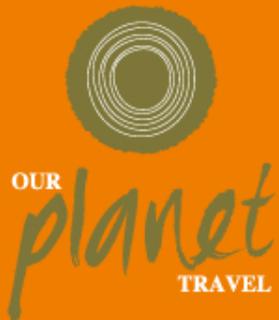
responsible travel for a sustainable future



# ***Growing the “green” dollar: increasing market-share in the 21<sup>st</sup> century – how do we do it?***

*We will cover:*

1. Demand – do consumers really care??
2. Capturing the demand - Marketing in the 21<sup>st</sup> century
3. We care: Our Planet Travel’s approach...



# 1. Demand for responsible travel – do consumers really care??

Limited applicable data is available, but what is available is very positive – and demand for sustainable tourism is definitely growing:

- Global tourism growth at about 3% per year; ecotourism growth at about 10-15% currently (UNWTO)
- As public awareness and demand for sustainability rises, the question is not *whether* sustainability will influence consumer choices, but **how...**



# Demand for responsible travel – do consumers really care??

CMI Green Traveler Study:

- 65.5% said they had taken a holiday that included 'green' travel components
- 62% did not pay more for green travel, than conventional travel
- 1/3<sup>rd</sup> paid 1-10% more to cover carbon offsetting and other costs
- 76% **want travel providers to distinguish 'green' travel choices**
- 78% were 'concerned' about their environmental impact when travelling
- 91.6% said a 'green rating' would influence them if price the same; 25% said even if price was not the same!



# Demand for responsible travel – do consumers really care??

Global Green Economy Index 2012:

- “Most nations do not emphasize sustainable tourism adequately through their national tourism websites, representing a missed opportunity to attract this growing sector of (green conscious) travellers”.
- Government “Green Tourism” efforts ranked: Australia ranked no2 for ‘perception’ but did not rank at all in the top 10 countries for ‘performance’ (NZ 1<sup>st</sup> for performance and perception)



# Tourism Australia website



## Welcome to Australia's official tourism website

where you can discover why there is nothing like Australia



[Explore these amazing places](#)

<h3>News Alert - Bushfires</h3> <p><b>Information on Bushfires in parts of Australia</b> Visitors advised to follow the information on bushfires. <a href="#">Learn More</a></p> 	<h3>Discover why There's Nothing Like Australia</h3> <p>Explore these unique experiences to make your dream holiday come true. <a href="#">Learn More</a></p> 	<h3>Special Offers*</h3> <p><b>Getaway's Hidden Wonders from Downunder</b> You don't have to travel the globe to find the holiday of a lifetime. It's all right here. <a href="#">Learn More</a></p> 
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### Things to see and do in Australia

 <p>Australia for the Youth (ful) Traveller</p>	 <p>There's Nothing Like Australia in an app</p>	 <p>Experience Australia's food and wine culture</p>	 <p>See what's on in Australia in our events calendar</p>	 <p>Holiday activities for all seasons</p>
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# **Demand for responsible travel – do consumers really care??**

GSTC: Increased consumer demand

- 66% of US consumers believe their travel choices can make a difference to the environment
- 44% consider the environment when making travel decisions (seek products with environmental & socially responsible factors)
- Growing lifestyle changes to sustainable choices
- 59% would be influenced by companies with 'green' credentials
- A lot of skepticism too though; lack of credibility



## 2. Marketing tips for the 21<sup>st</sup> century

Our top tips for 21<sup>st</sup> century marketing:

- How consumers buy – looking for trustworthy & credible information
- Focus efforts - create a workable marketing plan and stick to it!
- Good design and graphics are vital
- Marketing Partnerships
- Monitor all marketing activities very carefully
- Have a crystal ball handy! 😊



# How Consumers Buy

The important question: **how** do your target customers make their decisions?

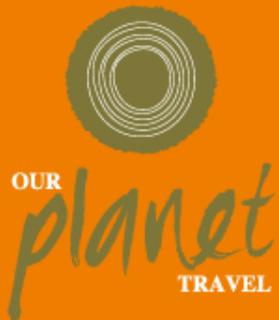
- Make sure you know your market – how and where they buy...
- Undertake surveys – guest questionnaires / online surveys
- Credibility is key factor – why social media is so important; streamlines word-of-mouth marketing
- What answers do they need? Make sure your marketing messages answer them! Content is still vital.
- Timeliness – consumers don't wait!



# Focus Marketing Efforts

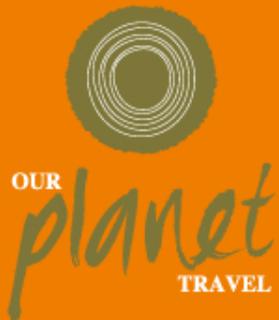
So much choice:

- More consumer choices
- More creative marketing options, and communications choices
- However, some tried-and-true options still working ie. email
- Automate activities wherever possible ie. social media posts; auto email responders
- SEO and blogging – keywords are still the key!
- Keep up with new marketing tools



## Focus Marketing Efforts

- Streamline choices into a clear marketing strategy
- Make use of the best tools to suit your target markets' needs, and your budget
- Don't implement gimmicks just for the sake of them
- Avoid 'scatter-gun' approach – focus on a few key goals and stick to them
- Social media is not for everyone – if you sign-up for it, you must dedicate time and effort to it – or get someone else to do it for you



# Good design & Graphics

*A picture says a thousand words...*

- Get professionals - gone are the days of poor quality images and dodgy looking websites
- Casual snaps are OK for social media – perfect models and staged settings are **not** believable!
- Make use of new technology – learn what 'hi-res' and 'low-res' mean!
- Videos are gold! (they don't need to be a Warner Bros production)
- Quality of visuals should match desired brand image



# Marketing Partnerships

Partnerships extend your reach and budget (especially for small-medium sized businesses)

*Form partnerships with:*

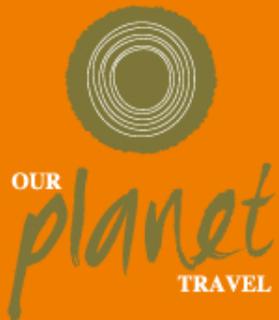
- Like-minded businesses
- Work with local, regional, state, national tourism organisations
- Eco organisations or eco products
- Product development opportunities - offer a new package
- Work with competitors and non-competitors
- Social media is a “partner” – make the most of this opportunity



# Creating partnerships

Make sure the partner/s you choose are the right ones:

- Do they have the same or similar target market customers?
- Do their marketing messages match yours?
- Can you work together for mutual benefits?
- Ensure both partners agree to their roles and responsibilities
- Be creative - what can each partner contribute?
- Think outside the square!



# Monitor marketing

Always measure and review...

- With so many marketing choices, ensure suitable measurement tools are in place
- Google Analytics (and others) are free; make sure they are installed
- Check and review plan regularly
- Update activities as needed – and install new technology regularly!
- Ask for feedback – customers & trade
- Don't forget – it could be the message, not the media, that isn't working
- Monitor all channels / blogs / tripadvisor etc... - and respond quickly!



# Have a crystal ball...

*What's next after social media??*  
That's the million dollar question!

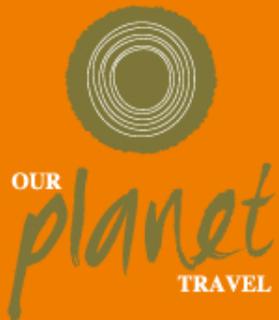
How will TV's evolve? No more desktops?  
Google may buy Tripadvisor?  
Google may buy facebook?



### 3. We care: Our Planet Travel's approach

If we want 'responsible' travel to become the norm and for consumers to book or ask for 'greener' travel choices – **we** must promote our green travel products and credentials:

- We need to increase consumer awareness of greener travel products, meet the demand, and offer clear choices...
- How do we do this? This is what Our Planet Travel is doing...



# Our Planet Travel



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## Promoting responsible and sustainable travel...

Are you a 'green' traveller? or want to be one? Find out more...

Please help spread the word... promoting ecotourism, indigenous tourism, sustainable and responsible travel, and volunteer travel - all forms of more environmentally-friendly travel. Join us in helping protect the environment; and next time you travel, choose a 'green' travel business - which you can search for right here on our website! (Australian products only currently - more destinations coming soon).

Sign-up for our regular newsletter to keep updated, and visit our **facebook** page: [www.facebook.com/OurPlanetTravel](http://www.facebook.com/OurPlanetTravel)

## Find your experience

--Choose Destination--

--Choose Tourism Type--

### Experiences:

- Ecotourism
- Indigenous Tourism
- Sustainable & Responsible
- Volunteer Tourism

Search

Bookings

OR Search: Company or Product Name

# Our Planet Travel

## **Vision:**

***promoting responsible travel for a sustainable future***

Our Planet Travel delivers:

- A consumer-focused marketing campaign promoting all types of responsible travel products
- An affordable marketing opportunity for operators to take part in
- Australia's first nation-wide consumer campaign dedicated to encouraging responsible travel choices



# Our Planet Travel's marketing approach

Following our key 21<sup>st</sup> century marketing tips we have:

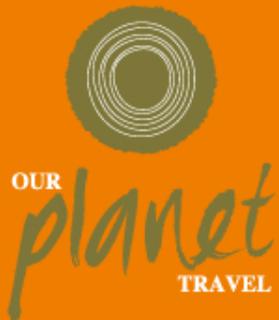
- Using new marketing tools
- Focused marketing strategy
- Mix of tried-and-true and new marketing tactics
- Partnerships are a core strategy for increasing brand awareness
- Visual and design elements are a priority
- How consumers buy: providing credible content and real stories a key focus of activities



# Our Planet Travel

*What we offer consumers:*

- Searchable product database of responsible & sustainable travel providers
- Inspirational & credible stories
- Fact sheets and education
- Regular travel 'specials' & promotions
- Enewsletter
- Magazine (printed and online)
- Social media campaign
- Competitions



# Search for Experiences

## Search Our Planet Travel

Refine Your Search  
37 Experiences matched

**Destinations**  
Australia > Northern Territory  
(37)

**Categories**  
Sustainable & Responsible (37)  
Ecotourism (5)  
Indigenous Tourism (3)  
Volunteer Tourism (1)

**Tourism Types**  
Tours & Cruises (29)  
Attractions (2)  
Accommodation (6)



First Prev **1** 2 3 4 Next Last

Sort A-Z

### Classic Larapinta Trek (World Expeditions)

The Larapinta Trail is fast becoming one of Australia's most popular treks. Enjoy trekking in the West MacDonnell Ranges while carrying just your day-pack. Stay in our comfortable semi-permanent eco-campsites.



Ecotourism | Tours & Cruises | **Location:** Sydney, Australia;

### Diverse Travel Australia (Diverse Travel Australia)

Diverse Travel Australia connects the discerning traveller with the most memorable Aboriginal travel experiences across Australia. Authentic and extraordinary Aboriginal tourism journeys tailor made for you.



Sustainable & Responsible | Tours & Cruises | **Location:** Thербarton, Australia;

### Naturewise Conservation Holidays (Conservation Volunteers Australia)

Conservation Volunteers offers Naturewise Conservation Holidays - meaningful, small group travel experiences in some of Australia's most beautiful nature areas.



Ecotourism | Tours & Cruises | **Location:** Ballarat, Australia;

### Nitmiluk Tours and Accommodation (Nitmiluk Tours)

Nitmiluk is a destination that brings together cultural, nature and adventure experiences for the traveller with a range of accommodation options. Cruise, canoe, walk, fly, swim or embrace the Indigenous culture, Nitmiluk has it all.



## Find your experience

Northern Territory

--Choose Tourism Type--

### Experiences:

- Ecotourism
- Indigenous Tourism
- Sustainable & Responsible
- Volunteer Tourism

Search

Bookings

OR Search:Company or Product Name

Search

### Find us on Facebook



Our Planet Travel

Like

273 people like Our Planet Travel.



# Stories



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## Eco Beach Turtle Project - Western Australia

[BACK](#) Posted: 26/05/2013



One of Australia's truly stunning landscapes is the Kimberley's in Western Australia. Where the red rocks and dust meet the crystal blue waters of the West Kimberley's lays a piece of paradise known as Eco Beach. It is here, just south of Broome, that Conservation Volunteers Australia (CVA) has been conducting sea turtle monitoring each nesting season since 2009.

### Find your experience

--Choose Destination--

--Choose Tourism Type--

#### Experiences:

- Ecotourism
- Indigenous Tourism
- Sustainable & Responsible
- Volunteer Tourism

Search

Bookings

OR Search: Company or Product Name

Search

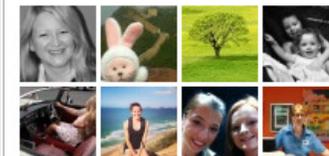
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# Competitions



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HOME ABOUT US EDUCATE TRAVEL SPECIALS STORIES PARTICIPATE **COMPETITIONS** CONTACT US **FIND YOUR EXPERIENCE >>**

## WIN A TOUR OF CAMBODIA

Please enter Our Planet Travel's competition to win...

**PRIZE: a touring holiday for 2 people in Cambodia - worth USD\$4198!**



Prize courtesy of **Dragonfly Tours Cambodia**



**Enter here to win:** send email to [info@ourplanettravel.com.au](mailto:info@ourplanettravel.com.au)  
(email subject line to read: Our Planet Travel Cambodia competition)

**Competition details:** last date to enter: **31 December 2013**. Total prize value USD\$4198! Prize includes a **Mayibuye fundraising tour** of Cambodia for 2 adults; or another **Dragonfly Tour** of choice of equal value, departing in 2014. All land arrangements, including transport (within Cambodia), meals and accommodation included. Flights to

and from Cambodia, travel insurance and any visas (if required) are not included. Winners will be notified by email. Competition open to any persons 18+ years only. All entries must include a valid email address. Winners will be contacted after 31 December 2013. *See further general terms and conditions below.*

**Special thanks to Dragonfly Tours Cambodia who have generously donated the prize for our competition:** [www.dragonflytoursCambodia.com](http://www.dragonflytoursCambodia.com)

Please **Contact Us** if you have any questions about our competitions; or wish to offer a prize for a competition.

WIN Tim Cope book  
Cambodia holiday for 2  
Photo competition

### Find your experience

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*General terms and conditions for all Our Planet Travel competitions:*

# Education: fact sheets



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## Our Planet Fact Sheets

Here you will find fact sheets about responsible travel topics, news, and industry fact & figures. New fact sheets are added on a regular basis.

### GREEN TOURISM DEFINITIONS

[Read more](#)

What do all these terms mean? What are the differences between green, sustainable, responsible tourism? What is volunteer tourism?



### CARBON OFFSETTING TRAVEL

[Read more](#)

An introduction to carbon offset schemes and tips on how to offset your Travel



### Find your experience

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--Choose Tourism Type--

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Bookings

OR Search: Company or Product Name

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#### Find us on Facebook



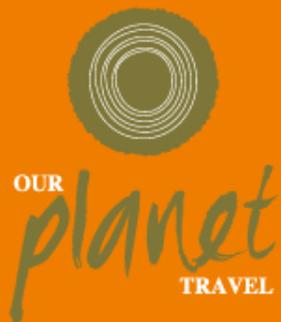
Our Planet Travel

Like

273 people like Our Planet Travel.



# Magazine: print and online



# Our Planet Travel

*Participation options for travel operators:*

- Free Basic online product listings
- Standard and Premium listings – more benefits and images
- Online banner ads
- Stories section to promote products
- Travel Specials section
- Social media participation
- Enewsletter
- Magazine (printed and online)
- PR
- Partner & Sponsorship deals available
- “Participation Criteria” apply (GSTC)



# Online Product Listings



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## Naturewise Conservation Holidays

### Conservation Volunteers Australia

Category: Ecotourism , Sustainable & Responsible , Volunteer Tourism

Conservation Volunteers offers Naturewise Conservation Holidays - meaningful, small group travel experiences in some of Australia's most beautiful nature areas.



### Naturewise Conservation Holidays

[www.conservationvolunteers.com.au](http://www.conservationvolunteers.com.au)

**Email:**

[info@conservationvolunteers.com.au](mailto:info@conservationvolunteers.com.au)

**Product Address:**

PO Box 423, Ballarat, Victoria, 3353, Australia

**Experience Category:**

Ecotourism  
Sustainable & Responsible  
Volunteer Tourism

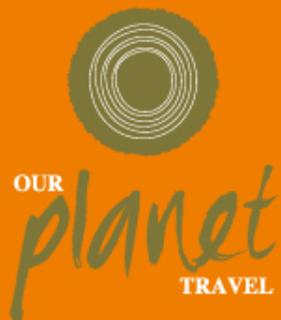
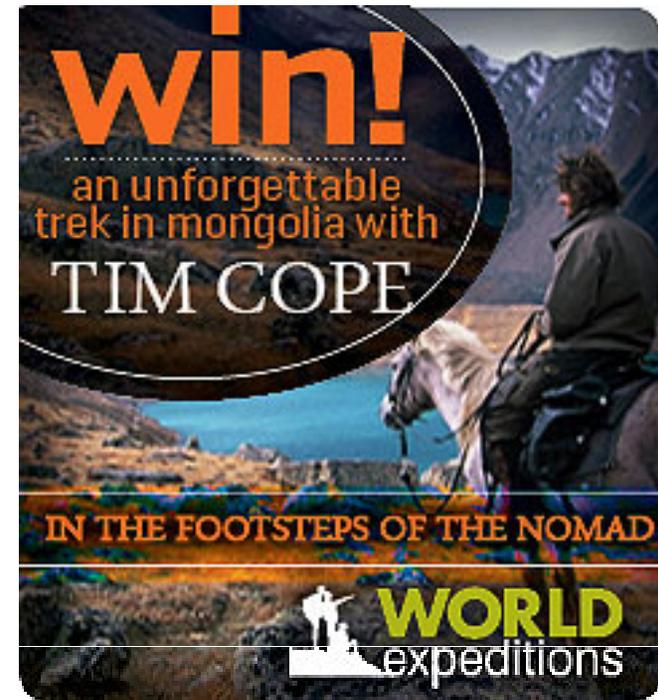
**Tourism Type:**

Tours & Cruises

**Destination:**

Queensland, Australia  
Victoria, Australia  
Tasmania, Australia  
South Australia, Australia  
Western Australia, Australia  
Northern Territory, Australia  
New South Wales, Australia  
ACT, Australia

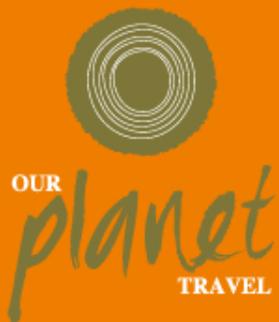
# Banner Ads



# Special Global Eco Delegates Offer:

**\$150 for a 'Premium Product Listing'**  
(normally \$450 per year)

*and:* "lucky dip" to **WIN**  
**a free Premium listing**  
and editorial feature  
in **OUR PLANET**  
**TRAVEL MAGAZINE!**  
(value over \$1000!)  
– hand me your  
business card please...

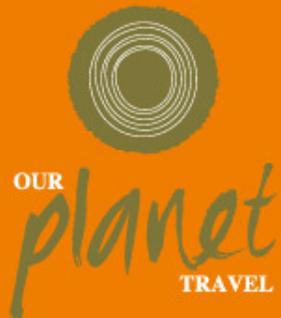


[www.OurPlanetTravel.com.au](http://www.OurPlanetTravel.com.au)

# Thank you for your time...

We would love your feedback!

*Thanks to our partners:*



responsible travel for a sustainable future