

# A Marketing Case for Sustainability: promoting quality experiences

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Photography: Christopher Warren

International Centre for Responsible  
Tourism - Australia

IN JUST  
**90 DAYS:**  
**123**  
**RECORDS**  
**BROKEN**  
THROUGHOUT  
**AUSTRALIA**

HERE ARE JUST  
**23 OF THE 123**

RECORDS FROM SUMMER 2012/2013

MAXIMUM  
TEMPERATURE  
**RECORDS**



FLOOD  
**RECORDS**



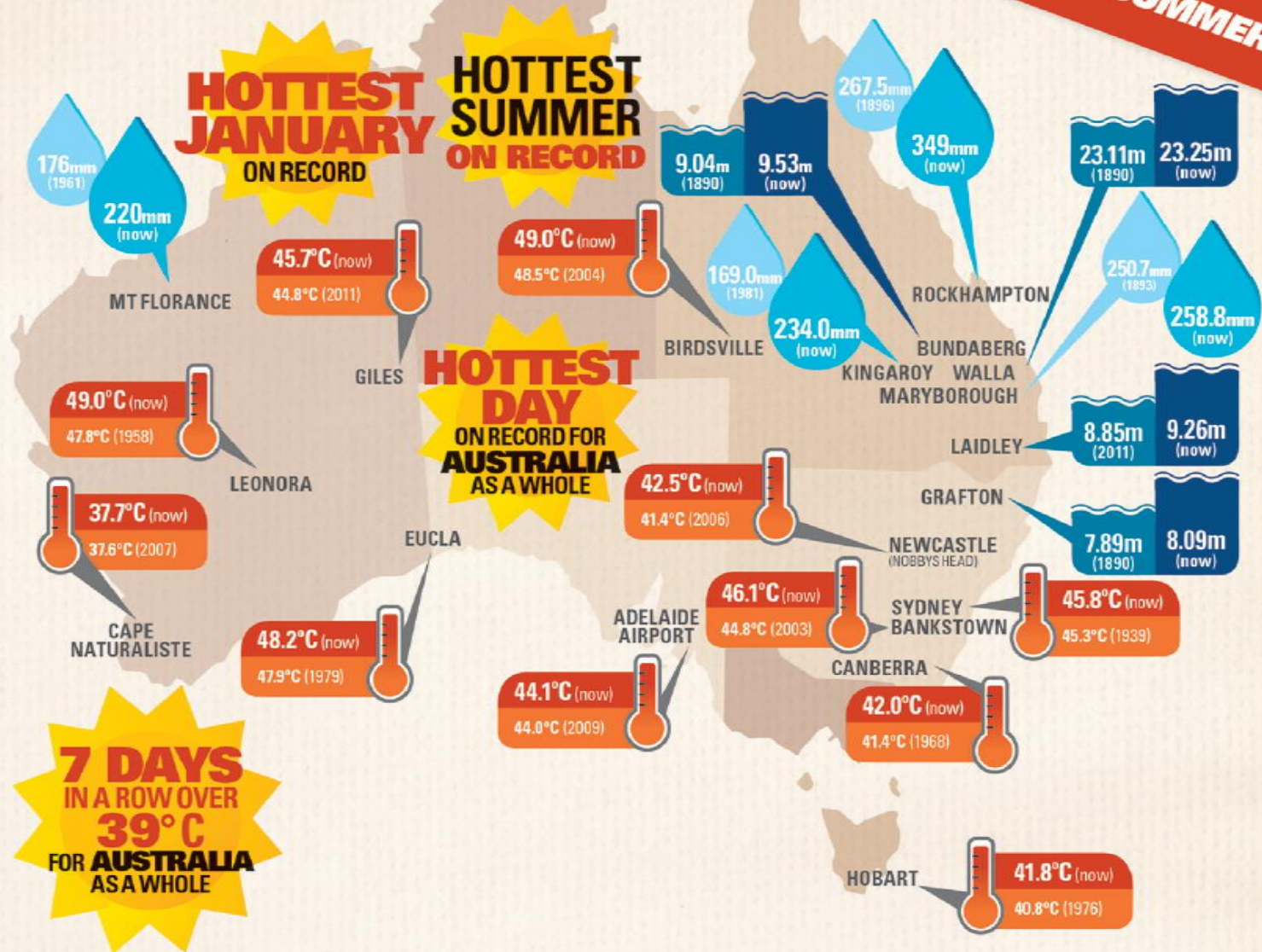
DAILY RAINFALL  
**RECORDS**



HEATWAVE  
**RECORDS**



**THE ANGRY SUMMER**



# Australia's Environmental Performance

1<sup>st</sup> No of World Heritage Sites (Natural)

4<sup>th</sup> – 11<sup>th</sup> Overall Competitiveness

40<sup>th</sup> – 56<sup>th</sup> Environmental Sustainability

119<sup>th</sup> - 132<sup>th</sup> Carbon Emission

121<sup>st</sup> – 123<sup>rd</sup> Threatened Species



Photograph: NSW Depart. of Environment  
Source: World Economic Forum 2009 and 2013

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# Responsible Actions to deliver improved quality and reduce environmental impacts



Source: Guests planting some of their 260 trees for conservation at Crystal Creek Meadows, Kangaroo Valley NSW

# Ethical Consumerism

*% of people who had undertaken the following 'once during the last year'*

Avoided a product or service on a company's behaviour	<b>62%</b>
Chosen a product or service on a company's behaviour	<b>75%</b>
Recommended a company because of its responsible practice	<b>64%</b>

Source: International Centre for Responsible Tourism – Australia  
[www.icrtourism.com.au](http://www.icrtourism.com.au)

## Everyday Ethical Purchase Choices

<i>Top 2 boxes 'Always' &amp; 'Very Often'</i>	Sydney
"Use environmentally friendly detergents or cleaning products?"	<b>47%</b>
"Donate to organisations devoted to environmental or social causes?"	<b>36%</b>
"Buy Fair Trade products?"	<b>29%</b>
"Purchase Green Energy?"	<b>24%</b>
"Book environmentally friendly accommodation?"	<b>17%</b>
"Invest in ethical funds?"	<b>12%</b>

Source: International Centre for Responsible Tourism – Australia

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# Attitudes towards Eco Friendly Travel

*'I take environmentally friendly considerations into account when making a decision about where to travel'*

		Why?
Strongly Agree/Agree	<b>33%</b>	Choices
Undecided	<b>39%</b>	Social Barriers
Disagree/Strongly Disagree	<b>28%</b>	Social Norms

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***“When booking you last Australian holiday how important or unimportant were the following criteria***

<b>% Top 2 Box ‘Very Important’ &amp; ‘Important’</b>	Sydney
Destination Choice	92%
Guaranteed clean accommodation	86%
Somewhere I can switch off and relax	83%
Opportunity to enjoy local lifestyle	83%
Affordable cost	83%
Experience somewhere new	77%
Good local food & wine	73%
Accommodation had modern comforts	60%
Good weather	60%
Accommodation provided indulgencies	40%
Holiday’s impact on the environment	33%
Used the company before	32%
Staying somewhere that would impress friends and family	32%
Company had ethical policies	25%

# Who is Responsible for Tourism's Impacts?

*'what level of responsibility do the following have in dealing with the environmental impact of a holiday'*

10=fully responsible , 1 = not at all

Sydney

Accommodation Providers

8.34

Holidaymakers

7.58

Local Tourist Association

7.49

Government

7.05

Airlines

6.83

Package Holiday Companies

6.77

Petrol Companies

6.40

Source: International Centre for Responsible Tourism – Australia

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# Comparison Pro-Environmental Behaviour

<b>% Top 2 Boxes 'Strongly Agree' &amp; 'Agree'</b>	<b>Sydney</b>	<b>Crystal Creek Meadows</b>
'I am prepared to make small changes while staying in accommodation, if it helps the environment'	<b>93%</b>	<b>96%</b>
'I find it hard as an individual to know what environmental action to take while staying in accommodation'	<b>55%</b>	<b>44%</b>
'I expect more information about the environmental impact of my stay at accommodation'	<b>51%</b>	<b>43%</b>
<b>% Top 2 Boxes 'Strongly Disagree' &amp; 'Disagree'</b>		
'I don't want to be told what the accommodation is doing to minimise its environmental impacts as long as they are taking action'	<b>71%</b>	<b>74%</b>

Source: International Centre for Responsible Tourism – Australia

# Individuals are motivated by direct personal benefits

*‘Thinking about accommodation which claims to be eco friendly, which of the following actions would appeal/not appeal’*

<b>% Top 3 Boxes ‘10-8’ Rating</b>	Sydney
Offers fresh local produce	<b>75%</b>
Room cleaned with eco friendly products	<b>70%</b>
Free use of bicycles	<b>66%</b>
Room powered by solar power	<b>65%</b>
Actively involved in local culture	<b>53%</b>
\$5 wildlife donation added to bill	<b>35%</b>
Carbon footprint printed on receipt	<b>29%</b>
Participate in conservation	<b>18%</b>



# Guest Satisfaction

*‘Thinking of Crystal Creek Meadows what was the most memorable part of your stay?’*

## Quality of Facilities -34% recalls

Beautiful gardens and nature walk  
Homely beautiful cottage  
Comfort, Views from the bed  
Day spa services, Clean  
Location, Swing, Port

## Responsible Practice -33% recalls

Chickens (consume food waste)  
Log fires (uses sustainable supply)  
Aromatherapy spa products (homemade)  
Local fresh produce (in hampers)  
Tree planting (conservation action)  
Bikes (free use)  
Citrus orchard (uses recycled water)  
Sustainability (information to guests)  
Homemade food (supply chain)

## Quality of Experience – 13%

Friendly hosts  
Whole experience is unique  
Little touches, thoughtful  
Privacy  
No pressure to spend money

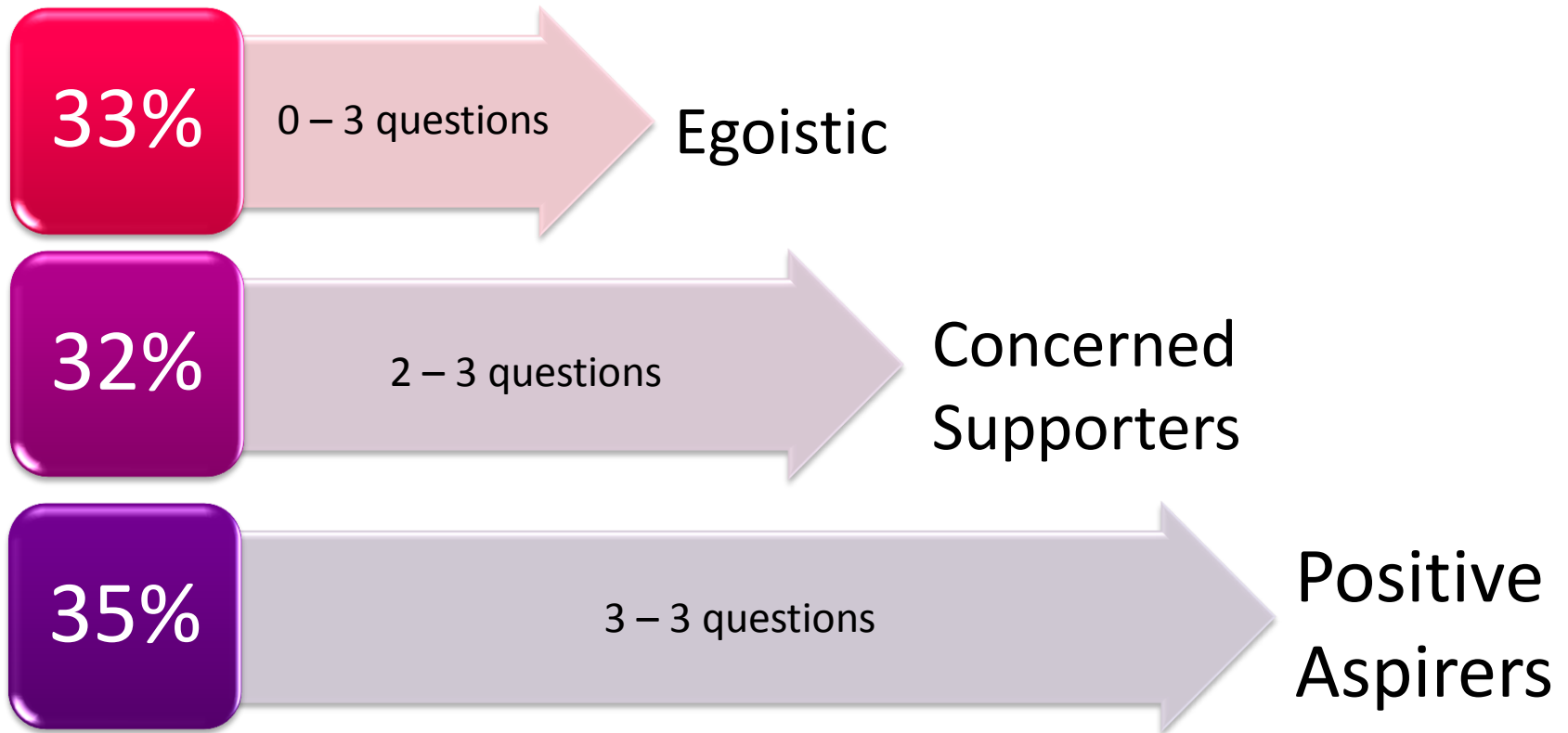
## Self Actualisation Needs – 19%

Peace and tranquillity  
Relaxation, quietness  
Seeing wombats, platypus, wildlife  
Community

# Segmentation

## Questions

1. Eco-friendly considerations -agree
2. Carbon footprint – appealing
3. Holidaymakers –fully responsible



# Guest Referral

*'Have you ever recommended Crystal Creek Meadows to family or friends?'*

	Yes	Will Do	No
Positive Aspirers	80%	20%	0%
Concerned Supporters	40%	50%	10%
Egoistic	55%	21%	24%

Source: International Centre for Responsible Tourism – Australia  
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## Independent Influencers

<i><b>Top 2 Boxes 'First' &amp; 'Second' ranking</b></i>	Sydney	Crystal Creek Meadows
Guest Reviews	<b>65%</b>	<b>69%</b>
Friends & family recommendations	<b>61%</b>	<b>57%</b>
Star Rating	<b>47%</b>	<b>50%</b>
Accreditation	<b>24%</b>	<b>24%</b>

Source: International Centre for Responsible Tourism – Australia

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## Attitudes Towards Independent Influence

<i>Top 2 Boxes 'Agree' &amp; 'Strongly Agree'</i>	Sydney	Crystal Creek Meadows
"important to identify green accommodation"	<b>80%</b>	<b>78%</b>
"negative environmental review discourages"	<b>71%</b>	<b>59%</b>
"positive community action review encourages"	<b>75%</b>	<b>79%</b>
"do not trust environmental statements"	<b>38%</b>	<b>16%</b>
"actively ask for accreditation details"	<b>14%</b>	<b>5%</b>

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Communicate the  
'Real' Qualities of your Experience  
in a manner which reflects  
your brand image and  
target audience needs



## Pride and passion of 'Regional Food Heroes'





Informality helps to make sustainability 'fun'







Bryn Bella  
Betws-y-Coed  
01690 710627

Package sustainability: make it easy to do  
'Snowdonia Without a Car'

# Cheli & Peacock Safaris

Communicate: before, during & after



# Conclusion

## A Marketing Case for Sustainability:

Availability, Easy, Needs, Guidance = Quality Experiences

- Ethical purchasing reflects availability and affordability
- Social norms and barriers prevent people 'doing what they say'
- Target the different *desires* of individuals
- Sustainability can be communicated in different ways



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Photograph: Crystal Creek Meadows, guests planting one of their 260 trees, Kangaroo Valley, NSW Australia