

Sustainable coastal tourism webinar

Interreg Aurora

How to market and communicate
sustainability practices

Prof. Xavier Font
University of Surrey
x.font@surrey.ac.uk

Five benefits of sustainability marketing and communication

1. Improve your service
2. Improve your customer satisfaction
3. Increase your customer expenditure
4. Increase loyalty and reduce seasonality
5. To attract new customers is more costly and complex

1. Improve your service

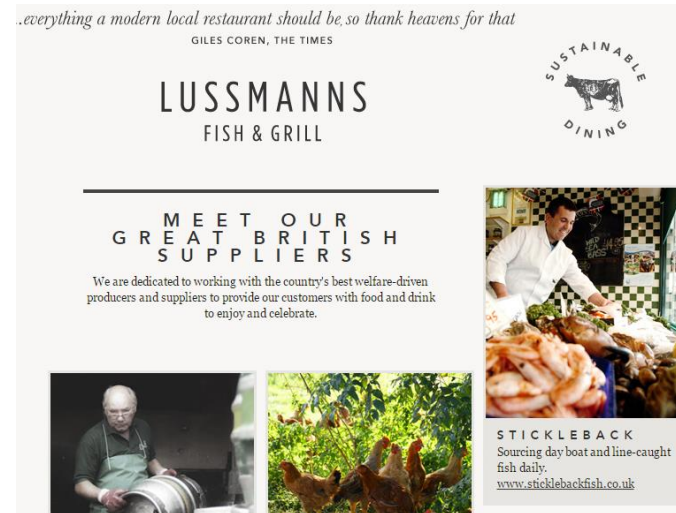
1a. Ask nicely

1b. Be trustworthy

1c. Be honest

1d. Be humorous

1e. Be engaging



1a. Ask nicely

Take care to design your sustainability communications.

Signage that uses your logo and has been desk top published and then displayed with care produces higher results with your customers

Avoid “be eco-friendly” and “we buy sustainable whenever possible”



1b. Be trustworthy

Evidence

Empathy

Write in first person, include a photo of the owner/manager

Testimonials of food suppliers

..everything a modern local restaurant should be, so thank heavens for that

GILES COREN, THE TIMES

LUSSMANNS

FISH & GRILL



MEET OUR GREAT BRITISH SUPPLIERS

We are dedicated to working with the country's best welfare-driven producers and suppliers to provide our customers with food and drink to enjoy and celebrate.



STICKLEBACK

Sourcing day boat and line-caught fish daily.

www.sticklebackfish.co.uk

1c. Be honest

Don't tell me to reuse the towel to save planet earth.



Current message:

Every day, in hotels all over the world, tons of towels are washed and washing powder is used, which contaminates the water. Please decide!

New best message:

Reuse me tomorrow.
Just like at home.

Large towel

38%



49%

Small towel

43%



56%

Test conducted:

English, German and Spanish text
9,790 guests nights
1/09/16 – 23/10/16
TUI Magic Life Fuerteventura

1d. Be humorous

It is easier to change someone's behaviour if you share a joke than if you make them feel forced to do it against their will, or if you are all doom and gloom.



1e. Be engaging

Personal and social values
“we share the same values”
message

“What I’m finding more and more as I travel and talk to parents, is the overwhelming number of you who are becoming desperate to help their children to engage with the real world and leave behind the screen of a computer, phone, Playstation, X-Box...”



2. Improve your customer satisfaction

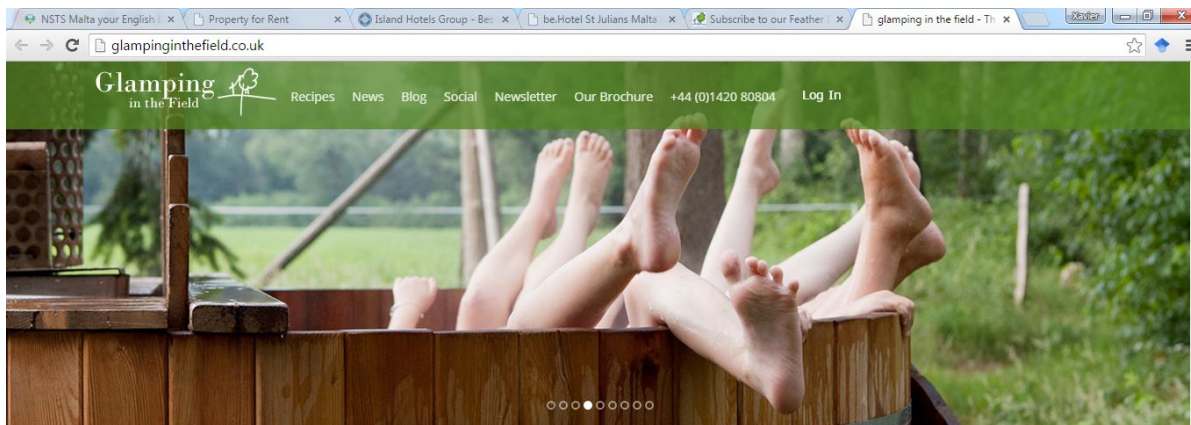
2a. Make them feel good

2b. Use appealing language

2c. Tell customers what's in it for them

2d. Make it easy

2e. Help them take decisions



Clondeboye Estate Yoghurt

Situated near Bangor in County Down, Clondeboye Estate is one of Northern Ireland's most beautiful private estates and home to **Lady Dufferin, the Marchioness of Dufferin and Ava**, and a delicious range of creamy artisan yoghurts.

Clondeboye Estate Yoghurts, the only yoghurts made in Northern Ireland, are created using milk from Clondeboye's award winning herd of Holstein and Jersey cows.

The high quality milk is blended by hand using traditional techniques that guarantee a rich creamy texture without high fat content. It is then prepared and cultured very gently over 24 hours in small batches, which helps create an exceptional flavour and texture. Clondeboye yoghurt is available in Greek, Natural and a range of flavours from Strawberry to Blueberry.



2a. Make them feel good

Provenance

Menu descriptions, provenance statements

Show you care by cross selling (help them book activities with other providers)

Using Fairtrade sugar and organic coffee

Show and share the pride of the difference you made, together



Clandeboy Estate Yoghurt

Situated near Bangor in County Down, Clandeboy Estate is one of Northern Ireland's most beautiful private estates and home to **Lady Dufferin, the Marchioness of Dufferin and Ava**, and a delicious range of creamy artisan yoghurts.

Clandeboy Estate Yoghurts, the only yoghurts made in Northern Ireland, are created using milk from Clandeboy's award winning herd of Holstein and Jersey cows.

The high quality milk is blended by hand using traditional techniques that guarantee a rich creamy texture without high fat content. It is then prepared and cultured very gently over 24 hours in small batches, which helps create an exceptional flavour and texture. Clandeboy yoghurt is available in Greek, Natural and a range of flavours from Strawberry to Blueberry.

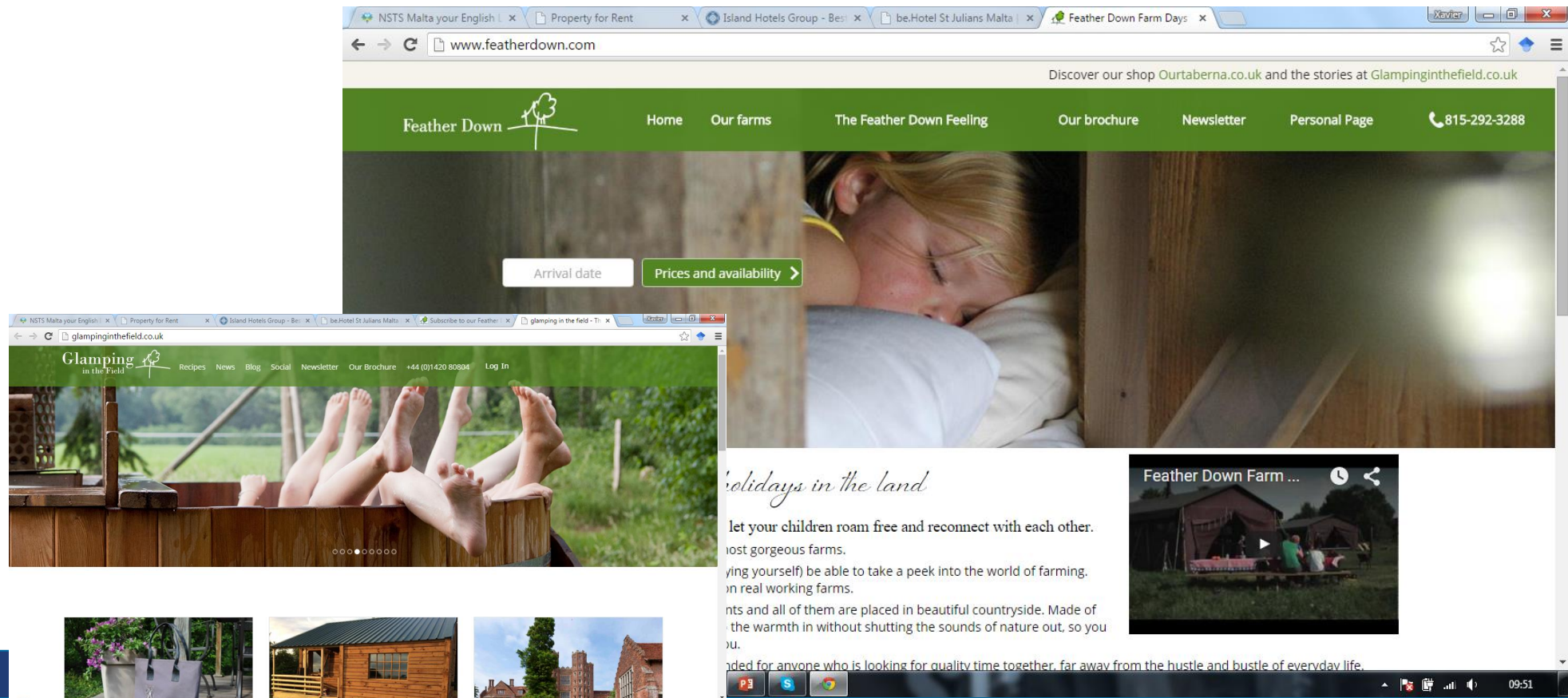


2b. Use appealing language

Appealing first, factual as backup

Storytelling for emotional appeal

The bird menu...



2c. Tell customers what's in it for them

Fresh, trustworthy, more enjoyable

Kitchen waste

Roof insulation

Showers

Air conditioning



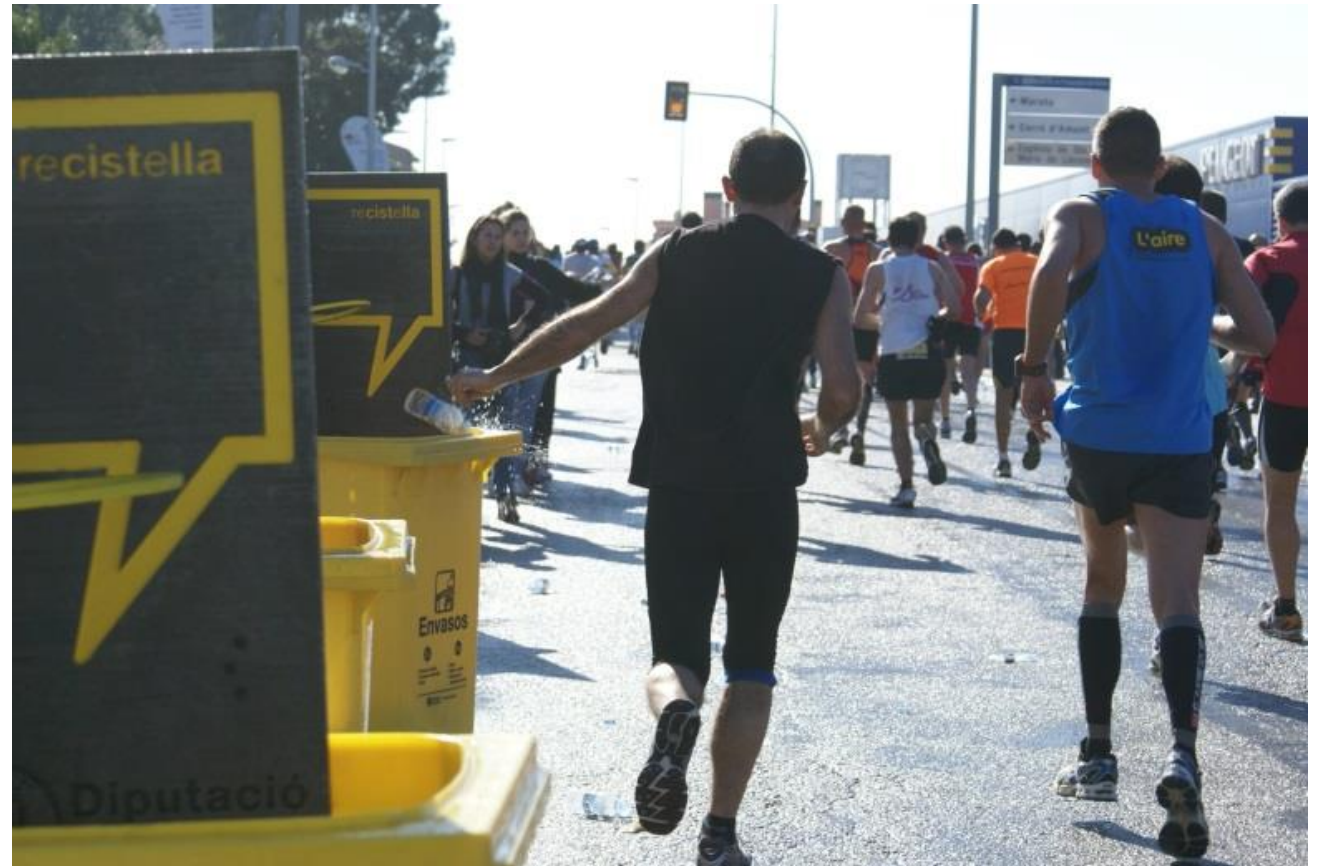
If you are asking your customers to change their behaviour, offer them something in return

Put the client at the centre of the experience works for all messages



2d. Make it easy for them

Take the stress and responsibility out of making choices about sustainability for your customers. Instead provide the sustainable product as the natural choice, and have evidence available to back up your choices
Make this part of better service



2e. Help them take decisions

Present information that is useful at that point in time
Make it convenient, easy, the normal choice

1. Pre booking/ purchase
2. After booking and confirmation
3. On arrival/ start of the tour
4. During the tour/ stay
5. After the stay/visit



Staff Tip:

"Some Nepalese (older women in particular) do not like being photographed. Always ask before you photograph anyone."



Staff Tip:

"Some handy items to take are; a buff – you can pick these up cheaply in Thamel or Namche/ Pokhara, and it functions as a scarf, dust protector or neck warmer; Sun block – factor 50+, and snow grade sunglasses – don't underestimate the glare off the mountains."



Staff Tip:

"I would recommend taking a heatproof or metal water bottle when trekking. It can be filled with boiling water in the evening and used as a hot water bottle to warm up your sleeping bag, and will also then be your drinking water for the following day!"

3. Increase your customer expenditure

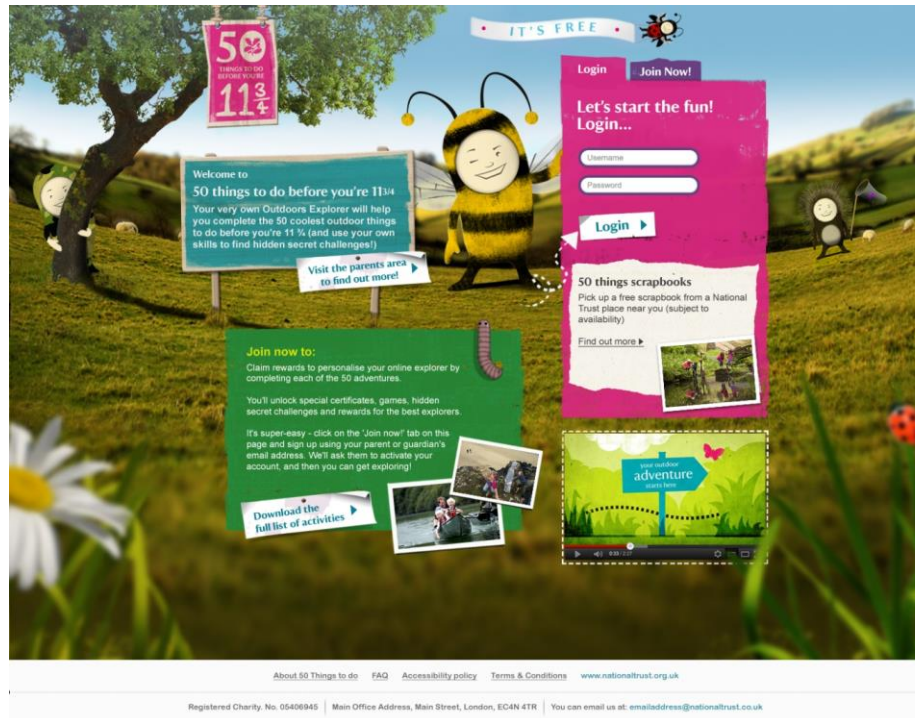
“wow that’s really cool!” is what you are aiming for

3a. Make them feel special

3b. Give them things to do

3c. Improve the experience

3d. Package services



3a. Make them feel special

Unique service and sense of exclusivity increase willingness to pay

Offer specific products only for loyal customers

Across the border in East Yorkshire, England, local pubs and cafes are celebrating the birds' return to form by selling 'capuffincinos', frothy coffees with a chocolate puffin sprinkled on top.



3b. Give them things to do

Upsell:
Help them
spend more
(time and
money) with you

50 THINGS TO DO BEFORE YOU'RE 11 $\frac{3}{4}$

Sign up online to get your own virtual explorer, plus top tips and extra secret challenges!

Adventurer

1. Climb a tree ☐
2. Roll down a really big hill ☐
3. Camp out in the wild ☐
4. Build a den ☐
5. Skim a stone ☐
6. Run around in the rain ☐
7. Fly a kite ☐
8. Catch a fish with a net ☐
9. Eat an apple straight from a tree ☐
10. Play conkers ☐

Discoverer

11. Go on a really long bike ride ☐
12. Make a trail with sticks ☐
13. Make a mud pie ☐
14. Dam a stream ☐
15. Play in the snow ☐
16. Make a daisy chain ☐
17. Set up a snail race ☐
18. Create some wild art ☐
19. Play pooh sticks ☐
20. Jump over waves ☐

Ranger

21. Pick blackberries growing in the wild ☐
22. Explore inside a tree ☐
23. Visit a farm ☐
24. Go on a walk barefoot ☐
25. Make a grass trumpet ☐
26. Hunt for fossils and bones ☐
27. Go star gazing ☐
28. Climb a huge hill ☐
29. Explore a cave ☐
30. Hold a scary beast ☐

Tracker

31. Hunt for bugs ☐
32. Find some frogspawn ☐
33. Catch a falling leaf ☐
34. Track wild animals ☐

Explorer

35. Discover what's in a pond ☐
36. Make a home for a wild animal ☐
37. Check out the crazy creatures in a rockpool ☐
38. Bring up a butterfly ☐
39. Catch a crab ☐
40. Go on a nature walk at night ☐
41. Plant it, grow it, eat it ☐
42. Go swimming in the sea ☐
43. Build a raft ☐
44. Go bird watching ☐
45. Find your way with a map and compass ☐
46. Try rock climbing ☐
47. Cook on a campfire ☐
48. Learn to ride a horse ☐
49. Find a geocache ☐
50. Canoe down a river ☐

National Trust

nationaltrust.org.uk/50things

© National Trust 2013. The National Trust is a registered charity, no. 205846. Please recycle after use.

3c. Improve the experience

Increasing the experience
increases the willingness to pay
Participate, experience
Make them the protagonists

(Join the chef in selecting the
vegetables and herbs for
dinner)



3d. Package services

Essential/most known/highest sales products bundled with
higher profit margin/ new to the market products



DEALS! DISNEY DESTINATIONS FREE FUN TIPS & PRODUCTS ASK US! STORE



SEARCH



INTRODUCING MARRIOTT REWARDS® MEMBER RATES

It pays to book direct on Marriott.com where members get our **lowest price**, all the time.

BOOK DIRECT

STAY IN SHAPE WHEN TRAVELING WITH NEW BALANCE, WESTIN HOTELS

Posted by Gina Vercesi, Unplugged TravelingMom | Feb 28, 2014 | 2 ● | ★★★★★



by adaptv.advertising.com...

One of the toughest things about keeping up an exercise routine while traveling is having the right equipment. Packing light to save the baggage fees can mean little room for bulky running shoes. That's why I like the program from New Balance shoes and Westin Hotels to help people stay in shape when traveling.

I was very excited to try out this program during a recent stay at



4. Increase loyalty and reduce seasonality

4a. Make them aware

4b. Weather proof your offer

4c. Add a calendar

4d. Give them reasons to recommend or return



Wildlife Calendar

@Vis

Wildlife	Best place to see	Top Tip	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Adder	YWT Allenthorpe Common	Visit early on a warm spring day to watch adders basking in the morning sun		✓	✓	✓							
Avocet	YWT North Cave Wetlands	Crossland Hide offers the best views of breeding avocets, with their distinctive curved beak				✓	✓	✓	✓	✓			
Barn owl	Tophill Low	Barn owls are most active in summer as they feed their chicks, look for them at dawn or dusk		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Bearded tit	RSPB Blacktoft Sands	Listen for high pitched 'pinging' calls and watch for roving flocks in the reedbeds in winter		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Bittern	RSPB Blacktoft Sands	Visit in spring to hear the unmistakable 'boom' or try the winter months as they venture out onto the ice		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ducks in breeding plumage	YWT Wheldrake Ings, YWT North Cave Wetlands	Male ducks like widgeon, teal, pintail and shoveler take on their finest attire in winter - a dazzling array of colours ready to impress a new partner for spring		✓	✓								✓
Gannet	RSPB Bempton Cliffs	Watch for gannets seemingly hovering on the thermals from the viewing platforms				✓	✓	✓	✓	✓	✓	✓	✓



4a. Make them aware

Reinforce their perception of having made the right choice by letting them know, post purchase, how their product also helps sustainability as well as being a better quality product.



4b. Weather proof your offer

What to do when:

- There are midges
- It rains
- It's too hot



Photos

Wildlife Calendar														@Visit	
Wildlife	Best place to see	Top Tip	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV		
 Adder	YWT Allerthorpe Common	Visit early on a warm spring day to watch adders basking in the morning sun		✓	✓	✓									
 Avocet	YWT North Cave Wetlands	Crossland Hide offers the best views of breeding avocets, with their distinctive curved beak				✓	✓	✓	✓	✓					
 Barn owl	Tophill Low	Barn owls are most active in summer as they feed their chicks, look for them at dawn or dusk	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
 Bearded tit	RSPB Blacktoft Sands	Listen for high pitched 'pinging' calls and watch for roving flocks in the reedbeds in winter	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
 Bittern	RSPB Blacktoft Sands	Visit in spring to hear the unmistakable 'boom' or try the winter months as they venture out onto the ice	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
 Ducks in breeding plumage	YWT Wheldrake Ings, YWT North Cave Wetlands	Male ducks like wigeon, teal, pintail and shoveler take on their finest attire in winter - a dazzling array of colours ready to impress a new partner for spring	✓	✓									✓	✓	
 Gannet	RSPB Bempton Cliffs	Watch for gannets seemingly hovering on the thermals from the viewing platforms				✓	✓	✓	✓	✓	✓	✓	✓		

4d. Give them reasons to recommend or return

Provide sustainability incentives appropriate to what the customer is worth to you












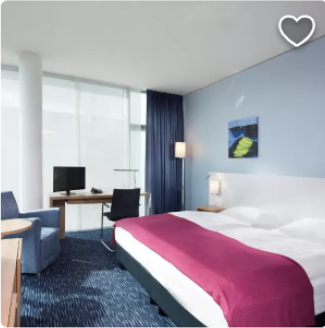
5. Attract new customers

- 5a. Understand buyer requirements
- 5b. Communicate b2b + b2c benefits


Best departing flights ⓘ

Total price includes taxes + fees for 1 adult. [Additional bag fees](#) and other fees may apply.

	07:20 – 10:55 Ryanair	2 hrs 35 min STN–ALC	Non-stop	178 kg CO ₂ Avg emissions ⓘ	 £107 round trip	▼
	07:25 – 11:00 easyJet	2 hrs 35 min LGW–ALC	Non-stop	159 kg CO ₂ -11% emissions ⓘ	 £109 round trip	▼
	16:10 – 19:45 Ryanair	2 hrs 35 min STN–ALC	Non-stop	178 kg CO ₂ Avg emissions ⓘ	 £117 round trip	▼
	09:30 – 13:05 Jet2	2 hrs 35 min STN–ALC	Non-stop	–	£157 round trip	▼
	17:45 – 21:15 easyJet	2 hrs 30 min LGW–ALC	Non-stop	161 kg CO ₂ -9% emissions ⓘ	 £167 round trip	▼




Seminaris CampusHotel Berlin



[Steglitz-Zehlendorf, Berlin](#) · [Show on map](#) · 5.4 miles from centre ·

Metro access

 Travel Sustainable property

Pay with Wallet

Standard Double Room
3 beds (2 singles, 1 large double)

Breakfast included

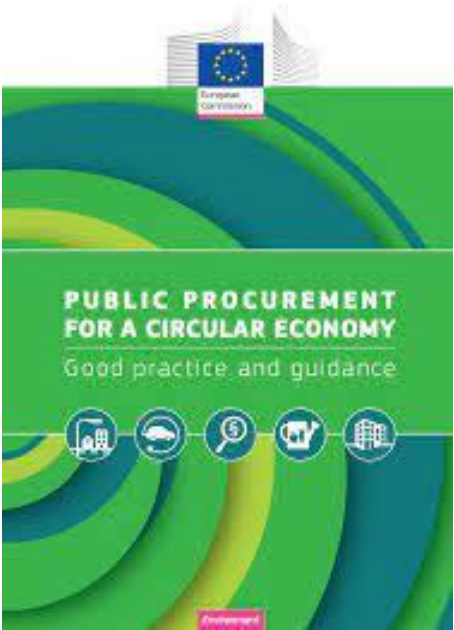
Free cancellation
You can cancel later, so lock in this great price today.

1 night, 2 adults

£110

Includes taxes and charges

See availability >



Thank you

Prof. Xavier Font
University of Surrey
x.font@surrey.ac.uk