

# MARKETING SUSTAINABLE TOURISM AND HOSPITALITY

## NI Tourism Conference 2022

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 @xavierfont

 /xavierfont

I am sustainable...

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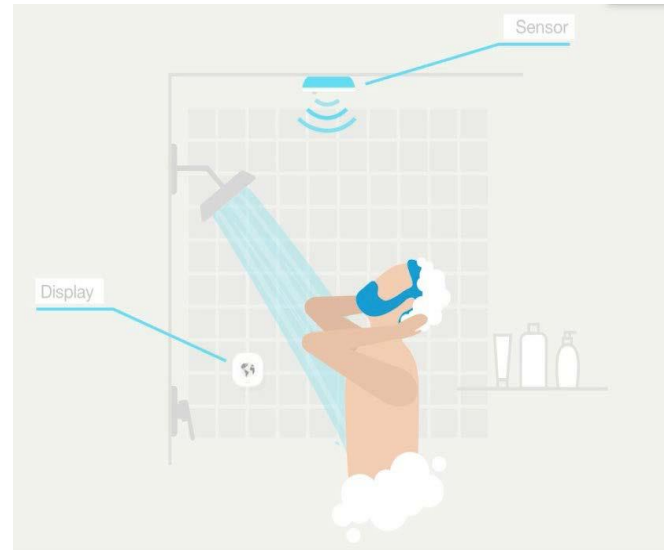
... whenever possible

# Your business can do better than that!

5 benefits of sustainability marketing

# 1. Reduce your impacts

- 1a. Ask nicely
- 1b. Be trustworthy
- 1c. Be honest
- 1d. Be humorous
- 1e. Be engaging






*...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](http://www.sticklebackfish.co.uk)

**SUSTAINABLE  
DINING**








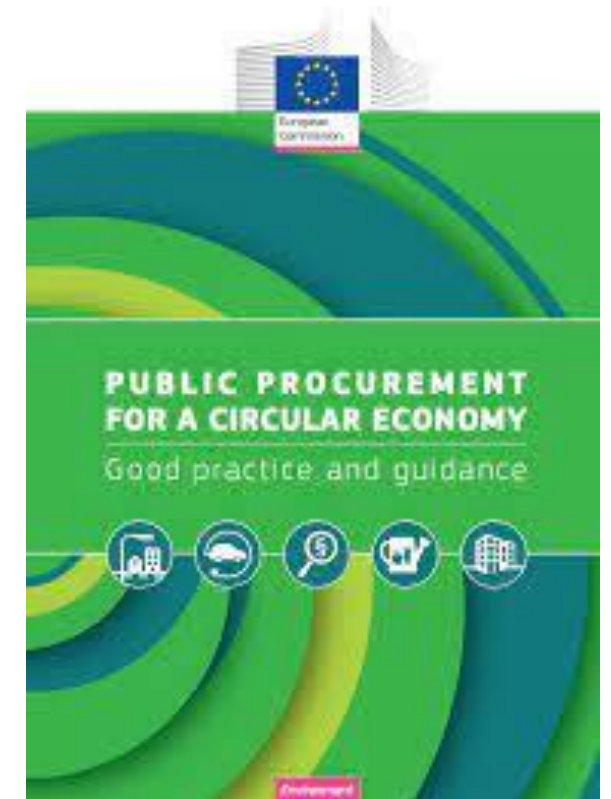
## 2. Attract more customers

2a. Monitor your impacts

2b. Understand buyer requirements

2c. Communicate b2b + b2c benefits

	17:30 – 20:20 British Airways	1 hr 50 min LHR–ZRH	Non-stop	–	£181 round trip	▼
	18:35 – 21:15 SWISS · Operated by Helvetic	1 hr 40 min LCY–ZRH	Non-stop	135 kg CO <sub>2</sub> +15% emissions ⓘ	£190 round trip	▼
	06:55 – 09:30 British Airways · Operated by BA Cityflyer	1 hr 35 min LCY–ZRH	Non-stop	135 kg CO <sub>2</sub> +15% emissions ⓘ	£201 round trip	▼
	16:05 – 18:40 British Airways · Operated by BA Cityflyer	1 hr 35 min LCY–ZRH	Non-stop	135 kg CO <sub>2</sub> +15% emissions ⓘ	£205 round trip	▼
	19:00 – 21:45 SWISS	1 hr 45 min LHR–ZRH	Non-stop	107 kg CO <sub>2</sub> -9% emissions ⓘ	£212 round trip	▼





### 3. Improve satisfaction

Unique properties with added value get top scores

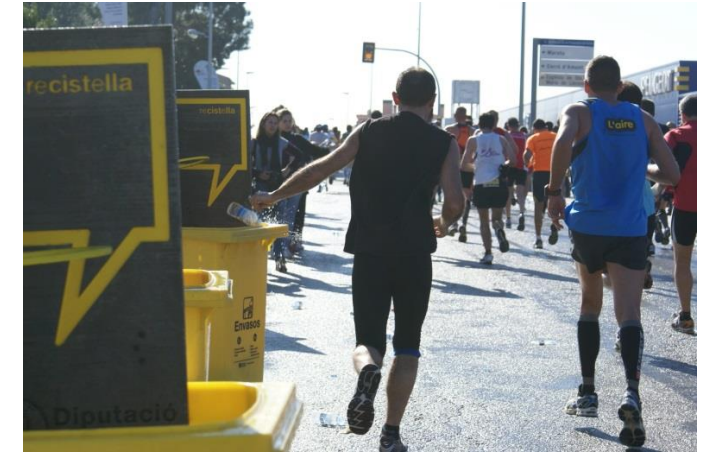
2a. Make them feel good

2b. Use appealing language- fun, relatable

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

2d. Make it easy

2e. Help them take decisions



#### Clandeboyne Estate Yoghurt

Situated near Bangor in County Down, Clandeboyne 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.

Clandeboyne Estate Yoghurts, the only yoghurts made in Northern Ireland, are created using milk from Clandeboyne'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. Clandeboyne yoghurt is available in Greek, Natural and a range of flavours from Strawberry to Blueberry.



## 4. Increase your customer expenditure

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

4a. Make them feel special

4b. Give them things to do

4c. Improve the experience

4d. Package services





# How many have you done?

We've been working closely with kids just like you to put together this list of the best things to do before you're 11¾. (Although lots of them are still great fun even when you're 81¾.) You'll find fun things to do for every kind of outside place, from mountains to sea, forests to fields. So what are you waiting for? Get out there and see how many you can do!

 1. Get to know a tree	 2. Roll down a really big hill	 3. Camp outdoors	 4. Build a den	 5. Skim a stone	 6. Go welly wandering	 7. Fly a kite	 8. Spot a fish	 9. Eat a picnic in the wild	 10. Play conkers
 11. Explore on wheels	 12. Have fun with sticks	 13. Make a mud creation	 14. Dam a stream	 15. Go on a wintry adventure	 16. Wear a wild crown	 17. Set up a snail race	 18. Create some wild art	 19. Play pooh sticks	 20. Go paddling
 21. Forage for wild food	 22. Find some funky fungi	 23. Get up for the sunrise	 24. Go barefoot	 25. Join nature's band	 26. Hunt for fossils and bones	 27. Go stargazing	 28. Climb a huge hill	 29. Explore a cave	 30. Go on a scavenger hunt
 31. Make friends with a bug	 32. Float in a boat	 33. Go cloud watching	 34. Discover wild animal clues	 35. Discover what's in a pond	 36. Make a home for wildlife	 37. Explore the wonders of a rock pool	 38. Bring up a butterfly	 39. Catch a crab	 40. Go on a nature walk at night
 41. Help a plant grow	 42. Go swimming in the sea	 43. Help a wild animal	 44. Watch a bird	 45. Find your way with a map	 46. Clamber over rocks	 47. Cook on a camp fire	 48. Keep a nature diary	 49. Watch the sunset	 50. Take a friend on a nature adventure



## 5. Increase brand loyalty and reduce seasonality

Make sustainability part of a memorable experience

5a. Empower customers- make them protagonists

5b. Weatherproof your offer

5c. Add a calendar

5d. Make them aware of your work

5e. Give them reasons to recommend or return





# Thank you

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