

Tourism and Marketing Trends in the Environmental Tourism Industry

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www.toes.ca



Lakeland Alliance
Stoney Lake Workshop
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What is the
make up of
the
environmental
tourism Industry
in the Kawarthas?

Ecotourism Defined

- ***"Responsible travel to natural areas that conserves the environment and improves the well-being of local people."***
- ***(The International Ecotourism Society, 1990)***

The Principles ...



- *minimize impact*
- *build environmental and cultural awareness and respect*
- *provide positive experiences for both visitors and hosts*
- *provide direct financial benefits for conservation*
- *provide financial benefits and empowerment for local people*
- *raise sensitivity to host countries' political, environmental, and social climate*

Environmental Management Checklist

- Do you have one?
- Include:
 - Food and beverage
 - Transportation
 - Staffing
 - Infrastructure
 - Programming
 - Visitor Behaviour
 - Conservation



Fueling our social and environmental advocacy are our Eco-Policies and Principles. Esprit began with the desire to provide the highest quality outdoor adventure programs while sharing our passion and commitment to the environment. Using rivers as our medium of discovery, we have been able to travel the globe, explore pristine wilderness areas and develop a strong awareness and acceptance for unique and exotic cultures.

We invite you to join us at Esprit. Together, we can make a difference.
Jim, Erin and Team Esprit

"Never doubt that a group of thoughtful committed citizens can change the world. Indeed it's the only thing that ever has."
Margaret Mead



Esprit Eco-Policy: Our Passion and our Principles

<p>What We do to Support the Environment:</p> <p>Practice and promote "Leave No Trace" wilderness ethics</p> <p>River Advocacy</p> <p>1% For the Planet</p> <p>Greenhouse gas neutral vehicles</p> <p>Promotional materials printed on recycled paper.</p> <p>Separate all organic waste for composting</p> <p>Recycle all non-organic waste</p> <p>No disposable cutlery, plates, bowls, serving trays or cups</p>	<p>Greenhouse Gas Neutral Global warming puts us on the verge of a global environmental crisis. To reduce our "carbon footprint" all Esprit diesel vehicles run on a biodiesel fuel blend called B20. Although this greatly reduces our greenhouse gas emissions, it does not eliminate them completely. To compensate for these residual emissions we started a program called "Green My Travel". This carbon offset program certifies all Esprit vehicles as "Greenhouse Gas Neutral" under Canada's distinguished "Ecology", a certification for progressive, industry leading, environmentally sound business practices. Flying to one of our international destinations? We will gladly share the cost of offsetting your flight!</p> <p>Paddling For Preservation Stewardship and protection of our wild and scenic rivers is obviously close to the heart and soul of Esprit. We are involved in a variety of grassroots river advocacy campaigns such as "Les Amis de Riviere Kipawa" as well as partnering with CPAWS (Canadian Parks and Wilderness Society) to permanently protect the Dumoine River watershed.</p> <p>Third Party Eco-Auditing Esprit's riverside lodge is inspected annually by Hostelling International who examine our environmental practices and makes suggestions for improvement. Some examples of our eco-choices include the installation and use of low volume toilets, showers and dishwasher, energy saving light bulbs, the separation of recyclables and composting of organic waste!</p>	<p>1% For The Planet Our Esprit Whitewater Worldwide operations have joined an international collection of environmentally concerned businesses called 1% For The Planet. Membership mandates we pledge 1% of our international sales to financially assisting registered "grass-roots" environmental projects. A great opportunity for us to "put our money where our mouth is!"</p> <p>Leave No Trace LNT (Leave No Trace) is an international organization dedicated to outdoor and wilderness ethics. The program strives to educate all those who enjoy and use the outdoors about the nature of their recreational "footprint" as well as techniques to prevent and minimize human impact. Esprit provides training seminars on the seven key principles of "Leave No Trace."</p> <p>"Hermanos" Hermanos literally means "brothers and sisters". A portion of all Esprit basecamp revenues are donated to support human rights, fair trade and health/wellness issues. Initiatives include "A Taste For Justice" International Dinners in support of Amnesty International, as well as "micro investments" in a variety of small scale, "village based" Mexican enterprises which include a rafting operation, internet café, organic coffee and mango preserves.</p> <p style="text-align: right;">1-800-596-7238 ~ info@whitewater.ca</p>
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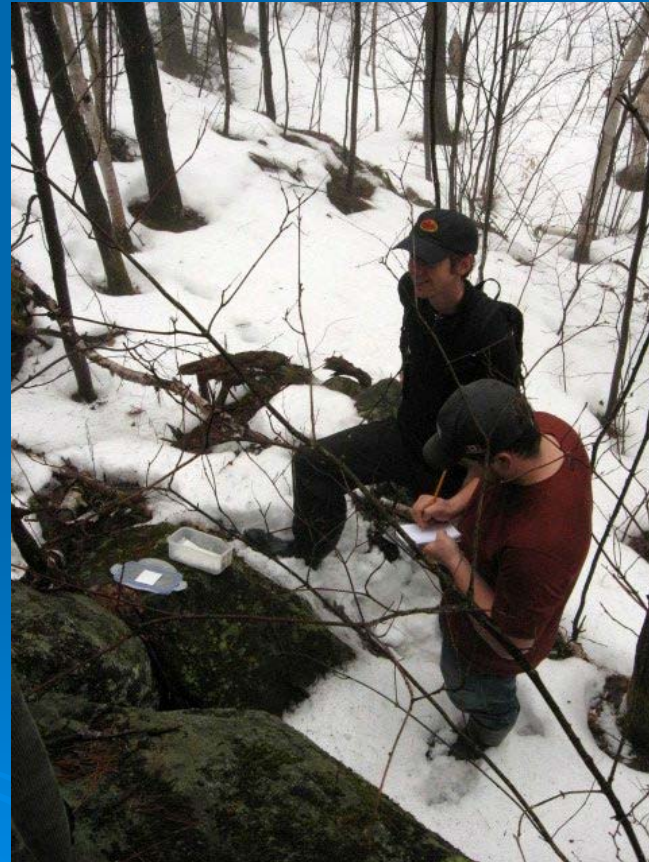
Trends

- More interest in the environment
- http://www.tourismpartners.com/publications/Research/reas_segrpts_TargetSegmentProfiles.pdf

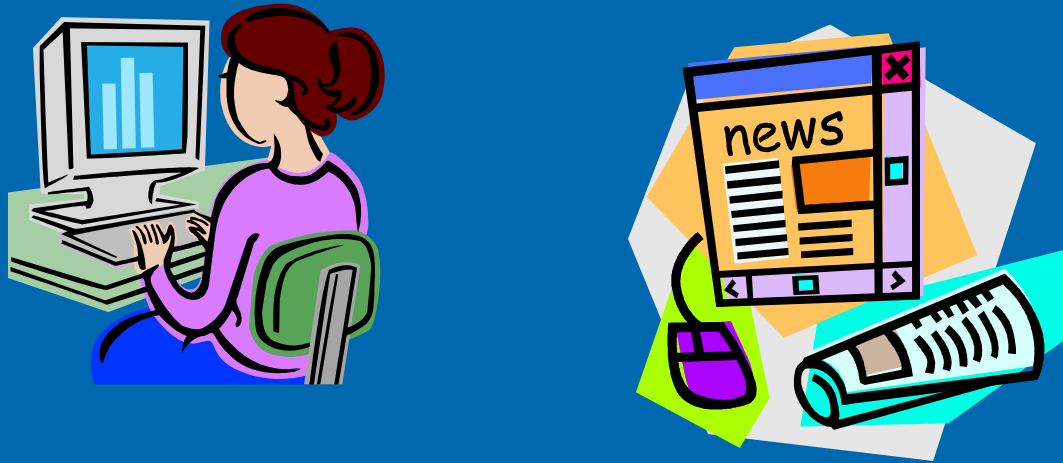


Trends

- More independent travellers



Trends



➤ Greater reliance on the internet

- Over 90% of Canadians use online resources to learn, explore and book travel
- Users of online resources take an average of 3.5 trips per year, compared to only 2 trips for travellers using offline resources
- 59% of online users complete an online purchase

Trends

- More attention paid to female travellers



Trends



- Greater market segmentation
- Examples:
 - people travelling with pets
 - New Canadians
 - First Generation Canadians
 - Families
 - VFR increasingly important

Trends

- Increase in second home ownership



Trends

- Travellers are looking for authentic experiences



Trends



- **Experiential Travel: Be experience driven**
 - 'ing' the thing!
 - Walking, bicycling, storytelling, birding, exploring, geocaching

In Closing

- Just the beginning
- Statistically we 'tip' somewhere between 5%-12% (Gladwell, 2000)
- Ontarians travelling in Ontario 3.78%
- Americans travelling in Ontario 9.86%
- Consumer demand will dictate “green tourism” response from industry in Ontario