

Digital Hot Topics

Exploring New Digital Marketing Trends for Tourism Businesses

Increasing Importance in Sustainability

Key Points on Sustainability in Digital Marketing for Tourism

1. Authenticity in Sustainable Messaging

Ensure that any claims or messages about sustainability are genuine and backed by real actions. Greenwashing, or making false claims about environmental practices, can damage credibility and trust.

2. Engaging in Responsible Marketing

Avoid over-promoting destinations or experiences that are suffering from over tourism. Instead, focus on promoting off-peak seasons or less-visited locations to help distribute tourist impact more evenly. Possibly build this into messaging and strategy for very popular locations or experiences.

3. Highlighting Sustainable Practices

Share stories and content that highlight your business's sustainable practices, like energy-saving measures, waste reduction, or support for local communities.

4. Educating and Informing

Use your digital platforms to educate travellers about sustainable travel practices. This could include tips on reducing carbon footprints, respecting local cultures, and preserving natural habitats.

5. Partnering with Sustainable Brands

Collaborate with other eco-friendly or sustainable brands for joint marketing campaigns. This not only broadens your reach but also aligns your brand with sustainability.

6. Eco-friendly Digital Practices

Implement eco-friendly practices in your digital marketing itself, such as optimising website energy efficiency or using email marketing platforms that have a commitment to sustainability. Check the policies of who you use and how sustainable they are.

Examples of Sustainable Digital Marketing Actions

Example 1: Promoting Eco-Friendly Accommodations

Highlight your strong environmental policies, such as using renewable energy, offering organic, locally-sourced food, or participating in wildlife conservation efforts.

Example 2: Sustainable Destination Marketing

Create content around destinations known for their sustainability efforts, highlighting eco-tours, conservation projects, and community-based tourism initiatives.

Example 3: Digital Campaigns for Conservation

You could have a digital marketing campaign that directly supports conservation efforts. For example, a campaign where a portion of every booking goes to wildlife conservation or environmental initiatives. Or if you are involved in any local initiatives, do share these in your digital campaigns.

Example 4: Green Certifications and Awards

If your business has received any green certifications or awards, prominently display them in your digital marketing materials to reinforce your commitment to sustainability.

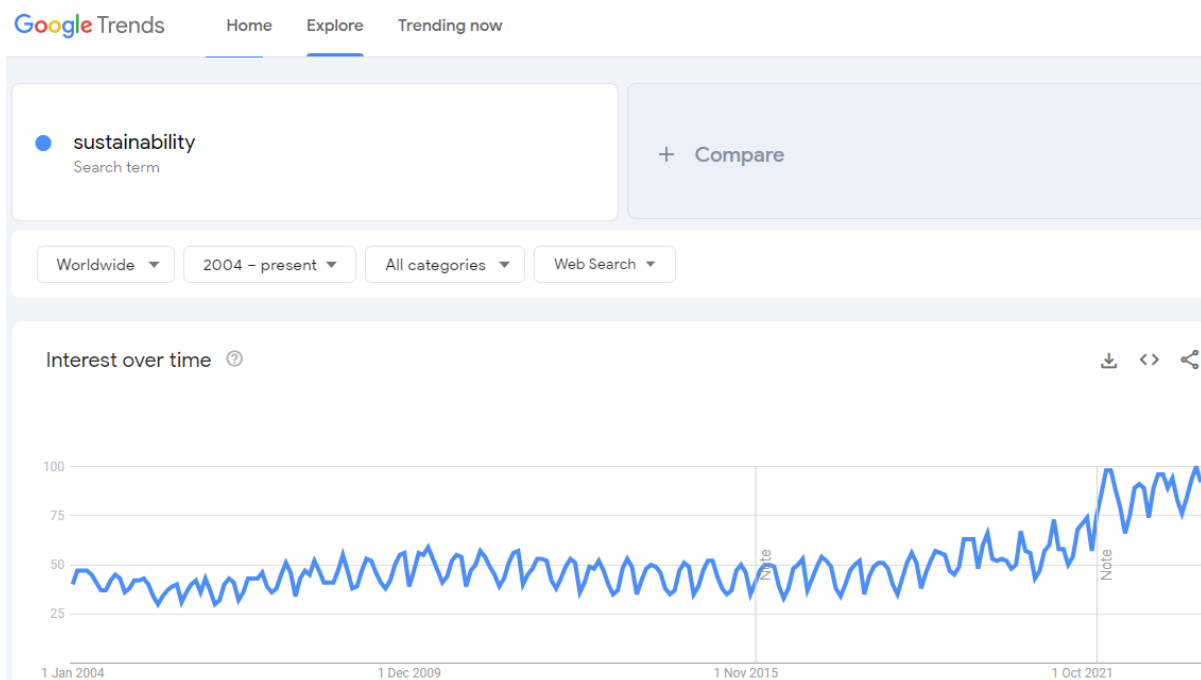
Example 5: Leveraging Social Media for Awareness

Use social media platforms to spread awareness about sustainable tourism practices, sharing educational content, and engaging with followers on environmental issues.

Incorporating these sustainable practices into digital marketing strategies not only helps in building a positive brand image but also contributes to the broader goal of sustainable tourism, which is increasingly important to modern travellers.

As we saw in Google Trends – the digital interest in this has more than doubled over the last number of years.

If you do not have any of this content within your digital strategy, you are missing out on this important drive, that is likely to only get more important.



Source: <https://trends.google.com/>