



# Sustainable Tourism Masterclass

Implementing Sustainability & Its Market Implications



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## SURF SOUTH WEST AND OUR ENVIRONMENTAL AIMS

For us, one of the best features of surfing is the low impact nature of the sport on the environment. The power that creates a wave is 100% 'green', the surf being generated by the wind. Although the essence of surfing is all natural, other aspects of the sport have the capacity to leave more of a negative environmental footprint.

With this in mind Surf South West is committed to reducing our carbon footprint, acting in a sustainable way and encouraging others to act similarly.

For an in depth article on surfing and climate change: [read here how climate change could wipe out surfing](#) .

Surf South West is proud to be a Gold Award holder of the Green Tourism Business Scheme – an organisation that is the national sustainable tourism certification scheme for the UK. Businesses opting to join Green Tourism are assessed by a qualified grading advisor against a rigorous set of criteria, covering a range of areas, like energy and water efficiency, waste management, biodiversity and more.

We have implemented the following changes in the past two years and aim to improve these standards on a regular basis:

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Our office, surf school and beach are all located within a short distance and the business is very much a 'cottage industry'.

All promotional print material is printed on recycled paper using soya-based inks.

100% recycled paper used in our office and all waste paper is recycled.

Communication by electronic means wherever possible.

Equipment recycled wherever possible and we support and monitor the current efforts being made by companies such as Sustainable Composites [www.suscomp.com](http://www.suscomp.com) to make surfboard construction more environmentally responsible.

All waste is sorted to recycle as much as possible.

Capture and use of rainwater wherever possible.

Usage of electricity in office monitored regularly with reduction targets in place.

Use of energy companies with 'green energy' options.

We aim to set a maximum target of annual mileage of surf school vehicles.

Fair trade products used for refreshments wherever possible.

Local suppliers used for catering.

We ensure suppliers of garments for our surfwear have ethical policies in place.

We have a Responsible Visitor Charter in place to encourage visitors to North Devon and our surf schools to consider their environmental impact. [View it here: Responsible Visitor Charter](#) .

We support and work alongside organisations educating environmental awareness such as Devon Wildlife Trust, Marine Conservation Society, Coastwise and Seaquest South-West. Surf South West are corporate supporters of Surfers against Sewage and the Devon Wildlife Trust and are involved in an innovative project recording activity of dolphins, porpoises and whales in north Devon.

We are fortunate that our beaches are located in a designated 'Area of Outstanding Natural Beauty' and adjacent to the World Class UNESCO Biosphere of Braunton Burrows. We support and promote the preservation of these areas.

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## 5 THINGS SURF SOUTH WEST CUSTOMERS CAN DO TO HELP PROTECT OUR LOCAL ENVIRONMENT.

1. Give the car a rest; why not walk, cycle or use one of the regular bus services to get to the beach.
2. Take only photos, leave only footprints; please make sure you take all your things with you when you leave our beaches and maybe even pick up one piece of litter when you leave.
3. Respect the local wildlife and landscape; you can do this by staying on the foot and cycle paths, not picking wild flowers and admiring wildlife at a distance. Everyone enjoys rock pooling, but if you're lucky enough to catch something in your bucket please make sure you put it back in the same rock pool!
4. Reduce, Reuse, Recycle; At Surf South West we are doing our best to reduce the waste our business produces. You can help us by using the recycling bins we have provided at our surf school.
5. Shop locally; while you are in the area please support our local community. We are fortunate to have some fantastic producers of food, drink, arts and crafts. Why not check out a local market or stop off for a cream tea in one of our cafes.

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[Moorland Management](#)[Yorkshire Dales Rivers  
Trust](#)[Farmland Wildlife](#)[Parkland Deer Herd](#)[Wild Watch Project](#)

About Us

[Explore](#)

The Rural Estate at Swinton is situated close to the market town of Masham in Wensleydale, North Yorkshire, and has been in the ownership of the Cunliffe-Lister family since the 1880s. It extends from the River Ure across 20,000 acres of rural hill farming countryside up onto the moorland Yorkshire Dales. About two thirds of the land is farmland and forestry and one third open moorland, and the vast majority of the Estate sits within the Nidderdale Area of Outstanding Natural Beauty (AONB) and borders the Yorkshire Dales National Park.



BOOK

BROCHURE SUITE

GIFTS

ESTATE SHOP

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HOME

COUNTRY CLUB & SPA

HOTEL

BIVOUAC

COOKERY SCHOOL

RESTAURANT

CELEBRATE

MEET

OUTDOORS

ABOUT

CONTACT US

- Developed large initiatives such as Biomass heating for the spa and hot water, powered by wood direct from the Estate.
  - Working with the Environment Agency and DEFRA we assist on river bank management and carbon capture projects.
- Installed an electrical voltage optimiser that reduces the power demand and use from the grid.
  - Committed to planning 350 more hectares of woodland over the next 20 years.
    - Chemical free, natural pool at Swinton Country Club & Spa.
    - Implemented a reed bed sewer system at Swinton Bivouac.
- Started micro projects such as bug hotels and placed beehives on the moor to assist plant pollination.
- The indoor lap pool at Swinton Country Club & Spa uses an ultraviolet treatment to reduce chemical use.
- We engage the help of our guests to review their travel to us, installed electric vehicle charge points and when here, promote the use of bikes for travel around the Estate.
  - Swinton Bivouac offers off-grid accommodation which has no electricity and utilises spring fed water. The tree lodge accommodation was constructed with Estate timber and sheep's fleece for insulation.

EXPLORE

SHORTCUTS

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EXPLORE

SHORTCUTS

- With the help of our Waste Management company, all waste goes to the Allerton Park waste to energy site, providing energy for local homes.
  - Logs for open fires and wood burners are Estate sourced and air dried.
- Whenever possible we do not use single use plastic, are concerned with food miles, buy locally and regionally.
- An Estate to Plate ethos, limiting the food miles with the Walled Garden and produce from the wider Estate.
- Wildflower Meadows with nectar-rich plants at The Terrace Restaurant and Swinton Bivouac.
- Our green policy has influenced the interior design throughout the Estate, for example wool carpets, vinyl made of recycled plastic bottles, outdoor rugs made of recycled plastic bottles, wool curtains and upholstery. We have installed sustainable cork clad walls in the gymnasium, studio, and reception areas to absorb sound and heat, for antibacterial properties and moisture control.

These are some of the things we have achieved on the Estate over the past few years. However, as an early winner of the Gold Award for Green Tourism; Swinton has established itself over the past twenty years with credible policies in energy & waste management, extensive LED lighting, electric vehicles, water conservation and will continue our commitment to reduce our environmental impact on a year-by-year basis.



# Promoting sustainable tourism across the globe

[LEARN MORE](#)

Find out if your business could achieve an award with our **FREE 10 minute GreenCheck Quiz**

**GREEN CHECK** 

[GO ▶](#)



## We'd like to know about any energy saving initiatives you already have in place.

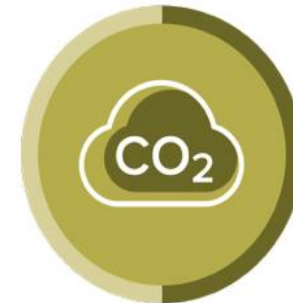
- LED lighting has been installed in most areas of your premises?
- Do you have upgraded or new insulation in walls and/or at loft level?
- Is your boiler less than 10 years old?
- Is renewable energy used in the business (solar/biomass/wind or a renewable energy electricity tariff)?
- Are your appliances mainly highly efficient models (A+ or equivalent)?
- Other

Anything else you're doing for this section that we've missed? Just let us know below

**NEXT** ▶

Choose as many as relevant and click 'NEXT'.

Leave out any you are unsure of, we can revisit later.



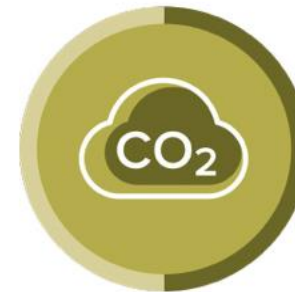
## Are you doing anything in your business to save water?

- Do you have any aerated shower heads/taps?
- Are most of your toilets dual flush?
- Do you use eco friendly cleaning products?
- Are you trying to reduce your use of chemicals (maybe through microfibre cloths or natural products?)
- If you use them in your business would you say your dish washers/washing machines and tumble driers are super-efficient (A+ or similar)
- Other

Anything else you're doing for this section that we've missed? Just let us know below

**NEXT** ▶

Choose as many as relevant and click 'NEXT'.  
Leave out any you are unsure of, we can revisit later.



## Tell us about travel and transport activities.

- Is there a bus/train station is within a mile of the business?
- Do you have an electric car charging point onsite and/or use of electric/hybrid vehicles
- Can cycles be securely stored on the premises?
- Do you offer any kind of incentive to guests who arrive by public transport or on foot?
- Do you have maps and guides available for walkers/cyclist/runners?
- Other

Anything else you're doing for this section that we've missed? Just let us know below

**NEXT ▶**

Choose as many as relevant and click 'NEXT'.  
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## Areas of interest

### Why is sustainability and the Green Tourism Award important to you?

- Achieve marketing advantage
- To reduce energy costs
- To reduce waste generation and costs
- To save water and money
- Highlight Local food offering
- Enhance Staff wellbeing and engagement
- Highlight Ethical purchasing
- Highlight commitments to Climate change
- Highlight single use plastics commitment
- It's simply a Personal commitment to sustainability
- Meet customer demand

Any other details you wish to share...

**NEXT ▶**

Key Tourism  
Market  
Trends  
Relevant To  
Sustainable  
Tourism

Domestic tourism

Longer staying tourists

Experiential travel

Groups

# UK attitudes of intention to holiday in the next year (from 13<sup>th</sup> June 2021) and how these potential travellers' destinations might be influenced by their attitudes towards sustainability: YouGov 2021

Sustainability segmentation	Travel type		
	International and Domestic	International only	Domestic only
Planet Protectors	7%	5%	11%
Price Point Green	4%	4%	9%
Green When Keen	7%	4%	13%
On the Green Fence	5%	7%	12%
Green Rejecters	4%	3%	6%

- Green inclined (Planet Protectors + Price Point Green + Green When Keen) = 64% of all consumers
- Not so green (On The Fence Green + Green Rejecters) = 37% of all consumers
- Intention to only holiday domestically = 51% of all surveyed
- Versus only holiday internationally = 23% of all those surveyed
- And those intending to take both holiday types = 27% of all those surveyed

The clear takeaway is that the UK domestic tourism market is highly significant with 78% of all respondents intending to take a domestic holiday, and greener inclined tourists value sustainability to the extent that it is a key influencing factor in their destination choosing decision.

# Longer Staying Visitors

- Longer Staying Visitors - a domestic as well as international trend.
- August 2021, St. Lucia announces in response to travel trends and customer demand, visitors can now stay up to a year on extended-stay 'Live It' programme.
- Northern Ireland potential to tap into Longer Staying international market indicated by significant VFR proportions of visitors from key international inbound markets.

*Weekend  
Travellers Are  
Playing An  
Important Role  
In The Domestic  
Travel Boom:  
October 2021  
YouGov press  
release*

- *“The ability to work remotely has also afforded some the chance to be more flexible with their travel dates. The latter has had a huge impact on domestic travel ... August data shows that 65% of those identifying themselves as Weekend Travellers (meaning they frequently take three-day weekend trips) are some of the keenest to travel domestically.”*
- A third of respondents anticipated taking at least two long weekend trips in the next 12 months, another 30% were planning 3 or more long weekend trips.
- Weekend Travellers tend to be older, largest cohort = 50% of total respondents aged 50+, 58% of Weekend Travellers are women.
- Weekend Travellers seek value, display range of price sensitivity traits. Most from middle or lower-income households. Greater tendency to book less expensive accommodation options than the average UK traveller.
- 53% of Weekend Travellers would stay at standard hotel vs. 46% of average UK travellers, 39% in B&Bs vs. 30% of UK average travellers. Price sensitivity also expressed in travel booking method, shy away from OTAs, only 34% of Weekend Travellers use them vs. 37% of all UK travellers. Are more likely to book direct via hotel websites.
- Price sensitivity also expressed in accommodations brands with lower end brands e.g. Premier Inn and Travelodge scoring highly. However, brands such as Holiday Inn, Hilton and Marriott also rated highly - indicates amongst this cohort also a trait for seeking value by gaining a special experience.

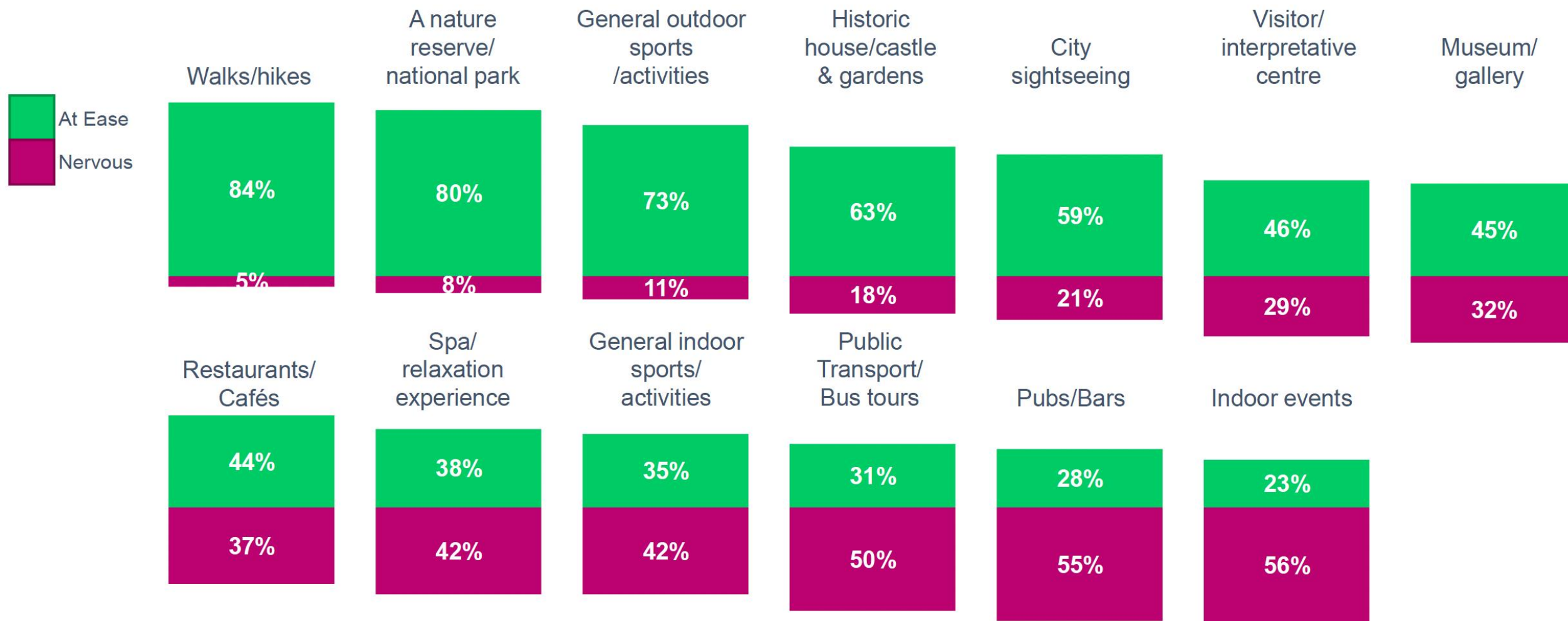


# Experiential Travel

- Experiential Travel = more immersive, local, authentic, adventurous, and active travel
- “Arguably the most significant, systemic trend in worldwide tourism today” (Skift, 2014, The Rise Of Experiential Travel)
- Experiential Travel has been a big trend in tourism for some time now, post-pandemic however the desire for Experiential Travel has become even more intense
- There are three key drivers of this new intensification:
  1. Reconnection with nature
  2. Value
  3. New lifestyles

# Concern with crowded indoor activities will continue to be an issue this summer - **Outdoor is still the way to go**

## Ease in engaging with activities this summer



Base n= 750

Q8. When restrictions begin to ease and places start to re-open, how would you feel about engaging in these activities this summer?

# Value In Experientialism

- Value associated with experientialism is more about seeking value through gaining special experiences.
- Two reasons why experientialism marries well with sustainability:
  1. In consumer perception sustainability often associated with quality, consumers seeking value through special experiences naturally gravitate towards sustainable tourism operators.
  2. Many actions implemented in sustainable tourism e.g. local food or immersive community interactions, are experientially orientated.

## Case study

### Anna's House, Down

Anna's House is a luxury organic Bed & Breakfast set in a tranquil lakeside location in County Down. The owners' commitment to a natural, organic lifestyle has become one of the stand out features of the business, and one that brings customers back time after time. Anna's House – named one of Europe's best boutique places to stay by the Sunday Times travel magazine - is passionate about food, using organic, local ingredients. "We aim to serve only organic food and recently signed the Soil Association's Organic Catering Code of Practice," says owner Anna Johnson. "We have committed ourselves to serving at least 75% organic food at any one time and always give local produce priority." The B&B - which has also volunteered to spot inspections by the Soil Association - is decorated with organic paint and cleaning products are environmentally friendly. With Red Magazine calling Anna's House one of Britain's Best Kept Secrets, it's clear that luxury and organic is a winning combination!



# Re-evaluating Lifestyles: Doing More Of What Makes Us Happy

- Spending more time in the countryside, on hobbies and interests, with family and friends.
- Indicator of driver's importance, Nov 5, 2021, CoStar article, 'DiamondRock Officials Consider More Hotel Deals in Experiential Leisure Markets' describes how DiamondRock Hospitality, owners of a portfolio of 31 premium hotels and resorts, acquires two new hotels at a cost of US\$117.4 million.
- DiamondRock President and CEO, Mark Brugger, said he was considering more deals, "*These acquisitions align with our strategy to focus on hotels that resonate with today's traveller, as they are experiential and leisure-oriented lifestyle hotels.*"
- Reasoning for substantial investment at time of great uncertainty, "*I think people have permanently valued leisure higher ... the work-from-anywhere environment, particularly, is going to create that Thursday-through-Sunday booking ... it'll create periods of traveling that didn't exist before.*"
- Clear indicator of a strong trend, growing off the back of a cohort of experiential lifestyle seekers enabled by the work-from-anywhere environment.
- By placing such a high value on leisure these travellers are driving the market for different periods of travel e.g. the long weekend and much longer duration stays, experientialism, and group travel involving friends and family.

# Groups: Travel With Family & Friends

- Booking.com, The Future Of Travel report, 2021, predicted Breakaway Bubbles, i.e. bubbled groupings of friends and family holidaying together, would be one of Five Emerging Trip Types For 2021.
- Driven by time apart during the pandemic, Booking.com research indicated 61% of travellers plan to use travel as an opportunity to reconnect with friends and family.
- Expedia, reported that emerging trend in family leisure trips was driven by desire to create new family experiences, by a need for a scenery change, and staying in family or bubbled groups viewed as less risky form of travelling.
- Experiential element of group travel is a major aspect of this type of travel.
- VFR already a significant reason for visiting by international visitors, building on this, plus experientialism, offers opportunity to increase key metrics, e.g. average length of stay – getting long haul tourists to spend longer with their families.

# 3 Top Market Tips For Sustainable Tourism Operators

1. Provide value, both in the form of deals, for example making a longer stay more attractive, as well as in the experiential sense too.

2. Make your product attractive to groups, for example offer experiential products that groups can participate in, offer group deals, act as a concierge when the group wants to do separate activities, make the process of booking group holidays easier.

3. Longer staying visitors, encourage inbound tourists to stay longer too – especially those visiting friends and relatives, emphasise the experiential elements they can experience on their visit, value for money, and the elements that differentiate Northern Ireland as a destination as well, as those more local offerings.

# 3 Top Environmental Tips for Sustainable Tourism Operators

Biodiversity, conservation, and the great outdoors: get to know your local wildlife and what the great outdoors has to offer near you – think experiential, think adventure and activities, encourage local biodiversity in your garden, plant flowers rich in nectar and pollen, support local wildlife protected areas and NGOs.

Carbon: get to know the subject, offer options for less carbon emitting transport, let your customers know how your business is doing its bit to fight against global warming.

Be an active member of your local community: Buying local reduces your carbon footprint, encourages local support for your business, differentiates your business, and encourages an experiential aspect to your offer that visitors can experience.