



Thriving or Surviving in Covid Recovery

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How can we ensure a thriving tourism industry?

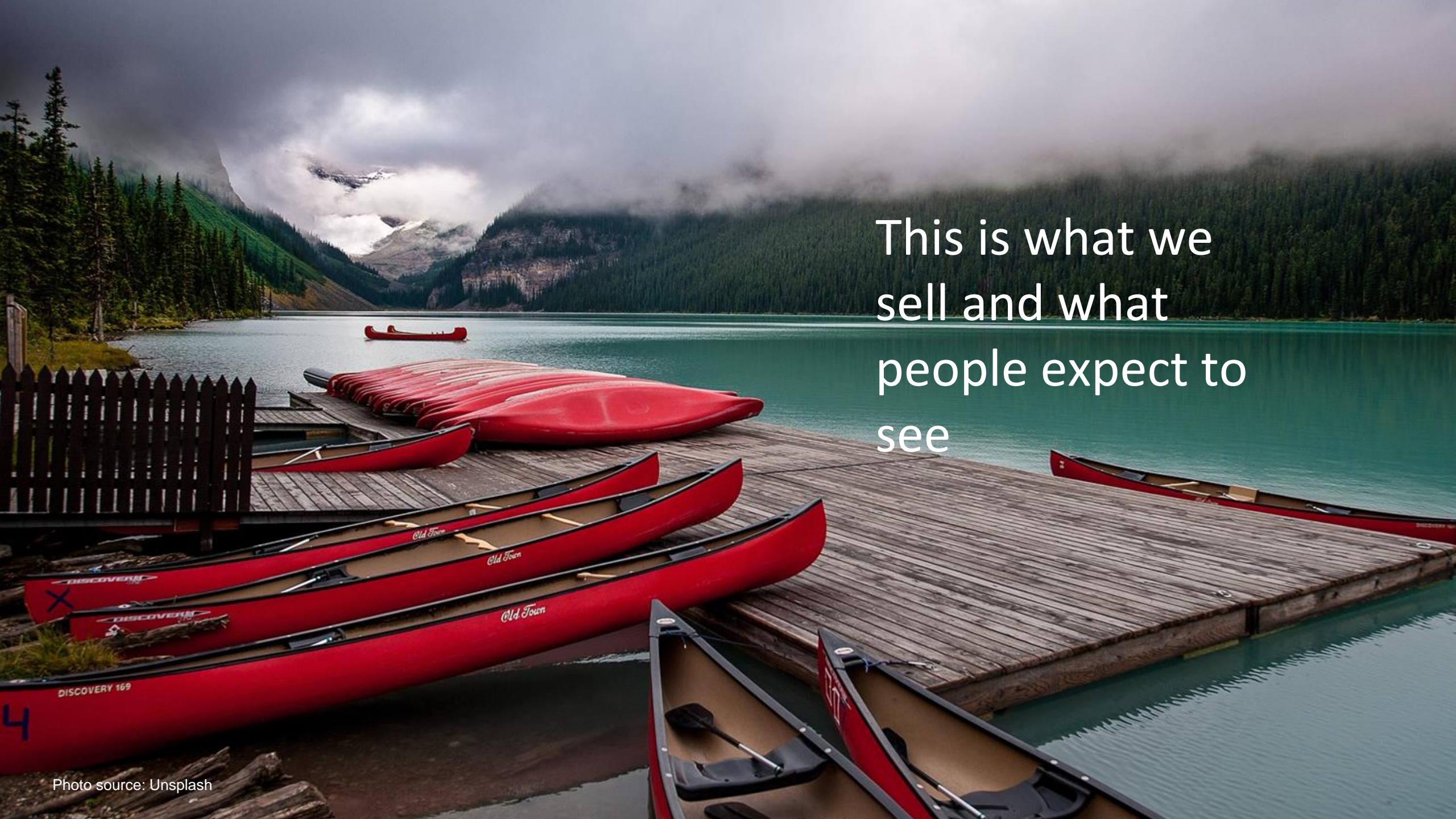
Tourism that exceeds our guests expectations, benefits our local communities, protects our nature and brings economic benefit



Photo source: Unsplash

A scenic view of a coastal landscape. In the foreground, a steep, grassy cliffside descends towards the sea. On the cliff's edge, the ruins of a stone castle or fortress are visible, featuring several towers and walls. The sea is turbulent, with white foam from waves crashing against dark rocks. In the background, a wide, flat expanse of land stretches to the horizon under a pale, overcast sky. The overall atmosphere is one of historical grandeur and natural beauty.

Why do we need
to be more
sustainable?

A scenic view of a turquoise lake with red canoes on a wooden dock, surrounded by forested mountains under a cloudy sky. The water is a vibrant turquoise color, and the sky is filled with heavy, grey clouds. In the foreground, several red canoes are lined up on a wooden dock. One canoe has the number '4' on its side, and another has 'DISCOVERY 169'. The background shows a dense forest of evergreen trees and a mountain range with patches of snow. The overall atmosphere is serene and majestic.

This is what we
sell and what
people expect to
see

This is often the reality...

The average cruise ship passenger generates 2.5 kg of waste per day

Average overnight hotel visitor produces 1.8-2.5 kg of waste per night compared to average Canadian household which generates 3.5 kg per week

The average hotel guests uses between 350-1800 liters of water per night

A blue recycling bin is overflowing with a large amount of plastic waste, including plastic bottles, bags, and other debris. The bin is situated in a natural landscape with green grass and a blue sky in the background. The text "Tourism needs to be more responsible, rejuvenative, sustainable" is overlaid on the image.

Tourism
needs to be
more
responsible
rejuvenative
sustainable



Is it a long road
ahead?

An aerial photograph of a rural landscape. The scene is dominated by vibrant green fields, likely pastures, which are divided into sections by traditional stone walls. A narrow, paved road winds through the landscape, curving from the bottom left towards the top center. In the middle ground, a blue car is visible on the road. Numerous white sheep are scattered across the fields, grazing. In the foreground, there are the ruins of a stone building, possibly a farm structure, with several standing walls and a stone wall in front of it. In the background, there are rolling hills, a few more buildings, and a small stack of hay or straw. The overall atmosphere is peaceful and rural.

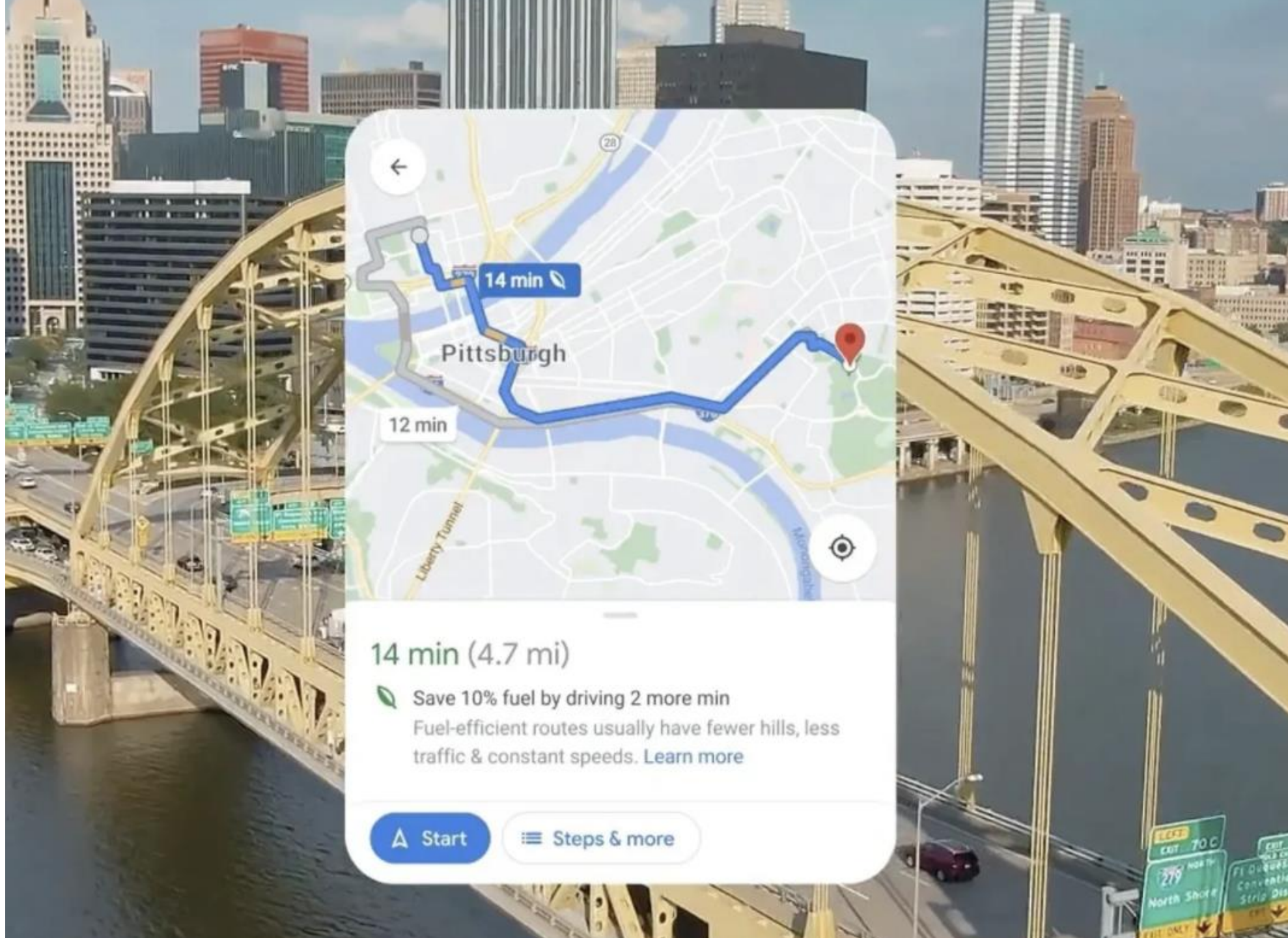
Environmental

Accommodations can
save 15-20% in energy
and water without
any adverse impacts
on guests



Photo source: Unsplash

Google
Maps can
help
calculate
your
carbon



Become
carbon
neutral



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Sustainable food comes from more than just compostable containers and recycling.

Big Wheel Burger was founded on the idea that FAST food didn't have to mean JUNK food. We've put thought into every step, from what we serve our customers, to how we run our shops and how we impact the environment and local communities.

The world's most eco-friendly tourist attractions

Here are the best to worst eco-friendly tourist attractions, from Disneyland to the London Eye



		Visitors per year	Country	Sustainable transport	Renewable energy	Wildlife efforts	Recycling scheme	Water reduction	Low emissions	Eco-friendly Score /80
1	Disney World Magic Kingdom	17.5m	USA	✓	✓	✓	✓	✓	✓	56
2	Sydney Opera House	8.2m	Australia	✗	✓	✓	✓	✓	✓	50
3	Niagara Falls	30m	USA	✗	✓	✓	✗	✓	✓	46
4	Disney Hong Kong	6.7m	Hong Kong	✗	✓	✓	✓	✓	✓	45.5
5	Natural History Museum	5m	UK	✓	✗	✓	✓	✓	✓	44
6	Eiffel Tower	7m	France	✓	✓	✗	✓	✓	✓	42.5
7	Disneyland Paris	11.2m	France	✗	✓	✓	✓	✓	✓	42
8	Universal Studios Orlando	6.1m	USA	✗	✓	✗	✓	✓	✓	41.5
9	Universal Studios Hollywood	5.9m	USA	✓	✓	✗	✓	✓	✓	41
10	Efteling Theme Park	5.2m	Netherlands	✓	✓	✓	✓	✓	✓	39
11	Navy Pier	9.2m	USA	✓	✓	✓	✓	✓	✓	38
12	San Diego Zoo	4m	USA	✗	✓	✓	✓	✓	✓	38



CAMPING

Checklist

Here's what you can do, rated on effort involved:



1. Easy To Do	2. A Bit of Effort
3. Challenge Me!	
Provide a dishwashing station to help encourage people to use re-usable plates, cups, cutlery, etc. while camping	
Provide a grey water disposal site for RVs to ensure that tanks are not emptied on campsites	
Use composting toilets that require no water throughout the campsites	



Camping Facts

At Splore Festival about 60% of all waste came out of the campsites on the last day creating a huge load on the sorting team.

Social



Photo source: Unsplash

Benefit your
community
through
tourism
experiences



Fishing for plastic, Amsterdam



Help
those
who are
less
fortunate

Sockmob, London

Photo source: Unsplash

Equity and inclusion

Magdas Hotel,
Vienna

Photo source: Unsplash



Innovation

Parkbus, Canada



A photograph of a large, multi-arched stone bridge spanning a river. The bridge is constructed from weathered, light-colored stone blocks. The arches are dark and shadowed, creating a rhythmic pattern of light and dark. The river flows beneath the bridge, reflecting the sky and the surrounding greenery. In the foreground, there is a grassy bank with some small plants. The background shows a line of trees, some with bare branches and others with green leaves, under a clear blue sky. The word "Economic" is written in a white, sans-serif font across the upper left portion of the bridge.

Economic

Photo source: Unsplash

Economic nutrition label

Fogo Island Inn, Canada

Photo source: Fogolsland Inn



ECONOMIC NUTRITION ^{CM}

fogo island inn

NIGHTLY STAY Where the money goes

Labour 49%

Food, Room Supplies 12%

Commissions, Fees 5%

Operations, Admin 18%

Sales, Marketing 4%

Surplus 12%

Reinvested in the community of Fogo Island

Economic Benefit Distribution

Fogo Island 65% Canada 19%

Newfoundland 13% Rest of World 3%

ECONOMIC NUTRITION is a certification trademark of Shorefast Foundation, used under license by Shorefast Social Enterprises Inc.

Values are calculated retrospectively and updated when changes are material

Determine your ripple score

G Adventures



In order to thrive, tourism needs to manage expectations



EDUCATION



SETTING AND
MANAGING
EXPECTATIONS





The advertisement is split into two panels. The left panel shows a cityscape with mountains in the background, overlaid with the text 'Been there.' The right panel shows a person's hand reaching into water, overlaid with the text 'Done that.' A red circular badge in the center contains the price information. The Edelweiss logo is in the bottom right corner.

Been there.

Done that.

Dès 849.-
au lieu de 969.-

Vancouver sans escale.

Plus de 65 destinations de vacances, sur flyedelweiss.com

edelweiss



Provide incentives

Vanoise
National Park,
France

Photo source: Rachel Dodds



Manage expectations



MANAGING
EXPECTATIONS

Photo source: Unsplash



Be clear about consequences



Amsterdam Enjoy Respect Campaign

Use humour



Thrive





THANK YOU

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WEB:

www.sustainabletourism.net