

**Europarc**  
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# **The benefits of better sustainability marketing and communication**

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Prof. Xavier Font  
School of Hospitality and Tourism Management  
University of Surrey  
[x.font@surrey.ac.uk](mailto:x.font@surrey.ac.uk)

 /drxavierfont

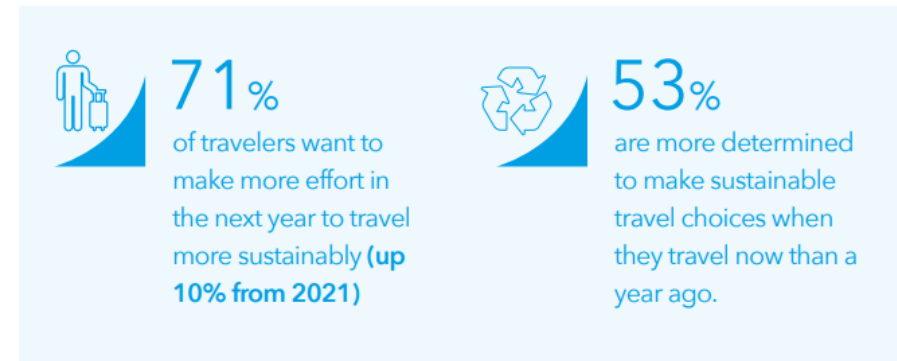
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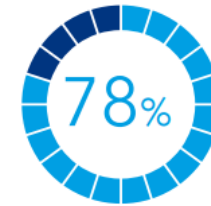
# Good news! Everyone says we love sustainability 😊

## In search of more sustainable stays

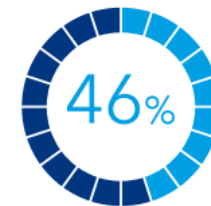
There is no doubt sustainable travel is important to global travelers, with over four in five (81%) confirming this to be true for them. Half (50%) of global travelers say that recent news about climate change has influenced them to make more sustainable travel choices, and the desire to travel more sustainably is growing:



Encouragingly, awareness and visibility of more sustainable stays continues:



of global travelers intend to stay in a sustainable property at least once in the coming year



of global travelers have stayed in a sustainable accommodation at least once over the past year and the reasons vary:

**41%**

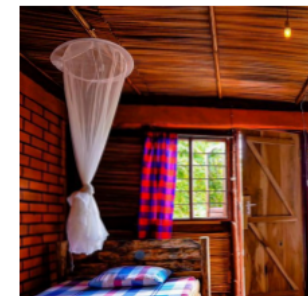
wanted to help reduce their impact on the environment

**33%**

wanted to have a more locally relevant experience

**31%**

believed sustainable properties treat the community better



For some, the sustainable experience is more about the aesthetic:

**19%**

perceive sustainable properties as stylish and trendy

**16%**

believe they are perfect for posting on social media

# Bad news! We are all hypocrites ☹️

## Behaviour locus

- We **morally justify** flying in order to do our job, ironically often to teach others how to be sustainable
- We **sanitise language** by saying that we are just *popping over* somewhere for a weekend break
- **Exonerative comparison** allows us to identify other people in the room that flew further than us

## Agency locus

- We **displace responsibility** by blaming flying on our employers, the conference organisers, the need to attend conferences in order to do our job
- We also **diffuse responsibility** by saying that many other people are also flying

## Outcome locus

- Limit our moral obligation by **minimising, ignoring or misconstruing** the impacts of flying
- The recipients of the negative impacts from flying are **depersonalised, marginalised** and potentially even **blamed**
- The messengers of bad news are **derogated and discredited**

- Higham, J. & Font, X. (2020) Decarbonising academia: confronting our climate hypocrisy, *Journal of Sustainable Tourism*, 28(1) 1-9.

In a society of instant self-gratification,  
we need new routes to behaviour change...

	Sustainable consumption	
	NO	YES
Sustainability awareness	<div>NO</div> <div>UNAWARE OF BUYING UNSUSTAINABLE PRODUCTS</div> <div>A</div>	<div>UNAWARE OF BUYING SUSTAINABLE PRODUCTS</div> <div>D</div>
	<div>YES</div> <div>SUSTAINABLY AWARE BUT UNWILLING TO BUY</div> <div>B</div>	<div>PURPOSEFULLY BUYING SUSTAINABLE PRODUCTS</div>

➤ Font, X. McCabe, S. (2017) Sustainability and marketing in tourism: its contexts, paradoxes, approaches, challenges and potential, Journal of Sustainable Tourism, 25(7) 869-883.

# Companies greenhush, to not seem incompetent

70% of your sustainability actions are NOT communicated.



- Font, X., Elgammal, I. and Lamond, I. (2017) Greenhushing: the deliberate under communicating of sustainability practices by tourism businesses, *Journal of Sustainable Tourism*, 25(7) 1007-1023.

# But very often we greenwash, to gain legitimacy...

25% of what you communicate is not happening



Font, X. Walmsley, A., Cogotti, S. McCombes, L. and Häusler, N. (2012) Corporate social responsibility: the disclosure-performance gap, *Tourism Management*. 33: 1544-1553.



## And frankly, national tourism policies are the worst

100% mention sustainable tourism

55% go beyond making a cursory reference to it

Very few quote actual data about the (un)sustainable use of current resources

2% make reference to policy instruments related to more than two of the SDG12 Sustainable Production and Consumption impact areas (biodiversity and land use, greenhouse emissions, energy, waste and water).

Everyone says we should have more sustainable tourists, while at the same time targeting more long haul markets ☹️

UNWTO and UN ENVIRONMENT (2019) *Baseline report on the integration of sustainable consumption and production patterns into tourism policies, Madrid, UNWTO*



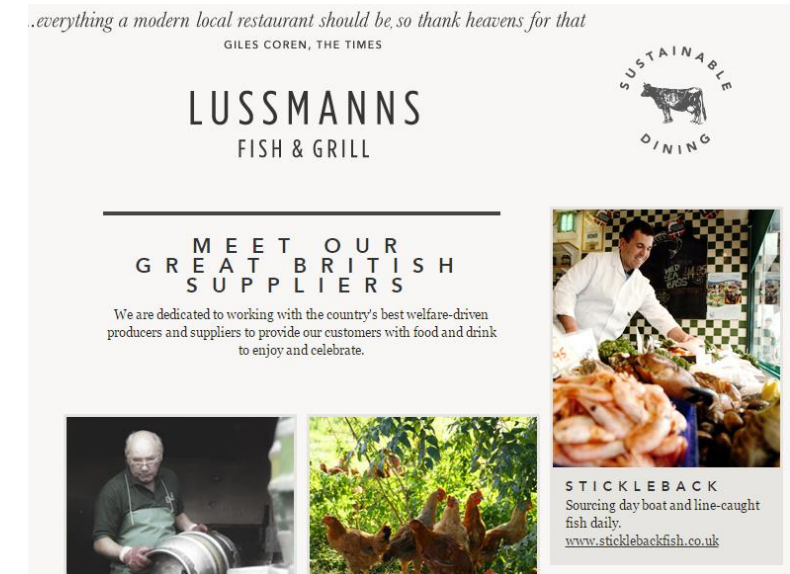
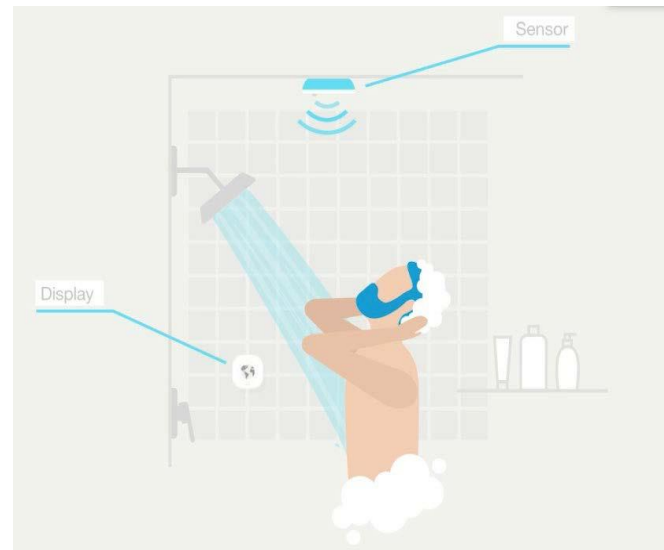
# Sustainability marketing for businesses

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# 1. Reduce your impacts

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

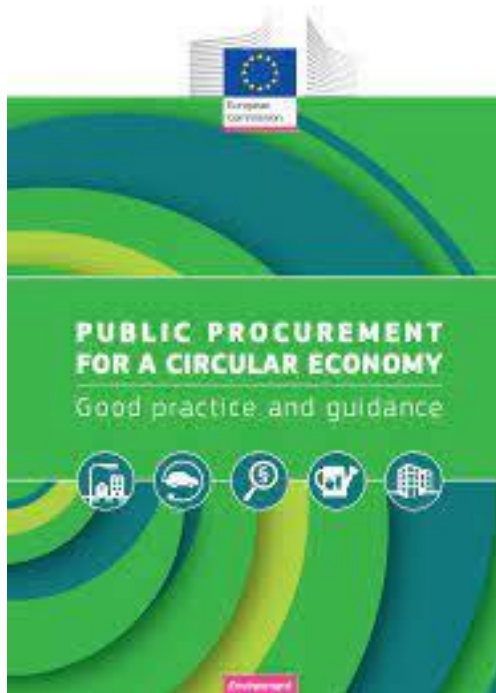


## 2. Attract more customers

2a. Monitor your impacts

2b. Understand buyer requirements















2c. Communicate b2b + b2c benefits



### Best departing flights ⓘ

Total price includes taxes + fees for 1 adult. [Additional bag fees](#) and other fees may apply.

Sort by: 

	<b>07:20 – 10:55</b> Ryanair	2 hrs 35 min STN–ALC	Non-stop	178 kg CO <sub>2</sub> Avg emissions ⓘ	 <b>£107</b> round trip	
	<b>07:25 – 11:00</b> easyJet	2 hrs 35 min LGW–ALC	Non-stop	159 kg CO <sub>2</sub> -11% emissions ⓘ	 <b>£109</b> round trip	
	<b>16:10 – 19:45</b> Ryanair	2 hrs 35 min STN–ALC	Non-stop	178 kg CO <sub>2</sub> Avg emissions ⓘ	 <b>£117</b> round trip	
	<b>09:30 – 13:05</b> Jet2	2 hrs 35 min STN–ALC	Non-stop	–	<b>£157</b> round trip	
	<b>17:45 – 21:15</b> easyJet	2 hrs 30 min LGW–ALC	Non-stop	161 kg CO <sub>2</sub> -9% emissions ⓘ	 <b>£167</b> round trip	

### 3. Improve satisfaction

Unique properties with added value get top scores

3a. Make them feel good

3b. Use appealing language- fun, relatable

3c. Tell customers what's in it for them- sell benefits

3d. Make it easy

3e. 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



50

THINGS TO DO BEFORE YOU'RE 11<sup>3</sup>/<sub>4</sub>



Sign up online to get your own virtual explorer, plus top tips and extra secret challenges!

### Adventurer

- Climb a tree
- Roll down a really big hill
- Camp out in the wild
- Build a den
- Skim a stone
- Run around in the rain
- Fly a kite
- Catch a fish with a net
- Eat an apple straight from a tree
- Play conkers

### Discoverer

- Go on a really long bike ride
- Make a trail with sticks
- Make a mud pie
- Dam a stream
- Play in the snow
- Make a daisy chain
- Set up a snail race
- Create some wild art
- Play pooh sticks
- Jump over waves

### Ranger

- Pick blackberries growing in the wild
- Explore inside a tree
- Visit a farm
- Go on a walk barefoot
- Make a grass trumpet
- Hunt for fossils and bones
- Go star gazing
- Climb a huge hill
- Explore a cave
- Hold a scary beast

### Tracker

- Hunt for bugs
- Find some frogspawn
- Catch a falling leaf
- Track wild animals

### Explorer

- Discover what's in a pond
- Make a home for a wild animal
- Check out the crazy creatures in a rockpool
- Bring up a butterfly
- Catch a crab
- Go on a nature walk at night
- Plant it, grow it, eat it
- Go swimming in the sea
- Build a raft
- Go bird watching
- Find your way with a map and compass
- Try rock climbing
- Cook on a campfire
- Learn to ride a horse
- Find a geocache
- Canoe down a river



[nationaltrust.org.uk/50things](http://nationaltrust.org.uk/50things)

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## 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



# Sustainability marketing for destinations



# 01 Reduce environmental and social impacts

Normalise the consumption of sustainable tourism products and services

Public sector as buyer of services

Benefits for certified businesses

Copenhagen: 70% hotel beds certified,  
80% of food bought by the public sector is organic

At events, vegetarian diet as normal, not the exception

*Indicator: Percentage of tourism services certified as sustainable*



## Sustainable Copenhagen



Photo: Mikael Colville Andersen

Copenhagen is truly a green city surrounded by water and parks, with climate-friendly citizens to match. Copenhageners excel in combining sustainable solutions with growth and a high quality of life. In fact, Copenhagen was European Green Capital 2014. The ambitious green profile of the city has a clear goal: The City of Copenhagen aims to become the world's first CO2



## 02 Redesign marketing strategies according to cost/benefit

Reduce the average distance travelled by tourists

Increase length of stay

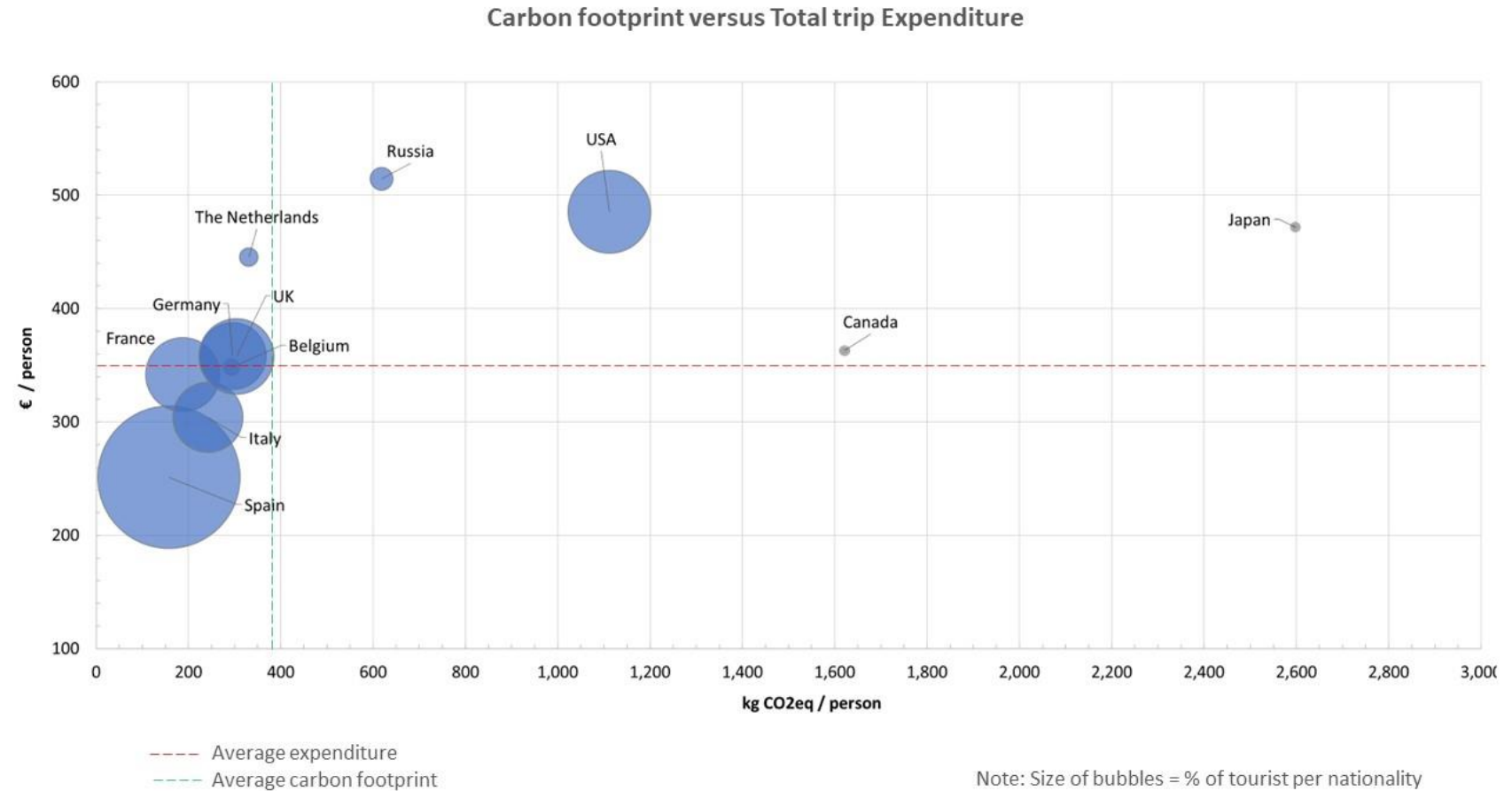
Increase expenditure

Optimise methods of transport

European lifestyle: 10 tonnes Co<sub>2</sub>

Target to fight climate change: 2 tonnes Co<sub>2</sub>

*Indicator: Carbon footprint/  
expenditure per market  
(in total or per day)*



### 03 Normalise the behaviour of travellers

Target tourists that the local community can accept and absorb

Increase customer loyalty

Target families and small groups

Target tourists that are not visible

*Indicator: Social impact assessment per market segment*



## 04 Reduce seasonality and redistribute tourists



### What is experiential tourism?

Products are so yesterday, and customers want to engage with your offering with all their senses.

[Read more](#)



### Different seasons different markets

You will need to adapt your offer to different types of customer to balance changes in demand.

[Read more](#)



### What is special about your offer in the low season?

We often take for granted what's on our doorsteps, so look at your resources with fresh eyes and see how you can turn them into something special.

[Read more](#)



### Creating innovative experiences

You will need to create experiences that are great, even when it's cold, wet, and dark early. Co-create experiences with nearby partners and use events to drive demand.

[Read more](#)



### Marketing and storytelling

New experiences require a lot of marketing effort, but if they are truly innovative and you've communicated them well, consumers will share the messages for you.

[Read more](#)



### Benefits of experiential tourism

Visualising the results that you want to achieve will help you have the determination you need to make changes.

[Read more](#)

*Indicator: Index of saturation of tourism*



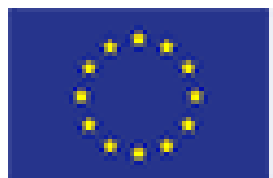
[www.tourismexperience.org](http://www.tourismexperience.org)

Thank you

[x.font@surrey.ac.uk](mailto:x.font@surrey.ac.uk)

 /drxavierfont

 @xavierfont



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