Some travel trends

- 83% travellers surveyed believe that sustainability is vital
- 77% want to support local businesses
- 72% think that more sustainable options should be available...
- 1% US travellers were offsetting their flight
- 21% willing to pay 5 extra USD towards environmental in destination programme
Properties

- Properties that protect biodiversity using tourism as a vehicle
- Committed to driving net positive impact on people and nature

Travel Partners

- Travel agents, operators, DMC that embrace sustainability and want to push boundaries

In total:

- **41** Fellow/GER
- **28** Affiliates
- **18** Travel Partners

- Invest over $15 million into the environment, people & culture
- Impact the lives of over 750,000 people
- Protect over 30,000 species
- Help conserve 23.5 million acres of nature
Is sustainability important?

- Recovery – enquiries have increased by 10-30%
- Booking because: alignment of values, personal, nature/remoteness, direct engagement, experiences provided
- "Sustainability" is considered of mid-high importance by most
- Change? Not sure
We’ve seen families keen to make plans to travel with their kids before they leave home.

A similar theme with older travellers, wanting to enjoy more active experiences, intrepid destinations while they are fit and able to.
A change in behaviour?

Longer stays?

A few have noticed a change..
They are encouraging it – from time of planning to special packages

Staycation?

Internal vs Domestic returned to pre COVID levels
But Brazil, South Africa, Australia
“People have discovered their country and they like it!”
They may not seek it, but they get hooked on it!

![Image](image.png)

- Touch points during their stay & engagement of staff
- Stories behind what they see, taste, smell and touch
- Impact activities
- Walking the talk (destination)
- Offer more sustainable options when planning (TP)
- Transparency & conversation around their contributions

― Most guests don’t care about sustainability, but by the time they leave, they have a lot more awareness about why some of these actions matter. “
(Sean Ingles, GM, Grootbos Private Nature Reserve, SA)

― Breaking down the 4Cs into 23 Impact Activities, Cottars has gained huge traction in the press while managing to demonstrate what they stand for.”
(Louise Cottar, Co-owner, Cottars 1920s Camp, Kenya)
Engaging team and guests in the impact journey