

MAKING THE BUSINESS CASE FOR GREEN HOSPITALITY

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Hospitality Marketing & Research

GREEN TRAVELER

What do we know?

- 2007 survey by US Travel Association, 10% increase in USA residents being “concerned about climate change”
- In 2008, 69% of resort managers in USA and Caribbean agreed a “large number of clients are asking about their green practices” (Tierney 2008)

GREEN TRAVELER

PhoCusWright's 2009 Going Green Study

- 44% of U.S. travelers considered environmental impact to be important to them when planning travel.
- 56% of U.S. travelers were skeptical of what companies were telling them about green practices.
- Only 8% of U.S. travelers thought it's easy to find green travel options.





CMI Green
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<http://www.greenlodgingnews.com/downloads/cmigreentraveler2010v1.pdf>

GREEN TRAVELER SURVEY

Methodology:

- 4,109 adults from across the USA were surveyed on sustainable travel from May 22 to July 8, 2009
- Total of 1,736 respondents who consider themselves to be “extremely” or “very” eco-conscious



GREEN TRAVELER SURVEY

- How do they travel, how much and where?
- What does “sustainable” or “green” travel mean to them?
- What drives their interest in green travel options and destinations?
- Will they pay a premium for sustainable choices?
- Is there a gap between their intentions and their behavior?
- What do they expect from green travel brands? How do they view green branding and messaging? What gives them trust – or makes them skeptical?
- How deep is their commitment to green travel, and how far will they take it?

THE MANY SHADES OF GREEN TRAVEL

Motivations

Price

Convenience

Comfort

Quality

Experience



DO GREEN TRAVELERS WALK THE WALK?

Traveler's green commitment:

- 54% had taken a “greener” vacation in the last 12 months.
- 85% had turned off the lights when they left the room
- Over 75% had recycled and used their towels and sheets more than once.
- 19% “researched and booked greener accommodations.”
- Less than a quarter rented a more fuel-efficient car
- Only 12.6% offset the impact of their travel



DO GREEN TRAVELERS WALK THE WALK?

Top motivators that make them choose a hotel:

- Respondents ranked “the hotel’s environmental program” eighth out of 15 total possible attributes.
- Price, location, quality and brand are still the primary influences in travel purchasing decisions.

LOW TOLERANCE FOR HIGH PREMIUMS

The green price point:

- 43% of survey respondents say they would be willing to pay up to 5% more to decrease their “ecological footprint” on their next trip; almost as many say they would pay more than that.
- 61% of respondents said that they did not pay anything more to stay at a “greener hotel” in the last 12 months.

SUSTAINABILITY PRACTICES

HOW GREEN IS TRAVEL IN 2009?

NEEDS WORK

GREENWASHING



SUSTAINABILITY PRACTICES



GO GREEN



1. Fluffy language

Words or terms with no clear meaning, eg 'eco-friendly'

2. Green products v dirty company

Such as efficient light bulbs made in a factory which pollutes rivers



3. Suggestive pictures

Green images that indicate a (unjustified) green impact, eg flowers blooming from exhaust pipes



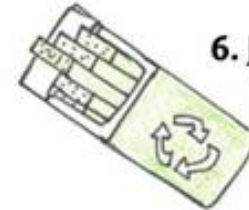
4. Irrelevant claims

Emphasising one tiny green attribute when everything else is un-green



5. Best in class?

Declaring you are slightly greener than the rest, even if the rest are pretty terrible



6. Just not credible

'Eco-friendly' cigarettes anyone? 'Greening' a dangerous product doesn't make it safe

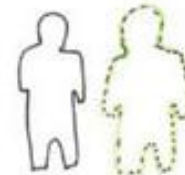
7. Gobbledygook

Jargon and information that only a scientist could check or understand



8. Imaginary friends

A 'label' that looks like third-party endorsement...except it's made up



9. No proof

It could be right, but where's the evidence?



10. Outright lying

Totally fabricated claims or data



ROOM FOR DIFERENTIATION

COSTA RICA



THE NEED FOR CERTIFICATION

- Confusion!
- Over 75% of respondents were skeptical, to some degree, of the environmentally responsible claims of hotel operators.
- Almost 25% said they were skeptical of *all green claims*.
- Over 40% of respondents looked for 3rd party certification to verify that a travel supplier is truly “environmentally friendly.”
- Presently there are over 350 “green” travel or hospitality certifications — and 97% of respondents could not name any.

BUSINESS TRAVEL – UNSUSTAINABLE?



MOST SUSTAINABLE SECTOR: MEETINGS



COLORADO CONVENTION CENTER

COLO
CONVENTION

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- ▶ Press Releases

▶ DIRECTIONS

Coming to the

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ay Smith at questions.

print denver

VOLUNTOURISM: STILL A GREEN SHOOT



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The Ambrose

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USA — East Coast

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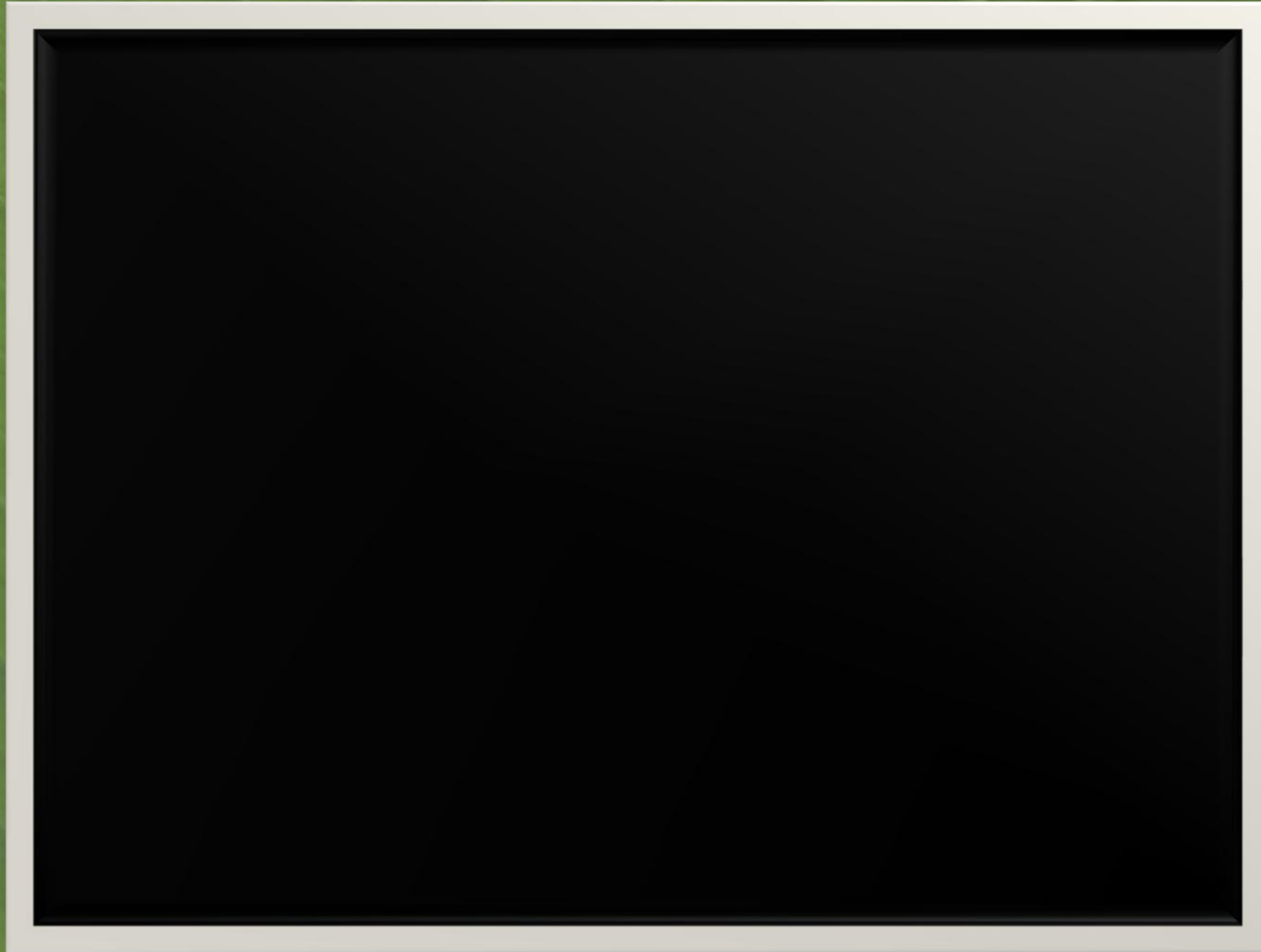
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GREEN TRAVEL TREND



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Update on My 5 Earth Day Resolutions

Last year on Earth Day, I proposed we make Earth Day more like New Years, at least in terms of the resolutions part. In other words, I thought...

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Welcome to TravelGreen.org – the go-to source on sustainable travel.

America's travel community is going green. Find out how at TravelGreen.org. We'll show you why environmental sustainability is good business and how business and leisure travelers are seeking eco-friendly travel options.

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