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PRESENTATION ABSTRACT

What Travellers Want But Aren't Telling You

UNLOCKING THE SECRET DESIRES OF YOUR GUESTS WHEN IT COMES TO BEING "GREEN AND GOOD"

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What Travellers Want But Aren't Telling You

UNLOCKING THE SECRET DESIRES OF YOUR GUESTS WHEN IT COMES TO BEING "GREEN AND GOOD."

Don't think that guests care about whether tourism businesses are green or not? *Have you ever asked them?* Well, we did. In our 2015 survey of more than 750 travellers, we asked some simple questions about how green factors into their travel plans. We wanted to find the answers to these four questions:

1. Do travellers care about a tourism businesses environmental performance?
2. Will travellers pay more for a green stay or experience?
3. Does green business certification matter?
4. Is being green just a fad?

We compared the responses from our own survey to similar surveys completed by Trip Advisor, Travel Guard, and others, to see if the responses were similar. *The results were astounding.*

SNEAK PEEK: 76% of travellers sometimes or always consider a company's green program or logo when deciding to stay, experience or purchase with a tourism business.

This presentation will let you peek into the minds of potential guests to learn more about what they are looking for when it comes to social and environmental responsibility, and how you can give it to them so you don't miss out on their business.

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