KEEPING DESTINATIONS HEALTHY
THE CONTEXT:
BIG PICTURE CHALLENGES
COVID-19 is one crisis among many driving change

External factors - climate change, biodiversity loss, recession.

Old growth model flawed. Success hurts.

Sustainability is one part of the solution - but it's not the whole solution.

There's no returning to Business As Usual.
We have an historic opportunity to reverse the evolution of an industry that everyone, from the most savvy analyst to the humblest traveler, knew was completely unsustainable.

Companies that think the virus is a short-term problem and it will soon be business as usual will not make it out of the current crisis alive.
WHY WE DO TOURISM?

More people come and see our country

Local residents live better because of tourism
WHY WE DO TOURISM?

SUCCESS = VOLUME
or
SUCCESS = VALUE
WHY PEOPLE TRAVEL?

- Challenge
- Transformation
- Wellness
- Impact
- The Novel & Unique

TRAVELER EXPERIENCE
Destination strategy is not about marketing alone... It is about smart management and navigation, including smart marketing.
Being destination-smart:

✓ Tourism is about the local place and the local people, not visitors

✓ Destinations choose who to invite

✓ Destinations set the norms for behavior (for businesses and travelers)
✓ Placing resident happiness at the core of tourism strategy (Netherlands, Flanders)

✓ Using resident satisfaction with tourism as measure of success (Faroe Islands, New Zealand)

✓ Behavioral guidelines and norms for tourists (Svalbard)

✓ Behavior-based segmentation and targeting (Netherlands, Norway)
Creative experience design showing the best of who you really are
We operate in one of the **most complex but most exciting** industries in the world.

Destinations are **experiencing pains** because they have moved away from the real reasons **why residents want tourism** and **why visitors want to travel**.

We must go back to the basics of smart destination management and to design innovative and creative experiences that make tourism **net positive**.
THANK YOU

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