

# How do we contribute to marketing sustainable tourism products?

1. **Role.** What role do you think your company can have in promoting sustainable tourism? How is your company currently doing this?
2. **Equity.** What does a tourism company have to do to be promoted through your channels? What characteristics do these companies need to have? Can all suppliers access it?
3. **Cost-benefit analysis.** Is this a cost effective method to market sustainable tourism products?
4. **Mainstreaming potential.** How effective can your organization be to move sustainable tourism from a niche to a mainstream product? 10 year forecast of sustainable tourism products your tool could be marketing (either in total, or as percentage of your portfolio). List opportunities and challenges.

# Priorities

- Mainstream win-win solutions
  - Eco-savings
  - Sustainability = quality
- B2B showcase and lobby for other aspects
  - Labour
  - Aspects not obvious to the client

<b>Indicator</b>	<b>Supplier equity</b>	<b>Market penetration potential</b>	<b>Cost-benefit analysis</b>	<b>Main stream potential</b>	<b>ACTION</b>
<b>DMOs &amp; tourist boards</b>	<b>High</b>	<b>Varied</b>	<b>Varied</b>	<b>Strong</b>	<b>Destination brand Sales portal</b>
<b>Tour operators and travel agents</b>	<b>Varied</b>	<b>Varied</b>	<b>Positive</b>	<b>Weak</b>	<b>Volume at lower price</b>
<b>Guidebooks</b>	<b>High</b>	<b>Strong</b>	<b>Positive</b>	<b>Strong</b>	<b>Mid term investment</b>
<b>Print media</b>	<b>Low</b>	<b>Varied</b>	<b>Positive</b>	<b>Weak</b>	<b>Education consumer</b>
<b>Certification schemes</b>	<b>Low</b>	<b>Weak</b>	<b>Varied</b>	<b>Strong</b>	<b>B2B lobbying</b>
<b>Travel fairs (B2B and B2C)</b>	<b>Low</b>	<b>Weak</b>	<b>Negative</b>	<b>Strong</b>	<b>Education supplier</b>
<b>Direct marketing</b>	<b>High</b>	<b>Varied</b>	<b>Varied</b>	<b>Weak</b>	<b>Repeat and niche</b>
<b>Internet retailers</b>	<b>Varied</b>	<b>Strong</b>	<b>Varied</b>	<b>Strong</b>	<b>Risk mgmt or high commission</b>