Marketing to the “Green” Traveler

Thanks to the US Travel Association for providing access to this research
Concern about climate change rising

Source: U.S. Travel Association and Ypartnership, *Travelhorizons™*
79% of U.S. adults consider themselves to be “environmentally conscious”

Source: U.S. Travel Association and YPartnership’s TravelHorizons™
Level of environmental consciousness increases with age

Source: U.S. Travel Association and YPartnership’s *TravelHorizons*™
88% turn the lights off when leaving room

Source: U.S. Travel Association and YPartnership’s TravelHorizons ™
5% drive a hybrid car -- up from 2% in 2007

Source: U.S. Travel Association and YPartnership’s TravelHorizons™
## Major gains in “Green” Behaviors

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<thead>
<tr>
<th>2007</th>
<th>2009</th>
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<tr>
<td>60%</td>
<td>76%</td>
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<td>67%</td>
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<td>20%</td>
<td>27%</td>
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<td>9%</td>
<td>19%</td>
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Source: U.S. Travel Association and YPartnership’s TravelHorizons™
But purchase of carbon offsets lags

Source: U.S. Travel Association and Ypartnership’s *TravelHorizons™*
Impressive gains in familiarity with “Green Tourism” and “Carbon Footprint”

Source: U.S. Travel Association and YPartnership’s TravelHorizons™
Those with highest awareness of “green” concepts, most likely to be:

• Men
• Older
• Well educated
• Active travelers – especially upscale travelers

Source: U.S. Travel Association and YPartnership’s TravelHorizons™
One-Third influenced by travel suppliers’ environmental responsibility

Source: U.S. Travel Association and YPartnership’s *TravelHorizons™*
Travel companies perceived to be engaged in…

51% - Recycling
46% - Increasing energy efficiency
42% - Water conservation
41% - Reducing waste
39% - Using environmentally-friendly products
34% - Being committed to environmental responsibility
34% - Using renewable energy sources

Source: U.S. Travel Association and YPartnership’s TravelHorizons™
Less than 10% will pay more for “Green” Travel but 1 in 4 “might”

78% say willing to pay less than 10% more

Source: U.S. Travel Association and Ypartnership’s TravelHorizons™
Americans generally positive about travel industry’s environmental responsibility but concerns emerge…..

70% No need to stop traveling to protect environment
58% Travel companies’ programs could have positive effect
55% Visiting destination makes me want to protect its environment
48% Necessary to support environmentally-friendly travel, even in a downturn
45% Travel fosters environmental responsibility
34% Aware of more environmentally-friendly travel programs
32% Travel Companies already engaged

Source: U.S. Travel Association and YPartnership’s TravelHorizons™
And some hold less positive views

63% There is too much “greenwashing” in travel marketing
29% Easy to find out about travel suppliers’ “green” programs

22% Plan to travel less in future to help protect environment
17% Feel travel is bad for the environment

Source: U.S. Travel Association and YPartnership’s TravelHorizons™
Conclusions

- Core market for “green” travel ~10%
- Another 20% are environmentally oriented
- 40% now neutral but could be attracted
- Affluent, educated and higher-end travelers are the most sustainability-oriented
Conclusions

• Awareness of the issues and environmentally-responsible behaviors increasing

• Travelers are becoming more environmentally-conscious and are beginning to make decisions based on sustainability criteria

• While majority opposes government taxes and restrictions, and won’t pay more to be “green”, sizeable minority feels more needs to be done
Welcome to Travelgreen.org!
TravelGreen is the go-to source for information on sustainability efforts within the travel community. From airlines to hotels to theme parks, America's travel community is on the cutting edge of new green policies, practices and technologies. The site documents the latest developments in sustainable travel and...
Green Publishing Options for Destinations
Summary of Environmental Options for Publishing Visitor Products

Introduction
To attract travelers, destinations rely on a natural environment that is welcoming, clean and sustainably managed. Though not usually the direct responsibility of Destination Marketing Organizations (DMOs), the impact of tourism on the natural environment can influence the quality of the visitor experience. Word-of-mouth referrals affect the long-term results of the DMO’s marketing activities, especially through the growing influence of social media on the Internet where real visitor experiences directly impact the travel plans of future visitors. This brings the issue even more to the forefront. As a result, in recent years some DMOs have taken a more active role in reviewing how their activities — including visitor guide and web site publishing — can be more responsibly managed.

Miles Media has developed a list of eight environmentally friendly publishing options for DMOs drawing from the resources of the Center for Sustainable Tourism at Eastern Carolina University (www.sustainabletourism.org) and the Renewable Energy In Tourism Initiative (REI), www.renewabletourism.org, as well as other organizations as cited below. Any or all of these can be customized and integrated into any destination publishing project.

Contents
- Working Within the “Big Picture”
- Environmentally Friendly Paper Options: Sustainable and Recycled Paper
- Carbon Offset Options for Visitors
- Green, Carbon Neutral Web Hosting
- Broader Green Programs for DMOs