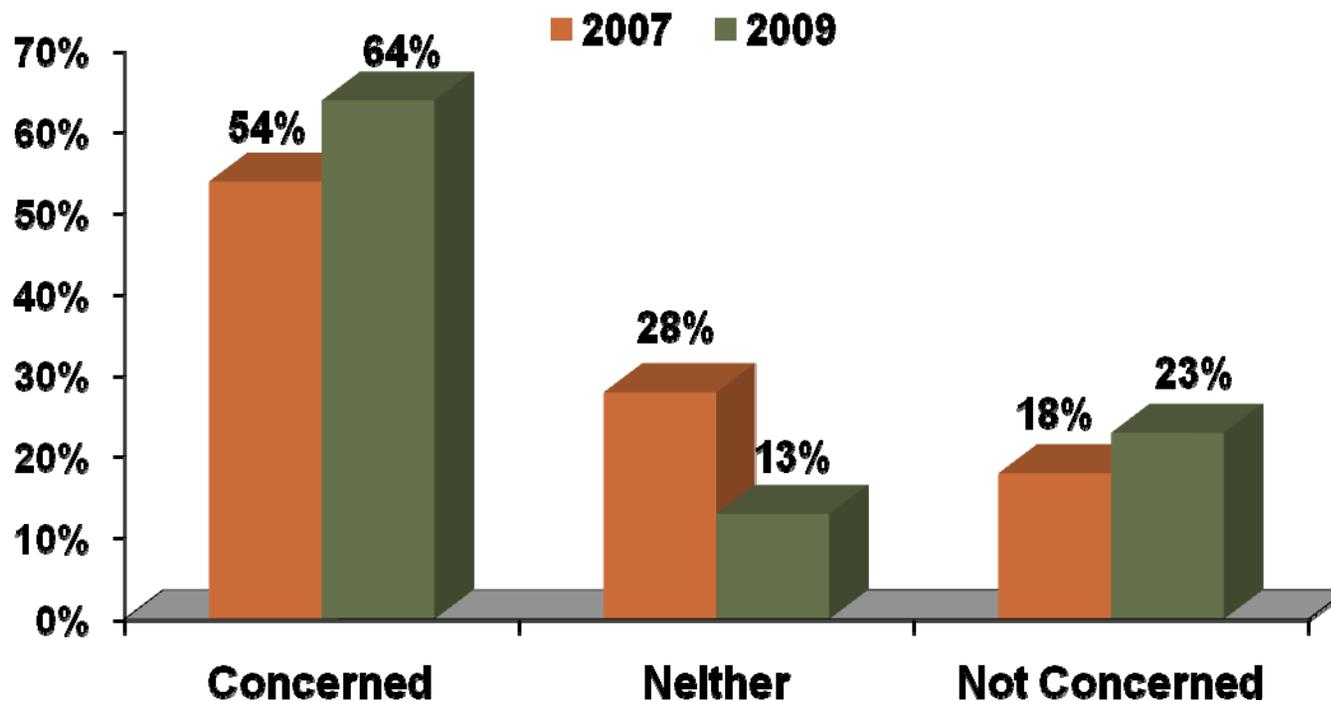


# Marketing to the “Green” Traveler



*Thanks to the US Travel Association for  
providing access to this research*

# Concern about climate change rising



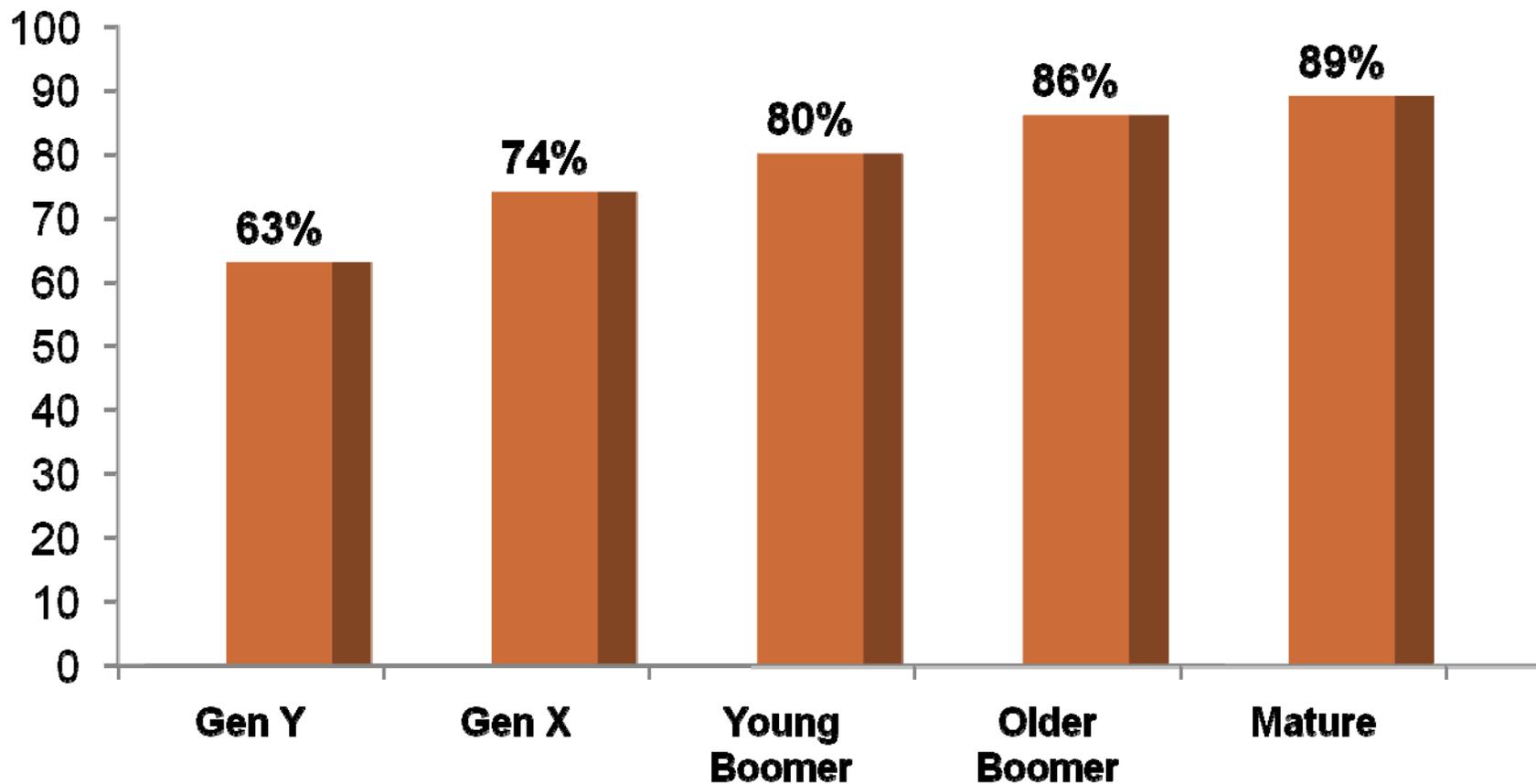
Source: U.S. Travel Association and Ypartnership, *Travelhorizons*™

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*™



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5% drive a hybrid car -- up from 2% in 2007



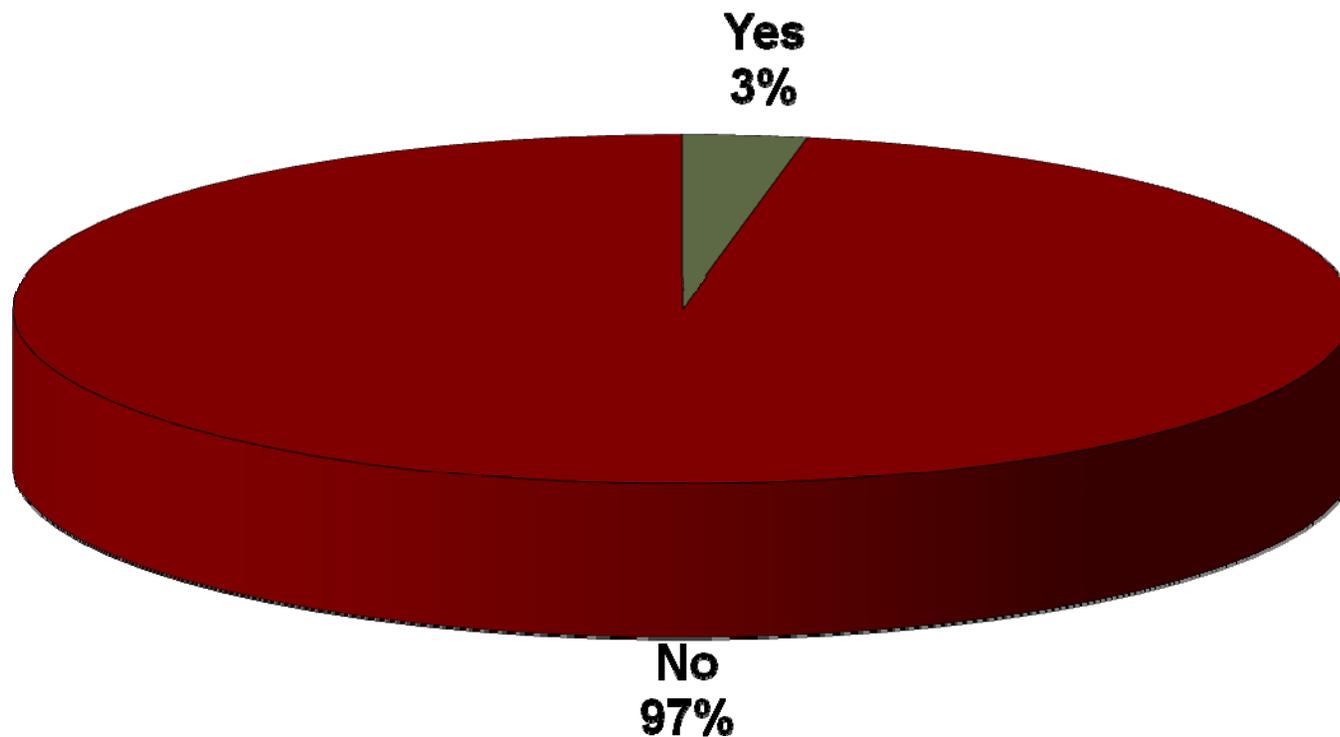
Source: U.S. Travel Association and YPartnership's *TravelHorizons*™

# Major gains in “Green” Behaviors

2007   2009

60%	76%	Recycle trash
67%	75%	Regulate A/C when not at home
60%	70%	Turn off water when brushing teeth
59%	69%	Use more efficient CFL light bulbs
53%	61%	Keep showers short
22%	32%	Buy environmentally safe products
20%	27%	Walk/bike instead of drive when possible
9%	19%	Car pool/ride share

# But purchase of carbon offsets lags

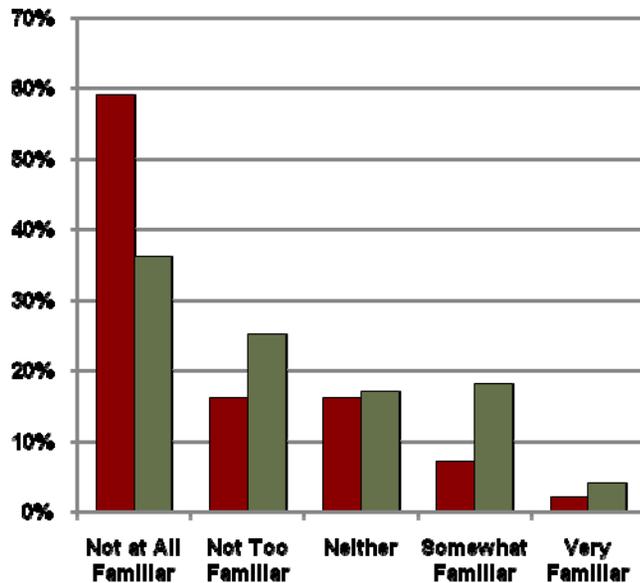


Source: U.S. Travel Association and Ypartnership's *TravelHorizons*™

# Impressive gains in familiarity with “Green Tourism” and “Carbon Footprint”

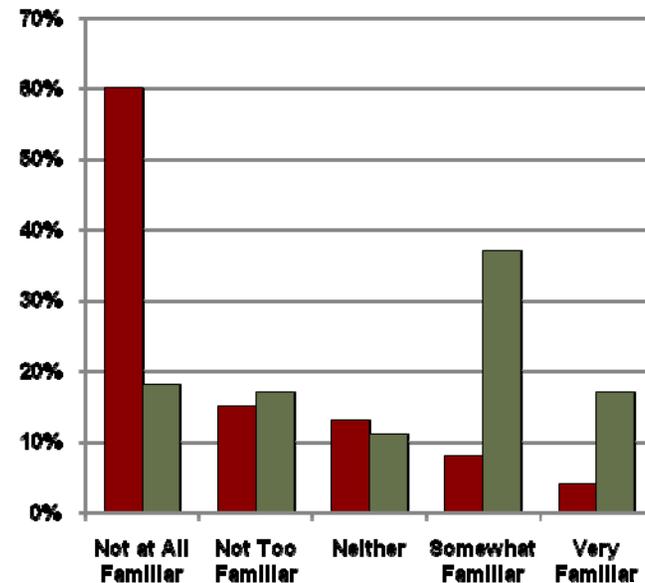
Familiarity with Green Tourism

■ 2007 ■ 2009



Familiarity with Carbon Footprint

■ 2007 ■ 2009



Source: U.S. Travel Association and YPartnership's *TravelHorizons*™

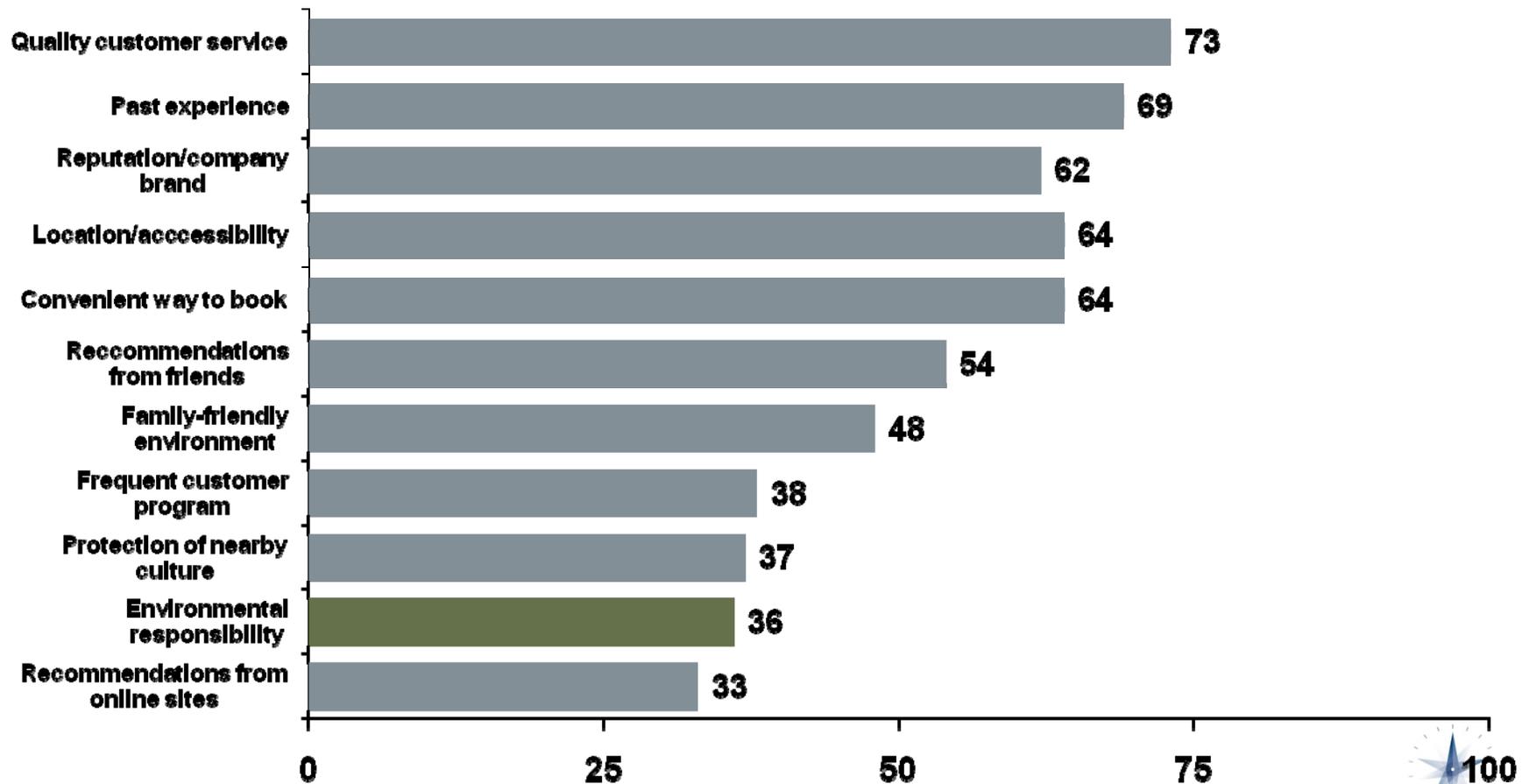
# Those with highest awareness of “green” concepts, most likely to be:

- 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

Factor important in selecting travel provider (Top 2 boxes)

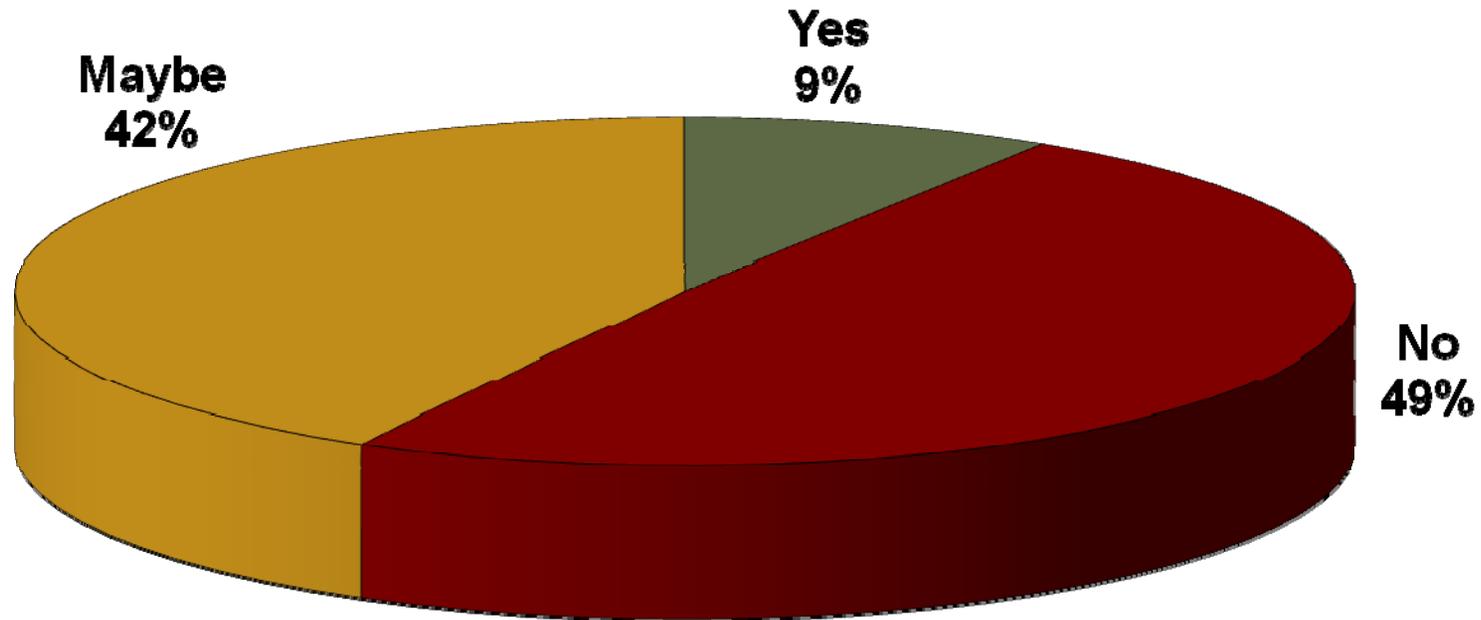


# Travel companies perceived to be engaged in...

- 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

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## TravelGreen

PROTECTING THE ENVIRONMENT THROUGH SUSTAINABLE TRAVEL

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Cruise Lines

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Restaurants

Ski Resorts

### 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

U.S. TRAVEL ASSOCIATION

# Miles Media Resources:

[www.MilesMedia.com/Insight](http://www.MilesMedia.com/Insight)

See the Library of White Papers, research, RSS feeds on relevant articles & more.

*Example: “Green Publishing Options for Destinations” White Paper.*



## Green Publishing Options for Destinations

Summary of Environmental Options for Publishing Visitor Products

Authors: Chris Adams  
Director of Online Marketing  
& Nate Huff Director of  
Operations, Miles Media.

### 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](http://www.sustainabletourism.org)) and the Renewable Energy in Tourism Initiative (RETI, [www.renewabletourism.org](http://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