

WELCOME



Sustainable
Travel Ireland

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TO BE COVERED



- Introduce myself & Sustainable Travel Ireland.
- The challenges facing us.
- Why be sustainable? The business case.
- What is sustainable or regenerative tourism?
- Certification - why do it? Is it right for your business? The business case for certification.
- What I hope you'll get out of today.

WELCOME



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**The best time to plant a
tree was 20 years ago.
The second best time is
NOW.**

- CHINESE PROVERB



THREATS & STATS



- **Climate Change:** One decade to restrict global warming to 1.5°C above pre-industrial levels. *The Intergovernmental Panel on Climate Change*
- **Biodiversity Crisis:** One million species of plant and animal are currently threatened with extinction. We depend on biodiversity for natural “services” such as food, clean water and air, and flood protection. *Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES)*
- By 2050, we will need three planet earths to meet our resource demands in a business as usual scenario. *Waste Action Plan 2020*

TOURISM: BAD OR GOOD ?



- Worldwide, tourism accounted for 8% of global greenhouse gas emissions from 2009 to 2013, making the sector a bigger polluter than the construction industry. *Nature Climate Change 2018.*
- Tourism is connected with destruction of nature and biodiversity.
- Over tourism: Internationally there were 25 million tourist arrivals in 1950. In 2018 (68 years later) there were 1.4 billion international arrivals per year. 56-fold increase. *The United Nations World Tourism Organization (UNWTO).*
Ireland: 1995: 4.82 million. 2019: a record 11.3 million. *Tourism Ireland*

TOURISM: A FORCE FOR GOOD



- In 2019, Travel & Tourism's direct, indirect and induced impact accounted for: US\$8.9 trillion contribution to the world's GDP 10.3% of global GDP. 330 million jobs, 1 in 10 jobs around the world. *World Travel & Tourism Council*
- Tourism contributes €9.4 billion to the Irish economy and employment in the sector is approximately 260,000. *Fáilte Ireland 2018.*
- Tourism is currently a major revenue generator and jobs provider for County Wicklow. 13,900 jobs in Wicklow, contributing €135 million to the local economy. *Gerard O'Brien, chair of the Wicklow branch the Irish Hotels Federation. September 2020.*
- Well managed tourism can lead to the protection of nature & biodiversity.

SUSTAINABILITY: WHY DO IT?



- Business VS the Planet?
- COVID: Time to pause and rethink tourism.
- Doesn't have to be either or.
- Can my business afford to become sustainable? Can your business afford NOT to do it?



SUSTAINABILITY: THE BUSINESS CASE



1. Efficiency: Reduce operating costs. Energy, water, waste & food waste.
2. Customers want it and will pay more for it. 66% of global consumers and 73% of Millennials are willing to pay more for sustainable offerings. 46% say they want green accommodation and 67% say they would pay more for it. Nielsen consumer behaviour study polled 30,000.
3. Consumer demand is now seeing that being reflected by search engines. Expedia.com / Booking.com
4. On the agenda with public bodies - E.g. Failte Ireland / Tourism Ireland,
5. B2B. Business procurement policies.
6. Legislation and taxation. Carbon taxes. National Waste Action Plan. Climate Action Plan. European Green Deal.

SUSTAINABILITY: THE BUSINESS CASE



7. Attracting employees & retaining them. Millennials want companies mixing mission and money. Amex survey 68% of Millennials said a successful business needs to have a genuine purpose. *Redefining the C-Suite: Business the Millennial Way.*
8. Raising funding / loan rates.
9. Risk reduction - insurance costs etc.
10. Future proof your business.
11. Public relations & marketing opportunities.
12. Increased brand loyalty and better reputation. According to a 2019 *PWC report*, 41% of Irish consumers are prepared to pay a premium for sustainable products.

SUSTAINABILITY: THE BUSINESS CASE



- Just some of the largest companies in Ireland that have signed Business in the Community Ireland's (BITCI) Low Carbon Pledge since 2018, publicly committing to halving their direct carbon footprint by 2030.

SUSTAINABILITY: THE BUSINESS CASE - TOURISM



- Some high-profile tourism companies that have embraced Sustainable Tourism and joined the Global Sustainable Tourism Council (GSTC).

WHAT IS SUSTAINABLE TOURISM?



"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of **visitors**, the **industry**, the **environment** and **host communities**."

United Nations World Tourism Organisation



UNWTO



Global Sustainable Tourism Council

WHAT IS SUSTAINABLE TOURISM



VICE

Visitors

Industry

Community

Environment



SUSTAINABLE TRAVEL IRELAND'S MISSION



VICE

Visitors
Industry
Community
Environment



EVOLVING INTO A SUSTAINABLE TOURISM BUSINESS



- Understanding the four pillars of Sustainable Tourism.
- Training.
- Creating a Sustainability Policy & Green Team.
- Measuring and managing.
- Certification.

TRAINING



**You Can't Manage
What You Don't
Measure**

- PETER DRUCKER



TRAINING & CERTIFICATION



- **Creating a Sustainability Policy - FREE**
- **Building a Sustainability Management System - FREE**
- Energy Management
- Water Management
- Waste Management
- Creating a Plastics Strategy
- Creating a Food Waste Policy
- Building a Procurement Policy
- Customer Experience and Engagement
- Responsible Marketing
- Conservation: Biodiversity, Ecosystems, Wildlife & Landscapes
- Protecting and Presenting Cultural Heritage
- Stakeholder Engagement

Certification

- Ecotourism
- Accommodation
- Tour operators

BENEFITS OF BUSINESS CASE FOR CERTIFICATION



- It reassures guests that your claims are credible. 62% of guests said they feel better staying at a property if they knew it had an eco-label.
[Booking.com](https://www.booking.com)
- Competitive edge – marketing, customer loyalty, costs.
- Encourages staff loyalty and engagement.
- Encourages continuous improvement.
- Could become a requirement in the not-too-distant future.
- Certified properties are more efficient, have higher standards, and better environmental standards - see case study.

CASE STUDY



- Listed on the FTSE4Good Index.
- Listed on the Ethibel Sustainability Index.
- Awarded an A or an A- grade from CDP Climate Change.
- Finalist in the TTG Travel Awards 2019 (TUI UK & Ireland).

Certified v non-certified hotel performance

- 10% lower CO2 emissions per guest night
- 24% lower waste volume per guest night
- 19% less fresh water use per guest night
- 23% higher use of green energy

Key insights

In 2018, TUI's certified hotels spent on average 12% less on energy costs, saving on average €73k per year.

TUI's most sustainably managed hotels also consistently deliver higher quality and customer satisfaction.

(Ian Corbett - TUI UK & Ireland Sustainability Manager)

GOOD LUCK!



Sustainable
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**Start where you are. Use
what you have. Do what
you can.**

- ARTHUR ASHE



THANK YOU!



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