Destination 2030: the power of partnership to transform Pacific tourism

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Nadi, Fiji
46% of global travellers consider themselves a sustainable traveller

Yet only 5% of travellers believe it is easy to travel sustainably

Source: Booking.com study, 2017
GOOD Travel Mission

To empower travellers to have a positive environmental, social and economic impact on the places they visit
Nature of partnerships

• GOOD trips and GOOD City Tours in partnership with GOOD tourism companies and local NGOs

• Social media, blog, podcast and events to raise awareness of our GOOD partners and what it means to be a GOOD traveller

• Research and campaigns in partnership with universities and tourism bodies
Kiribati – for travellers, not tourists

“Tourists who are looking for swim up bars, cocktail lounges and fluffy towels need not apply.”
Possibilities for expansion in the Pacific

• Themed GOOD trips
• GOOD city tours
• Campaigns in partnership with tourism bodies and airlines
• Grants to develop social enterprise in tourism in the Pacific
GOOD Travel & the SDGs

- A tool for engaging travellers
- A resource for justifying our work
- A future tool for trip themes, partner selection and/or impact measurement?
What we’ve learned

• Demand for sustainable tourism is growing

• Demand for meaningful, ‘feel-good’ experiences is growing

• ‘GOOD’ travellers spend more and stay longer

• Industry slowly responding to demand
55% of American donated dollars, time or supplies while travelling in the last two years

Source: Tourism Cares research, 2015
http://www.tourismcares.org/goodtravelsresearch/
44% of surveyed hotels stated that guest comments had led to them making a change towards sustainability in 2017 (in comparison to only 24 percent in 2016)

Source: Green Lodgings research, 2017
Barriers/blockages

• What does it mean to be a GOOD traveller?
• How do we identify GOOD tourism businesses?
• How do we ensure our trips are genuinely empowering and inclusive for the communities we visit?
• How do we measure our impact and contribution towards the SDGs?
Thank you

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