



# Destination 2030: the power of partnership to transform Pacific tourism

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**GOOD**Travel



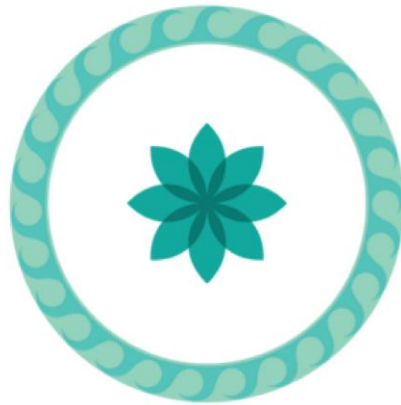
46% of global travellers consider themselves a sustainable traveller

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

Source: Booking.com study, 2017  
<https://globalnews.booking.com/bookingcom-reveals-2017-sustainable-travel-intentions-goals-and-considerations/?sf70513286=1>

# GOOD Travel Mission

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



**Environmental**



**Social**



**Economic**



## 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 FAMILY HEALTH ASSOCIATION









KPC ABATAO  
TE NO:1  
E TAONAKO REREINA





## **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

[http://www.greenlodgingnews.com/wp-content/uploads/2017/09/Green-Lodging-Trends-Report-2017\\_Final.pdf](http://www.greenlodgingnews.com/wp-content/uploads/2017/09/Green-Lodging-Trends-Report-2017_Final.pdf)



## 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?

















ALBERGO  
BEL  
SITO



















# Thank you

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