



Sustainable & Smart Tourism

Going Back to the Basics to
Reinvent the Tourism Experience

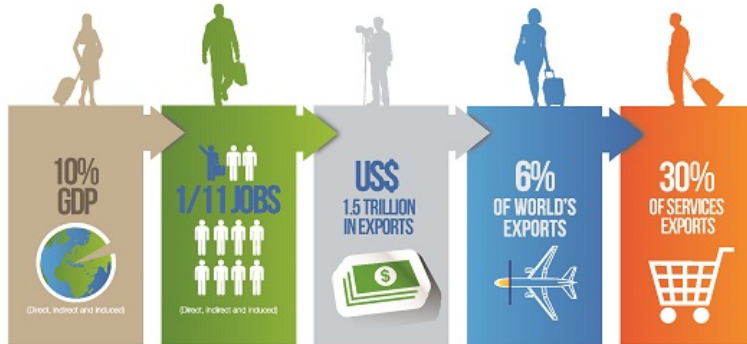
2016 Sustainable & Smart Tourism Forum
Co-creating Life-Changing Tourism Experiences

Catherine GERMIER-HAMEL
MILLENNIUM DESTINATIONS

Tourists in the city: invasive species?



Or positive contributors?



WHY TOURISM MATTERS

© World Tourism Organization (UNWTO) 2015

Come and visit us!



A shared (ir)responsibility





It does not have to end like this



CHARLTON HESTON LEIGH TAYLOR-YOUNG

SOYLENT GREEN



It's the year 2022... People are still the same.
They'll do anything to get what they need.
And they need SOYLENT GREEN.

Reducing the distance between Guests and Hosts

From “invade the locals” to “meet the locals”
to “(try to) be a local”

Guests becoming Hosts

Hosts becoming Guests

A love-hatred affair: wrong matchmaking?

Tourists don't want to feel like they are tourists

More compassion for better marketing

Rediscovering the art of hospitality



Targeting responsible tourists

Agoda.com Travel Smarts

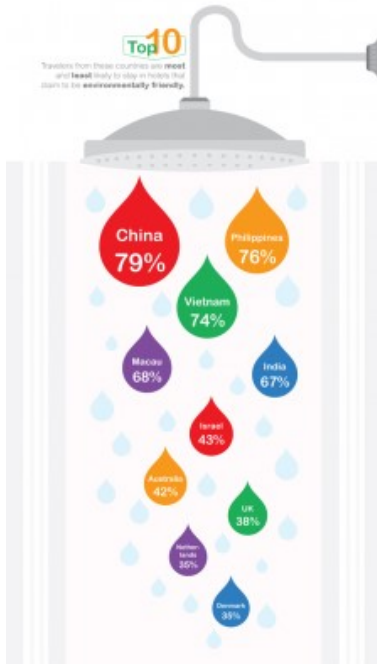


Global Earth Day Hotels Survey

Over **55,000** Agoda.com customers
came clean about how hotels' efforts
to protect the environment affect their
booking decisions.

Top 10

Travelers from these countries are most
and least likely to stay in hotels that
claim to be environmentally friendly.

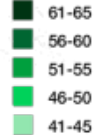


- ➔ Focus on those who care and are willing to pay more for sustainability
- ➔ But who are the most responsible tourists? (honestly)

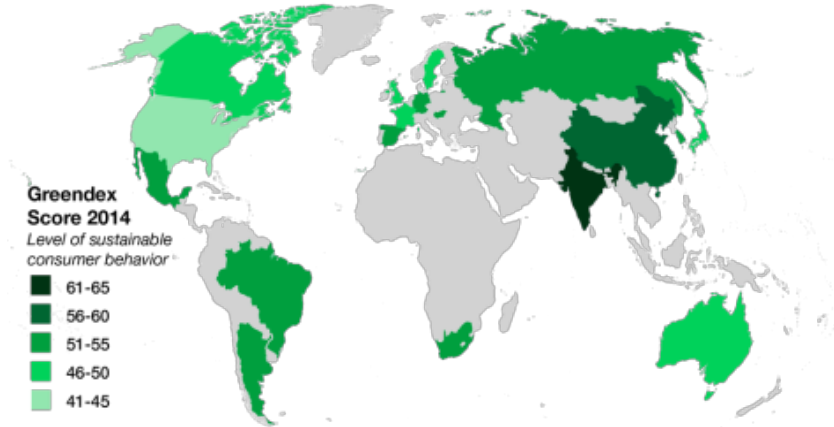
What is the Greendex?

Greendex Score 2014

Level of sustainable
consumer behavior*



Not surveyed

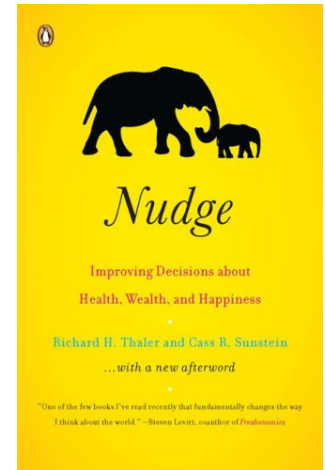


Information : From Patronizing to Nudging A Behavioral Approach



Message on Placard	Conversion Rate
Help the hotel save energy.	16%
Partner with us to help the environment.	31%
Almost 75% of guests reuse towels.	44%
75% of the guests who stayed in this room reused towels.	49%

**Who cares about saving the Planet?
(or saving the hotel's costs)**



From greenwashing to smart greening

make a
green choice
Reward yourself and help the environment

MAKE A GREEN CHOICE

Conserving water, energy and other resources is rewarding for you and great for the environment. Enjoy a \$5 voucher at participating food and beverage outlets or 500 Starwood Preferred Guest Starpoints® awarded at checkout for each night you decline housekeeping (except day of departure).

It feels good to conserve. Make A Green Choice.
[Terms & Conditions](#)



Hotel booking site Agoda.com's 2014 Global Earth Day Hotel Online Survey (57,000 customers): towel and linen reuse are ranked as the least popular environmentally-friendly hotel practice, with only 23% of the total votes.



Common

linen.

means

In a hotel, sheets and towels that are changed daily.

by acronymsandslang.com



Maximum room-by-room energy savings



Real-time trackable reports



Consistent guest comfort



Reduced HVAC maintenance costs



Cost-effective installation



Humidity control and asset protection



Reduced operations expenses



Average ROI between 18-36 months

<http://wisuite.com/>

Aspirationals' desire for sustainability



ASPIRATIONALS GLOBAL PRESENCE



WHY ASPIRATIONALS?



A FORCE FOR CHANGE

- + Culture
- + Materialism
- + Sustainability

20 COUNTRIES

N= 20,000+

20% - 39%
ASPIRATIONALS

40% - 60%
ASPIRATIONALS

Towards Sustainable & Smart Tourism

Smart technologies and data, big data, open data

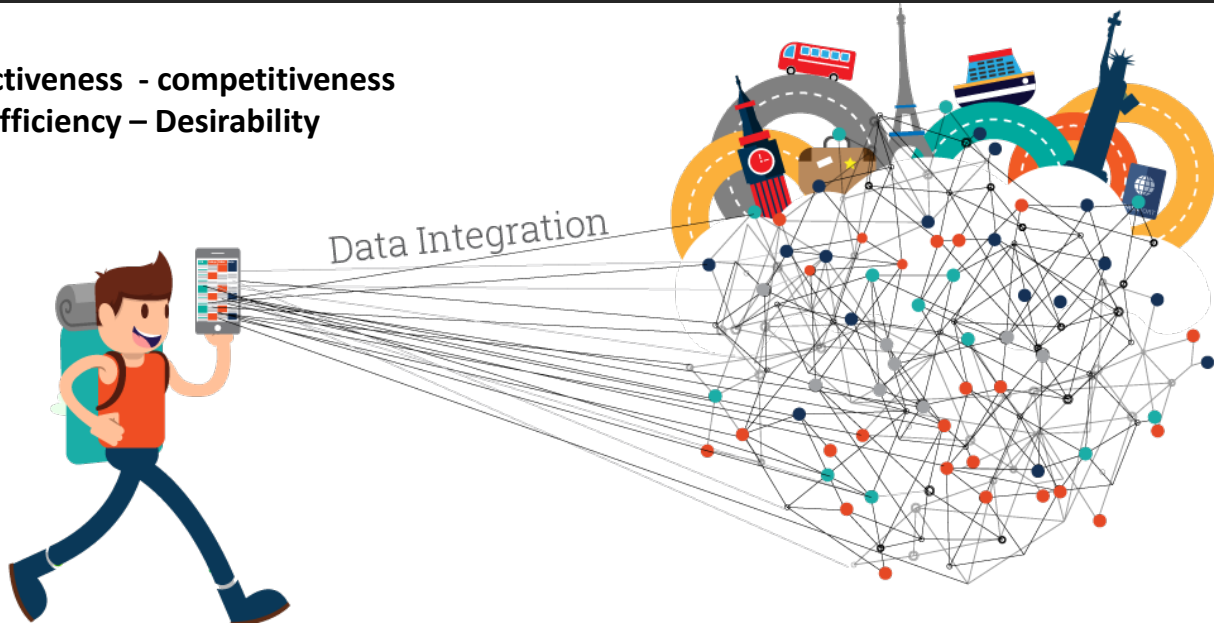
→ Better knowledge, understanding, and targeting of the tourists

From service provider to sustainable concierge

→ Ultra-personalized, enhanced and optimized **experiences**

Attractiveness - competitiveness

Efficiency – Desirability



Bukchon Internet of Things Project

Background

Bukchon Hanok Village is a tourist attraction comprising about 900 traditional houses as a residential neighborhood where people actually live. Due to this unique environment, between resident and tourist, there are unavoidable public issues such as waste, noise, parking, environment, safety and tour support services.

In the past, these issues are the responsibility of the public sector. Recently in the private sector, many start-ups are developing the services and products dealing with these public issues.

So, in dealing with these issues, the public sector designed a new approach model, it is titled "IoT for Smart City Project @ Bukchon". The public sector provided the infrastructure, IoT-based start-ups launched their services and products to finalize their overall plan to take their products to market and let the community gain appreciation for how technology works for them.



“Entertrain” Guests and Locals

- Give tourists an opportunity to put their commitments into practice
- In a seamless and fun way
- The planet as a playground: you have to play the rules



- **Serious Games:** adopting game rules, mechanics (competition, motivation and engagement), and incentives (miles, points, ranking) to solve environmental issues
- **Ecovision Tours, Millennium Hikes:** interest-based tourism experiences focused on sustainability and interactivity

HIKE WITH THE LOCALS
BUILD YOUR EXPERIENCE
POST YOUR FEEDBACK



BECOME A HOST
WALK WITH YOUR GUESTS
SHARE YOUR STORY

EDUCATION FOR ALL: HOSTS AND GUESTS

MILLENNIUM HIKES PROJECT



Project management

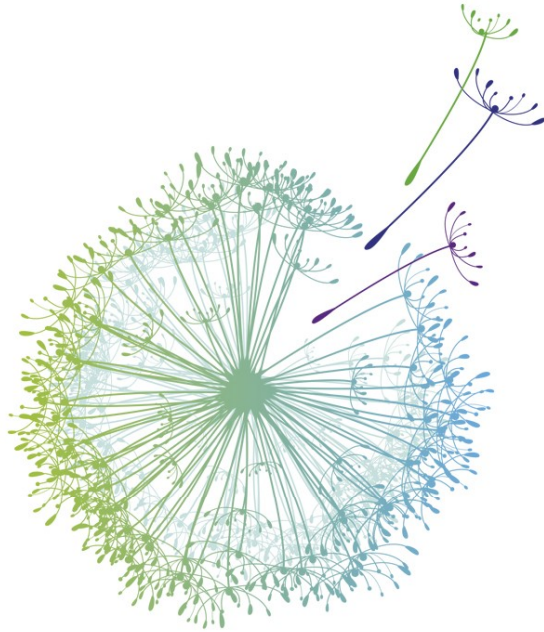
- Pilot hike design
- Field implementation
- Review and assessment
- Branding / marketing strategy and planning

Product development

- Millennium Hikes Community
- Millennium Hikes Platform
- Millennium Hikes Network

SUSTAINABLE TOURISM **INTERNATIONAL COOPERATION** **DESTINATION MARKETING AND BRANDING**

- Education, information and awareness-raising
- Tourism intelligence and innovation
- Local and global partnerships
- Cross-cultural exchanges



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

THANK YOU!
감사합니다