



HOP!ne

*better trips
for better days!*

#UsefulToYou #UsefulToTheWorld

HOPTOUR ASIA

SSTF 2016 - Co-Creating Life Changing Tourism Experiences



Simon

- Bachelor's degree in Tourism and Hospitality Management at *Groupe Sup de Co La Rochelle*
- Sustainability Ambassador for Borneo Ecotours (Sabah, Malaysia)
- Coordinator for a beehives fencing community project: natural deterrent for Pigmy Elephants around the palm oil plantations.

Léa

- Bachelor's degree in International Tourism & Hospitality Management at *Vatel Québec*
- Experience in various hotels of Montréal, Mexico, and France in hotel management
- Ex-volunteer at Sukau Rainforest Lodge (Sabah, Malaysia - 3 months)

#Expertise #Commitment #Experience



- ✓ 16 Ambassadors
- ✓ 120 tourism facilities in 23 countries
- ✓ Over 300 good practices collected
- ✓ Hundreds of citizens interested and involved
- ✓ Several institutional partners

Hopineo is a worldwide community of travelers dedicated to responsible tourism empowerment and promotion.

- ✓ **Our aim:** foster field solutions and good practices sharing among tourism professionals
- ✓ **Our method:** travelers collect and spread the good practices thanks to a new participative way of traveling.
- ✓ **Our means:** a dedicated internet platform and a lot of motivation!

Hopineo offers two ways to travel



Our Goal: gather and spread field solutions to push forward responsible tourism

- Good Practices
- Fact files and case studies
- Marketing
- Multimedia files

#Collaborative

#Innovative

#ForBetterTourism

[On Hopineo.org]

#Travel

Regular travelers can look for ecofriendly spots to live authentic and powerful experiences during their stay.



#Receive

Committed professionals can find responsible travelers willing to exchange their competencies for room and board.



#Share

Tourism professionals have access to good practices, field solutions and experiences to help their tourism business grow in a responsible and efficient way.



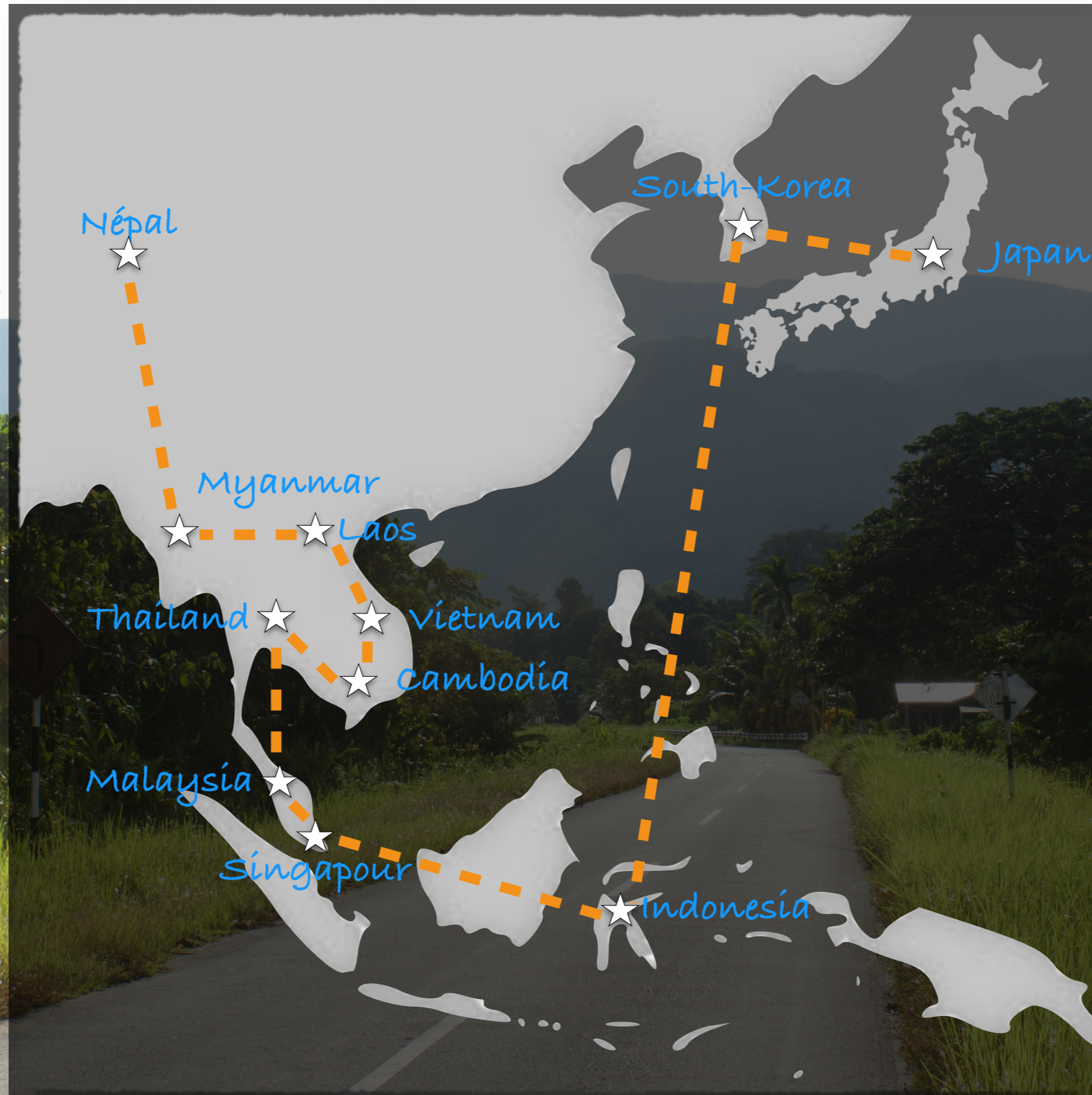
[From August 2016] [To September 2017]

A #HumanAdventure
for #CommonGood

- ✓ **Collect** new HopHosts and new HopSolutions for our existing partners
- ✓ **Help** eco and sustainable tourism organizations with developing their management tools while sending them new travelers and promoting them on our Hopineo website
- ✓ **Conduct** lectures and workshops for students and professionals to raise awareness on the issues involved with mass tourism, and the solutions that can be put in place to help preserve our natural environment and provide better living conditions for local inhabitants.
- ✓ **Provide** travellers with more authentic and eco-friendly trips through the Hopineo website.



[Planned Itinerary]



[Project **Activities**]

- ✓ **Length of stay:** 5-10 days (depending on the help asked for)
- ✓ **Help in exchange for room and board:** Léa can help with developing a marketing plan, enhancing social media and web marketing, taking professional-like photographs and videos of the facilities/activities provided, and/or creating a Hopineo profile. Simon can provide advice on environmental practices such as water treatment, green energies and consumption, waste disposal, carbon footprint, sustainability reports, etc. and human resources management. We can both provide advice on increasing sales and reducing costs in various departments (housekeeping, F&B, storage, supplies).
- ✓ **Visibility:** The *Hopineo* website is used by travelers worldwide looking for travel facilities which provides an increased visibility for your business, your commitments, actions and the experience that you offer to your visitors. HopHosts benefit from a profile on the Hopineo website which can help them acquire new guests, including those willing to contribute to the development of a better tourism by helping them in shaping and sharing their skills.



[Case Study - Iruka Hotel, Hokkaido Japan]



- ✓ **Created** a Business Plan for the next three years (short term, mid-term, long-term with difficulty and pricing levels)
- ✓ **Gave advice** in department management: Housekeeping, F&B, Marketing, Revenues, Activities...
- ✓ **Created** a promotional video and photos

#Support #Visibility #NewSolutions





Hopineo

HOPTOUR ASIA

SSTF 2016, Seoul



hopineo.org/en



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[Together, let's build a better tourism!]