

POSITIVE IMPACT TOURISM

A low-angle shot of the Atomium structure in Brussels, Belgium, framed by the dense green foliage of trees. The structure's white legs and spherical observation decks are visible against a clear blue sky.

WHAT DOES IT STAND FOR?

visit.brussels days 2022

The logo for visit.brussels, featuring a stylized checkmark above the word "visit" in a bold, lowercase sans-serif font, followed by ".brussels" in a smaller font. To the right of the text is a small icon of a heart with a leaf inside it.



CORENTIN DESCAMPS

Market Analyst
Marketing & Strategy



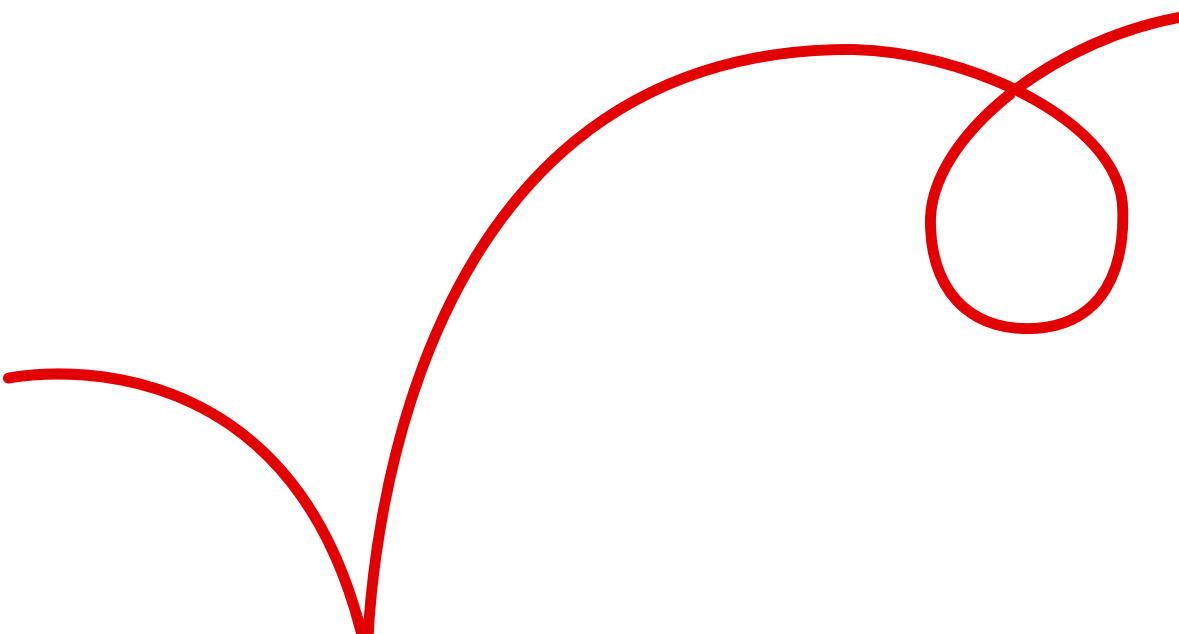
BRUNO BIN

Segment Marketeer
Marketing & Strategy



SUMMARY

- Context – the changing world
- Definition
- Visit.brussels version
 - GDS
 - 4P
 - Guidance Letter 2023
- Q&A
- Workshop:
 - Sky is the limit
 - Initiatives
- Conclusion:
 - Tricky balancing act



**WORLD
TOURISM
DAY 2022**

**RETHINKING
TOURISM
27 SEPTEMBER**

ENVIRONMENTAL IMPACT OF TOURISM

Tourism has an important impact that is often overlooked in official accounts

Tourism is one of the main sources of Greenhouse Gas emissions:



8% of global GHG emissions (direct & indirect)



Mainly related to **transport to the destination** (international or not)



These emissions are **not included** in the regional emissions



Given the urgency of the climate, **rapid action** is therefore essential

It is therefore necessary to know the situation in order to propose **realistic solutions**:



Measuring the scale of current emissions



To know the **respective contribution** of the different actors of Brussels tourism



Consider the current situation of the actors linked to the **economic crisis**



Propose **positive actions** with a **significant impact**

A POSITIVE APPROACH IS POSSIBLE

with an improved customer experience

Our figures confirm the preponderance of emissions from transport to the destination

The **key parameters** provide avenues for action



Number of arrivals: encourage **longer stays** to decouple overnight stays from arrivals



Choice of transport: set up collaboration to encourage **less polluting transport** (train, bicycle, etc.) or compensation



Distance from the source country: environmental factor to be integrated into promotion choices. **"Back to Brussels" strategy** for neighbouring countries

Levers also exist for factors internal to the destination

examples:



Accommodation: **Labelling of accommodation** and promotion of labelled establishments



Restaurants: Highlighting GoodFood restaurants, **improving waste management** at events



Shopping: Promotion of **sustainable businesses** and local products

These actions are valued by visitors and can generate a competitive advantage



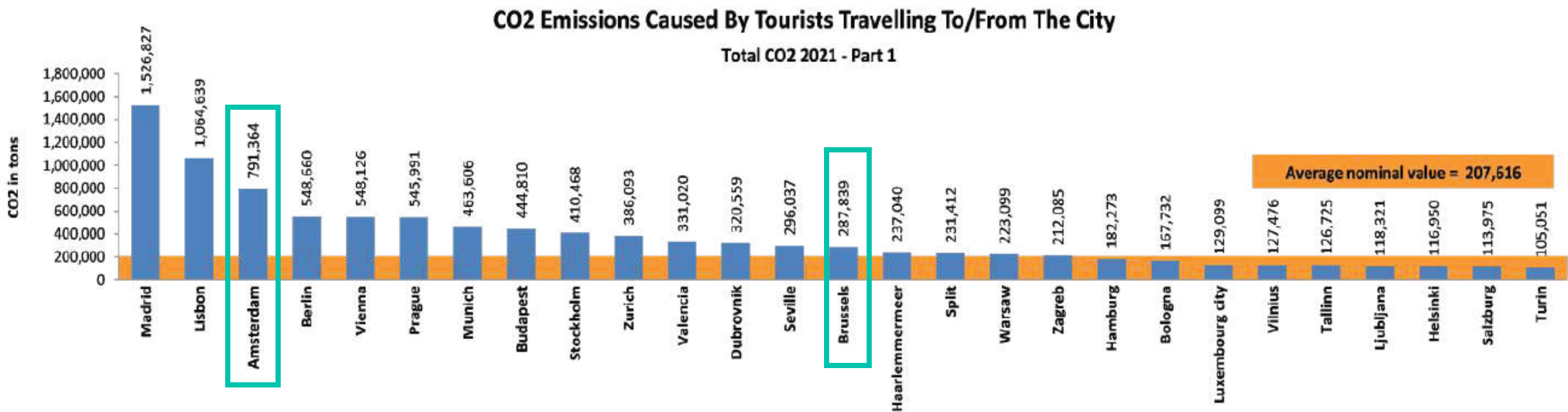
Environmental practices in hotels have a positive impact on visitor satisfaction and loyalty ⁽¹⁾

1. Merli, R., Preziosi, M., Acampora, A., & Ali, F. (2019). Why should hotels go green? Insights from guests experience in green hotels. *International Journal of Hospitality Management*, 81, 169-179.

AWARENESS RAISING AMONG THE PROFESSIONALS

City DNA Benchmarking report 2021-2022

ESTIMATION OF TRANSPORT-RELATED CO2 EMISSIONS



CONTEXT – THE CHANGING WORLD

Booking.com release a study in April about trends:

- **81%** of travelers confirm that **sustainable travel is important** to them, with 50% saying that recent news about climate change has influenced them to **make more sustainable travel choices**
- **59%** of travelers say they want to **leave the places they visit better than when they arrived**, with 33% revealing that they chose to travel outside of peak season to avoid overcrowding
- Nearly a quarter (23%) say they opted to travel to a destination closer to home over the last 12 months to reduce their carbon footprint.
- 78% of global travelers intend to stay in a sustainable property at least once in the coming year

Why ?

- 41% said they chose it to help reduce their impact on the environment
- A third (33%) wanted to have a more locally relevant experience
- 31% believe sustainable properties treat the community better

CONTEXT – THE CHANGING WORLD

Post-crisis habit change



Copenhagen Legacy Lab, a strategic approach to creating **long-term positive impact from congresses**



On 16 January 2023, the payment of **an entrance fee to Venice** for tourists who are not staying there will become effective. The amount of the entrance fee will be 3, 6, 8 or 10 euros depending on the level of affluence of the day.



Winter 2020, Lonely Planet has edited a travel guide « **Voyage zéro carbone** », 80 turnkey itineraries without planes or cars, in Europe and beyond.



Rwanda promotes a **zero tolerance policy towards corruption**. Former poachers now work as porters, trackers or guides. They promote conservation by protecting the animals they used to hunt.

DEFINITION

By UNWTO

Sustainable tourism

1. Make **optimal use of environmental resources** that constitute a key element in tourism development, **maintaining** essential ecological processes and helping to **conserve natural heritage and biodiversity**.
2. **Respect the socio-cultural authenticity** of host communities, **conserve** their **built** and **living cultural heritage** and traditional **values**, and contribute to **inter-cultural understanding and tolerance**.
3. Ensure viable, **long-term economic operations**, providing socio-economic benefits **to all stakeholders** that are fairly distributed, including stable employment and income-earning opportunities and social services **to host communities**, and contributing to poverty alleviation.



PLANET



PEOPLE



PROFIT

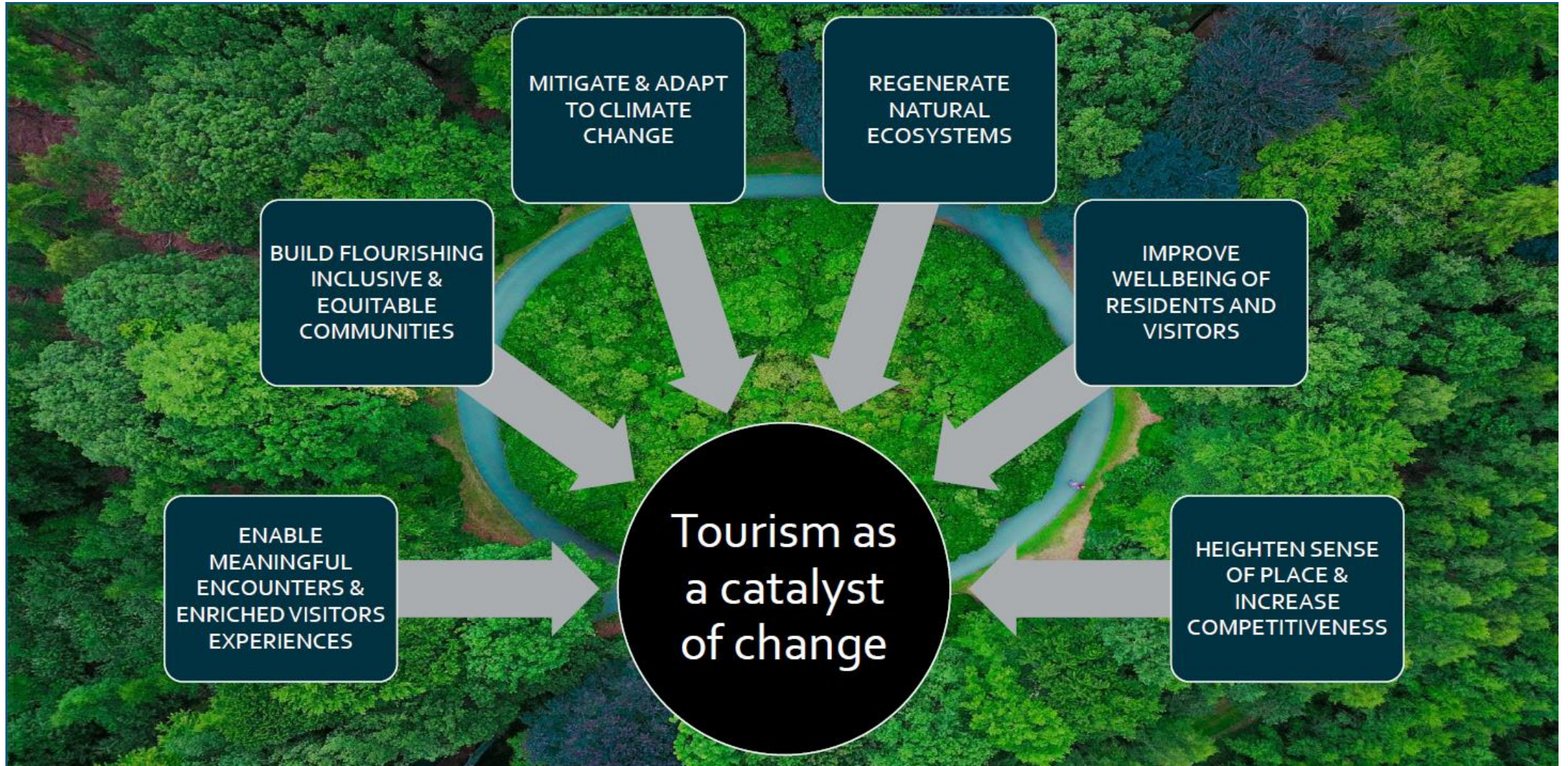
Goals

Make the improvement of environmental and social conditions resulting from tourism development compatible with maintaining development capacities for **future generations**

SUSTAINABILITY IS THE BRIDGE TO REGENERATION



GOALS OF REGENERATIVE TOURISM



THE BARCELONA DECLARATION

Better places to LIVE – Better place to VISIT

Improving the sustainability and competitiveness of the social and cultural impacts of tourism in Europe

SMART AND INCLUSIVE GOVERNANCE

What is good for residents is good for visitors

ADDING VALUE TO THE SENSE OF PLACE

Residents are part of the cultural/tourism experience and the best ambassadors of their territory and identity

USING A HOLISTIC VISION FOR MARKETING AND PRESERVATION

Promote and respect the cultural heritage and safeguard the authenticity

BALANCING PLACE, PEOPLE AND BUSINESS

Better measure to better manage

CONNECTING PEOPLE TO PEOPLE

Citizens' and visitors' search for new and transformative experience

GLOBAL DESTINATION SUSTAINABILITY INDEX



70 indicators in 4 key areas
Aligned with the 2030 Agenda (17 SDG's)

City Environmental Performance

- Climate, Energy and Emissions
- Waste
- Air Quality
- Water
- Transportation
- Green Areas

City Social Performance

- Sustainable Development Goals (SDGs)
- Corruption
- Social Progress
- Transportation
- Overtourism

Supplier Performance

- Hotels
- Airport
- Agencies (PCOs & DMCs)
- Restaurants
- Venues

Destination Management Performance

- Destination Strategy
- Policy & Certification
- Governance
- Staff Engagement & Capacity
- Building
- Measurement and Reporting
- Sales and Marketing
- Client Support
- Accessibility
- Community Action & Collaboration

12	Umea Sweden	75,1%
13	Kerry Ireland	74%
14	Brussels Belgium	73,6%
15	Sydney Australia	72,8%
16	Helsinki Finland	72,6%

Supplier Performance

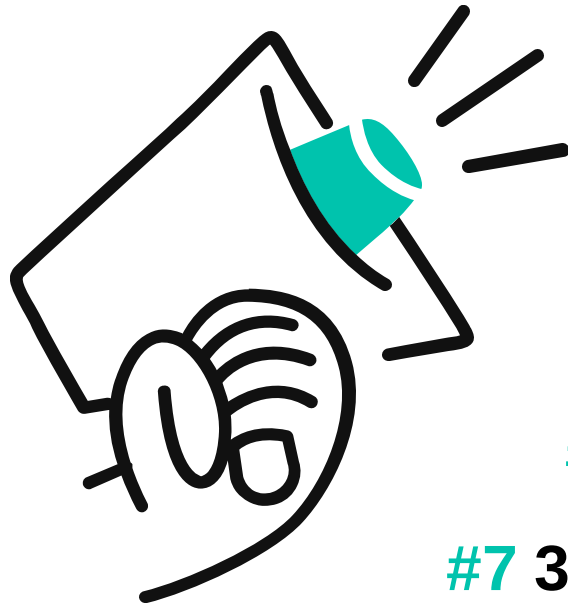
66.25

Destination Management Performance

65.52

ACTION PLAN

7 directions to improve our GDS impact



#1 Sustainability Policy & Strategy

#2 Green procurement

#3 Labelling visit.brussels

#4 Eco-management of events

#5 Support to partners

#6 Tourism & Circular Economy

#7 360° Communication

GOOD PRACTICE



Under the GREEN & SAFE label, the Slovenian Tourist Board joined responsible travel standards, which designate and highlight superior hygiene standards and protocols, as well as additional sustainable recommendations for tourist service providers and destinations.



The Metropole and ONLYLYON Tourism and Conventions have decided to join forces to pursue the ambitious aim of transforming practices to achieve more environmentally and socially virtuous tourism in Lyon. The power of collaboration has been demonstrated many times in Lyon and we all have a role to play in this transition. Let's develop a different approach to tourism in the metropolitan area together!



When travelers book on Kind Traveler at Holbrooke Hotel with a \$10 donation, it will unlock exclusive rates and perks.

The \$10 donation will replenish the supplies in one child's nature backpack, plant 5 native plants at a restoration site, or help maintain one mile of hiking trails.

Perks: Cocktail or smoothie upon arrival, guaranteed room upgrade, guaranteed late checkout

VISIT.BRUSSELS VERSION

4 P



- Integration of local people
- Encourage meetings with locals
- Develop for locals, adapt for tourists
- Strengthen the employment framework
- Distribution of overnight stays in time and space
- Inclusion



- Promote soft mobility
- Promoting green spaces
- Encouraging sustainable initiatives
- Promote labelling and labelled businesses
- Be an example in terms of sustainability (events, actions,...)



- Targeting a public with high purchasing power
- Encouraging repeat tourism
- Promote the local offer
- Promote Circular economy
- Decentralization



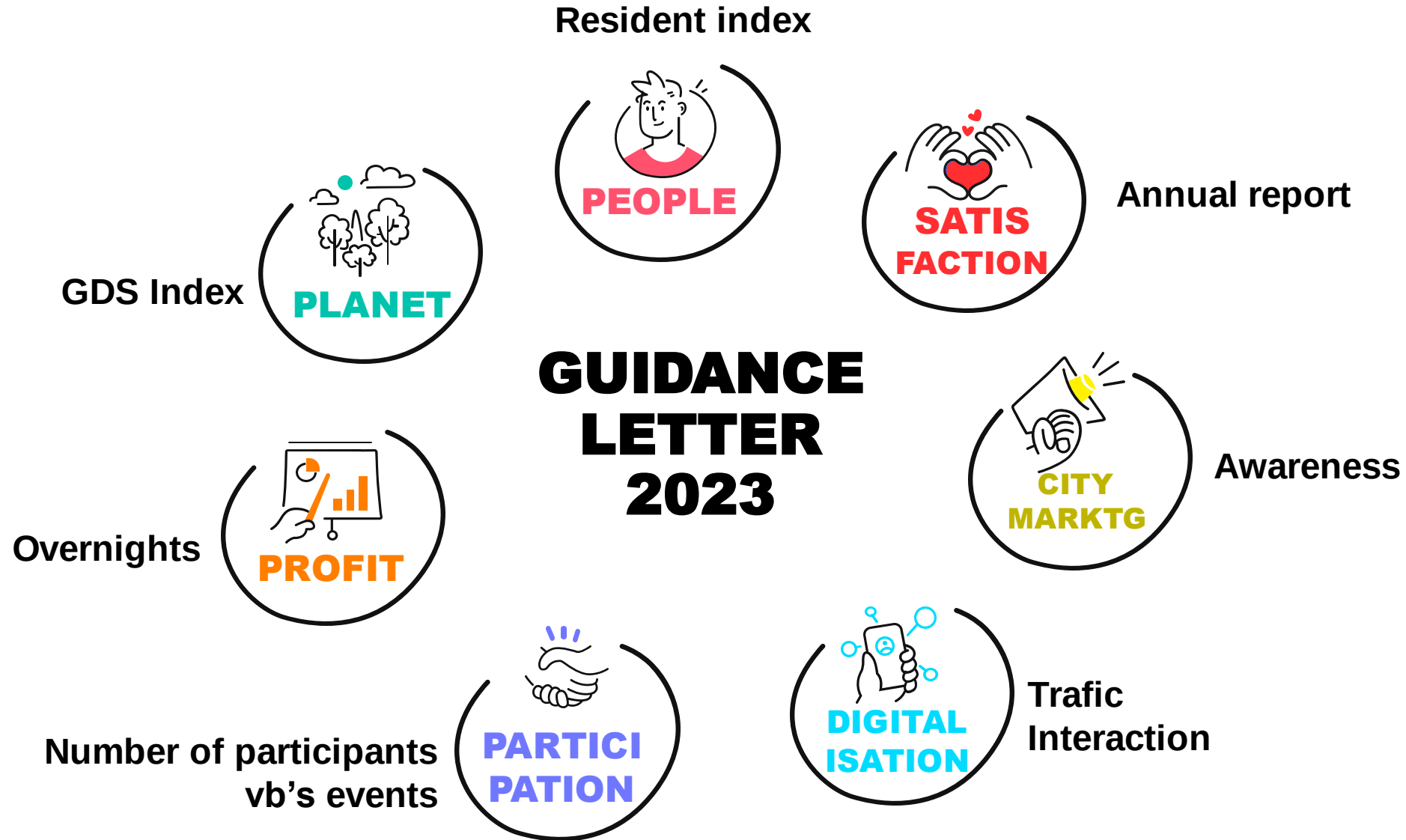
- Co-creation (LO, PAC,...)
 - Strategy
 - Actions
- Support in development
- Representation of the sector

VISIT.BRUSSELS VERSION



VISIT.BRUSSELS VERSION

KPIs



VISIT.BRUSSELS VERSION

4 P in practice



- **Citizen participation** greeters,...
- **Social tourism** inclusive & accessible



- **Sustainable modes of transport** to the destination euro-ravel, trains,...
- **Soft mobility** electric buses, bicycle hiring,...
- **Green spaces** Green Walk,...
- **Eco labels** Green Key, bike friendly, Good Food
- **Responsible events** environmental audit, social legacy programm



- **Local offer +++**
- **Circular economy** initiatives
- **Regional economic transition** strategy
- **Decentralization** 10 priority neighbourhoods



- **Co-creation** action plan
- **Support & involvement** of the sector
- **Resident involvement** projet DMOcracy
- **Transversality** in visit.brussels

Q & A



WORK SHOP



In your last experiences as a professional or as a tourist, did you notice any good practices worth sharing?



SKY IS THE LIMIT

What is possible for Brussels?

What actions could have a positive impact on tourism in Brussels?

How can the destination make the extra mile?

What has not yet been done in Brussels?



INITIATIVES

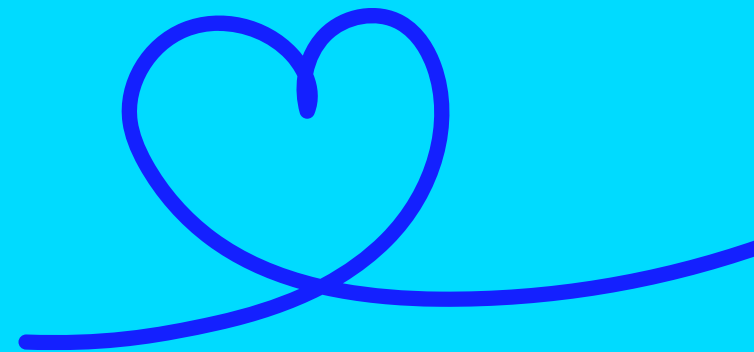
In your activities

Towards Positive Impact Tourism:

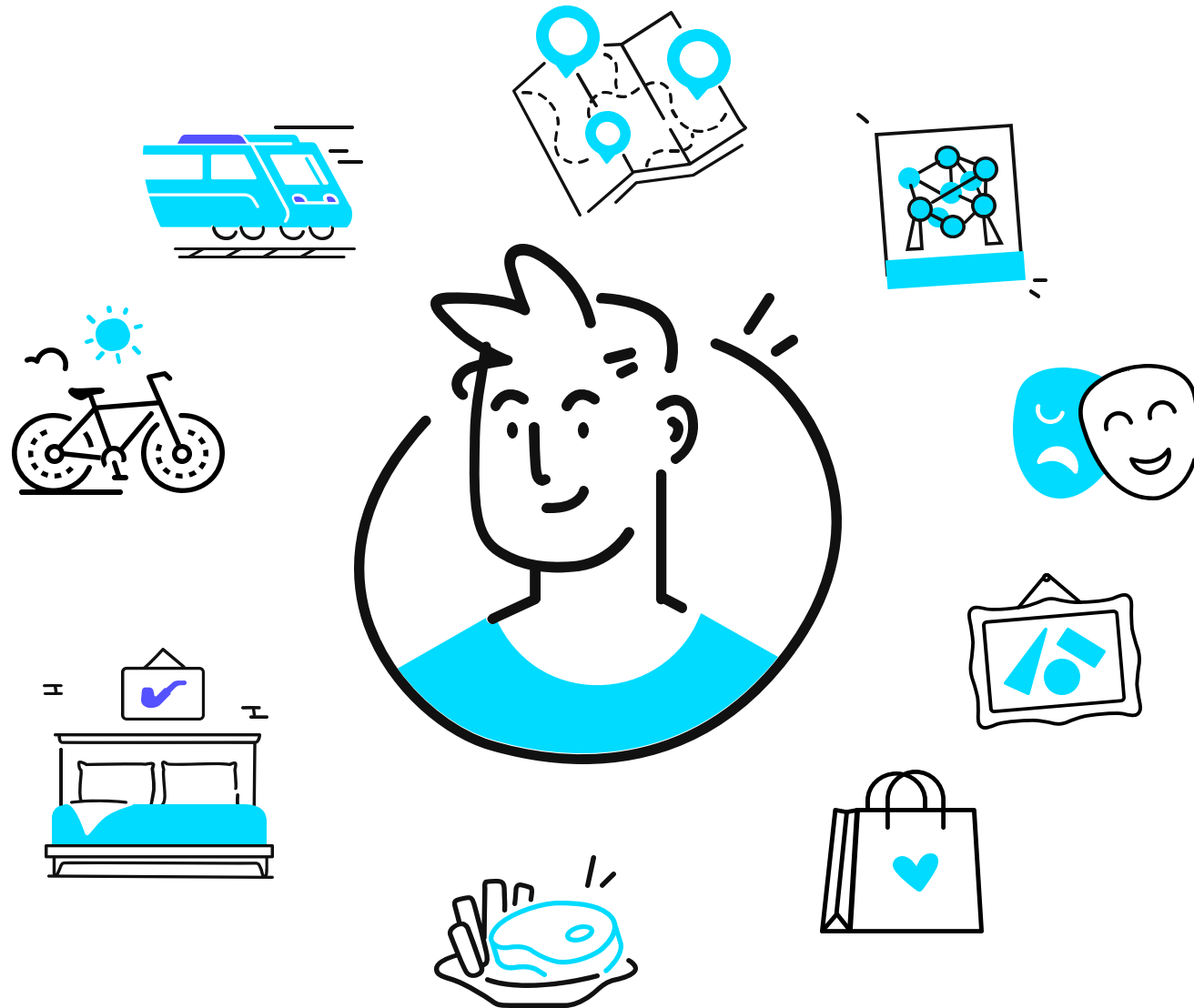
- What initiatives are you already putting in place today and what does it stand for (4P) ?
- Which kind of initiatives would you like to implement and for what purpose?



**CONCLU
SION**



THE TRICKY BALANCING ACT



INFORMATION - INSPIRATION

visit.brussels days

	Day 1 – 28/09	Day 2 – 29/09
9:15 – 14:00	Stand: • How to get involved in improving the quality experience of the destination? • What labels do I need for my business?	Stand: • How to get involved in improving the quality experience of the destination? • What labels do I need for my business?
14:00 – 15:00	Session: GDS Global Destination Sustainability index no progress without collaboration	Session: visit.brussels welcomes the city of Bordeaux, awarded European Smart City 2022

THANK
YOU

A yellow decorative swirl or flourish that starts near the top right of the word 'THANK' and curves downwards and to the left, ending near the word 'YOU'.