

The future traveler: From niche to mainstream – About the growing demand for sustainable tourism

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A short introduction of myself ...



Network of European Regions for
a Sustainable and Competitive Tourism

NECSTouR

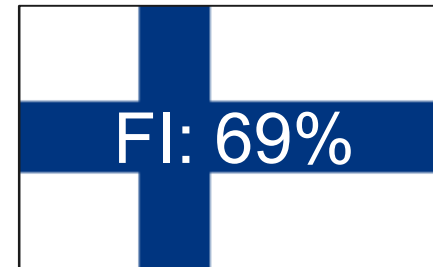
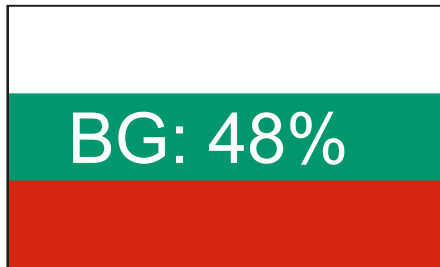
Focus of our work:

- Market research in tourism demand in Germany and Europe
- Sustainable tourism development
- Supporting tourism strategy, planning, policy

It's a good idea to talk about the consumers ...

... because people in Europe care about sustainability:

59% think you should measure progress of a country based equally on social and environmental criteria and on economic criteria.



Source: European Commission 2014, Special Eurobarometer 416, ATTITUDES OF EUROPEAN CITIZENS TOWARDS THE ENVIRONMENT

It's a good idea to talk about the consumers ...

... because people in Europe care about sustainability:

75% have a positive attitude towards environmentally friendly products even if they cost a bit more



Source: European Commission 2014, Special Eurobarometer 416, ATTITUDES OF EUROPEAN CITIZENS TOWARDS THE ENVIRONMENT



Our study in Germany...




- » Funded by the Federal Environment Ministry
- » As baseline information for the funding of sustainable tourism projects in the future
- » To start talking with the industry
- » Sustainable tourism demand:
 - » How many?
 - » Who?
 - » How?
 - » Characteristics/Obstacles?
 - » Responsibilities?

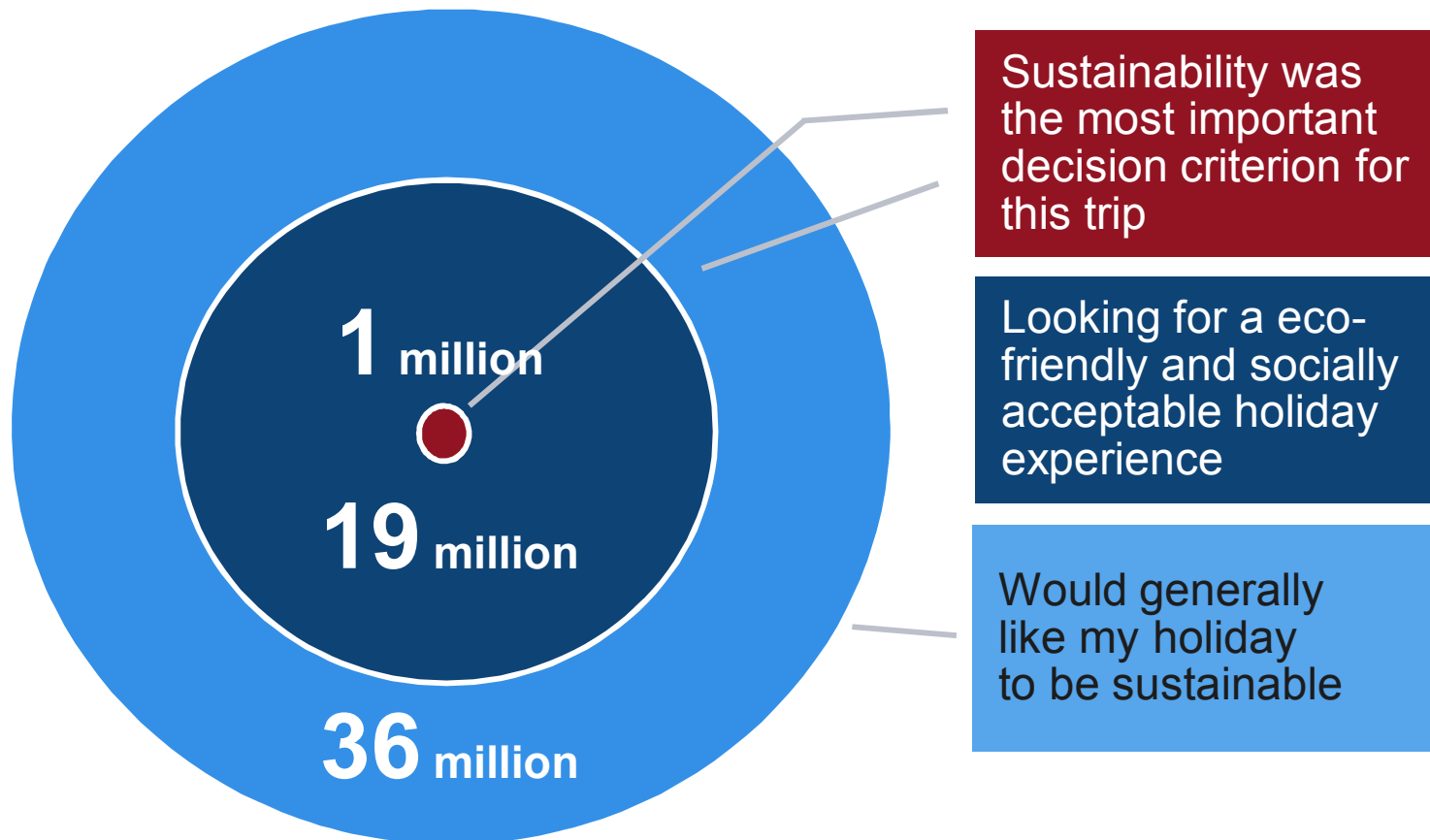


Federal Ministry for the
Environment, Nature Conservation,
Building and Nuclear Safety



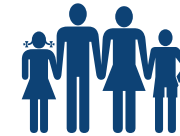
Sustainable tourism demand in Germany: Many want it, few do it!

 Federal Ministry for the
Environment, Nature Conservation,
Building and Nuclear Safety



Source: Reiseanalyse 2014
in www.bmub.bund.de/N51279/

- » Huge interest for sustainable holidays
- » All socio-demographic segments
- » They want:
regional food/drinks, eco-friendly accommodation,
specialist tour-operator, relevant information
- » They do not want:
Cut down in long-haul or plane travel
- » 1/3 would pay more for a sustainable
engagement of the tour-operator

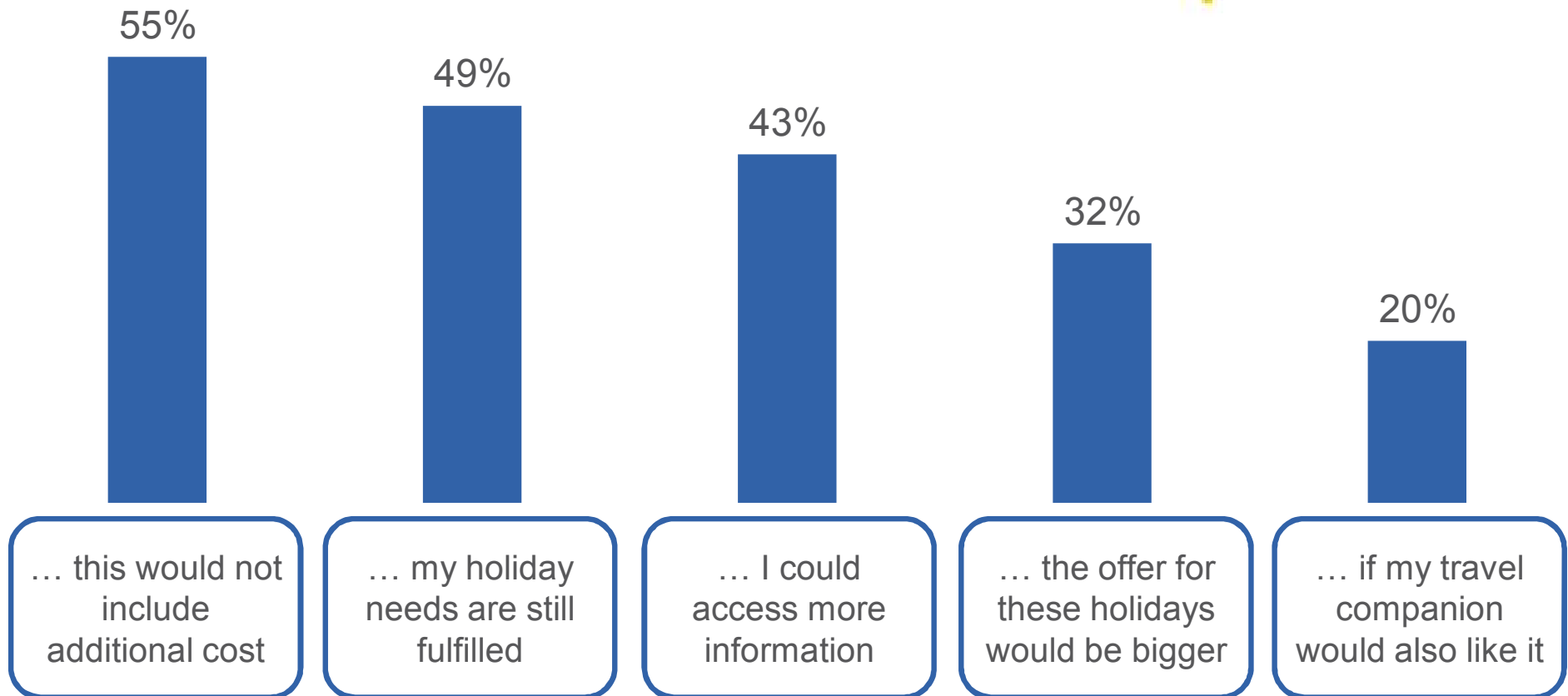


Opportunities for (more) sustainable holidays:

I would like my holiday trips to be sustainable.
It would be helpful for me, if ...



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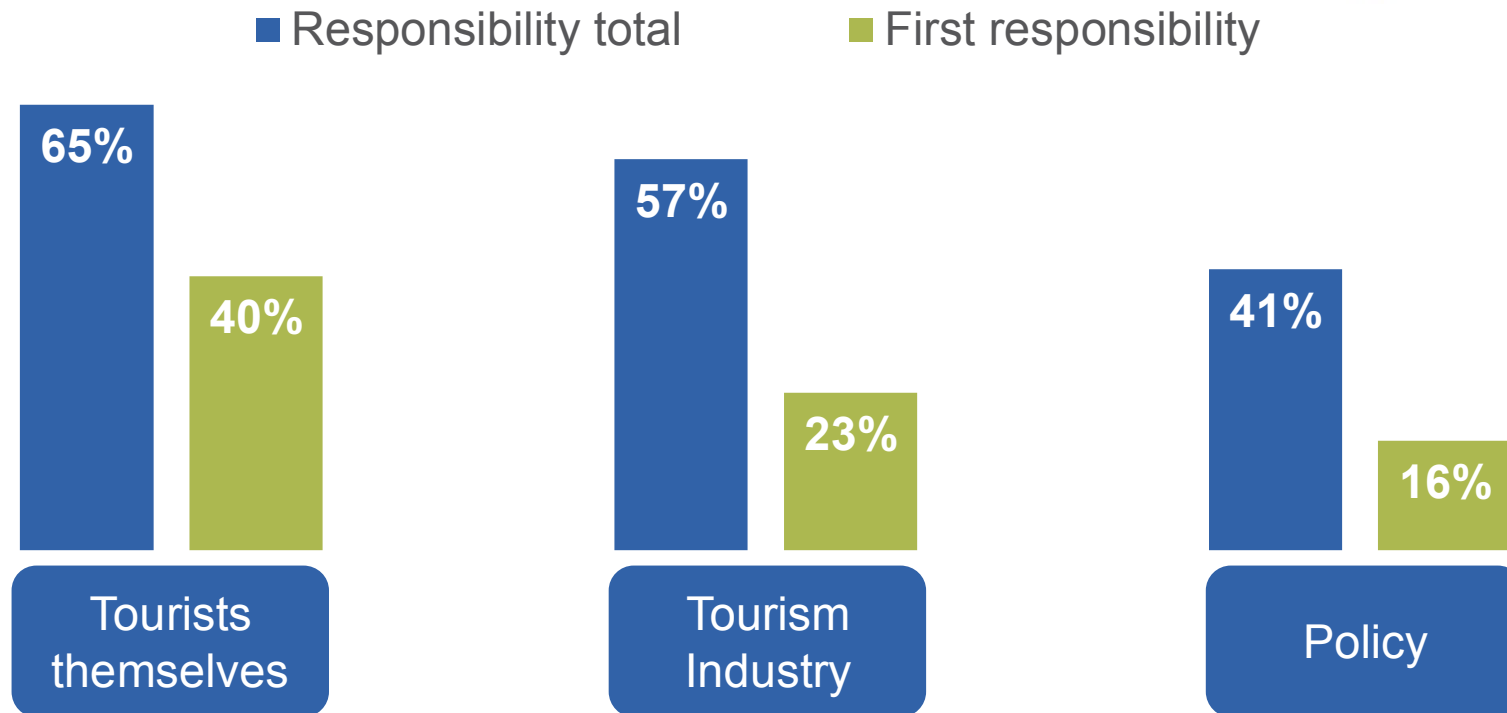


Source: Reiseanalyse 2014
in www.bmub.bund.de/N51279/

Who is responsible to make holidays more sustainable?



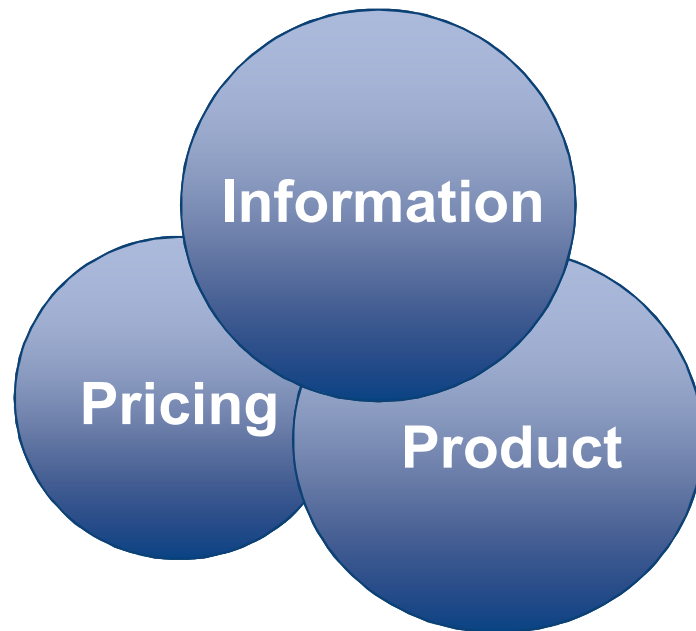
Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety



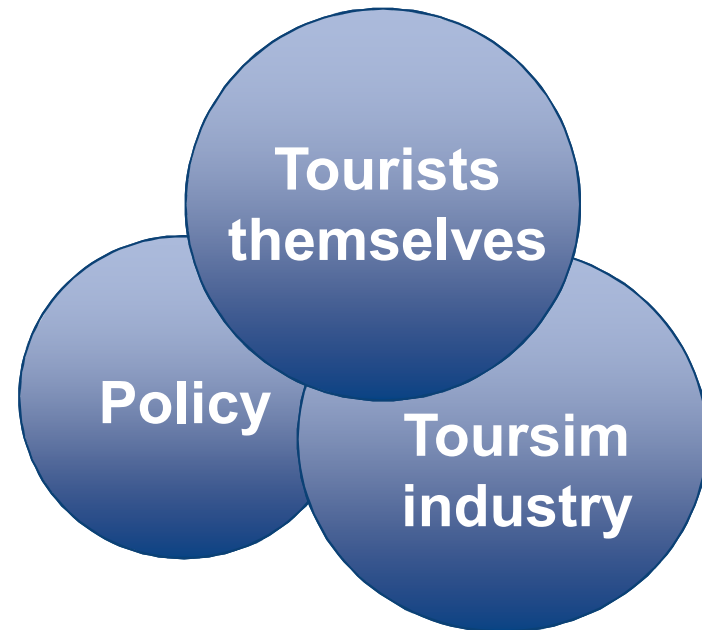
Source: Reiseanalyse 2014
in www.bmub.bund.de/N51279/

Starting points for more success of sustainable tourism ...

How to stimulate demand



Who is responsible



Source: Reiseanalyse 2014
in www.bmub.bund.de/N51279/

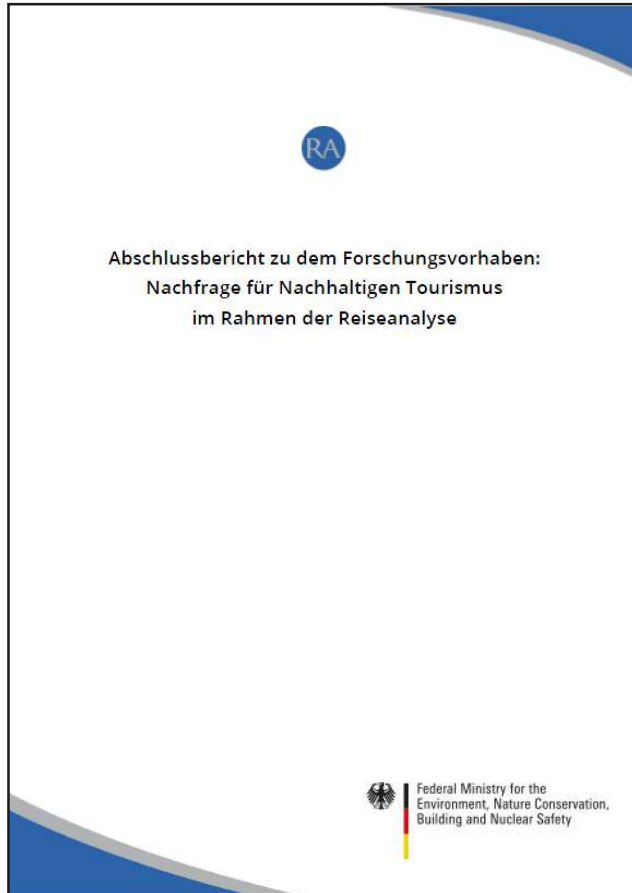
What we learn ...

- » Sustainability alone is not sufficient
- » Nobody travels to be sustainable
- » Everybody travels to have great holidays
- » Even for persons who look for sustainable holidays, sustainability is only one (small) aspect within the decision process
- » Important: Sustainable tourism products and their added value need to be more visible
- » Stakeholders should not forget the demand side, when talking about sustainable tourism

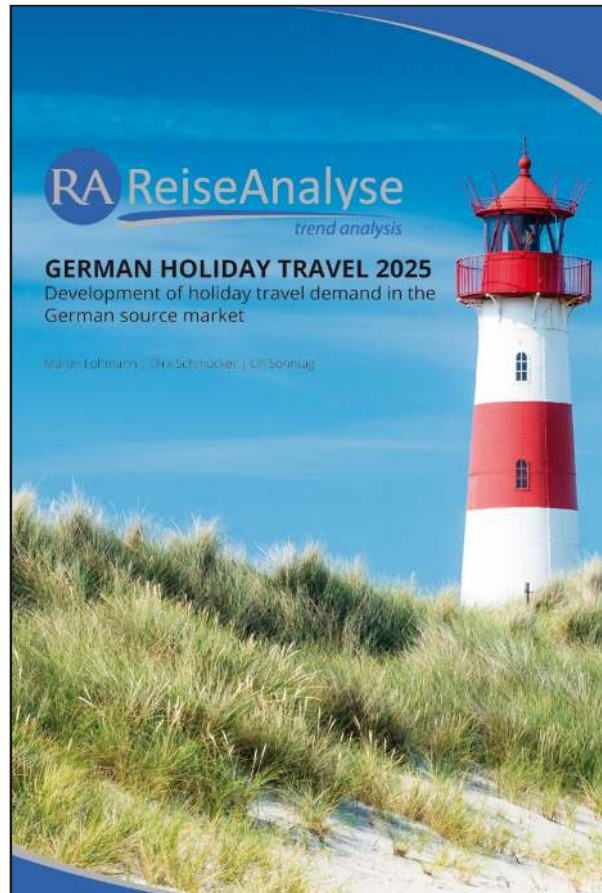


Source: Reiseanalyse 2014
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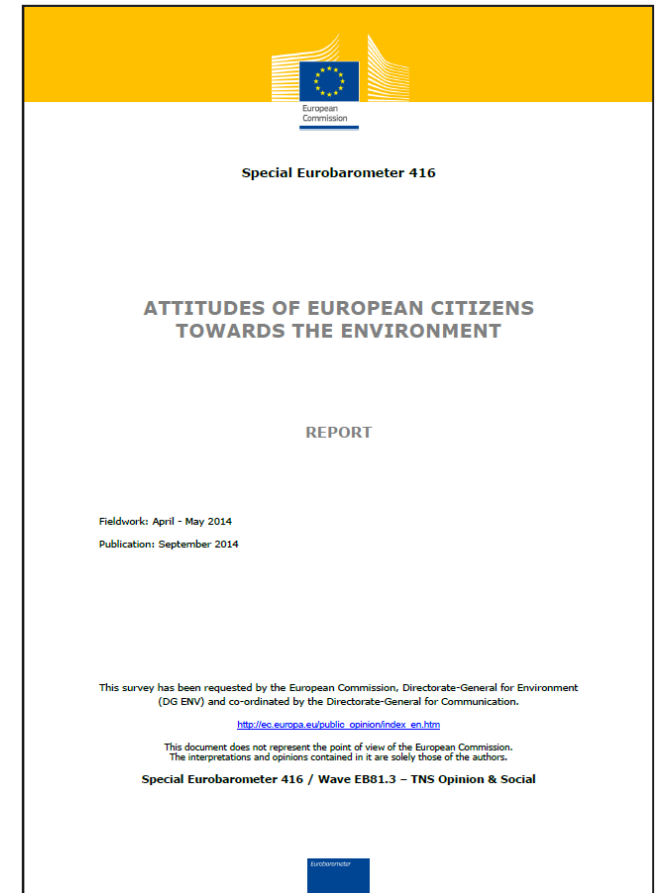
Sources:



www.bmub.bund.de/N51279/



<http://www.fur.de/ra/publications-and-press/german-holiday-travel-2025/>



http://ec.europa.eu/public_opinion/archives/ebs/ebs_416_en.pdf

Thank you!



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