International Symposium of the 10YFP Sustainable Tourism Programme

07th of December 2017, Cresta Mowana Safari Resort & Spa

HOSTED BY: botswana tourism

IN COLLABORATION WITH:
PANEL 4:

MARKETING OF SUSTAINABILITY: DRIVING CHANGE IN AN ERA OF ‘EMPOWERED TOURISTS’

Moderator:
Guy Bigwood, Sustainability Manager, MCI Group
Marketing of Sustainability: Driving change in an era of 'empowered tourists'
Philip Kotler: "Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit."
Mind Your Ps...

In the new era of Sustainability, the traditional Four Ps of Marketing have been replaced with Three:

People, Planet, Profit
The Brand Purpose Gap

65% Consumers who want to support companies with a strong purpose

45% Consumers who can name a company with a positive impact on society

20% BRAND PURPOSE GAP!

Source: BBMG / Globescan
79% of TripAdvisor users say it's important.

Survey of 15,000 people.
Of Meeting Professionals International members have increased their focus on event sustainability in 2017.
IF WE ARE TO BECOME GUARDIANS OF NATURE, CLIMATE, WASTE, WATER, COMMUNITY

HOW DO WE GET ACCELERATE OUR WORK MARKETING SUSTAINABILITY INFORMING, ENLIGHTENING, INSPIRING, INFLUENCING
Marketing of Sustainability
Driving change in an era of 'empowered tourists'

Jillian Blackbeard
Exec Marketing Manager
Botswana Tourism

Praveen Moman
Founder
Volcanoes Safaris

Julien Marchais
Founder & Programme coordinator, Association Elephants & Humans

Michael Kessler
Customer Relationships Officer, Review Pro

Christopher Warren
Director of the International Centre for Responsible Tourism

Guy Bigwood
MCI Group Sustainability Director