Marketing of a sustainable destination: a Botswana story

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Marketing Sustainable Tourism
A Botswana Perspective
Marketing Botswana as a Sustainable Destination

1. Inspirational stage: capturing the emotive response of the traveler
2. Planning stage: appeal to the rational mind of the traveler
3. Decision making: reinforced message on a public policy level
4. Post travel: Sharing the message
From first impressions to lasting conservation

Experience true ecotourism in a visionary country that outlaws hunting and believes that only a camera should ever be aimed at a lion. Botswana is a perfect destination for a honeymoon where you can discover our award-winning ecolodges on an amazing wildlife safari dedicated to protecting nature. The great service and welcome you receive will be from the heart and second to none. Truly a land of contrasts.

Botswana: adventure – redefined
www.botswanatourism.co.bw
From eco-friendly to eco friends

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Botswana: adventure – redefined
From contemplation to conservation

Botswana: adventure – redefined

Enjoy the emptiness of the Makgadikgadi with a self-drive camping safari at Lekhubu Island, and then the luxury of a guided night safari in the Samburu National Park, and the chance to witness lion cubs at play. Truly a land of contrast.

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HOW BOTSWANA'S HIGH-QUALITY, LOW-IMPACT TOURISM MODEL IS HELPING PUT AN END TO RHINO POACHING

The country has successfully rebuilt its rhino populations after the species was almost eradicated / All photographs by Mary Holland

Botswana's government-led anti-poaching unit has become a model for conservation in Africa
Eco-Certification System

The Botswana Ecotourism Certification System is designed to encourage and support responsible environmental, social and cultural behavior by tourism businesses and make sure they provide a quality eco-friendly product to consumers.

It comprises a set of performance standards, which are designed to meet or exceed basic environmentally responsible standards or legislation.

The system is built on the foundation of the Botswana National Ecotourism Strategy (2002). The five guiding principles from the Botswana National Ecotourism Strategy are:

- Minimising negative social, cultural and environmental impacts.
- Maximising the involvement in, and the equitable distribution of economic benefits to, host communities.
- Maximising revenues for re-investment in conservation.
- Educating both visitors and local people as to the importance of conserving natural and cultural resources.
- Delivering a quality experience for tourists.

The system is further integrated with such internationally recognised schemes as the Global Sustainable Tourism Criteria and Green Key. Its development has been guided by the Botswana Tourism Policy (1990) and the Botswana Tourism Master Plan (2000). Both documents call for tourism activity within Botswana to be undertaken on an ecologically and economically sustainable basis.

The system was developed in close cooperation with the Botswana tourism industry and has received high levels of support throughout. Its development followed that of the Botswana Ecotourism Best Practices Manual (2008), which is used as a reference document in association with these standards.
Tourists really do seem to help to preserve wild animals

Who best protects megafauna?
“Eco et it’s best”
Reviewed December 15, 2015

This must be the pioneer in ecotravel in Botswana: electric vehicles and an electric boat on the Chobe for wildlife viewing, a solar and grey water treating plants, excellent garbage management PLUS very comfortable air-conditioned rooms and a chef that makes you want to stay forever in the restaurant! The terrace is just good for elephants, so expect the odd...
Is it too much of a good thing?

- Okavango Delta, protected under the Ramsar Convention and a UNESCO World Heritage site
  - Does not follow the necessary supply and demand characteristics of destination marketing
  - Through marketing campaigns (mostly private sector) the protected area is now at capacity and sustainable marketing only serves to maintain levels of occupancy
  - As a DMO the marketing message of the successes in the Delta, especially good practices can extend further – serve as a benchmark to the periphery and drive travelers to new more remote destinations
Botswana’s emphasis on community

Of the 11 Codes of Conduct for Ecotourism Operators in Botswana
- 6 are directly linked to the community

• More than 60% of employees come from the local community
• Offer a complete ecotourism experience
• Respect local and traditional cultures
• Promote green business practices to other companies in the community