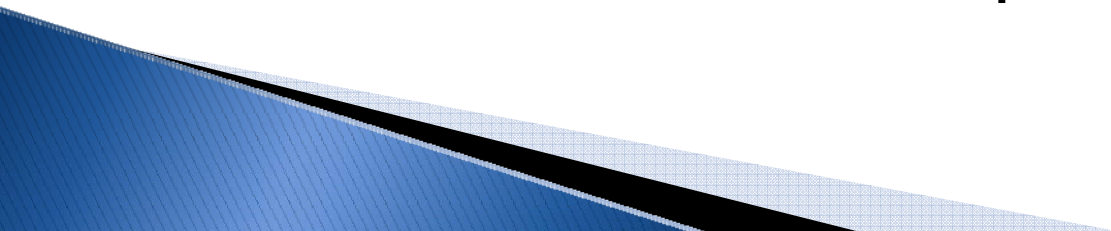


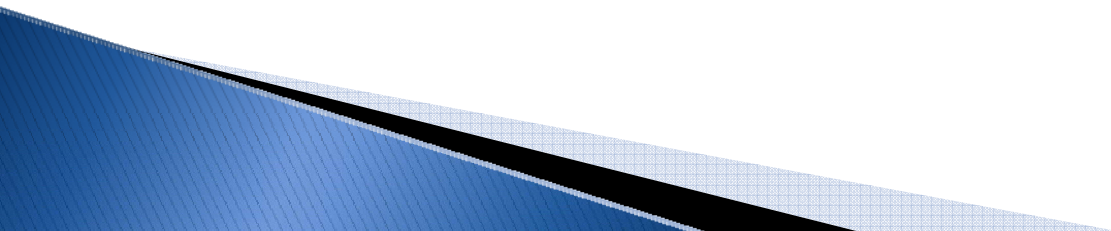
Tourism Sustainability Council

Market Access

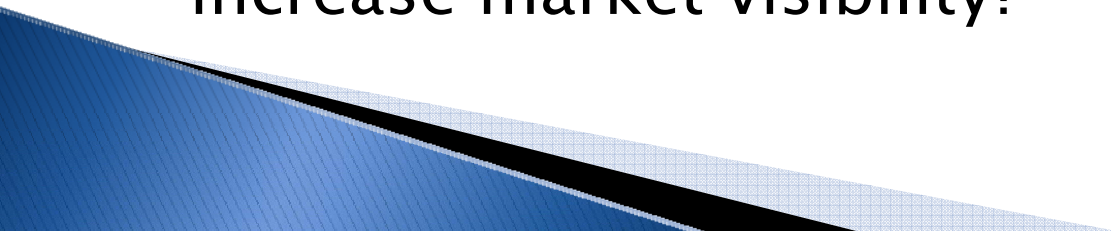
Background

- ❑ In 2008, travel industry representatives were interviewed as part of the GSTC consultation
 - ❑ The lack of market incentive for sustainability in tourism was cited by a majority of interviewees
 - ❑ Confusion between tourism certification and other tourism awards and endorsements
 - ❑ The GSTC Partnership initiated a process to conceptualize a solution to overcome these challenges
 - ❑ The solution is not simple
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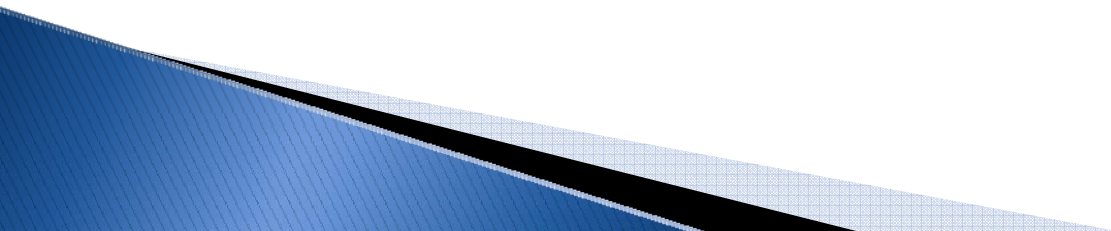
Current Efforts

- ❑ Identification, analysis and understanding of certification program's perspectives on market access challenges and opportunities
 - ❑ Analysis and understanding of existing scoring systems in the market
 - ❑ Analysis of the barriers that exist to marketing sustainable tourism products/ services
 - ❑ Designing a market access solution
 - ❑ Active consultation process with main stakeholders, particularly certification programs
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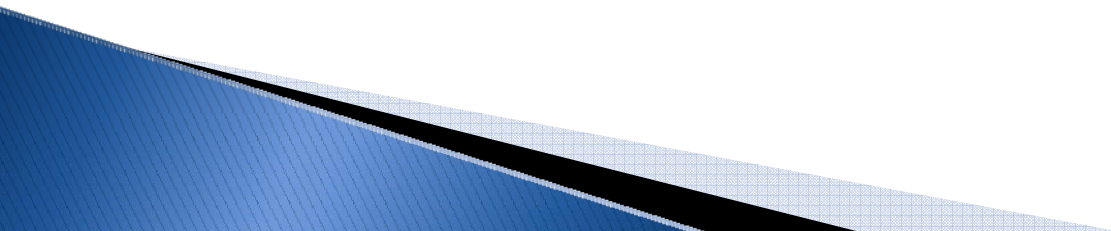
Market Access Perceptions

- ❑ How does certification enhance a business's capability to sell its product?
 - ❑ What are the perceived costs and benefits of certification?
 - ❑ What programs are certification programs implementing to increase market visibility for certified sustainable tourism businesses?
 - ❑ What challenges exist in promoting sustainable tourism products/ services in the market?
 - ❑ Have there been any successful models to increase market visibility?
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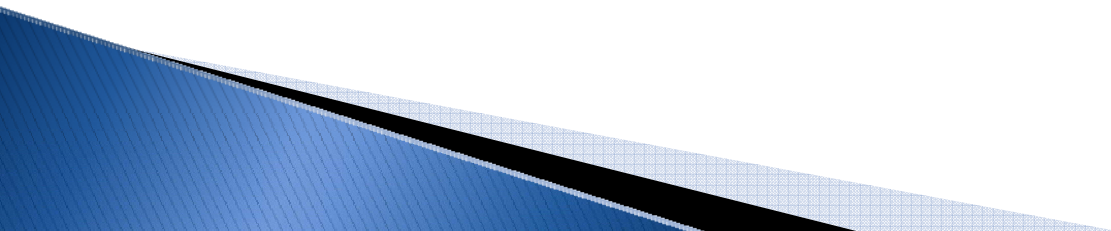
Towards Solutions

- ❑ What incentives (market or government) currently exist for tourism businesses to pursue sustainability?
 - ❑ If they exist, how can these be enhanced?
 - ❑ Is there a way to create new incentives?
 - ❑ Can we think of market access solutions that can be applied globally and used equitably across such factors as business size and geography?
 - ❑ Who are the ideal partners for market solutions?
- 

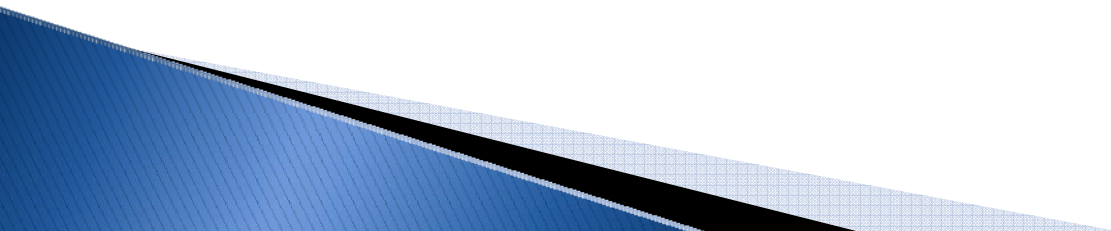
Incentivizing Sustainability

- ❑ Research by Travel Industry Association, Expedia, and Travelocity all demonstrate that a majority of tourists are interested in sustainable tourism products
 - ❑ Consumers are willing to pay more for these options
 - ❑ If sustainability efforts are more visible, will it incentivize more businesses to increase their sustainability ?
 - ❑ What methods are available to incentivize more businesses?
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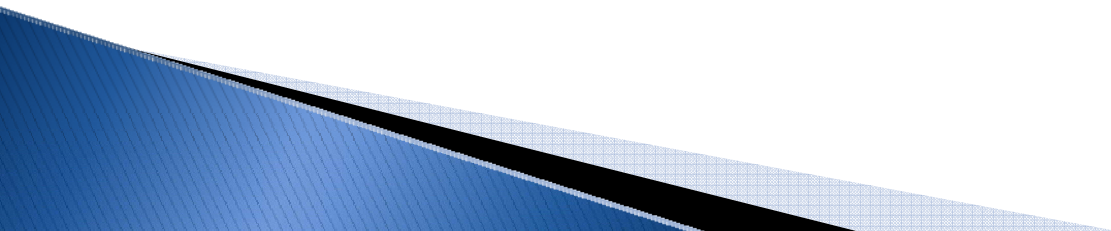
Scoring systems

- ❑ As a means to provide an easily-understandable and useful method of taking sustainability efforts to a broad audience, TSC is proposing to develop a classification system (scoring)
 - ❑ Enhancing the recognition of certification programs and TSC accredited
 - ❑ Would such a program be beneficial to you and your clients?
 - ❑ What challenges do you see with this effort?
- 

Certification Program Participation

- ❑ Feedback from certifiers in developing this market access component is crucial
 - ❑ Are you interested in participating in the concept design?
 - ❑ What is the best way to gather timely input?
 - ❑ Are you interested in pilot testing the outcome?
- 

Survey

- ❑ We would like to capture all of your thoughts on the previous discussion
 - ❑ Please complete the survey and return to Catalina
 - ❑ We will provide you with the results of all the surveys once they have been completed at all of the meetings
- 

Thank You

We look forward to continuing our market access work with you!

For more information:

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