



# Crossing the Chasm –

Attracting, Engaging & Supporting the Conscious Traveller

China Responsible Tourism Forum,

December 16<sup>th</sup>, Beijing

Anna Pollock, DestiCorp UK Ltd

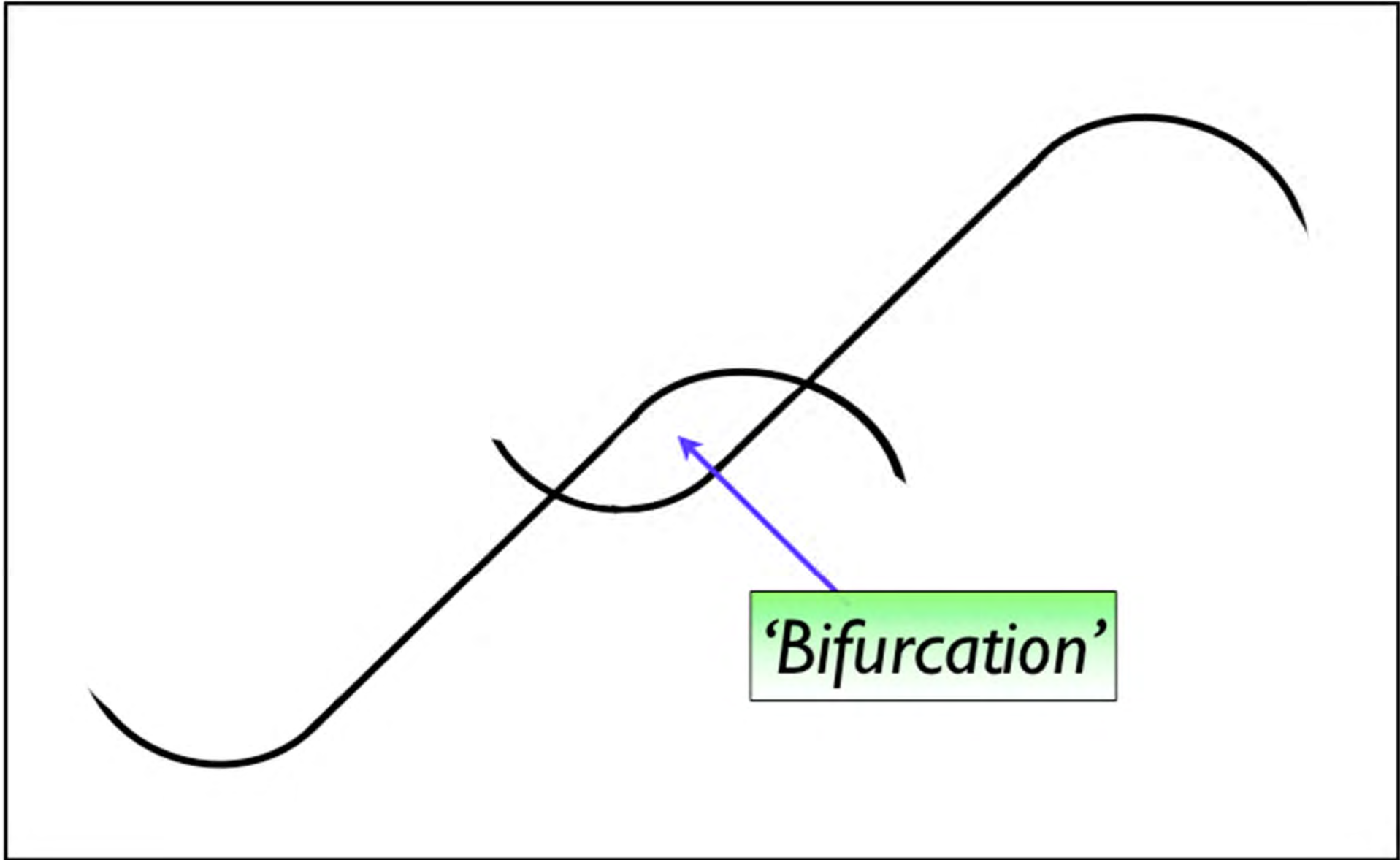


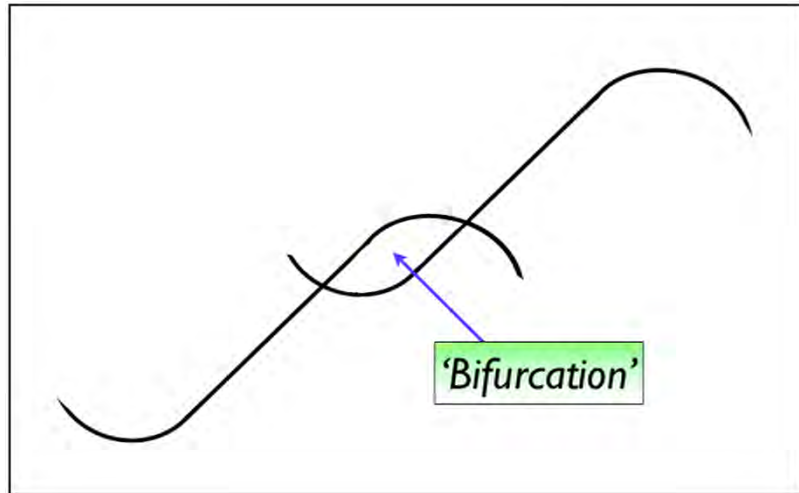
# **Crossing the Chasm –**

**Attracting, Engaging & Supporting the Conscious Traveller**



Two roads diverged in a wood, and I--  
I took the one less traveled by,  
And that has made all the difference. (Robert Frost)





## SHIFTING GEARS: Building a New Tourism for a New Century

The Strategy Group  
GORENBERG SHAPIRO & ASSOCIATES



TravelWatch

Number 2

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### The Context

As we approach the turn of the millennium, there is overwhelming evidence that the earth and humankind is experiencing changes of a fundamental nature which are affecting:

**The Environment:** a succession of environmental crises and warning signals from Mother Earth are reminding humankind that, as physical beings, we operate within the limits of time and space. We share this planet with other life forms and our survival is dependent on their health and well-being.

**The Economy:** while wealth was once a factor of horsepower and the manufacture of things and was associated with a place, affluence is now a factor of brainpower harnessed to create fresh ideas, concepts and techniques that can be spread around the globe in an instant. As a consequence, old economic structures are crumbling, new flexible and fluid corporate and political "structures" are emerging to populate geopolitical landscapes that would be unrecognisable to previous generations.

**Society:** our societal structures creak and strain under the environmental and economic pressures from without as well as the personal pressures exerted from within - by billions of individuals whose aspirations are changing and whose ability to predict and control the future is dissipating. In the so-called developed world, we are fed a litany of social woes on a daily basis (congestion, crime, addiction, family breakdown, declining health and educational standards, growing distrust of government etc.)

**The Individual:** most importantly, more and more individuals are changing the way they think; the way they see the world and interpret reality. As we ascend Maslow's hierarchy of needs, growing numbers of people are recognising that there is more to life than material acquisition. There is evidence of a search for spiritual meaning, value and purpose; a deeper understanding of and appreciation for the interconnectedness of all life forms and the sacredness of life.

Since this is the context in which global tourism operates, our success - however defined - depends on our ability to understand and respond to those forces in creative ways.

### The Tourism Sector as Change Agent

Traditionally tourism has had a tendency to follow not lead the forces for change and growth in our society. We have been responsive not anticipatory - when the steam engine was invented we climbed on board the steamships and the railways to expand our reach; when the jumbo jet was created we moved the masses into more exotic places with greater frequency and ever greater numbers. Our values and objectives in tourism have reflected and followed those of our society. Destinations became commodities - pieces of sunny, exotic or adventure-filled "real estate" that could be "packaged" and sold. Guests became, at best, nameless passengers and, at worst, mere person-nights - mobile generators of revenue, foreign exchange and positive multipliers.

At the same time, tourism has traditionally been viewed by other economic sectors as the "poor cousin" and for many years its existence and contribution was hardly recognised. Tourism managers and leaders were not the originators of new economic models, management styles nor strategic visions for the future. Instead, they followed or adapted the management fashions of the day - management by objectives, yield management, brand management, total quality control etc.

But the very success of tourism - especially since the demise of the Cold War and the emergence of the service sector as the dominant, influential economic engine, is thrusting one of the world's largest and most ubiquitous sectors onto central stage. The tourism industry is maturing and slowly attracting a new breed of thoughtful, strategic thinkers and leaders less obsessed with short-term operational problems, who might influence as well as be influenced.

There are several compelling reasons why tourism has a responsibility to spawn the leaders of the next century and focus more attention on the pressing issues of sustainability and peaceful co-existence:

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# Two Roads: Two Kinds of Travel

## Mass Industrialised Tourism

Impulse, Frequent, “a right”  
Comfort & Convenience  
The Packaged Product  
PRICE the decision factor

### VOLUME

Abundance of Choice  
Price Transparency  
Commodification  
Standardization  
Homogenization  
Automation  
Sameness  
Customers as Targets  
No Frills or No Surprises

**SUCCESS = VOLUME OF VISITORS**

# Two Roads: Two Kinds of Travel

## Mass Industrialised Tourism

Impulse, Frequent, “a right”  
Comfort & Convenience  
The Packaged Product  
PRICE a key decision factor

### VOLUME

Abundance of Choice  
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**SUCCESS = VOLUME OF VISITORS**

## Micro Travel

Considered, cautious  
Seeking VALUE & meaning  
Travellers want to engage, participate  
Transforming

### VALUE & YIELD

Uniqueness= scarcity  
Price Transparency  
Comparisons difficult because...  
Experiences Not Products  
Local sourcing, hand made  
Diversity  
Personal  
Customers are Co-creative Partners  
Promise of an Experience that PULLS

**SUCCESS = NET BENEFIT TO HOST COMMUNITY**

# RECESSION AS PUNCTUATION POINT

Don Tapscott



# RECESSION AS CHANGE ACCELERATOR

Anna Pollock

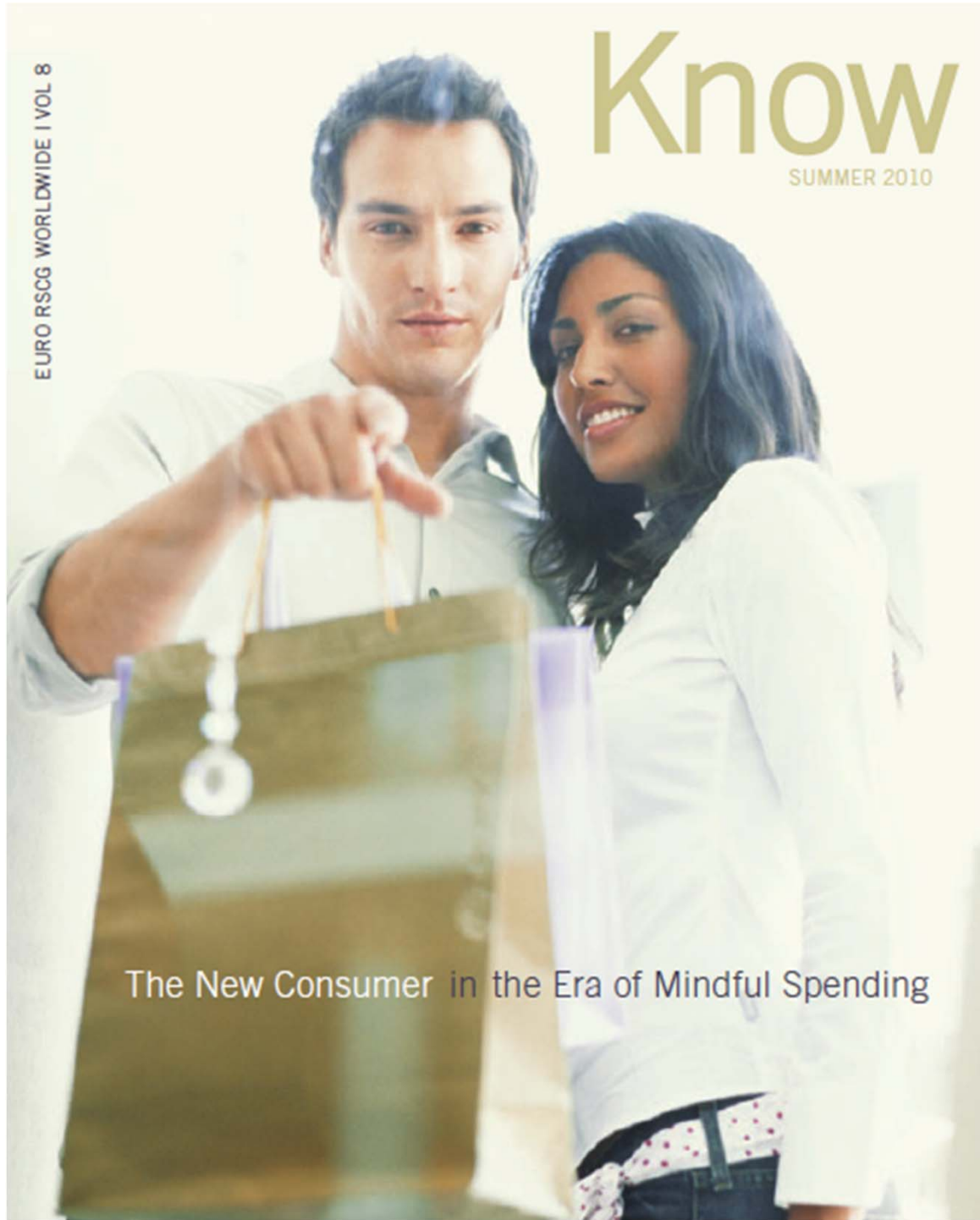


EURO RSCG WORLDWIDE | VOL 8

# Know

SUMMER 2010

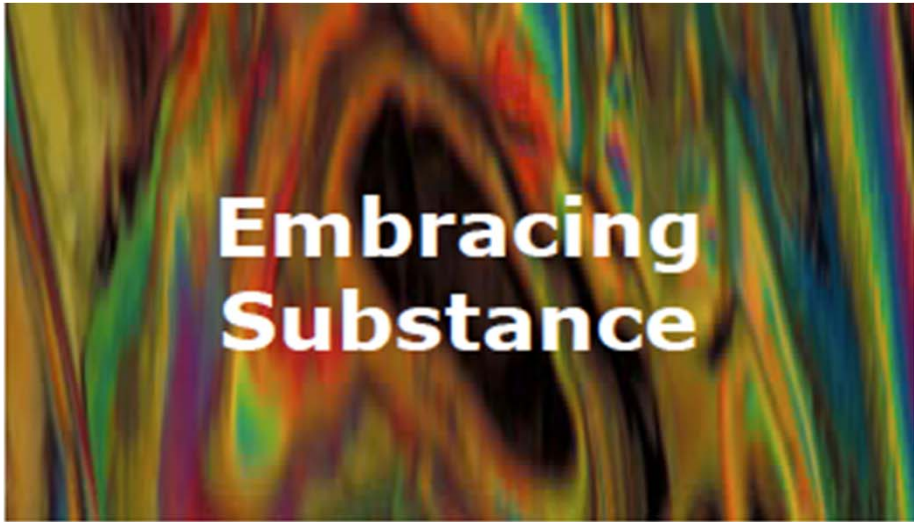
The New Consumer in the Era of Mindful Spending





**New Consumers** still want MORE, but they are defining that differently. Not more shiny trifles and mountains of consumer goods but, rather, more meaning, more deeply felt connections, more substance and a greater sense of purpose.

- 72% say they **are trying to improve the way they live**
- 71% are trying to **improve who they are as individuals**
- 59% worry that society has **grown too disconnected from the natural world**
- 51% would like to be part of some important **cause**
- 67% believe most people would be better off if they lived more simply
- 69% claim to **be smarter shoppers** than they were a few years ago
- 64% say that making **environmentally friendly choices** makes them feel good about themselves.

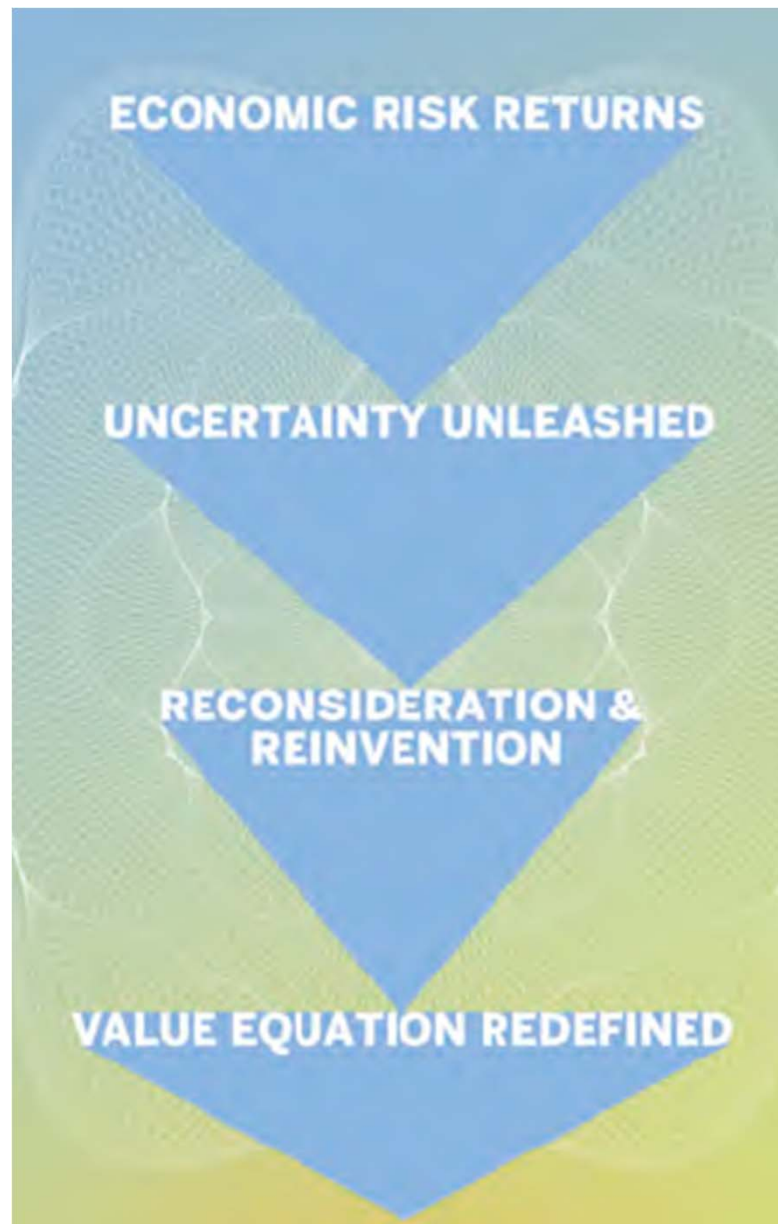


Source: Euro RSCG *The New Consumer in the Era of Mindful Spending*



**“Risk is back on the agenda for consumers”**

A Darwinian Gale



Source: *The Darwinian Gale*, The Futures Company 2010

 <p><b>Horace Greeley (1811-1872)</b> © UNFINISHED POLIS</p>		
<p><b><u>Era of Readiness</u></b></p>	<p><b><u>Era of Indulgence</u></b></p>	<p><b><u>Era of Consequences</u></b></p>
<p>Economic risk ever-present despite best efforts to manage it. Standing on guard.</p>	<p>Risk thought to be manageable with high-tech macro-economic tools. Indulging risk.</p>	<p>Risk abruptly returns unexpectedly, creating uncertainty. Reassessing externalities.</p>
<p>Value found in... <b>NEW FRONTIERS</b></p>	<p>Value found in... <b>TRADING UP</b></p>	<p>Value found in... <b>RESPONSIBILITY</b></p>

# Eyes Wide Open

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*Wallet Half Shut*

The Emerging Post-Recession  
Consumer Consciousness

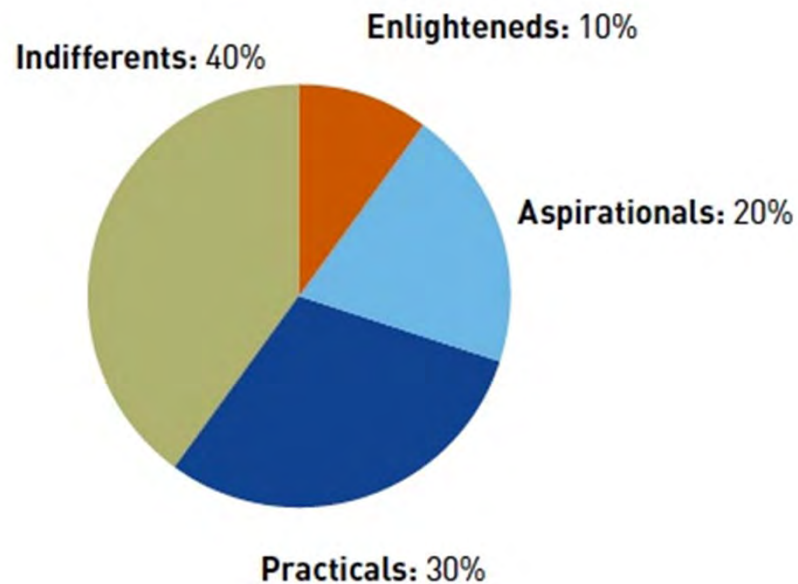
IT IS AN UNDENIABLE FACT: The recession has created not only a universal sense of anxiety and fear, but a greater level of consciousness across all ages and genders. We can't go back. We have heightened our perception; we are awake, alert, aware—whether we like it or not.



Awake.  
Alert.  
Aware.

CONSCIOUS.TRAVEL ©

# The Conscious Consumer



Enlighteneds, the most conscious consumers, represent 10% of the U.S. population.

- Youthful, wired, highly educated, majority female
- Three times more likely to try new things
- Three times more likely to reward or punish a brand based on corporate practice
- Dedicated “box turner” but doesn’t trust corporate declaration
- One in four says they have no way of knowing if the product is green or does what it claims
- Even in the recession, the majority believe it important to make choices based on environmental and social benefits
- More than half are willing to pay more for sustainable brands

## OLD CONSUMERS VS. NEW CONSUMERS



The Conscious Consumer Report, 2009, BBMG

# Conscious Travellers...

## Why bother?

# Why Attract, Engage & Support the Conscious Traveller?

If you get it right, they'll ..

1. Reward you with higher yields
2. Help market your destination, or company
3. Favour responsible suppliers and encourage “best practice” and accelerate innovation
4. Help ensure you stay ahead of demand

How will these trends  
impact travel?

What Might a  
Conscious Traveller  
Look Like? ©

# Conscious Travellers... the essentials

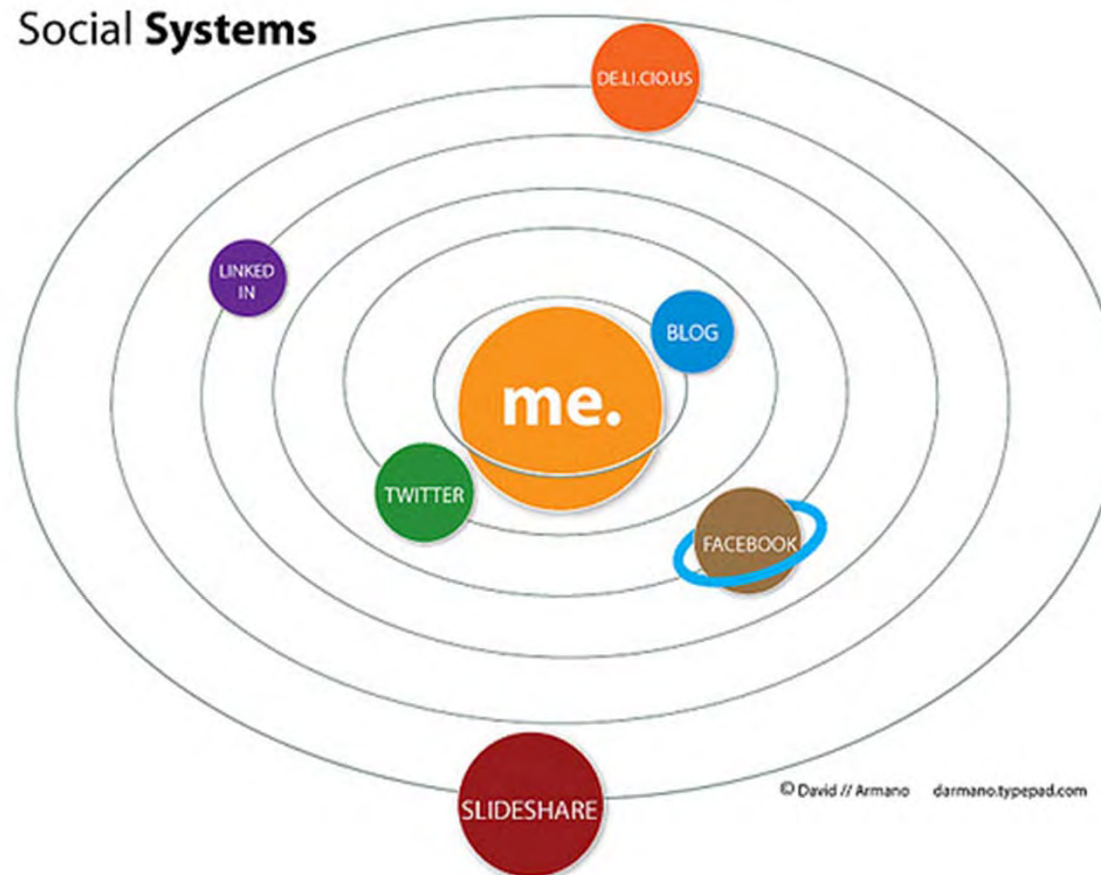
1. Wired to Share
2. Wired to Care
3. Want transformative experiences
4. Want to relate
5. Seek purpose and meaning



# 1. Conscious Travellers are Wired to Share



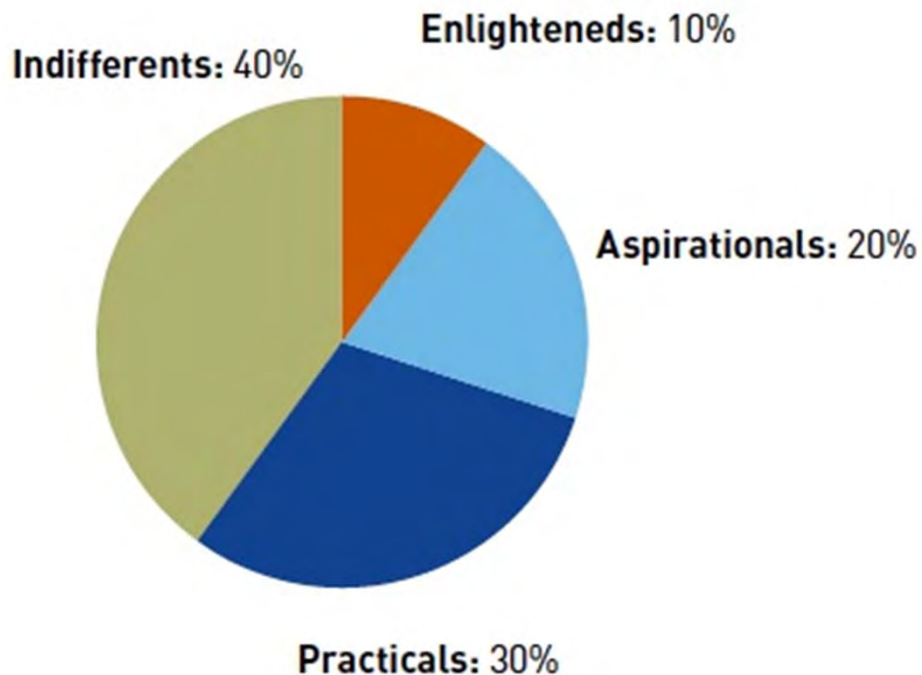
# 1. Conscious Travellers are Wired to Share



# **New Consumers are more than twice as likely to**

- Be the first to try new things
- Reward and punish brands based on their corporate practices
- Recommend their brands across their social networks by blogging, posting and reviewing products in their own lives

## 2. Conscious Travellers are Wired to CARE



“Enlighteneds” are three times more influential than aspirationalists

Enlighteneds, the most conscious consumers, represent 10% of the U.S. population.

## OLD CONSUMERS VS. NEW CONSUMERS



The Conscious Consumer Report, 2009, BBMG

# Conscious Travellers are Wired to CARE



Unilever

ERIC OSTERN  
Sr. Manager of Corporate  
Responsibility and  
Community Relations,  
Unilever.\*

*Consumers who are voting with their dollars are creating the tipping point. Consumers are now shaping business rather than the other way around. Businesses that are tapped into the new consumer will be sustainable and [still] be standing 20 years from now.*

**“Purpose is the new passion  
Participation in the new consumption”  
BBMG**

# Conscious Travellers are Wired to ENGAGE with what's REAL, ONE-OFF, UNIQUE and LOCAL

- Hungry for information BEFORE they leave
- Keen to participate DURING their visit  
(Note: they are not buying products!)
- Want to take home and share memories AFTER their visit.







# Support Their Causes Let Them Participate and Co-Create





# Travelanthropist

travels for life

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Headline

## Want to Volunteer But Short on Time?



Think you can't spare the time for volunteering abroad? Think again.

It would be lovely to be able to take off around the world for years, traveling from needy cause to needy cause and helping people all year round, but for most of us this just isn't affordable, in terms of time or money...

[Read the full story »](#)

Featured



### [How to Pick a Good Volunteer Travel Company](#)

One of the most common questions from would-be volunteer travelers is how to select a good volunteer travel company...



### [Top 10 Eco-Friendly Hotels Voted By Travelers](#)

People across the globe have started to adopt "greener" ways of living, including the hotels that they stay in..



### [7 Great Websites to Organize Your Online Travel Tips](#)

We found seven online tools and websites aimed at organizing travel tips that are worth checking out.



### [What Does it Mean to be a Global Citizen?](#)

A question many have been asking and the answers vary because global citizenship

**You are NOT selling PRODUCTS!**



# You are evoking FANTASIES and creating MEMORIES!





**The Place is a Setting for People to FEEL..  
bigger and better!**



# STRATEGY

CONNECTIVITY  
& DIGITAL  
LITERACY

XPERIENCE  
DESIGN

RESPONSIBLE  
PRACTICES

LOCAL  
PARTICIPATION

BROADEN  
TOURISM  
COMMUNITY

# My fantasy





# My fantasy



# Is This the Only Reality?



# Be Inspired!

**Anna Pollock**

[www.conscioustourism.wordpress.com](http://www.conscioustourism.wordpress.com)

[www.desticorp.typepad.com](http://www.desticorp.typepad.com)

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