



kontiki

Sustainable Tourism Development – a Tour Operator Perspective

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Levi, 31st August 2017



kontiki

Agenda Levi

1. Introduction
2. Trends / Potential
3. Stakeholder dialogue / values
4. Example Kontiki
5. Reason why
6. Next steps
7. Q&A

According to the UNWTO, we are currently experiencing an increasingly segmented market and new groups of consumers who have specific and varied interests and needs. The following are some of the most vibrant of these new niche markets which reflect the strength and **diversity of responsible travel**.

- Adventure tourism
- Community based tourism
- Cultural tourism
- Culinary tourism
- Nature tourism
- **Wellness tourism (wellbeing tourism)**
- Wildlife tourism
- Agritourism

Top trends in the luxury wellness travel:

- Travelers want to be immersed in more **local, indigenous cultural experiences** and destinations
- Travelers increasingly seek destinations **with healthy body/mind offerings**
- Travelers increasingly seek exotic, off-the-beaten path destinations

While **wellness** travel initially focused around stress-reducing spa, yoga, and meditation, that's **now getting paired with** more high-adrenaline travel categories. The combination of high-adrenaline and relaxing wellness **experiences has a profoundly relaxing mind-body effect**

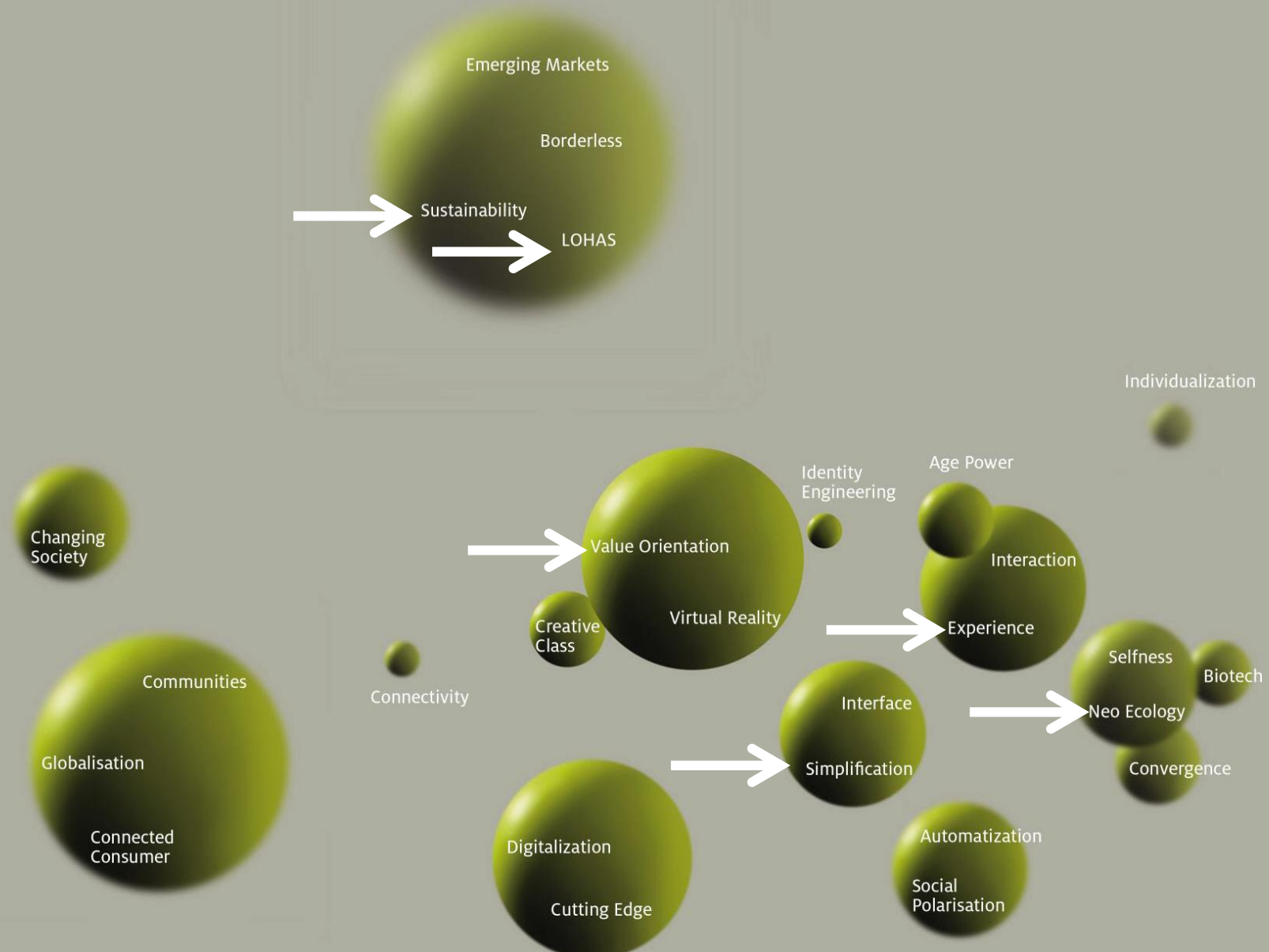
E.g. Six Senses Resorts and Spas (wellness)

- In the spa sector industry associations make the case of embracing sustainability as essential part of wellness tourism
 - **Sustainable principles as part of codes of ethics**
 - **Member education**
 - Industry associations/organisations solely **focusing on sustainability and the development of accreditation**



SUSTAINABILITY (wellbeing) MATCHES DIFFERENT MEGA TRENDS

(source: www.zukunftsinstitut.de)



AND WHAT DOES IT MEAN FOR TOURISM?

(SOURCE: GOTTLIEB DUTTWEILER INSTITUT , UNWTO)

Traditional Travellers

Dine in

Search for sun&fun

Taking photos

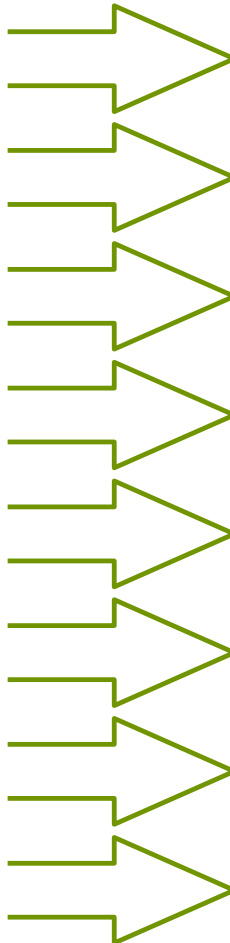
Inexperienced

Limited information

Group

Homogenous

Here today, gone tomorrow



New Travellers

Try local cuisine

Search for experience

Taking part

Experienced

Unlimited information

Individual

Hybrid

See and enjoy but don't destroy

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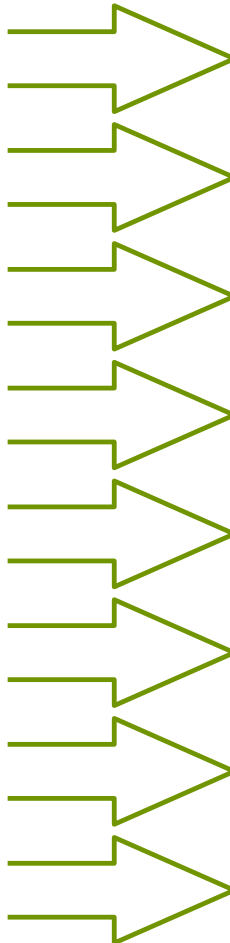
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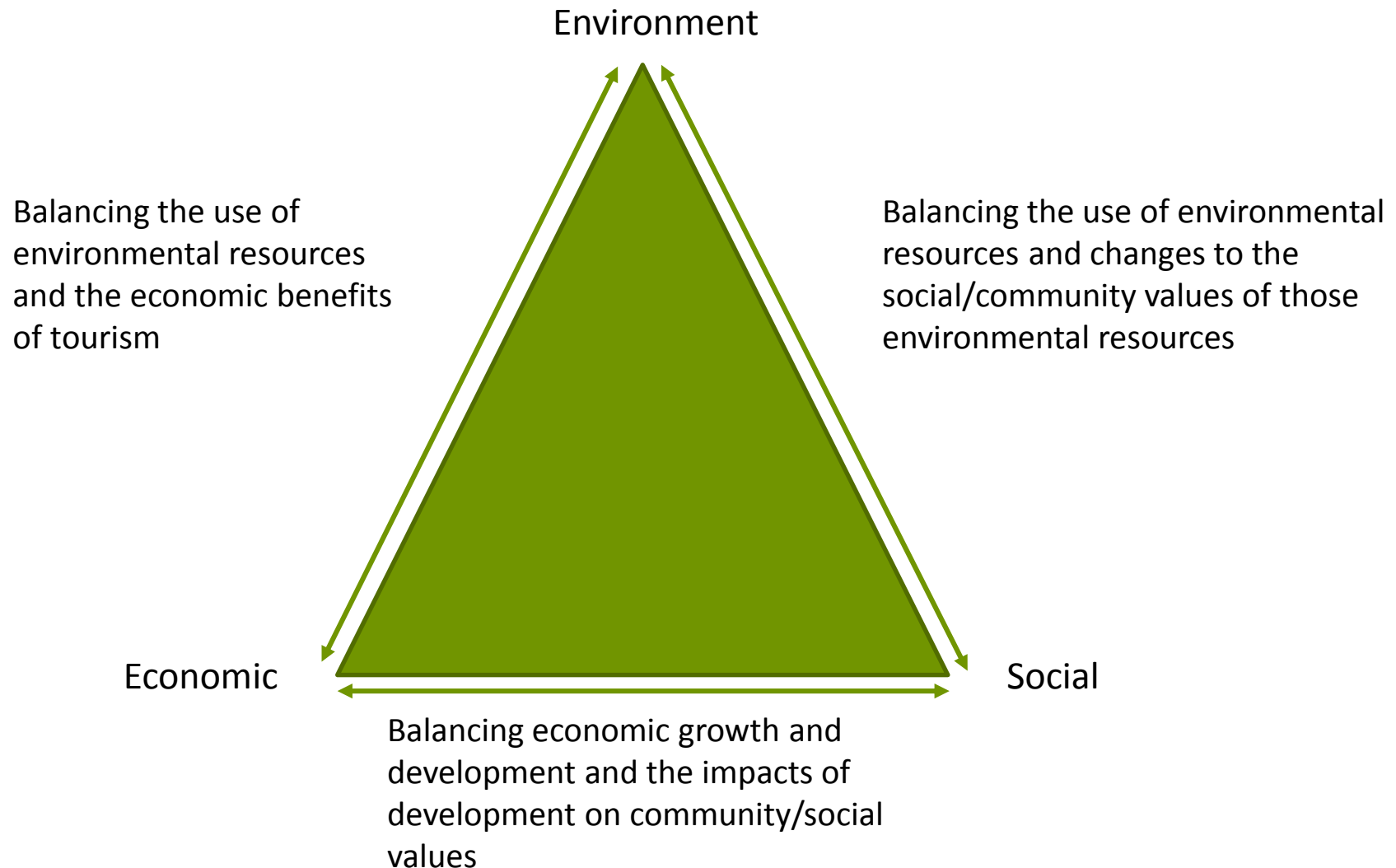
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HOW WE UNDERSTAND SUSTAINABLE TOURISM / WELLBEEING



Destination Management

- Sustainable **tourism strategy**
- Tourism management organisation
- Tourism seasonality management

Host community

- **Economic benefit for local communities**
- **Local career opportunities**
- Local satisfaction

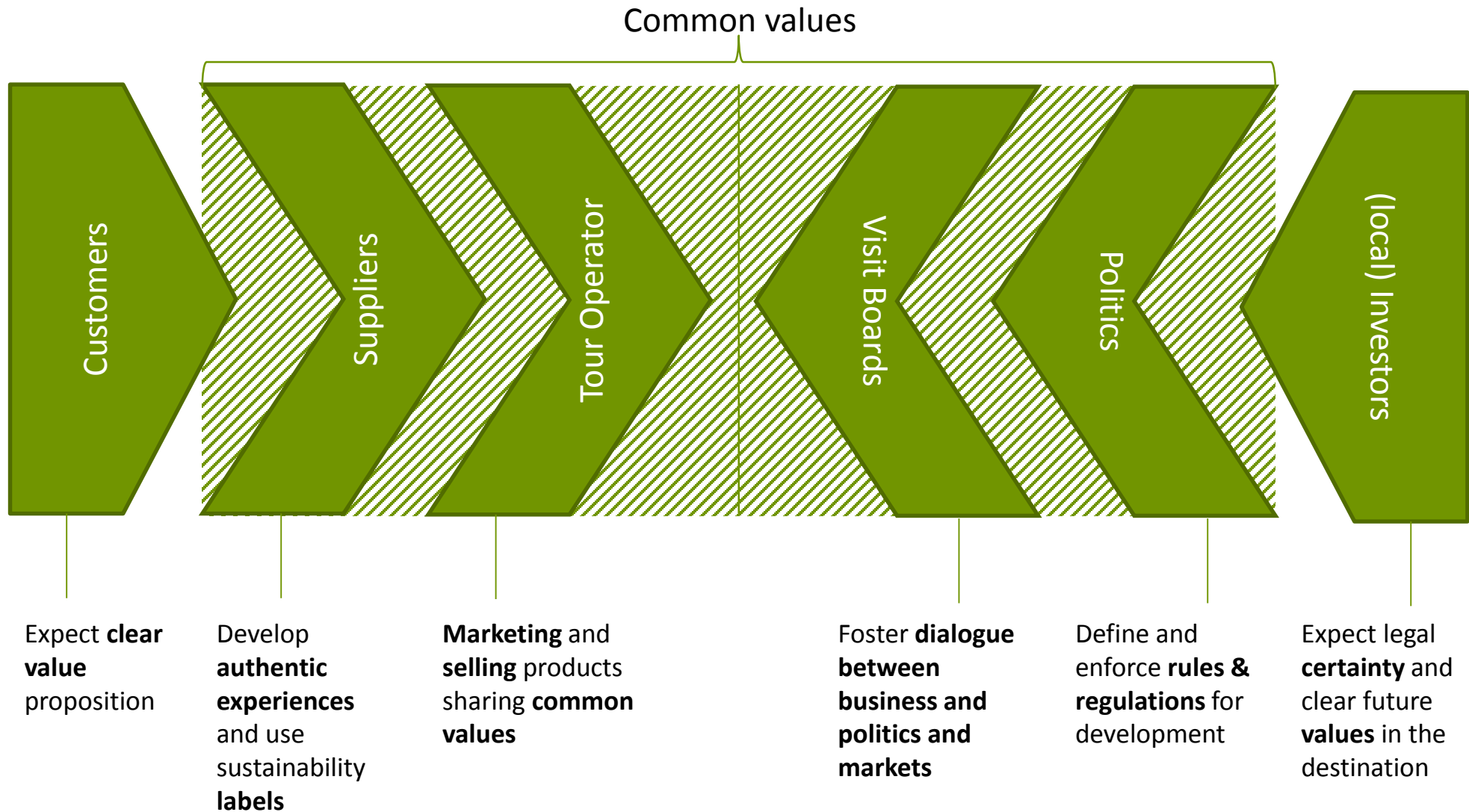
Benefits to communities, visitors and cultural heritage

- Attraction protection
- **Visitor management plans**
- **Protection of community properties and rights**

Environment

- Environmental assessment
- Ecosystem protection
- **Waste management**
- Greenhouse gas reduction
- Local transportation
- Conserving biodiversity and landscapes

COLLABORATION ALONG THE VALUE CHAIN IS NEEDED



SUSTAINABILITY IS AT THE CORE OF KONTIKIS VISION



Our Vision:

*„World leading Tour Operator in sustainable Tourism
for the northern Countries“*

Kontiki is a specialized **Tour Operator** for **Finland, Norway, Sweden**, Iceland, Arctic/Antarctic

- Founded 1979 in Switzerland
- Full time employees: 70
- Annual customers: ~ 21'000
- Since 2015: REWE / DER

www.kontiki.ch

SUSTAINABILITY IS AT THE CORE OF KONTIKIS MISSION



Our Mission:

„Kontiki is creating lifetime experiences which touches the soul“

- Our clear **value proposition**: nature, silence, culture and space
- Our **customer segments**: nature observers, culture seekers, active engager

www.kontiki.ch

KONTIKI AS A SUSTAINABLE COMPANY – OUR FOCUS



Management	<ul style="list-style-type: none">• Guiding principles• Stakeholder dialogue• Monitoring KPI and continuous improvement
Travel products	<ul style="list-style-type: none">• Development of a criteria catalogue• Product development - Authentic Label• Destination development, e.g. Luosto
Employees	<ul style="list-style-type: none">• Fair salary, working hours• Create all year round jobs• Create career opportunities in the destinations
Community involvement	<ul style="list-style-type: none">• Support for projects with a strong link to our destinations



CRITERIA CATALOGUE FOR SUSTAINABLE PRODUCTS



Transport

- Direct, flights offsetting
- On the ground as ecologically as possible



Accommodation

- Smaller/family-owned accommodations
- Larger accomm. with label



Excursions

- Real/authentic
- Transmitting cultural and ecological diversity



Partner agency

- Locally well-anchored
- Committed to the Kontiki values



Tour guide

- Local
- Building bridges between cultures



Customer information

- Well prepared
- Background knowledge

PARTNERSHIPS AS AN IMPORTANT SUCCESS FACTOR



REASON WHY: TOURISM IS LIKE FIRE: YOU CAN COOK YOUR DINNER ON IT, BUT IT CAN BURN DOWN YOUR HOUSE. (ASIAN SAYING)



REASON WHY: TOURISM IS LIKE FIRE: YOU CAN COOK YOUR DINNER ON IT, BUT IT CAN BURN DOWN YOUR HOUSE. (ASIAN SAYING)

- No rules & regulation for tourism development
- No common values
- Short term thinking
- Particular interests / egoism
- Strategy not based on customer experience and no customer focus

- ⇒ Uncontrolled development
- ⇒ Poor customer experience
- ⇒ Not profitable in the long term



REASON WHY: WHAT IS THE RETURN OF INVESTMENT (ROI)



- Authentic customer experience
- Customers feel welcomed /mouth-to mouth promotion
- Long term attractiveness of destination
- Product innovation
- International competitive advantage
- Protect resources and safe costs
- All year round jobs
- Income for communities and increased taxes

REASON WHY: INCREASING CUSTOMER EXPECTATION

Consumer expectations

- **22%** of travelers indicated that sustainability is within the top three factors when booking a holiday (Kuoni survey 2011)
- Almost 50% would be willing to pay more for sustainable products
- In Germany 43% of the travelers would like to receive more information about sustainable tourism
- The average growth of sustainable tour operators is about 9% - the mainstream market is growing by 1% only (Bank Sarasin)

BUT: Most of the customers do not actively ask for sustainable products – they expect from us to make it easy for them and provide them with the relevant information.

... NOT ONLY IN TOURISM THIS PARADIGMSHIFT NEEDS TO BE ANTICIPATED – OTHER INDUSTRIES ARE DOING THIS ALREADY



Supporting Graphics

- Climate Change
- Waste
- Natural Resources
- Fair Partner
- Health

NEXT STEPS -WELLBEEING TOURISM



Management

- Define relevant Stakeholder dialogue
- Defining common values for your area
- Defining Vision / Mission along Finland's and Lapland Tourism strategy
- Define Guiding principles (markets / development)
- Defining KPI and Monitoring

Travel products

- Development of a criteria catalogue for wellbeing tourism
- Define Label – Certification
- Product development – “new” products
- Define continuous improvement process

Community involvement

- Change rules and regulations to secure the development (your values)

THANK YOU

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Q&A



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BEST PRACTISE

