

# COVID as CATALYST

Sustainability, Innovation and  
Technology

# Barriers To Regional Dispersal

Time available during short stays (9 days or less)

Access / transport options

Cost / budget

Low levels of knowledge and awareness

Aging tourism products / no encouragement to innovate

Personal Safety / communication issues

Data source: China Digital Agency and Tourism Research Australia 2019

I still believe travel can be the biggest distributor of wealth the world has ever seen. This pause gives us the gift of time to consider how we can travel more consciously.

*Bruce Poon Tip, founder of travel company G Adventures*

# New Attitudes To Travel

Sustainability will be a driving force

Our journeys will become more inclusive

Small communities will play a bigger role

We'll seek quality over quantity

The road trip will kick into high gear

Travel advisors will become essential

We'll appreciate staying closer to home

Planning trips will become joyful again

Source: National Geographic, October 2020, found at  
<https://www.nationalgeographic.com/travel/article/heres-how-covid-is-changing-travel-according-to-the-experts>



# New Attitudes To Travel Meets Regional and Rural Offerings

Authentic experiences

Natural experiences

Stronger engagement  
with culture and local  
communities

Greener approach to  
travel experiences

Data source: UNWTO and PATA October 2021



# SUSTAINABILITY



# Responsible Tourism Issues



# Measured Impacts – Social, Cultural, Economic

## SOCIAL, CULTURAL AND ECONOMIC IMPACT



# Self-Nominated Impacts - Social, Cultural, Economic



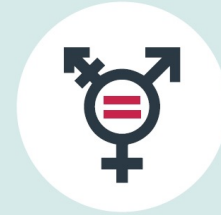
**Interaction  
with Locals**



**Treating Individuals  
with Respect**



**Supporting Refugee  
and Migrant  
Communities**



**LGBTQ2S Rights**  
(Lesbian, Gay, Bisexual, Transgender,  
Queer and Questioning, and Two Spirit)



**Authentic  
Travel**



**Political and  
Press Freedoms**



**Children's Access  
to Education**

# Social, Cultural, Economic Issues - Variation



## GENDER

### Issues that WOMEN care about:

- Child protection
- Protection of cultural heritage
- Female empowerment
- Worker rights and wellbeing
- Diversity and inclusion



## REPEAT INTREPID CUSTOMERS

### Issues that REPEAT CUSTOMERS care about:

- Child protection
- Protection of cultural heritage
- Female empowerment
- Economic Opportunity
- Worker rights and wellbeing



## INTREPID ACTIVE HOLIDAY MAKERS

### Issues that ACTIVE HOLIDAY MAKERS care about:

- Protection of cultural heritage
- Child protection
- Worker rights and wellbeing
- Community development
- Female empowerment



## NATIONALITY



### Issues that AUSTRALIANS care about:

- Child protection
- Bribery and corruption
- Community development
- Worker rights and wellbeing
- Economic Opportunity



### Issues that CANADIANS care about:

- Child protection
- Female empowerment
- Worker rights and wellbeing
- Protection of cultural heritage
- Community development



### Issues that AMERICANS care about:

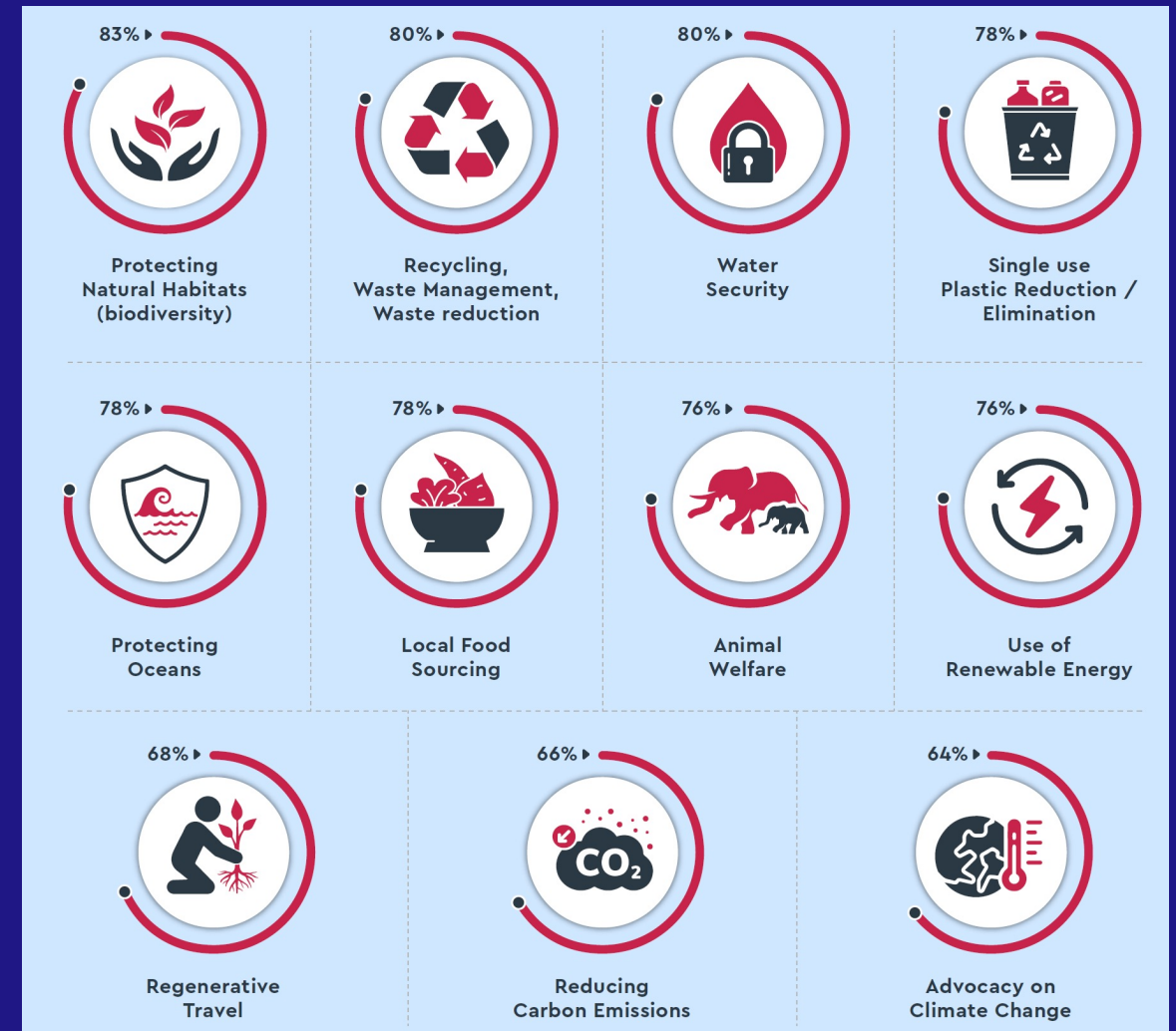
- Child protection
- Protection of cultural heritage
- Female empowerment
- Diversity and inclusion
- Economic Opportunity



### Issues that the BRITISH care about:

- Child protection
- Protection of cultural heritage
- Female empowerment
- Diversity and inclusion
- Worker rights and wellbeing

# Measured Impacts – Environmental and Climate Change





# Self-Nominated Environmental and Climate Change



Reef habitats



Over-fishing



Palm oil dominance



Rainfall

# Environmental and Climate Change - Variations



## GENDER

### Issues that WOMEN care about:

- Water security
- Protecting natural habitats (biodiversity)
- Single use plastic reduction / elimination
- Recycling, waste management, waste reduction
- Local food sourcing



## REPEAT INTREPID CUSTOMERS

### Issues that REPEAT CUSTOMERS care about:

- Protecting natural habitats (biodiversity)
- Water security
- Recycling, waste management, wastereduction
- Single use plastic reduction / elimination
- Protecting oceans



## INTREPID ACTIVE HOLIDAY MAKERS

### Issues that ACTIVE HOLIDAY MAKERS care about:

- Protecting natural habitats (biodiversity)
- Water security
- Recycling, waste management, waste reduction
- Protecting oceans
- Animal welfare



### Issues that AUSTRALIANS care about:

- Animal welfare
- Protecting oceans
- Protecting natural habitats (biodiversity)
- Recycling, waste management, waste reduction
- Reducing carbon emissions



### Issues that CANADIANS care about:

- Water security
- Single use plastic reduction / elimination
- Protecting natural habitats (biodiversity)
- Local food sourcing
- Protecting oceans



### Issues that AMERICANS care about:

- Water security
- Protecting natural habitats (biodiversity)
- Recycling, waste management, waste reduction
- Single use plastic reduction / elimination
- Local food sourcing



### Issues that the BRITISH care about:

- Recycling, waste management, waste reduction
- Single use plastic reduction / elimination
- Water security
- Protecting natural habitats (biodiversity)
- Protecting oceans



# INNOVATION



# Capacity Building Customer Service

ANSWER.  
THE CALL OF  
Vanuatu



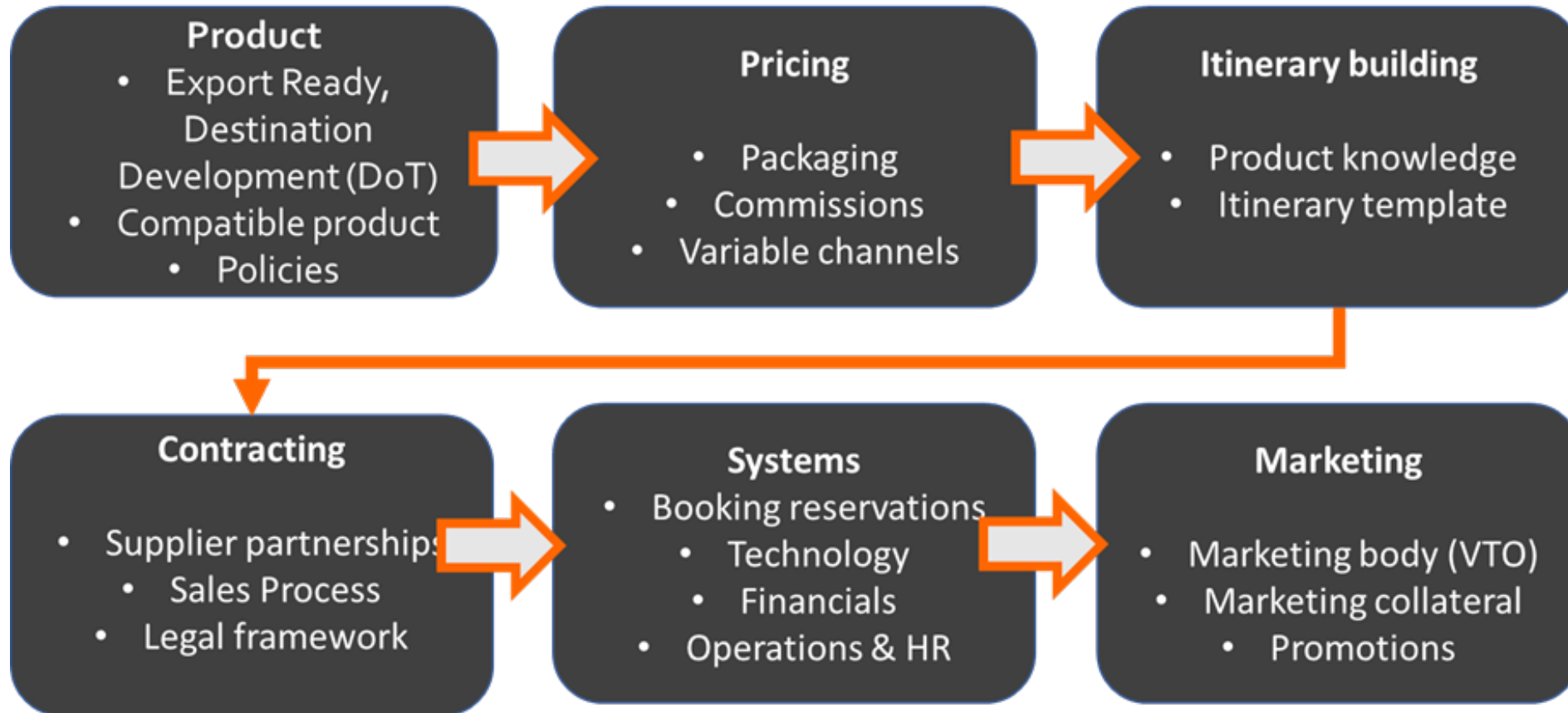


From Advice...



To Facilitation...

# ITO Model – Vanuatu Tourism





# TECHNOLOGY





# *Phillip Island* **NATURE PARKS**

Domestic and International travel bans shut the world famous Penguin Parade on Phillip Island, Victoria

But the birds kept waddling home every night at sundown.







# LIVE PENGUIN TV

Streaming every night  
at sunset



penguinfoundation  
phillip island

# The World Embraces The Penguins

- 🐧 Launch 2.25M people (8% of the Australian population)
- 🐧 # 1 trending video on YouTube in Australia in August
- 🐧 More than 9M live streams in the first three weeks, with 20% from overseas, across 85 countries
- 🐧 25M+ viewers from 119 countries
- 🐧 PINP's global PR media audience of 1.84 billion
- 🐧 Social Media Growth
  - 🐧 Facebook: (+224%)
  - 🐧 YouTube: (+ 10333%)





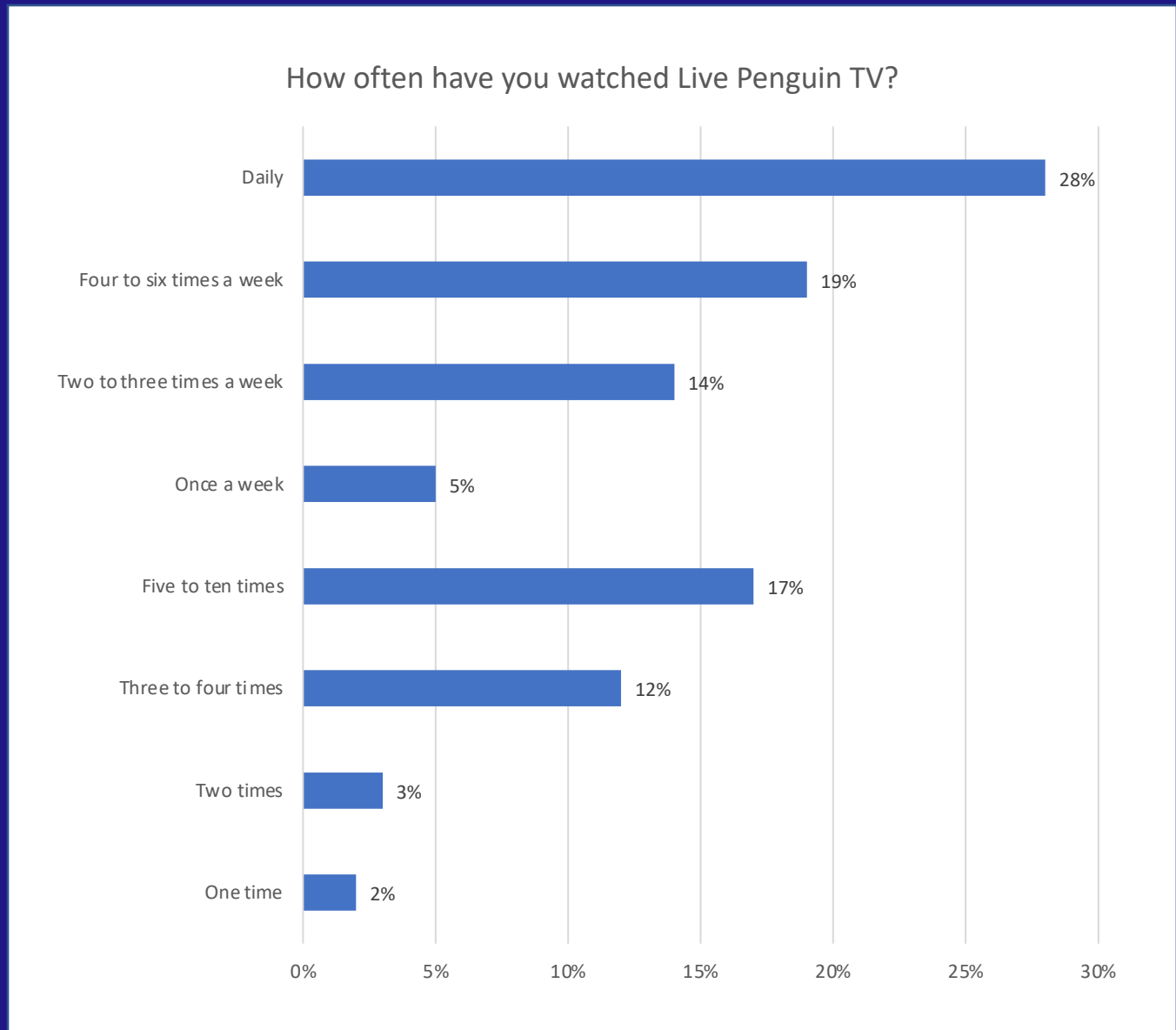
# Connecting To Viewers

- 28% watched every day
- 61% watched more than once a week.

The top factors that influenced viewing:

- Seeing animals in their natural habitat
- Learning more about penguins
- Feeling connected with the community

Feeling connected with the outside



Source: Live Penguin TV tourism impacts survey, January 2020, Qualtrix

# COVID as a CATALYST



Sustainability

ANSWER.  
THE CALL OF  
*Vanuatu*



Innovation



Technology