



Regenerative Tourism

The Shift Towards For-Purpose Travel

Destination North Coast Tourism Symposium | 24 June 2020

Acknowledgement of the Traditional Owners

We would like to acknowledge the Turrbal and Jagera peoples as the Traditional owners of the land on which The Tourism CoLab is based. We are blessed to live, work and play on these lands, and pay our respects to Elders past, present and emerging. Aboriginal and Torres Strait Islanders were the first people of Australia, and they have never ceded sovereignty, and remain strong in their enduring connection to land and culture. We accept the invitation of the Uluru Statement from the Heart and support a First Nations Voice to Parliament enshrined in the Australian Constitution.

Getting down to work...

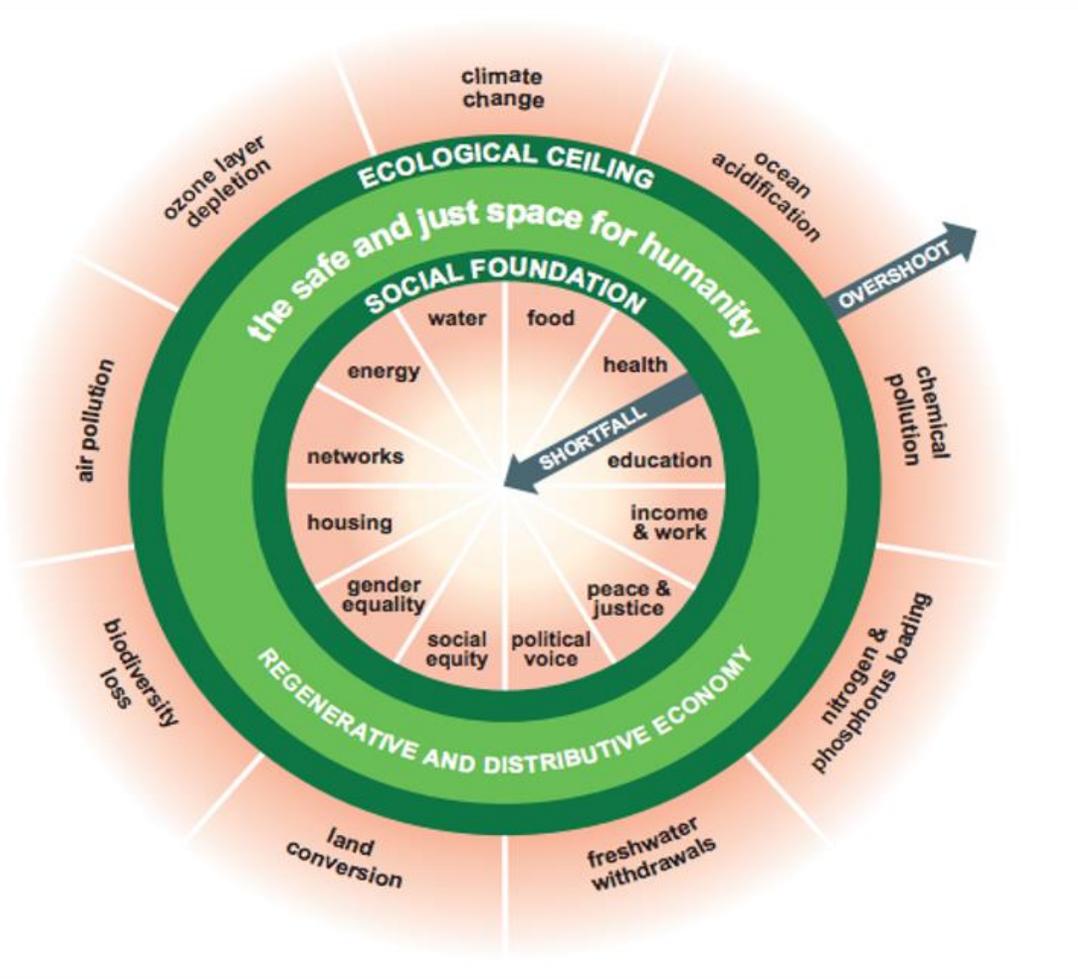
Transitionists - those who help to make transitions
Expansionists - those with a talent for growing/adapting things
Maximizers - those who can maximize process, situations, opportunities
Inflectionists - those who can find critical inflection points
Dismantlers - those who can scale back
Feedback loopers - those who can devise feedback loops
Backlashes - those who can respond to backlashes
Last Milers - those who can extract last returns
Contextualists - those who see how big picture applies to local issues
Ethicists - those who can ask tough questions about moral limits
Philosophers - those who can apply philosophy to solve problems
Theorists - those who can produce new products

Source: Frey, T. (2015). 162 Future Jobs: Preparing for Jobs that Don't Yet Exist

What is regenerative tourism ?

- **What is regenerative tourism?**
- **Examples of regenerative tourism**
- **Thought provocation**

The economy of the future will be regenerative

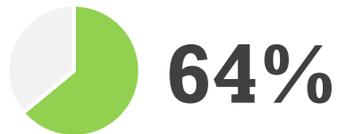


Regenerative economies put the ability of communities and nature to sustain and continuously regenerate itself on an equal footing alongside sustainable resilient business environment.

It makes just plain good business sense...

Consumer sentiment and community aspirations are also changing. We can ignore these deeper changes taking place, or we can step into the future and become global leaders in regenerative economies.

Climate and environment



Global consumers **worried about climate change** yet only 50% of tourism businesses are taking action.

WTM Global Hub, 2020.

Consumers want brands that care



of global business leaders believe **purpose is central** to business success going forward.

Forbes, 2018.

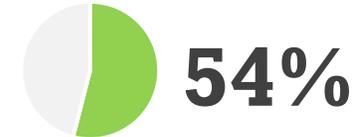
Sustainability and equality



want the world to change significantly and become more sustainable and equitable rather than returning to how it was before COVID-19.

IPSOS Survey 2020.

Search for transformation



of travellers rated **transformational experiences** as 7/10 or higher in their motivation to travel.

Skift, 2018.

Brands that take a stance



of consumers **want brands to speak out** on social and political issues and take greater responsibility.

IPSOS Survey 2020.

Global edge and reputational advantage

Global Regenerative Tourism Initiative

Global Initiative

In Spanish, this is one of the most comprehensive regenerative tourism education initiatives combining education for operators, community and destinations. This is movement predominantly focused in rural areas in Latin America.

Hawai'i, USA

Kaua'i Destination Management Action Plan

The Plan (2021-23) commits to 'rebuilding, redefining and resetting tourism'. The Plan's focus is on attracting and educating visitors, advocating solutions, working to improve the natural and cultural assets valued by visitors and residents.

Flanders, Belgium

Travel to Tomorrow

Visit Flanders vision for the future of tourism. A program commencing in 20XX that explores, experiments and addresses the challenge of transforming tourism to a purpose-led and regenerative future.

Bay of Plenty, NZ

Tourism with purpose. A plan for regenerative tourism

Supported by initiatives at national level including: Travel under the social influence.

Value generated is dispersed

Resilient destinations

Transformational experiences

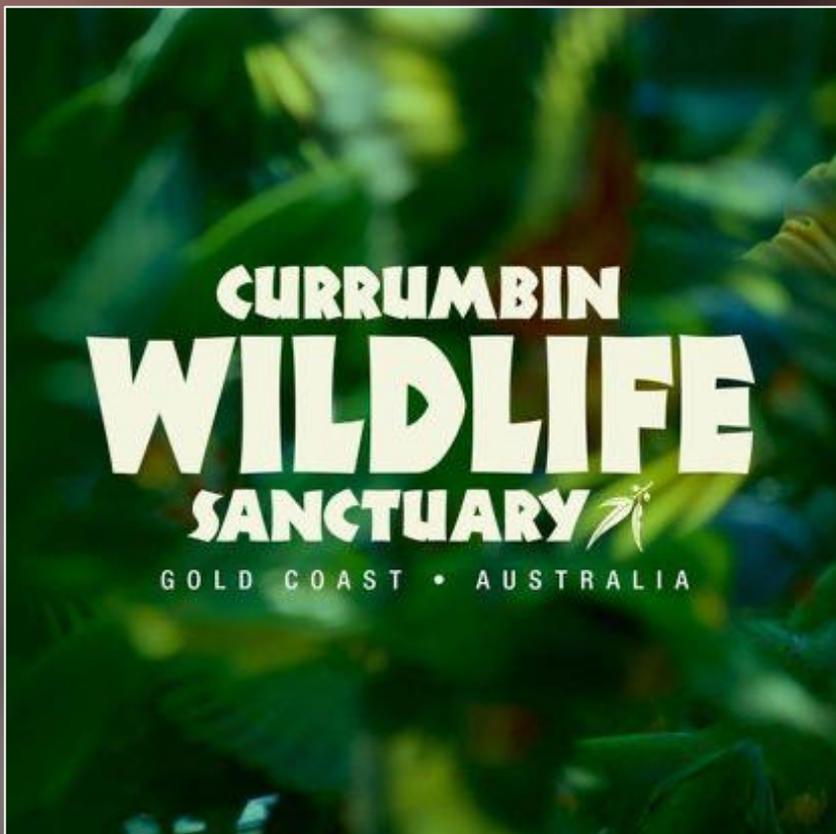
Addresses local challenges





Examples of regenerative tourism





- Conservation
- Community
- Creative arts and culture
- Indigenous arts and storytelling



Regenerative tourism living lab

Lighthouse for
regenerative tourism

Partnership with
community

Business incubator for
regenerative and
restorative tourism

Amplified via the DMO

Educational hub for the
world



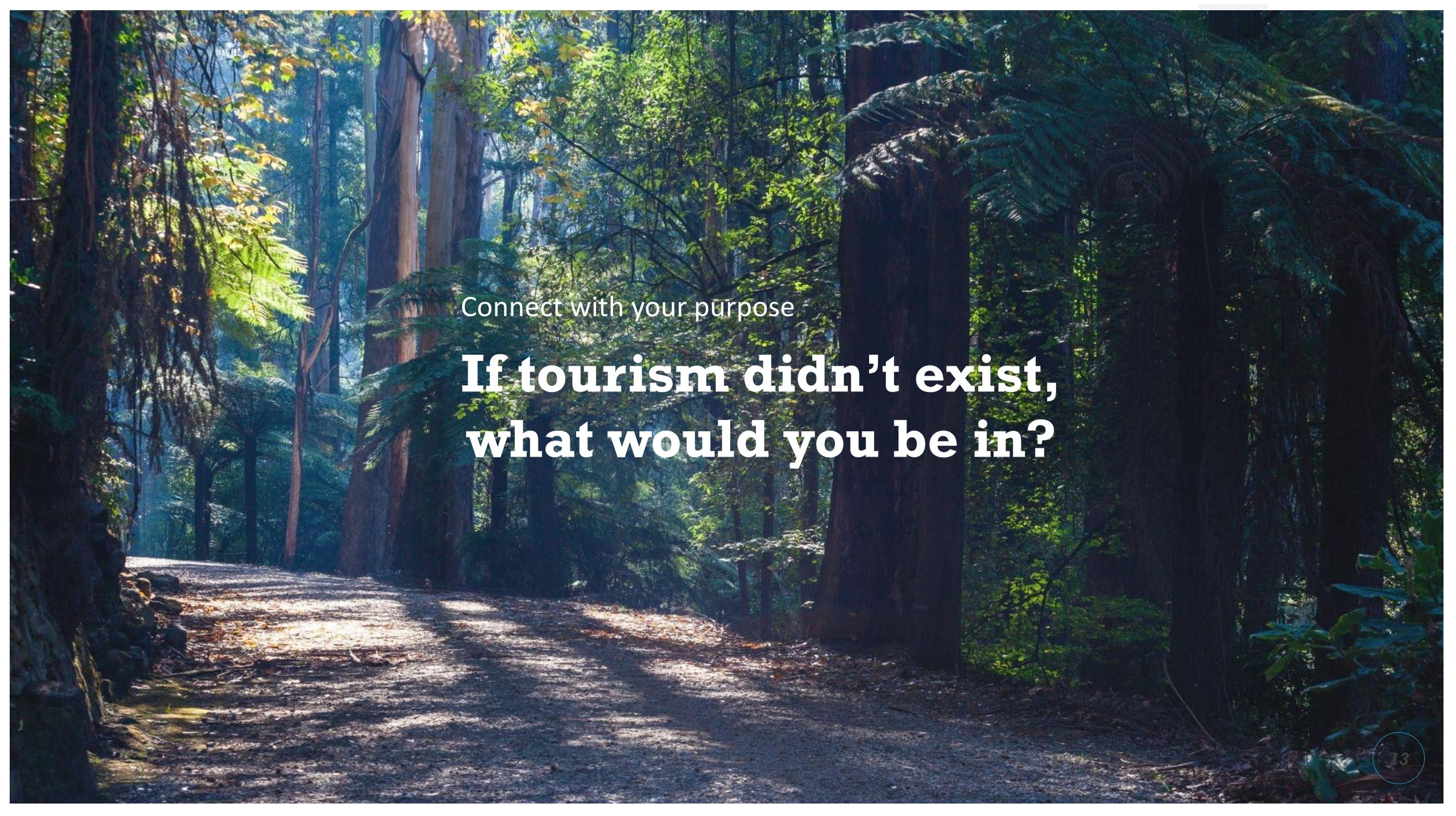
Experimental conference in social good

- Co-design conference to demonstrate social businesses
- Event procured 80% of goods and services from social enterprises and for-purpose businesses
- Develop and mentor social entrepreneurs to develop their story with key themes of purpose, impact and experience
- Delivered transformative visitor experiences

5 pivot and recover strategies ~ they are all around

1. Slow down
2. Deeper connection
3. New products and services
4. New business models
5. Business ecosystem development



A photograph of a forest path. The path is made of dirt and gravel, with sunlight filtering through the trees, creating dappled light on the ground. Large, thick tree trunks are visible on both sides of the path. Ferns and other green plants are scattered throughout the forest. The overall atmosphere is peaceful and natural.

Connect with your purpose

**If tourism didn't exist,
what would you be in?**

Thank You

**The answer may not be
what you think**



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