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...

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Description</th>
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<tbody>
<tr>
<td>Transitionists</td>
<td>those who help to make transitions</td>
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<tr>
<td>Expansionists</td>
<td>those with a talent for growing/adapting things</td>
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<tr>
<td>Maximizers</td>
<td>those who can maximize process, situations, opportunities</td>
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<td>Inflectionists</td>
<td>those who can find critical inflection points</td>
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<tr>
<td>Dismantlers</td>
<td>those who can scale back</td>
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<td>Feedback loopers</td>
<td>those who can devise feedback loops</td>
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<tr>
<td>Backlashes</td>
<td>those who can respond to backlashes</td>
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<td>Last Milers</td>
<td>those who can extract last returns</td>
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<tr>
<td>Contextualists</td>
<td>those who see how big picture applies to local issues</td>
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<tr>
<td>Ethicists</td>
<td>those who can ask tough questions about moral limits</td>
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<tr>
<td>Philosophers</td>
<td>those who can apply philosophy to solve problems</td>
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<tr>
<td>Theorists</td>
<td>those who can produce new products</td>
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What is regenerative tourism?
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
- 64% of global consumers worried about climate change yet only 50% of tourism businesses are taking action.

Consumers want brands that care
- 79% of global business leaders believe purpose is central to business success going forward.

Sustainability and equality
- 86% want the world to change significantly and become more sustainable and equitable rather than returning to how it was before COVID-19.

Search for transformation
- 54% of travellers rated transformational experiences as 7/10 or higher in their motivation to travel.
  - Skift, 2018.

Brands that take a stance
- 68% of consumers want brands to speak out on social and political issues and take greater responsibility.
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
If tourism didn’t exist, what would you be in?
The answer may not be what you think

Thank You

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