



**GOOD TOURISM  
INSTITUTE**

# **Become a better tour operator**

Matka Nordic Travel Fair 19<sup>th</sup> January 2023

## Anne de Jong

- ✓ Sustainable tourism consultant
- ✓ Co-owner of the Good Tourism Institute
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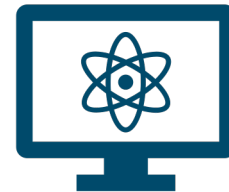
# Good Tourism Institute

An online learning platform for tour operators to become better in business.

→ Balancing sustainable principles while running a successful and profitable tourism business



# A sustainable and successful business:





# **Add value to your business**

Build your business on a strong foundation





# Add value to your business

A successful tour operator takes into account people, planet and profit, and strategically manages these elements.

The customer pays for your added value. Value they wouldn't have experienced if they booked the trip themselves.

Service | Support | Expertise | Offers | Guarantee





# ***1. Define your mission statement***

A strong mission statement:

- ✓ Lets people know why you exist
- ✓ Highlights what distinguishes you from competitors

→ Building your business on your beliefs creates value.

Feasible | True | Inspiring | Credible | Clear





## ***2. Identify your ideal customer***

Your buyer persona profile is based on the traveller that:

- ✓ Loves your business and the experiences you offer
- ✓ Writes enthusiastic and positive reviews online
- ✓ Spends the most and doesn't complain

Personalisation is key and will get you far!







### ***3. Focus on a niche market***

Running a successful business is no longer about delivering standard value to all customers.

→ It's about delivering outstanding value to specific customers

✓ A niche is defined by it's own needs and identity

Price | Traveller | Location | Interests





# **Implement good tourism**

Balance people, planet and profit





# Importance of good tourism

Tourism has a large impact on economies and the environment.

When done right, tourism is a great tool to support local economies and the environment.

- ✓ Acting responsible now, secures you successful tourism opportunities in the future.





# ***1. People***

## Social responsibility

- ✓ Work with local partners
- ✓ Book local accommodations
- ✓ Hire local guides and drivers
- ✓ Buy local products and food
- ✓ Protect local culture
- ✓ Educate your travellers



## ***2. Planet***

### Environmental protection

- ✓ Contribute to nature conservation
- ✓ Protect animal welfare
- ✓ Reduce your carbon footprint
- ✓ Minimise your (plastic) waste
- ✓ Educate your travellers



## ***3. Profit***

### Economic success

- ✓ Run an ethical and fair business
- ✓ Prevent leakage from the destination
- ✓ Invest in responsible projects
- ✓ Quality over quantity





# Offer unique experiences

Develop responsible and authentic experiences





## **Tourism is no longer only about selling travel products**

It's about creating travel experiences that meet the needs of your customers, while doing good for the planet and its people.







# ***1. First steps of product development***

1. Explore opportunities in your destinations
  - ✓ Tangible and intangible elements
2. Find out what the competition offers
  - ✓ Differentiate through innovation or modification
3. Select suitable local partners
  - ✓ With similar quality and good tourism standards





## ***2. Next steps of product development***

Combine these elements for a travel experience:

- ✓ Buyer persona needs
- ✓ Possibilities of the destination
- ✓ Your own mission, niche and USPs
- ✓ People, planet and profit elements
- ✓ Distinguishing from competitors
- ✓ Suitable local partners and guides





## **Maintain happy employees**

Ensure employee satisfaction and commitment





# Importance of happy employees

Satisfied employees add value to your business.

## They will:

- ✓ Excel in customer service
- ✓ Take that extra step to achieve great results
- ✓ Deliver high quality work and are productive
- ✓ Contribute to your goals and objectives





# ***1. Offer good employment conditions***

The agreements made, directly influence happiness.

Offer basic terms and conditions and **go beyond:**

- ✓ Flexible working hours
- ✓ Development opportunities
- ✓ Healthy lunch
- ✓ Gym membership





## ***2. Facilitate good internal communication***

Good communication helps employees:

- ✓ Deliver better results
- ✓ Know what's expected
- ✓ Behave more comfortable
- ✓ Feel heard

Meetings | Task divisions | Feedback | Goals





### ***3. Create a happy workplace***

The **cherry on top**: a work environment where employees like to be.

- ✓ Natural daylight and plants
- ✓ Comfortable desks and chairs
- ✓ Healthy lunch and good coffee & tea
- ✓ Celebrate birthdays and successes
- ✓ Organise team building activities





## **Attract loyal customers**

Stand out with excellent customer service







# Importance of loyal customers

A loyal customer will promote your business better than any marketing campaign ever will.

## They will:

- ✓ Write you positive reviews
- ✓ Engage with your social media posts
- ✓ Recommend your business
- ✓ Book another trip with you





# ***1. Deliver excellent customer service***

Make sure your sales team:

- ✓ Knows your products by heart
- ✓ Understands your customers' needs
- ✓ Answers questions quickly
- ✓ Adds a personal touch
- ✓ Is supportive





## ***2. Personalise your services***

Personal relations with your customers are everything.

- ✓ Base your offer on your buyer persona needs
- ✓ Offer tailor made travel
- ✓ Make customising the itinerary easy

*"77% of consumers have chosen for a brand that provides a personal experience" - Bloomreach*





### ***3. Set clear expectations***

You'll never have repeating and loyal customers if you didn't meet their expectations.

- ✓ Set clear and realistic expectations
- ✓ Communicate truthfully
- ✓ Be transparent and refrain from fine print

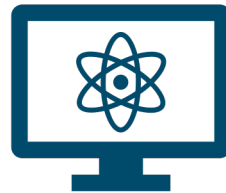
*When you set realistic expectations, it's easier to meet and even exceed them.*





# **Powerful marketing strategy**

Guarantee online visibility and activity





# Importance of powerful marketing

Online marketing helps your business:

- ✓ Reach your ideal target group
- ✓ Position yourself online
- ✓ Share your expertise
- ✓ Drive requests and bookings

Short term | Long term | Measurable





# ***1. Improve your content marketing***

A marketing strategy in which valuable, relevant and consistent content is distributed to reach your target group.

- ✓ Blogs
- ✓ Videos
- ✓ Example itineraries
- ✓ Podcasts
- ✓ E-books
- ✓ Destination pages

Rank higher in Google | Grow following | Sales





## ***2. Rank higher in Google with SEO***

Having a high-ranking website in the Google search engine can result in more customers.

- ✓ Find out what people are searching for
- ✓ Select the right keywords
- ✓ Include the keywords in your content

Start with your destination pages!







### ***3. Grow your social media following***

During every step of their trip, travellers use social media to support their decisions.

1. Before travel
2. During travel
3. After travel

It's better to be active on a few select platforms than inactive on a large number of platforms.





# Workshop: Good Tourism Trends 2023

Participate in our 90-minute Good Tourism trends 2023 workshop and prepare for a sustainable and successful future.

- ✓ Identify relevant trends
- ✓ Learn how to respond
- ✓ Develop an action plan

Thursday  
9<sup>th</sup> February  
3PM CET

🖱 [goodtourisminstitute.com/trends-2023](https://goodtourisminstitute.com/trends-2023)

✉ [anne@goodtourisminstitute.com](mailto:anne@goodtourisminstitute.com)

# **EU SUSTOUR project**

## Sustainability program for European SMEs

**SUSTOUR**



Co-funded by the COSME programme  
of the European Union

# EU SUSTOUR project 2020-2023

- ✓ Promotes sustainability in the European tour operator sector
- ✓ Supports 600 SME's from 35 European countries
- ✓ Training, coaching and peer-to-peer learning opportunities
- ✓ Piloting new tools for plastic, supply-chain, excursion and carbon management
- ✓ Use of Travelife certification program



Co-funded by the COSME programme  
of the European Union

## ***What is certification?***

- ✓ Voluntary procedure
- ✓ Well-defined standards and criteria
- ✓ Minimum compliance with national legislation
- ✓ Conformation to additional sustainability criteria
  
- ✓ Written declaration of compliance
- ✓ Award with marketable logo for products and services



## ***Benefits of certification***

- ✓ Provides guidelines and structure
- ✓ Validates sustainable best practices
- ✓ Supports the implementation of sustainability
- ✓ Provides an independent guarantee and credibility
- ✓ Market and image advantages
  
- ✓ Makes sustainable tourism easier to recognise and access for travellers!



# SUSTOUR in Finland

- ✓ In partnership with SMAL
- ✓ 40+ participants
  - ✓ Travelife Partner
  - ✓ Travelife Certified
  - ✓ Accelerator programs

Today we can already celebrate the first awarded companies from Finland!



Co-funded by the COSME programme  
of the European Union





# Upitrek

Travelife Partner



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of the European Union





# EW Dive

## Travelife Partner



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# Adrian Matkat Finland

Travelife Partner



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# Ikaalisten Matkatoimisto

Travelife Partner



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# Stromma Suomi

Travelife Partner



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# Matkatoimisto Aventura

Travelife Partner



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# Lomatka Travel Company

Travelife Partner



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# Kristina Cruises

Travelife Certified



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Travel**life**  Sustainability in tourism awarded companies  
Matka Nordic Travel Fair 2023



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