



Institute for Travel and Tourism Summit 11th- 14th September 2021

TLC Presentation RESET Tourism and Hospitality Sustainably

1. Introduction from ITT Presenter

Nicki Page, with Leo Downer are the co-founders of TLC Harmony, a company that delivers Sustainably Good Business for Travel and Tourism.

She has over 35 years in international luxury tourism marketing, working with some of the largest hotel and hospitality brands.

Leo Downer is a relatively new to hotels and hospitality, but an old hand in improving outcomes and getting results. Mainly in the health sector, and central government to deliver real world and measurable impact.

2a. NICKI PAGE

Good morning. Or as we say in Wales Bore Da

Its great to be first up opening this session with a REAL WAKE UP CALL. And a CALL TO ACTION IN AN INDUSTRY I LOVE.

I have seen OVER 35 YEARS how tourism has been a force for good.

And

I'm proud to have been in a sector that has helped bring employment opportunities, supported training for young people and women, and helped countries develop their infrastructure, economies, and natural resources.



Tourism and Hospitality Impacts:

- Employs 1 in 10 people worldwide
- 10% of Global GDP
- 4% of UK GDP and 7% of total employment
- Significant contributor to Social Inclusion.
- Employing and Training high numbers of Young People and Women
- Supports Global Animal Conservation & Protection
- Tourism is the largest transfer of wealth from Richer to Poorer nations
- 10% of human carbon emissions
- Takeaway food and beverage dominate Oceanic Plastic

Tourism delivers 10% of global GDP and was employing 1 in 10 people internationally. It has provided funding to support animal conservation and drawn communities together to protect their natural heritage to encourage visitors.

But - I have also seen some of the negative impacts along the way, these have included over-tourism, damage to local communities their heritage and culture, and yes, damage to the environment and biodiversity as well.

Based in the Middle East and Asia from 1998. I saw in Dubai firsthand a tourism destination created literally in front of my eyes, and I saw the damage it can cause as well as the incredible positive changes it brought to its people.



2b. LEO DOWNER

Tourism can be a force for good, the negatives are also clear.

But, we believe that where there's a will to do so, these can overcome, and tourism and travel can be a **net benefactor** to the world.

We as an industry putting more in than we take out.

Sustainability makes sense,

At the end of the day, no one wants to play on dirty beaches, swim in polluted waters or breath smoke from forest fires.

They certainly do not want their holiday to be harming life on the land, fresh water or oceans.

**Tourism relies on the Natural World for the highlights in the traveler experience.
And the Natural World, in turn, should be able to rely on tourism**

We in TLC have an approach for tourism, that make tourism **good for People, Nature and Local Places**. Lets go to our TLC video to hear how that goes.

TLC VIDEO PLAYS: <https://vimeo.com/551407773>

3. NICKI PAGE

We think as we are at a tipping point of tourism we can lead all businesses in sustainability worldwide...

We have so many things in our favor:

- We are one of the largest service industry in the world. Constantly getting feedback about what our customers want.
- We have customers most importantly that are demanding we as an industry change
- Our staff are full of young people and men and women, who love working in sustainably conscious business.. Its almost as important to them as how much they earn.
And this is how we can attract and retain talent in our industry
- We have customers who are mostly on our side to support change, despite some sword rattling and grumpiness from the green lobby.

BUT most importantly as we all build back better after the devastation of Covid-19. Sustainability can be good for business. It pays!

From Bananas to Bentley cars to the Bahamas.

There is a strong demand from consumers for more ethical and sustainable goods and services. And they are willing to pay for!

88%

88% of travellers surveyed say they'd recommend sustainable travel.

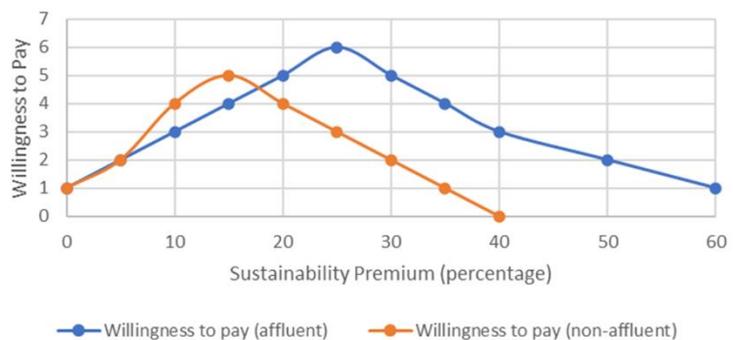
"Seven in 10 (71%) tourism surveyed said they would pay more to lower their carbon footprint."

Vacationer, April 2021

"Out of 30,000 respondents across 60 countries 66% of respondents said they are willing to pay more for sustainable goods"

(Nielsen Global Survey of Corporate Social Responsibility and Sustainability)

Customers Willingness to Pay a Sustainability Premium



4. LEO DOWNER

Global research demonstrates that air travelers and hotel guests will pay a premium for Sustainability.

Just like people buying organic food, electric cars, and sustainable fashion. It has almost become a designer lifestyle indicator.

In many cases depending on market segmentation, you can **up your rates between 5 to 25%.**

BUT - It is important to do your homework, and ensure you have an authentic sustainability position.

Customers are getting very savvy to the Greenwashing out there.

Our TLC approach measures impact across:

- Greenhouse gases, carbon dioxide, methane, nitrous oxide and particulates
- Effects on Biodiversity, and
- Culture and Heritage.

And delivers an economic cost of harm, in each of those three areas.

We then help business put in place systems to reduce that harm.

Where there are areas that cannot be immediately stopped, the organization pays an OFFSET.

This offset is invested to give back to Climate, Nature, or protect Cultural sites.

We call this offset. **The Planet Tip.** And it's a way of saying **thank you to the planet for its excellent service.**

It can be added to the customer bill, as many customers are happy to pay it. And it means the business isn't left alone carrying all the sustainability costs.

5. NICKI PAGE

Gen Z and many are price sensitive, but they want to do their bit to protect mother nature
But we also know many affluent guests are expecting their favorite brands to be ethical and sustainable, and have this cost built in.

Female guests, who are usually the key decision makers for holidays, (and to be honest aren't we the decision makers) are more likely to book sustainable holidays for themselves, friends and families.

However

SO MANY BUSINESSES in our industry AREN'T YET ON THE AUTHENTIC SUSTAINABLE JOURNEY AND WE SUGGEST:

CARRY ON THAT WAY AT YOUR OWN PERIL LIKE THE DINASOURS WHO DIDN'T ADAPT YOU WILL ALSO BECOME EXTINT

- So How do we change and drive a coordinated position and RESET ?
- How do we do things more sustainably in tourism and travel?

It is through Paul. And Steven and the ITT board who are spear heading, with us, a global call to action through a RESET sustainable summit 2022 in London;

We are also asking all of you here today to get involved. Give us a hand, and frankly WHY NOT AS GHANDI SAID *"Be the change you want to see"*.

Diolch. That means Ta. Ta ra for now

.....**END**.....



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*Would be delighted to go on this journey with you
Please feel free to contact us for any further information*

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Nicki Page

TLC Founder (Tourism Marketing Hospitality)

Nicki is a marketing and public relations titan. Her finely honed experience at blue chip corporates like leading advertising agency Saatchi & Saatchi and Marriott Hotels and Resorts is matched by her integrity and sensitivity to global cultures. Her influence has created a network of the foremost decision makers across Arab, South & South East Asian and African nations and she's keenly negotiated the success of world-leading tourism and prestige destinations from Jordan to Malaysia, South Africa to the UAE.

Nicki has a deep understanding of promoting worldwide high-quality health and wellness resorts; unparalleled insight into the role women have in influencing health, wellness and travel decisions; and an established, trusted business presence in Asia and the Middle East that includes a client list of ruling families, CEOs and top companies.



Leo Downer

TLC Executive Director/ Co-Founder

To say that Leo brings exceptional acumen to TLC would be an understatement. His experience spans 30 years of managing clinicians and developing health services in the public, voluntary and private sector. He has worked strategically in the improvement of health, wellbeing, and safety nationally and internationally.

From General Practitioner Coordinator with the Maudsley NHS Trust, to Head of Crime Reduction in the Government Office for London; developing Social Impact financial models with the UK Treasury; to Business Manager for counter-terrorism in the UK Home Office HQ Strategy and International Directorate; to Group Director of Business Development and Communications for the Social Interest Group, Leo's innovative, financial modelling and strategic approach, has founded new health approaches, transformed sustainability paradigms, and led government operations and national delivery.