



# HOW TO COMMUNICATE ECOTOURISM

CHRIS MILNES, HELLENIC ECOTOURISM SOCIETY



„Europejski Fundusz Rolny na rzecz Rozwoju Obszarów Wiejskich: Europa inwestująca w obszary wiejskie.”

Projekt opracowany przez Społeczny Instytut Ekologiczny

Projekt współfinansowany ze środków Unii Europejskiej w ramach Pomocy Technicznej

Programu Rozwoju Obszarów Wiejskich na lata 2007-2013

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Minister Rolnictwa i Rozwoju Wsi









# HELLENIC ECOTOURISM SOCIETY





HOW WILL THEY FIND  
YOU IF YOU DON'T  
COMMUNICATE?

# GETTING STARTED: KNOW YOUR PRODUCT

- Understand & define
- List your assets
- Commitment to ecotourism
- Benefits



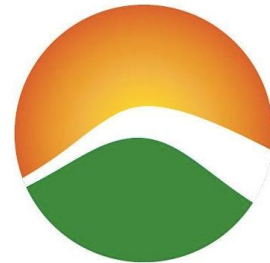
# CERTIFICATION: BUILDING TRUST

- Economic crisis & greenwashing
- Recognised labels gain trust
  - ▣ Environmental
  - ▣ Service specific
  - ▣ Sustainable tourism





# ECOTOURISM: A GLOBAL BRAND WITH NATIONAL LOGOS



**EETLS**  
assessed  
compliance



EcoTourism Ireland



**TRAVELFOREVER**  
GLOBAL SUSTAINABLE TOURISM COUNCIL



# MOVING FORWARD: KNOW YOUR AUDIENCE

- ❑ Focus on your visitor
- ❑ Track interest
- ❑ Adapt your message
- ❑ Speak their language
- ❑ Highlight experiences
- ❑ Ecotourism principles



# EFFECTIVE COMMUNICATION

- Online marketing
  - Attractive, easy, mobile ready
  - Images, videos, music, poetry?
  - Use the right words
  - Blog, stories, reviews
  - Content Management System
  - Search Engine Optimisation
  - Google analytics



# EFFECTIVE COMMUNICATION

- Social media
  - ▣ Facebook, Twitter, Pinterest, Flickr, Tumblr, LinkedIn
  - ▣ Monitor progress:
    - Tweetdeck, Klout.com
  - ▣ Next generation?
    - ello, edgee
- Tripadvisor
- Travel media
- Printed media
  - ▣ Guidebooks
  - ▣ Guide maps, Free info guides
- Trade fairs
  - ▣ National
  - ▣ Local
- Internet retailers
- Awards

# CHALLENGES: A GREEK PERSPECTIVE

- ❑ Increase in popularity
- ❑ Lack of commitment
- ❑ Poor understanding
- ❑ Mainly foreign market
- ❑ Crisis brings change?
- ❑ Cost effective marketing
- ❑ Whole community



# HELP FROM OTHERS

- Guests: ambassadors
  - ▣ Word of mouth
  - ▣ Reviews
- Local partners
- Media
- Awards



# REMEMBER

- Adapt and evolve
- Stay flexible
- Commitment to ecotourism
- Work together
- Think outside the box



# CHECKLIST:

- Do you know which market to communicate to?
- Do you know your competition?
- Do you know which eco words 'sell'?
- Do you practise responsible marketing?
- Paper: use of FSC paper/eco inks
- Do you have good photography and copy on your website?
- Do you have an ecotourism policy?
- Are trade or consumer fairs for you?
- Search Engine Optimisation (SEO)?
- Do you blog?
- Are you a member of any ecotourism forums?
- Do you know ecotourism journalists?
- Have you embraced social media?
- Do you have a travel app or feature on one?



# FURTHER READING

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- Maximising Ecotourism Benefits: Communicating Ecotourism
  - <http://www.ecotourismireland.ie/wp-content/uploads/2014/10/ecotourism-toolkits.pdf>
- Futerra:
  - <http://www.futerra.co.uk/downloads/Words-That-Sell.pdf>
  - [http://www.futerra.co.uk/downloads/Branding\\_Biodiversity.pdf](http://www.futerra.co.uk/downloads/Branding_Biodiversity.pdf)



# THANK YOU

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