

Green e di successo: le opportunità del Turismo Sostenibile

Mercoledì 14 settembre, 9.30-18.00 · Progetto Manifattura, Rovereto





Turismo Sostenibile: le potenzialità di un Mercato in Crescita

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Turismo: mercato in rapida crescita



TURNING ONE BILLION TOURISTS INTO ONE BILLION OPPORTUNITIES

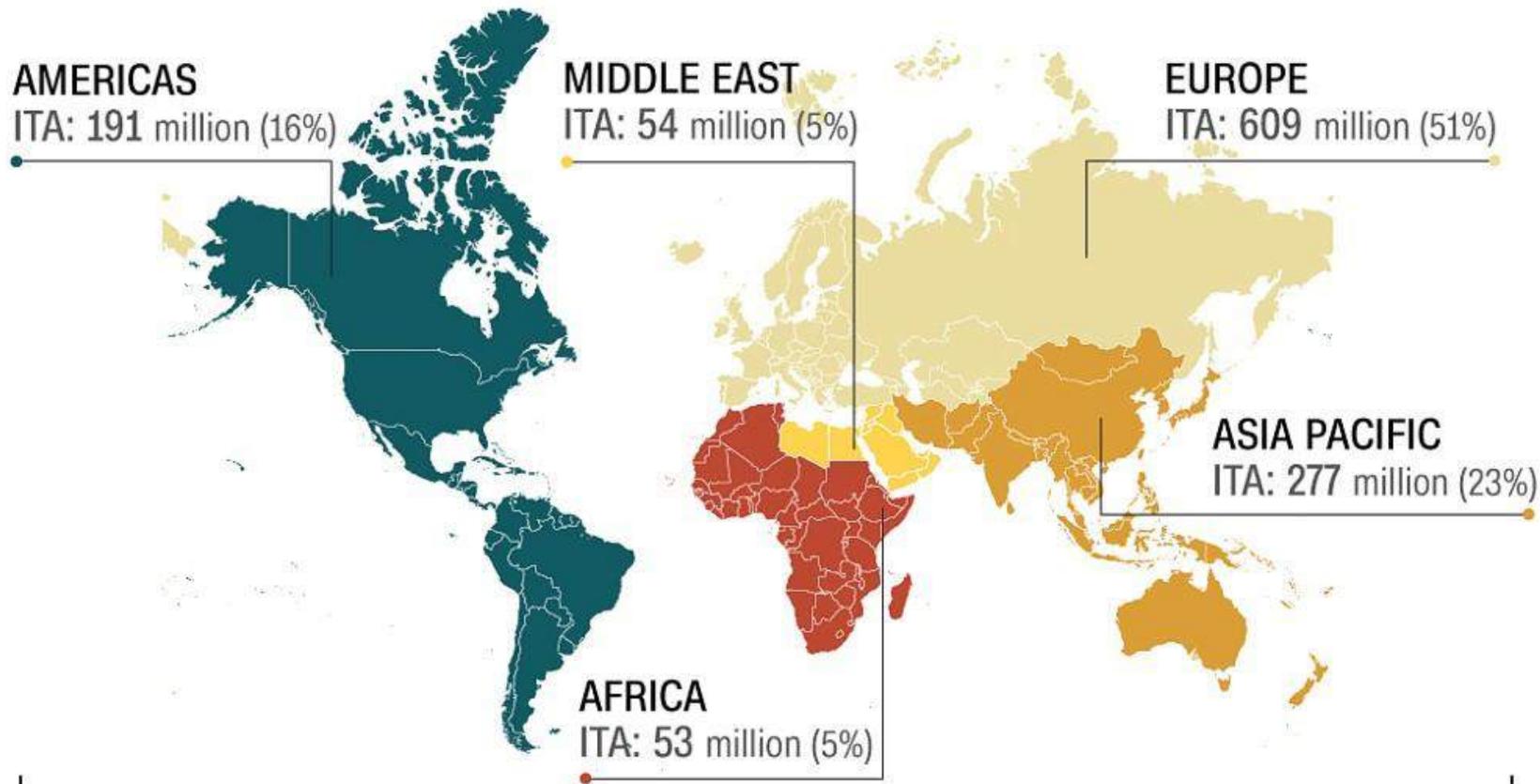
In 2012, a record one billion tourists crossed international borders in a single year. Another five to six billion are estimated to travel in their own countries every year.



©UNWTO 2012

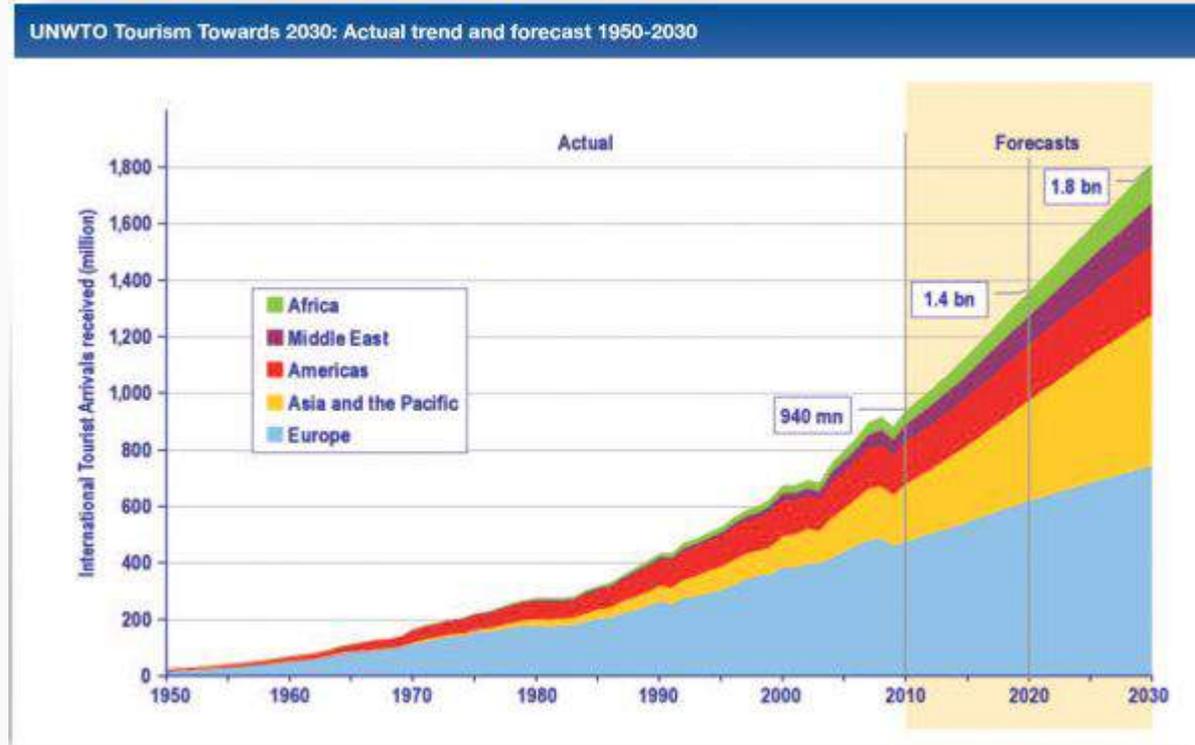
WHY TOURISM MATTERS

2015 International Tourist Arrivals

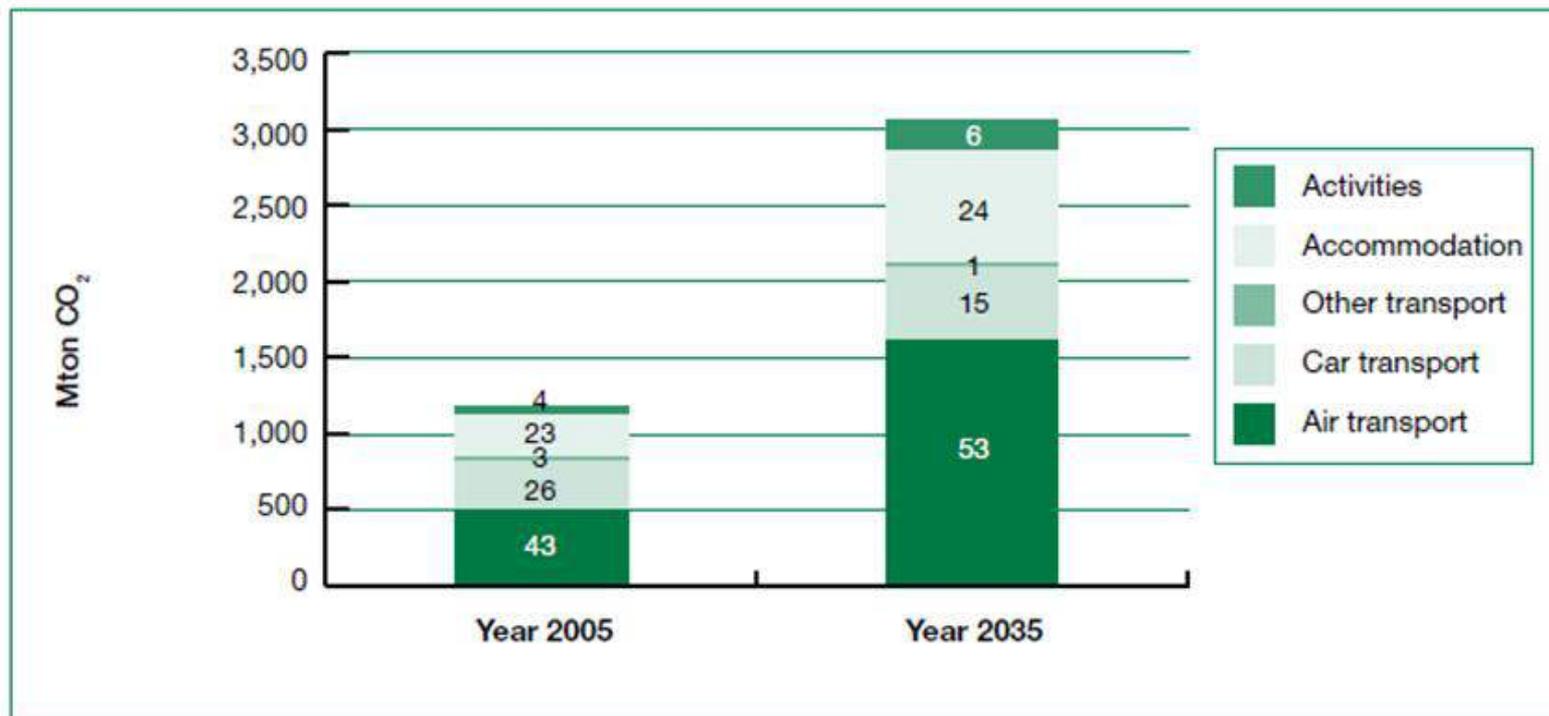


WORLD: 1,184 MILLION

Turismo: previsioni di crescita



Turismo e impatto ambientale



Source: Climate Change and Tourism, Responding to Global Challenges, World Tourism Organization and United Nations Environment Programme, 2008

La crescita sostenibile è uno dei 4 assi individuati dall'Unione Europea

Nel nuovo **quadro d'azione per il turismo europeo** spicca infatti la necessità di «promuovere lo sviluppo di un **turismo sostenibile, responsabile e di qualità**» (comunicazione 352/2010).

Vantaggi Economici del turismo sostenibile: si riducono i costi e si migliora l'efficienza

L'industria dell'ospitalità spende oltre **7,5 miliardi di dollari** per l'**energia** ogni anno in USA.

Ridurre il consumo di energia del 10% comporterebbe un risparmio annuo di circa 750.000.000 di dollari.

Fonte: "Energy Star for Hospitality."
http://www.energystar.gov/index.cfm?c=hospitality.bus_hospitality



Marriott International ha sviluppato un prototipo di hotel 'verde' certificato LEED, che consentirà di:

- **Risparmiare** circa 100.000 dollari dopo 6 mesi di tempo dalla realizzazione.
- **Ridurre del 25% il consumo** energetico e il consumo di acqua.



A dirt road winds through a lush green field under a bright, hazy sky. The road curves from the bottom center towards the right side of the frame. The background is a soft, glowing green and yellow, suggesting a bright, sunny day. The overall mood is peaceful and natural.

“Green is no longer just a trend. It’s a way of life.”

(Fran Brasseur, Executive Director, Association International (HSMAI) Foundation)

A top-down view of a person sitting on a lush green lawn. The person is wearing blue denim jeans and black flip-flops. Their hands are on a black laptop keyboard, which is open and resting on the grass. The laptop screen is dark and reflects the person's hands. The overall scene is bright and outdoors.

**Il 66% dei consumatori
preferisce acquistare
prodotti e servizi da
aziende responsabili**

(Nielsen Wire, 2012).

A close-up photograph of a person's hand holding a green apple. The hand is positioned over a wooden counter. On the counter, there is a digital scale and a small yellow tag. In the foreground, there are several ripe, red peaches. The background is blurred, showing other people and produce, suggesting a market setting.

**Nel 2015 in Italia:
7 famiglie su 10 hanno
acquistato biologico**

(Osservatorio SANA-ICE 2016 "Tutti i numeri del Bio")

A modern, bright bedroom with a bed, a television, and a window with curtains. The room features light-colored wood paneling, a large window with sheer curtains, and a bed with a tufted headboard. A small potted plant sits on the floor near the window. The overall atmosphere is clean and contemporary.

+90% dei viaggiatori USA
preferisce un albergo
rispettoso dell'ambiente

(Travelzoo, 2010).

A woman with blonde hair in a ponytail, wearing a white t-shirt and blue jeans, is sitting on a wooden dock. She is seen from behind, with her hands clasped behind her head, looking out over a calm lake towards a forested shoreline under a cloudy sky. The text is overlaid on the image.

Il 62% dei viaggiatori cerca soggiorni eco-sostenibili.

Tripadvisor Survey, May 8, 2013



I consumatori
"eco-consapevoli"
viaggiano
più frequentemente
rispetto ai
consumatori medi

CMIGreen Traveler Study Report, 2010

A woman with long blonde hair is sitting on a rocky ledge, looking out over a river at sunset. The scene is bathed in warm, golden light, with the sun low on the horizon, creating a soft glow and long shadows. The background shows a dense forest of trees along the riverbank.

Il **43%** è disposto a spendere fino al **5%** in più per ridurre la sua 'impronta ecologica' nel prossimo viaggio.

CMIGreen Travel Study Report, 2010



Il 10-15% dei viaggiatori
cerca esperienze
“Insolite” e “Uniche”

Organizzazione Mondiale del Turismo (UNWTO)

Travelers looking for sustainable tourism

			
Name	Paola	Sophie & Miky	Alessandro
Job Title	Public visitor (traveller)	Trusted visitor (traveller)	Trusted visitor (traveller)
Age	29	37 and 35	22
Job	Teacher	Employee	University student
Quote	<i>I'm looking for a user friendly site, where I can quickly find my ecofriendly accommodation without spending too much time.</i>	<i>I would like to quickly find all the information that I need to plan my trip, for example, if there are facilities for children, cot and high chair in the accomodation.</i>	<i>I'm looking for cheap accomodations and special offers. I like to share the experience with my friends.</i>
Favorite pastime	Travelling with her boyfriend and her dog, meeting new interesting persons, Trekking, Riding, Cultural holidays and Gourmet holidays.	Healthy weekends in the country, mountain or sea. They would like their sons could live in contact nature, see animals and farmer's life.	Biking, Trekking, Sailing, Surfing, Organize cycling trips with friends, Adventure, Discovering new places, Photography, Organize
Goals	She enter the website by Iphone, she look for an accomodation in the mountains. She selects pet friendly accomodations and organic breakfast. She orders the research by price. She looks at photos and she reads reviews. She chooses an accomodation and she contacts it by e-mail contact form.	They search farm accomodations with bike rental service, cot, high chair, organic food, natural cleaning products. They look at the ecological requirements of the accomodations and filter the result. They order the result by location and by price. They look at photo, services, prices and reviews. They book the accomodation by credit card.	He enter the website and log in thought Facebook. He looks for special offers. He selects the "adventure" tipology. He orders for the lower price. He saves the result like favorite and he send it his friends by email or Facebook.

Nuovi Viaggiatori

La crescita di questi nuovi turisti è molto maggiore rispetto ai segmenti tradizionali. Questi **nuovi turisti** sono descritti come:

- Persone "in genere molto colte"
- Persone "benestanti e che hanno viaggiato molto"
- Persone "ambientalmente consapevoli, sensibili al sociale, alla cultura e alle tradizioni dei luoghi che visitano"

(fonte UNWTO)

3 motivi per ospitare sostenibile:

- Creare un **valore aggiunto** per gli ospiti.
- **Ridurre i costi** e si migliorare l'efficienza.
- **Ridurre le emissioni di CO2** e contribuire a salvare il Pianeta.



“Sii il cambiamento che vuoi vedere avvenire nel mondo” (M. Gandhi)