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HOW TO COMMUNICATE AND ENCOURAGE RESPONSIBLE TRAVEL BEHAVIOURS

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Tourism Strategies Towards Resilience

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EUROPEAN
TRAVEL
COMMISSION



A crowd-free Acropolis? It's yours for €5,000

The world's greatest attractions can be yours to enjoy in private – provided you have deep pockets

EDITOR

Cachan Une école comme point de deal durant les vacances! • P.15 Paris L'encadrement des loyers, ça paye pour les locataires! • P.10K 75

Paris - Jeudi 25 avril 2024 - N° 24779 - 2 €

Le Parisien

interview Quand David chante du Johnny

Venise, les calanques, l'île de Ré... Ils luttent contre le surtourisme

Ce jeudi, les visiteurs à la Journée de la Journée des Dossiers de la Journée

Grande-Synthe La ville émue aux obsèques de Philippe

Police Justice - P.12

Paris 2024 La genèse des Jeux racontée au Louvre

Culture - P.28

expérience

Rwanda, tjo 16 → 18 mai

theatre-chaillot.fr



Venice is the first major city in the world to enact such a scheme. The €5 (£4.30) charge, which comes into force today, is aimed at protecting the Unesco world heritage site from the effects of excessive tourism by deterring day trippers and, according to the mayor, Luigi Brugnaro, making the city "livable" again.



Destination Challenges

700m

Europe experiences up to 700 million visitors¹ each year

1 in 3

1 in 3 stays happen across the continent in July and August alone²

1600:1

Some destinations see tourists outnumber locals 1600:1³

Audience Challenges

01

Behaviour Gap

There's a disconnect
between traveller
ambitions and actions

02

Overwhelmed

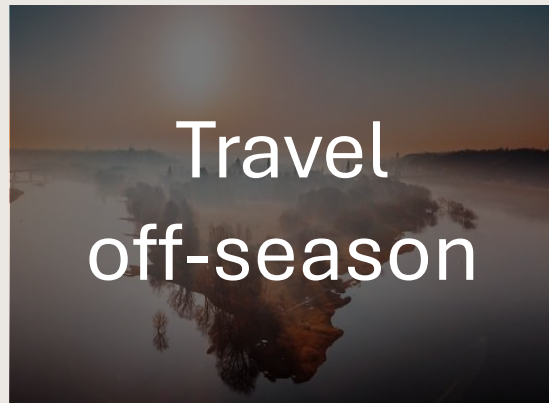
70% of travellers feel
overwhelmed when it
comes to sustainability¹

03

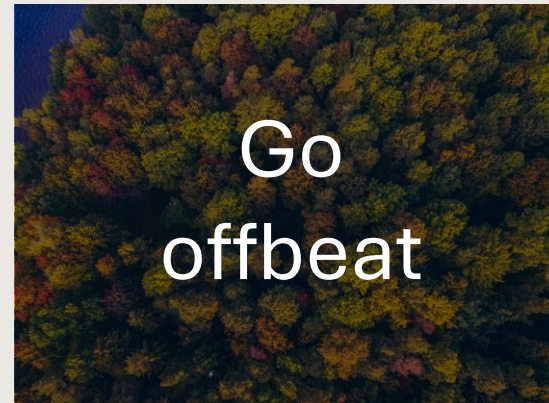
Language Barrier

Definitions and messages
don't connect with
audiences

Our focus



Escape the crowds, beat the heat and enjoy a more relaxed, authentic and affordable experience in a comfortable climate.



Escape the tourist hotspots, discover new destinations, reveal hidden gems and untold stories.



Take public, electric or people-powered transport and get to the heart of Europe faster and more direct.



Stay, shop and support local businesses to better connect with cultures and communities. Meet our makers and creators, experience real life.

Our tone

Responsible travel:

Promoting behaviours that benefit visitors and locals, while minimising negative impacts on the environment and communities.

Our tone

Positive

We challenge perceptions to position responsible travel as a benefit, not a burden.

Emotive

We show the emotional impact of responsible travel.

Directional

People are unsure of how to travel responsibly, so we're always clear on our advice

Memorable

We use a clever concept, creative copywriting, engaging experiences and strong statistics to make things memorable.

Our insight

Responsible travel can
upscale your stay in ways
you'd never imagine

TRAVEL RESPONSIBLY

UNLOCK AN UNEXPECTED UPGRADE

- Take the M6 metro in Paris for exclusive views of the Eiffel Tower

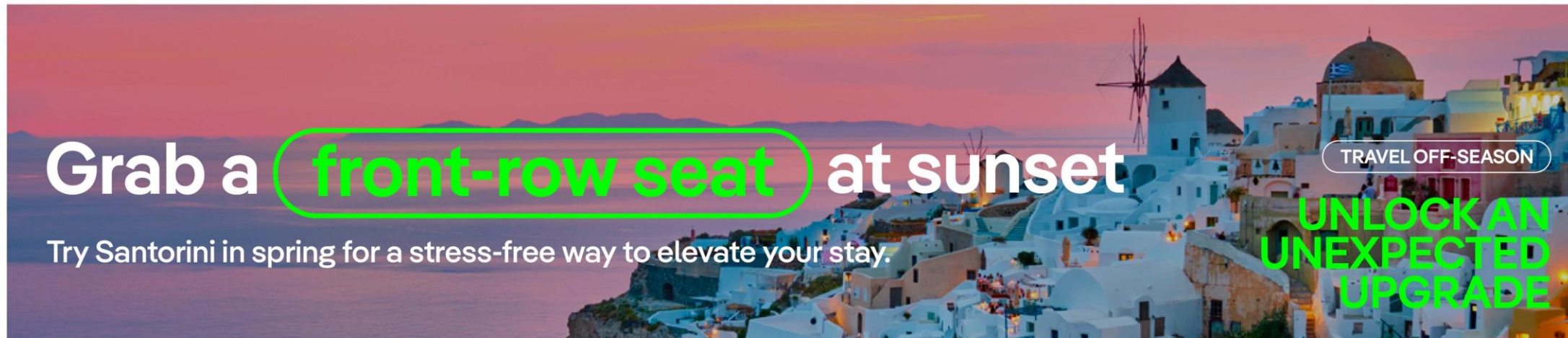
#UNEXPECTEDUPGRADE

TRAVEL OFF-SEASON

UNLOCK AN UNEXPECTED UPGRADE

● For faster access to the Acropolis, try Athens in fall

#UNEXPECTEDUPGRADE

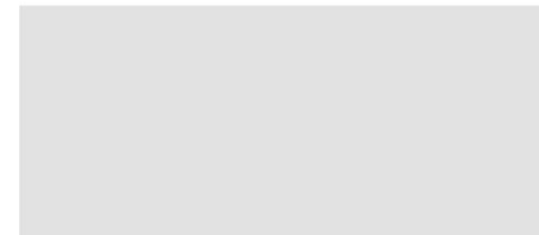
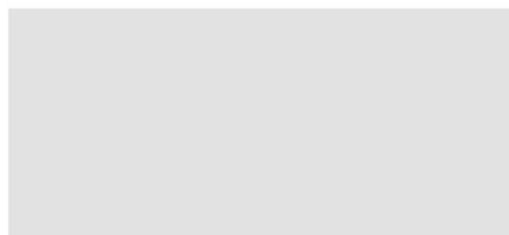
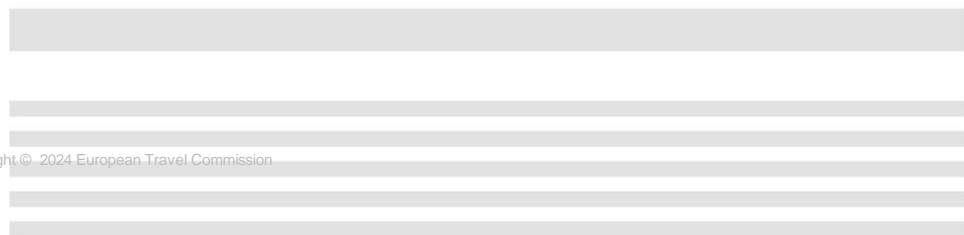
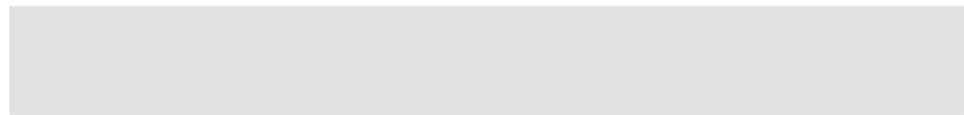


Grab a **front-row seat** at sunset

Try Santorini in spring for a stress-free way to elevate your stay.

TRAVEL OFF-SEASON

**UNLOCK AN
UNEXPECTED
UPGRADE**



Responsible **travel hacks** to upgrade your stay in Europe

#UNEXPECTEDUPGRADE

Send message

This Instagram post features a scenic view of a city by a river, with a train crossing a bridge. The text "Responsible **travel hacks** to upgrade your stay in Europe" is overlaid on the image. The hashtag "#UNEXPECTEDUPGRADE" is visible at the bottom. The post includes a camera icon, a "Send message" button, a three-dot menu, and a share icon.

TRAVEL OFF-SEASON

Try Santorini in spring to grab a front-row seat at sunset

#UNEXPECTEDUPGRADE

Send message

This Instagram post features a view of a white building with a cross on top, overlooking a town. The text "TRAVEL OFF-SEASON" is in a green box at the top. Below it, the text "Try Santorini in spring to grab a front-row seat at sunset" is displayed. The hashtag "#UNEXPECTEDUPGRADE" is visible at the bottom. The post includes a camera icon, a "Send message" button, a three-dot menu, and a share icon.

TRAVEL OFF-SEASON

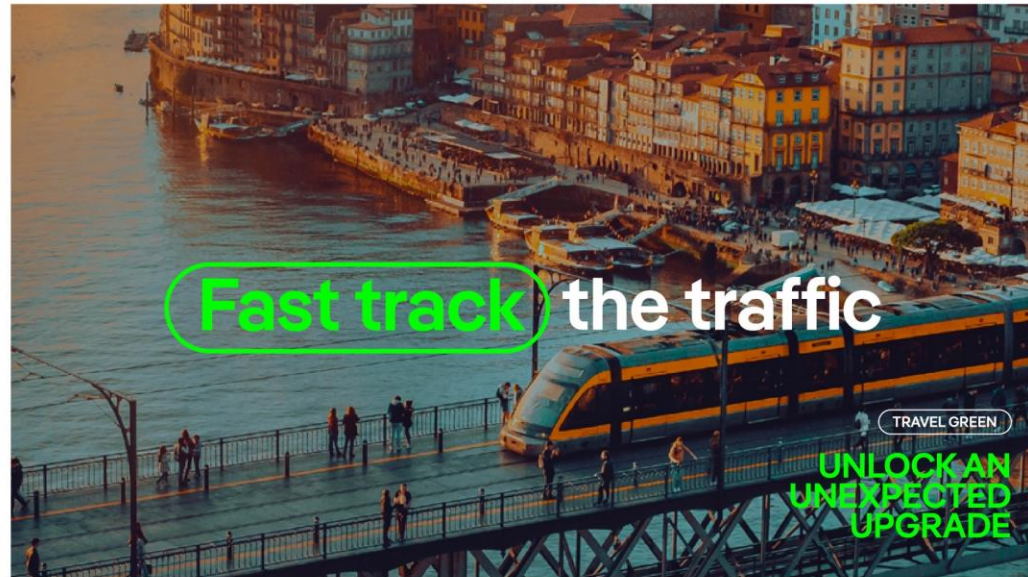
Visit Estonia in April to experience the exclusive fifth season

#UNEXPECTEDUPGRADE

Send message

This Instagram post features a view of a frozen river winding through a forest. The text "TRAVEL OFF-SEASON" is in a green box at the top. Below it, the text "Visit Estonia in April to experience the exclusive fifth season" is displayed. The hashtag "#UNEXPECTEDUPGRADE" is visible at the bottom. The post includes a camera icon, a "Send message" button, a three-dot menu, and a share icon.

Europe positions responsible travel as 'unexpected upgrade' in bid to boost sustainable tourism



The European Travel Commission has today launched a new campaign to drive more responsible tourists to the continent, to counter challenges related to the large scale and limited spread of visitors. The campaign encourages people to 'travel responsibly to unlock an unexpected upgrade', promoting the benefits of visiting off-season, trying lesser-known, destinations, using green transport and staying or spending locally.

Our audience

TIMELINE	SHORTER TERM	LONGER TERM
AUDIENCE	Free independent travellers Those whose travel ambitions align with the benefits of responsible travel	Specific traveller profiles, for example: All-inclusive travellers Business travellers
GOAL	Raise awareness and introduce messaging	Target specific industry challenges
BEHAVIOUR CHANGES	Broader themes, specifically: Travel off-season Go offbeat Travel green Love local	Narrower themes, eg: Try self-catering or B&B Try multi-country trips Stay longer Regenerative tourism experiences

The benefits

Innovative and educational

Not the traditional destination marketing campaign

Unique in the tourism industry

Aligning with sector challenges and offering a new approach

Adds significant value and complements well NTOs efforts

Without competition or duplication of activities

Benefits all stakeholders equally

Big or small without favoritism

Easily adaptable

Supporting a top-down approach

TRAVEL RESPONSIBLY

**UNLOCK AN
UNEXPECTED
UPGRADE**

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Thank you for your attention



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