

# Sustainable Tourism Markets



**Lets Go Travel**  
**UNIGLOBE<sup>®</sup>**



*"Committed to Sustainable Travel and Tourism"*



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# Who is **LG TU**?



> **Lets Go Travel Uniglobe** is a leader in sustainable travel and tourism and have won various awards over the years including winning the **best tour operator 5 times** for the **Eco-Warrior Award**, an award that recognizes responsible tourism practices and now one of the **Africa's Top 100 Tour Operators**.

> A member of the **Uniglobe International franchise** since 2004 and has always been independently owned and managed.

> Based in **Nairobi** with the main office at **ABC Place** along Waiyaki Way and a branch office at **The Hub Karen**.

We are members of:

- > **Kenya Association of Travel Agents(KATA)**
- > **Kenya Association of Tour Operators(KATO)**
- > **Eco Tourism Kenya**

We are also **Travelife certified** and **IATA**



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## **Benefits of selling Sustainable Tourism products - Value based tourism**

- > You build a competitive edge for your products
- > Reduce your impact on the environment.
- > Address social issues and improve the livelihoods of individuals and communities.
- > Improves your business' reputation.
- > Appeal to a sustainable conscious consumer.



## **Challenges of selling Sustainable Tourism Products**

- > Lack of awareness of product value could make your products not sell as they will look at other factors such as price
- > The elusive buyer theory





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## Developing our Marketing Strategy

- > **Identify need** – What do you want to achieve? Why?
- > **Identify who is your target market?**
- > **Gather information** – Research and understand what are the market conditions?
- > **Draft policies** and content.
- > **Activation and implementation.**



# Marketing Strategy



> **Responsible Tourism  
Communication – Content  
Building**

- Sustainable Travel and Tourism is the way forward
- Committed to Sustainable Travel and Tourism



## DIGITAL ADVERTISING

- > **Digital Marketing Strategy**
- Social Media
  - Website
  - Blogs
  - Email Marketing – newsletters
  - Digital advertisement



# Marketing Strategy



- > **Print advertising strategy**



- > **Responsible practices** incorporation in our tours/ travel operations
- **Itineraries** – Advocate for eco-rated hotels and lodges



- **Tour operations** – No single use plastics + Seedballs



- **Travel** – Carbon Emission Reporting
- > **Sustainable Tuesdays** – Sustainable Tourism Advocacy

# Thank You



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