Sustainable Tourism Markets
Who is LGTU?

> **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.
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
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 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