Sustainability
Good Practice
Who is LGTU?

- **Let's 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**
The Journey

7 years ago, tourism business was not doing too well, neither were the communities we were practising our trade nor the environment.

Needed to develop a business strategy that had a win-win effect but more importantly one that could future proof our business.
The Journey

> Developed a business strategy that is sustainable and inclusive
> Developed a Sustainable Policy, plus reviewed our mission and vision

> Developed policies on:
  - Operations
  - Human Resource
  - Efficient Resource Management
  - Supply chain and Procurement
  - Sustainability Management and Training
Marketing Strategy

Responsible Tourism Communication
- 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
Partnerships

> Sustainability Training

> Supply Chain Engagement

> Partnerships between Private Sector, Government and Academia

> Partnerships – Media
Challenges of having a Sustainable Inclusive Tourism Business Model

1. Buy in - from staff, from supply and procurement chains etc. “Change is not easily accepted”

2. Product Development & Packaging – Destinations / Hotels & Lodges

3. Policies Development – Mass Tourism
Benefits of having a Sustainable Inclusive Tourism Business Model

1. It is the right thing to do – The **people and the environment** are considered and as a result you are rewarded with sustainable profits

2. You become a **best practice** thus giving you a competitive advantage

3. It **preprepares you for the future**
Thank You

www.uniglobeletsgosafari.com
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