

Sustainability Good Practice



Lets Go Travel
UNIGLOBE[®]



"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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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



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The Journey





- > Developed a Sustainable Policy, plus reviewed our mission and vision



- > **Developed polices 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



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Partnerships



> Sustainability
Training



> Supply Chain
Engagement



> **Partnerships**
between Private
Sector, Government
and Academia

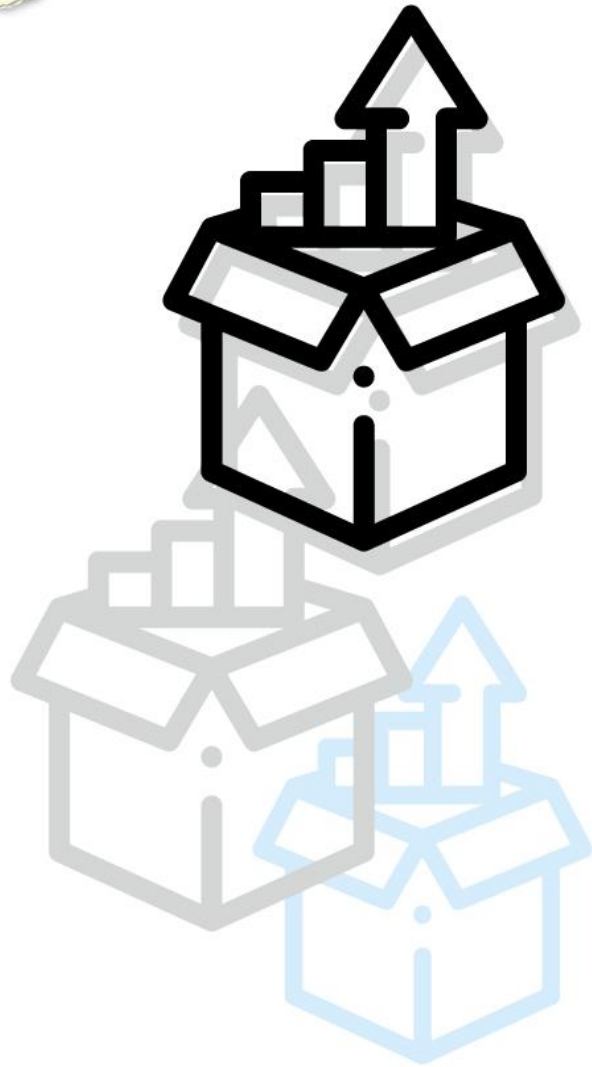


> **Partnerships**
– Media



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 **prepares you for the future**

Thank You



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