



The Right Path to Marketing Responsible Travel

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CEO | Co-Founder

A person with a backpack is standing on a trail, looking out over a vast, hazy mountain landscape. The scene is filled with greenery and distant hills under a soft, overcast sky. The person is wearing a blue t-shirt, khaki pants, and a grey backpack. The landscape is a mix of evergreen and deciduous trees, with some trees showing autumn colors. The overall mood is serene and contemplative.

Key topics covered:

- What is sustainable and responsible tourism?
- The role of the UN Sustainable Development Goals
- Industry & traveler perspectives on challenges
- How destinations, businesses, and travelers can benefit
- Best marketing practices & case studies



QUIZ

What percentage of travelers say they want to travel sustainably, but struggle to do so?

A) 25%

C) 74%

B) 48%

D) 87%

Which of these is an example of “greenwashing” in tourism marketing?

- A) A hotel claims to be “eco-friendly” but has no proof
- B) A tour operator shares exact carbon reduction data
- C) A resort partners with a marine conservation group
- D) A travel company donates part of its revenue to local communities

On a vacation in Belize,

my co-founder and I witnessed heartbreaking poverty & environmental despair: families lived in shacks next to polluted swamps and emaciated dogs roamed the streets.



STATE OF
THE
WORLD

LOVE
OF
TRAVEL

Kind Traveler – Every Stay Gives Back

- **Every Stay Gives Back**
Each stay supports local causes, empowering travelers to positively **impact communities, the environment and animal welfare.**



- **Destination Partnerships:**
We partner with DMOs, hotels + tour operators to deliver live impact dashboards, **driving destination stewardship**



- **Real-Time Impact:**
Travelers receive **traveler-friendly dashboards** showing their contribution to a destination’s sustainability story.

KindTraveler
Do More Than Travel

SONOMA COUNTY
CALIFORNIA
LIFE OPENS UP

ESGB positive impact | launched September 2023

81K servings of Sonoma County-grown vegetables provided to families facing food injustice	340K lbs. of trash removed out of the Russian River	200 nutritious meals provided to individuals in need
\$55,980 USD dollars donated to local charities through Every Stay Gives Back	100% of funds raised goes to participating local charities	

ER
STOPOL
QUALITY
100% FRESH PRESSED APPLE

415 Active Contracts

200+ Hotels

15+ Tourism Boards

200+ Charities

25+ Countries



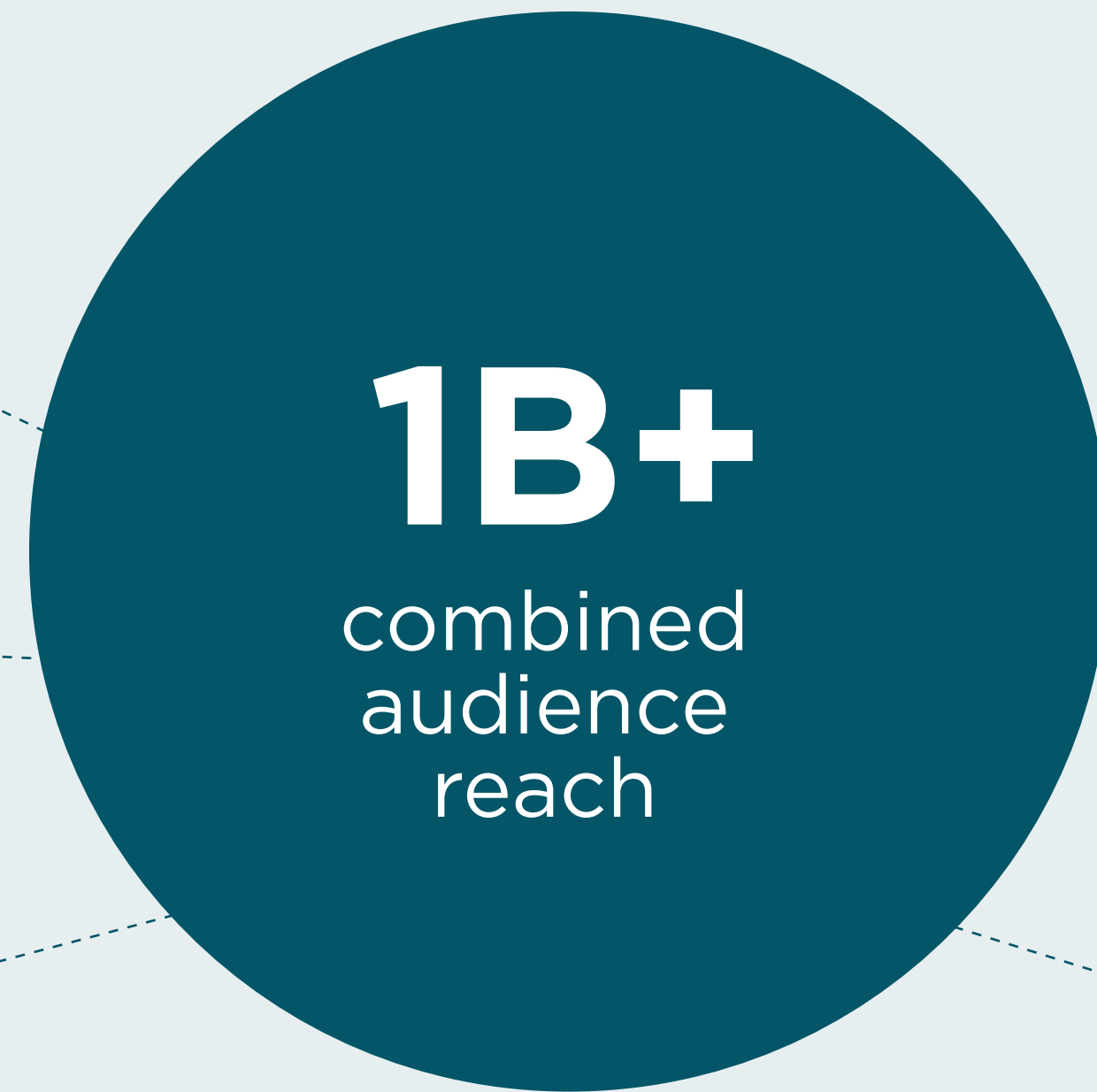
3-year Partnership

Social Media

170K Followers



Blue Startups Portfolio Company



Press

600+ News Articles
\$3M Editorial Value

Weekly Newsletter

100K Subscribers
30%-40% open-rate

Awards



FINALIST



WINNER



WINNER



FINALIST



TRAVEL+
LEISURE
WINNER



Lufthansa
Innovation Hub
changemaker
challenge →

WINNER



FINALIST

Destination Partners



Cited in 600+ News Articles
\$3M Editorial Value



Kind Traveler aims to make each trip, however short, an opportunity to improve local lives.



Kind Traveler offers a clever, easy-to-use system for both seeing the world and investing in making the world better.



Although it's enough to know that your contribution is enough when it comes to doing right by others on Kind Traveler, the savings are an added bonus.

The New York Times

**TRAVEL+
LEISURE**

**CONDÉ NAST
Traveler**



372
Pieces of
Coverage

3.72M
Estimated Views

1.1B
Audience

262K
New Emails Acquired

159
Instagram Posts

\$150K+
donations



It turns out...

71% *of travelers in 2024 want to leave the destinations they visit better than before they arrived – up from 66% the year prior*

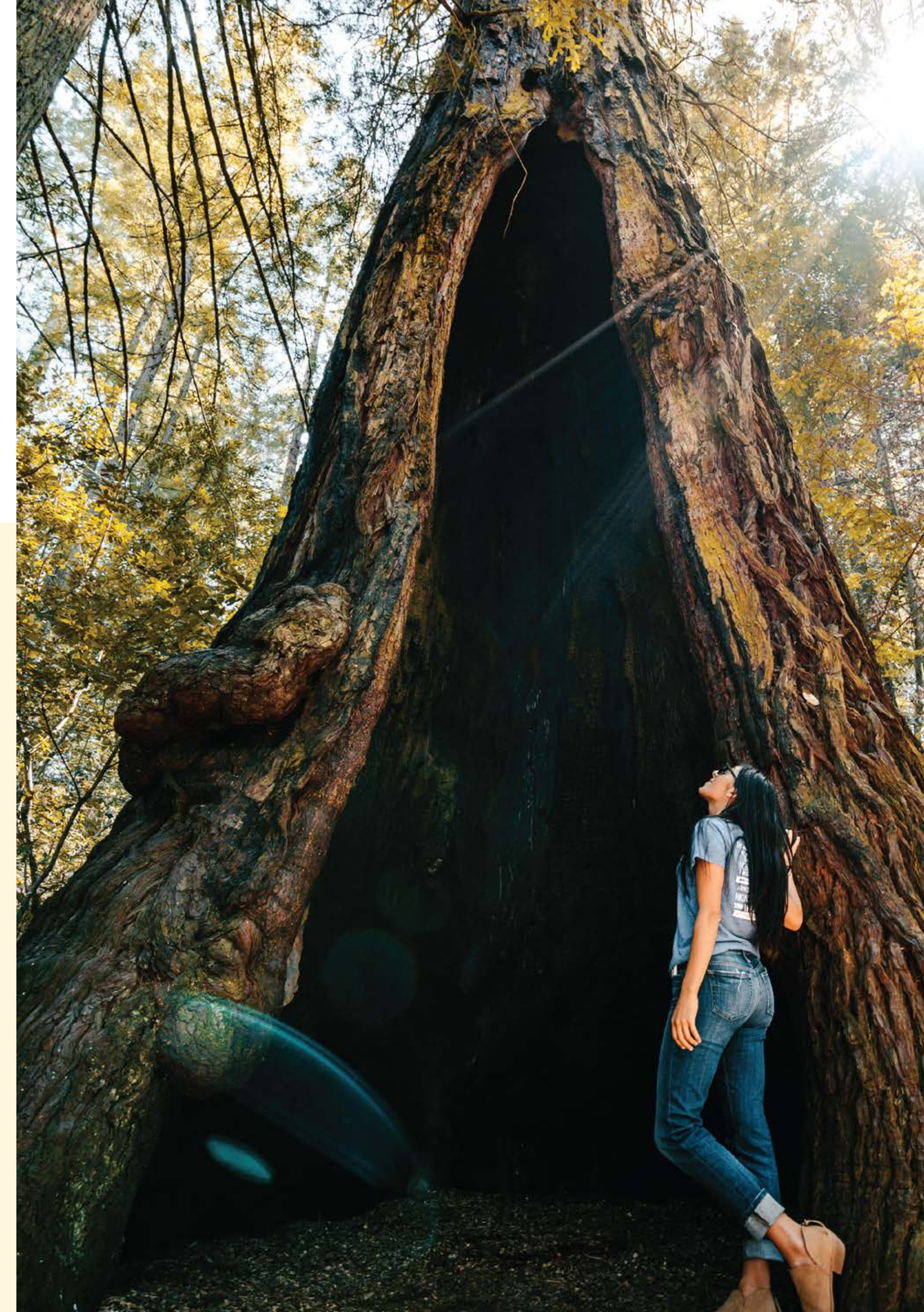
87% of travelers want to travel more sustainably

62% of travelers recognize that they are the best version of themselves when they travel more sustainably

67% feel that witnessing sustainable practices while traveling inspires them to be more sustainable in their everyday life

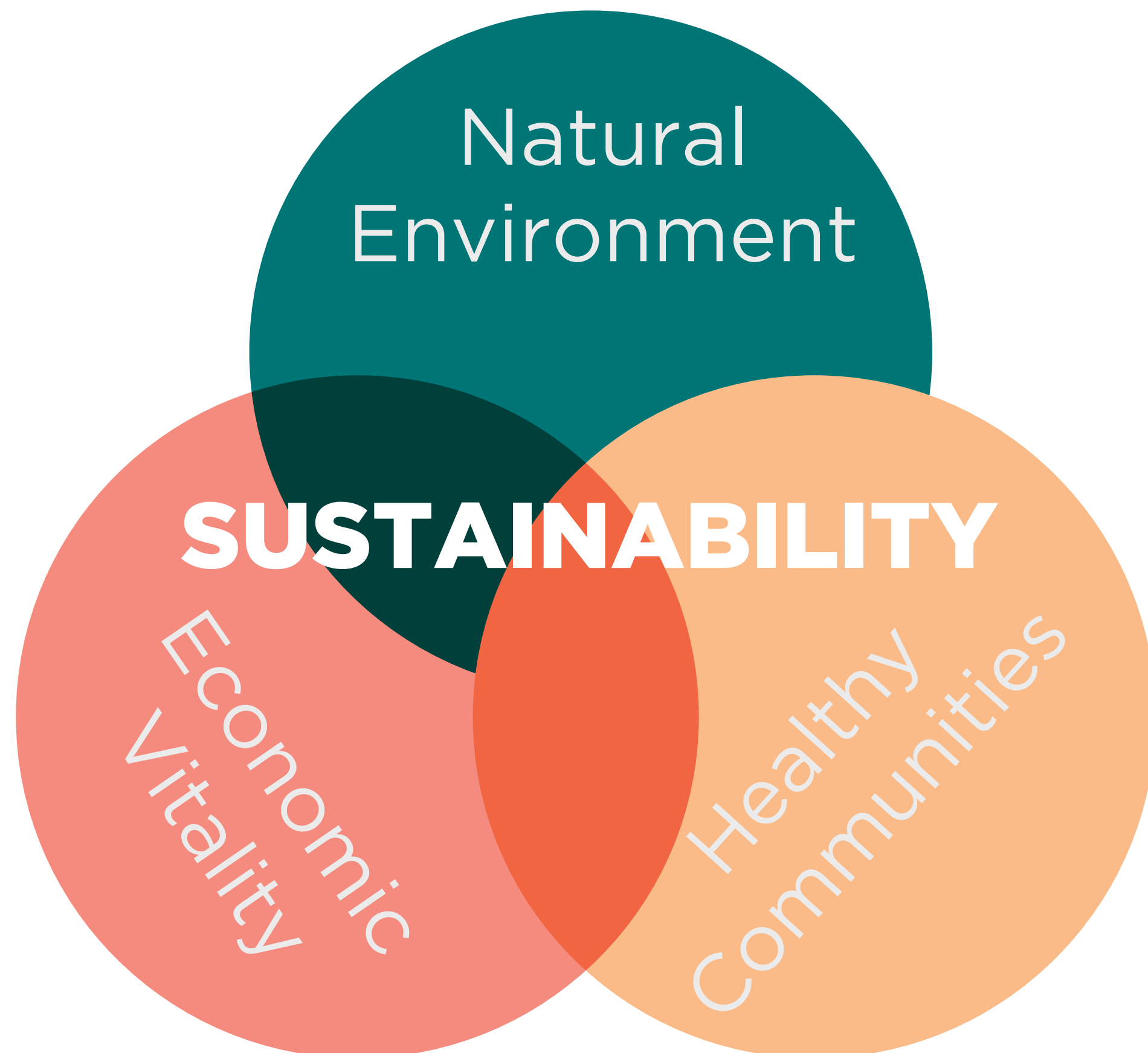
43% feel guilty when they make less sustainable travel choices

32% want to do so because they believe it's the right thing to do



SUSTAINABLE TOURISM:

Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.



SUSTAINABLE VS. RESPONSIBLE TOURISM

Sustainable Tourism does not refer to a specific type of tourism, rather it is an aspiration for the impacts of all forms of tourism to be sustainable for generations to come.

Responsible Travel is a term referring to the behavior and style of individual travelers. The behaviors align with making a positive impact to the destination rather than negative ones.

Positive Vs. Negative Impacts

Sustainable Tourism is an aspiration to acknowledge all impacts of tourism, both positive and negative. It aims to minimize the negative impacts and maximize the positive ones.

Negative impacts to a destination:

- economic leakage
- **tourism is responsible for 8-10% of global carbon emissions**
- damage to the natural environment/habitats **(1M plant + animal species at risk of extinction)**
- pollution
- over-crowding/over-tourism
- over-development

Positive impacts to a destination:

- include job creation
- cultural heritage preservation
- wildlife preservation, restoration of natural environments
- creating healthier communities

Why Travelers Care About Responsible Tourism

- **Authenticity:** Travelers want immersive experiences
- **Values-based travel:** Aligning trips with personal beliefs
- **Health & wellness:** Sustainable destinations often promote well-being
- **Community impact:** Supporting local businesses & cultures



Challenges from a Traveler's Perspective

- **Confusion:** Many travelers want to be sustainable, but 50% don't know how
- **Cost:** Some believe sustainable options are more expensive
- **Greenwashing:** Travelers don't trust vague claims
- **Limited options:** Some destinations lack visible responsible tourism initiatives
- **Why bother?** 33% believe the damage is already done.
- **Lack of education:** 25% think climate change is overhyped
- **Powerlessness:** If the destination isn't sustainable, why should I be? 34% feel powerless



Challenges from the Hotel & Industry Perspective

- **Operational costs:** Sustainability investments take time to show ROI
- **Marketing struggles:** Only 1/3 of hotels actively communicate about sustainability
- **Staff education:** Employees may not understand sustainability goals
- **Guest participation:** Encouraging travelers to engage in sustainable actions

DMOs – The Backbone of Sustainable Tourism

Set the Vision:

Establish sustainability goals and ensure industry alignment

Educate & Inspire:

Inform visitors and businesses on responsible travel

Foster Collaboration:

Bridge the gap between governments, businesses, and communities

Measure & Promote:

Track progress and highlight sustainable businesses

Monterey County in Action

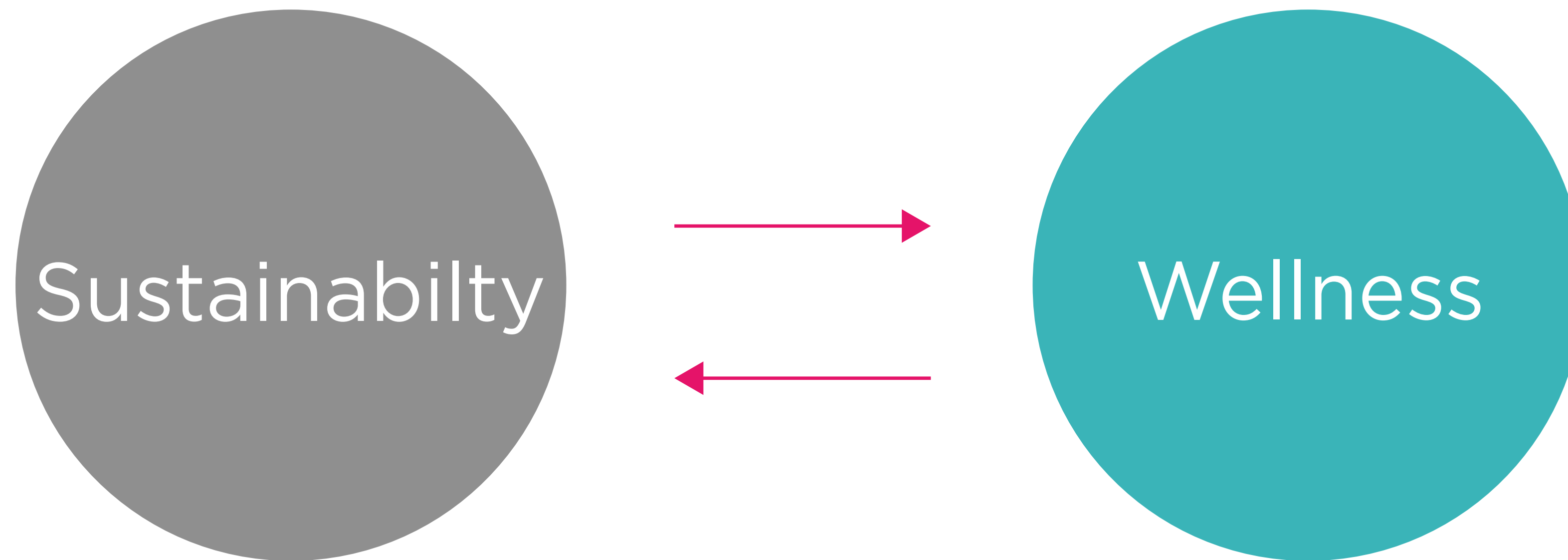
- **Sustainable Moments Campaign**
- **Supports Local Green Businesses**
- **Encourages Off-Peak Travel**

The Conscious Traveler Asks:

- How do I minimize my footprint and show kindness to all living species?
- How can I use my purchasing power responsibly?
- How do I make a positive community impact in the destinations I visit?
- How can I embrace my own wellbeing?



There Is a Link Between Wellness Tourism & Sustainability



“Core wellness consumers [are those] who embrace holistic and integrated approaches to health, as well as environmental and sustainability issues, recognising that personal, social and planetary wellbeing are all interconnected.”

WHO?

GEN Z

- 54% willing to pay more for sustainability
- 50% seek out eco-friendly transport
- Highly value social responsibility; seek experiences that support local communities

MILLENNIALS

- **2X** the volunteer hours
- **3X** the cash
- **4.5X** the supplies

THE AFFLUENT

- **+7%** higher desire for their travel dollars to make a difference.
- **+47%** higher value on company social responsibility

FAMILIES

- **38** volunteer hours (+12 from average)
- **49%** plan to engage their children more
- **47%** intend to discuss community needs together





EMOTIONAL IMPACT ON YOUR CUSTOMERS WILL BE IN DIRECT PROPORTION TO THE SOCIAL IMPACT OF YOUR PURPOSE

- SIMON MAINWARING, WE FIRST



HOW?

Benefits to Responsible Tourism Marketing

CUSTOMER
LOYALTY

COMPETITIVE
ADVANTAGE

MEDIA
VISIBILITY

SOCIAL
RESPONSIBILITY

NEW
MARKETS

Best Practice #1

Create Sustainability By Aligning Your Impact Goals With The SDGs



GOOD HEALTH & WELLBEING

**SUSTAINABLE CITIES
& COMMUNITIES**

LIFE BELOW WATER

CLIMATE ACTION

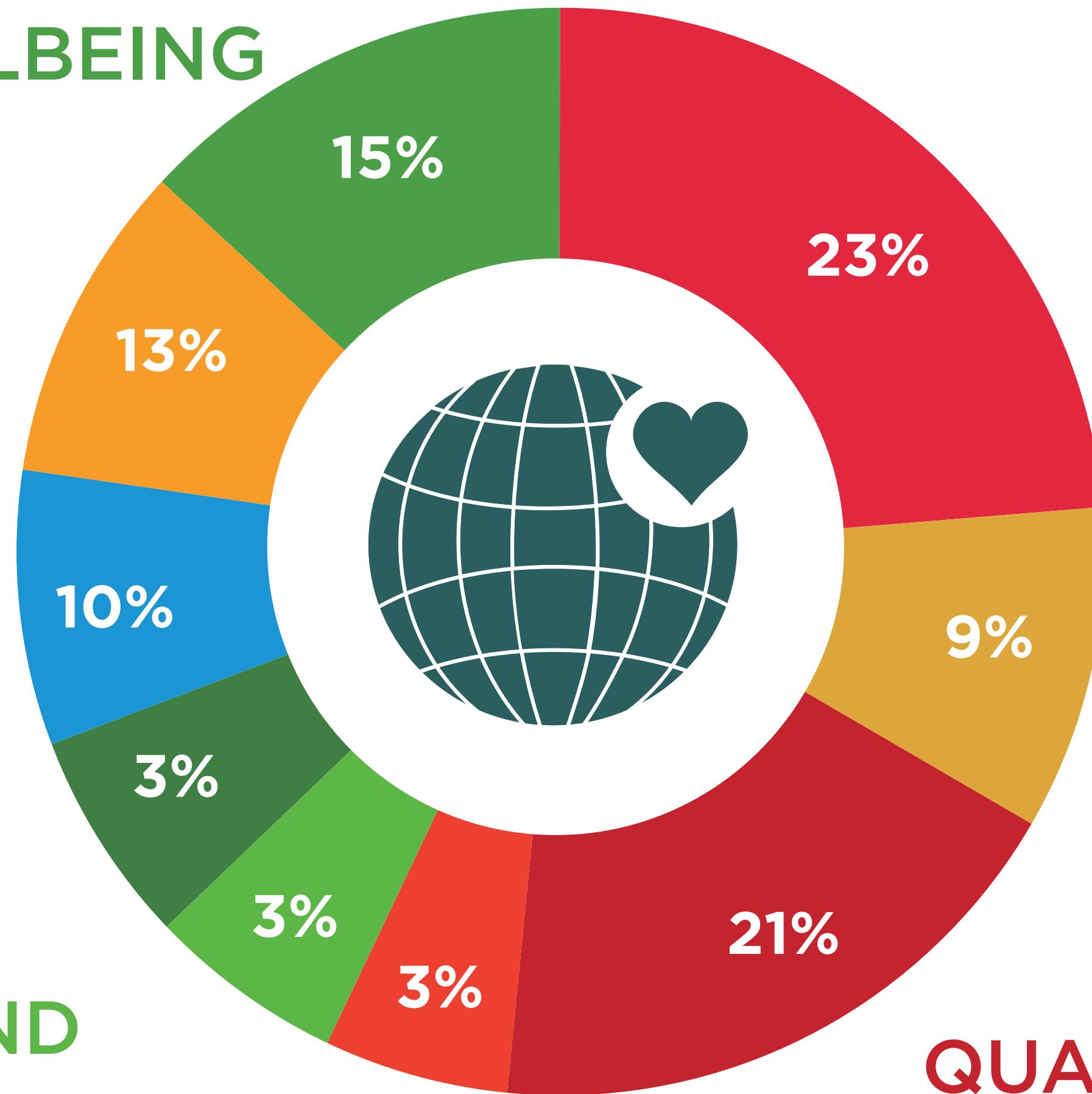
LIFE ON LAND

GENDER EQUALITY

NO POVERTY

ZERO HUNGER

QUALITY EDUCATION



WHY ALIGN WITH THE SDGS?

- Designed for global action for governments, the private sector, academia, and individuals
- Provides a **common framework** to ensure your goals are addressing the world's biggest challenges
- Universally applicable for developing and developed countries
- **Actionable targets** for each goal
- The **GSTC Criteria** serve global standards for sustainability in travel and tourism, providing a coherent framework for implementation

Best Practice #2

Create a HOLISTIC Approach to Authentically Align with Sustainability

- Offer alternatives to single-use plastic bottles and share water refill stations
- Create a plan to eliminate single-use plastic toiletries
- Show how you are reducing food waste + recycling
- Celebrate plant-based menu options
- Source alternative energy if possible
- Source locally wherever possible to support local farmers and artisans and reduce carbon footprint
- Share neighborhood guides that support local artists and businesses
- Partner with local community/environmental charities to create a better destination; report on the positive impact

**SHOW THAT YOU AUTHENTICALLY CARE ABOUT SUSTAINABILITY
EFFORTS**

Best Practice #3

Narrow Your Focus To Set Goals

- Set specific, measurable, and time-bound goals
- Establish KPI's (key performance indicators) to monitor and communicate goals
- Set ambitious goals to spur innovation
- Define milestones leading up to bigger goals

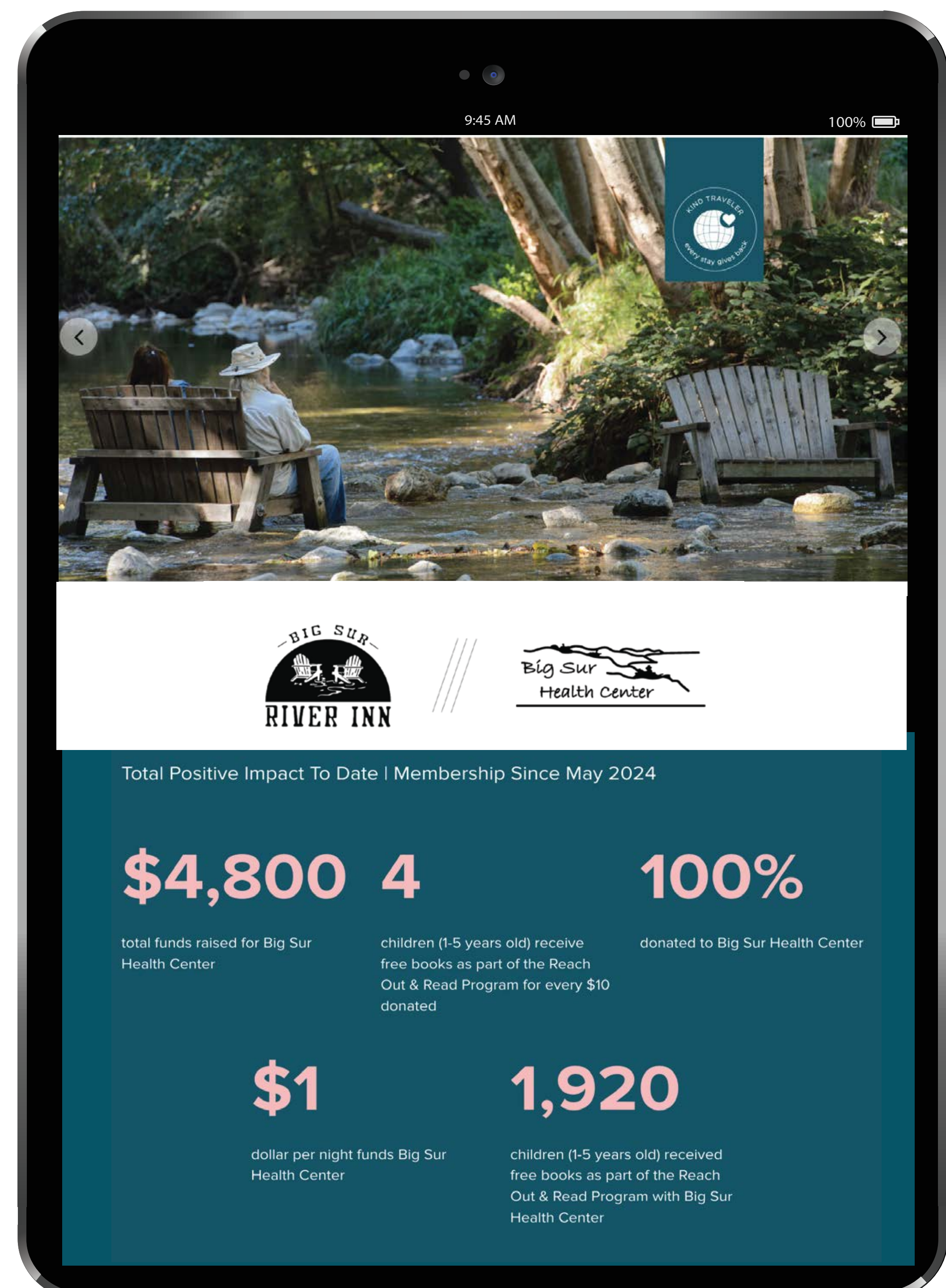
Best Practice #4

Create Partnerships To Help Accomplish Your Goals

- Charity and business partnerships can help you reach your goals
- 90% of thought leaders + executives agree that effectively addressing sustainability issues cannot be carried out in isolation (SDG Compass)
- Charity impact metrics can be utilized to measure your goals

Big Sur River Inn | Goal Example:

To support the local community through literacy efforts and all-inclusive healthcare services, regardless of ability to pay.



Partnership Example:



Big Sur Health Center is uniquely positioned to address local healthcare needs while also offering literacy programs, such as the Reach Out & Read Program to youth.



Best Practice #5

Define Your Metrics For Impact

Impact Formula:

\$10 Donation = 4 children receive free books as part of the Reach Out & Read Program

Goal: 2,500 children served

Impact So Far: 1,920 children served

Donations So Far: \$4,800

77%
to goal



Best Practice #6

Celebrate Your Impact

- Celebrate your impact opportunity: press, social media, influencer engagement
- Create a Travel Kindly pledge
- Create an impact report to share with stakeholders, partners, and customers
- Of the world's 250 largest corporations, 93% report on their sustainability performance

Digital Marketing Strategies

- Website Optimization: Dedicated sustainability page with real data

**Our dedication
to sustainability**

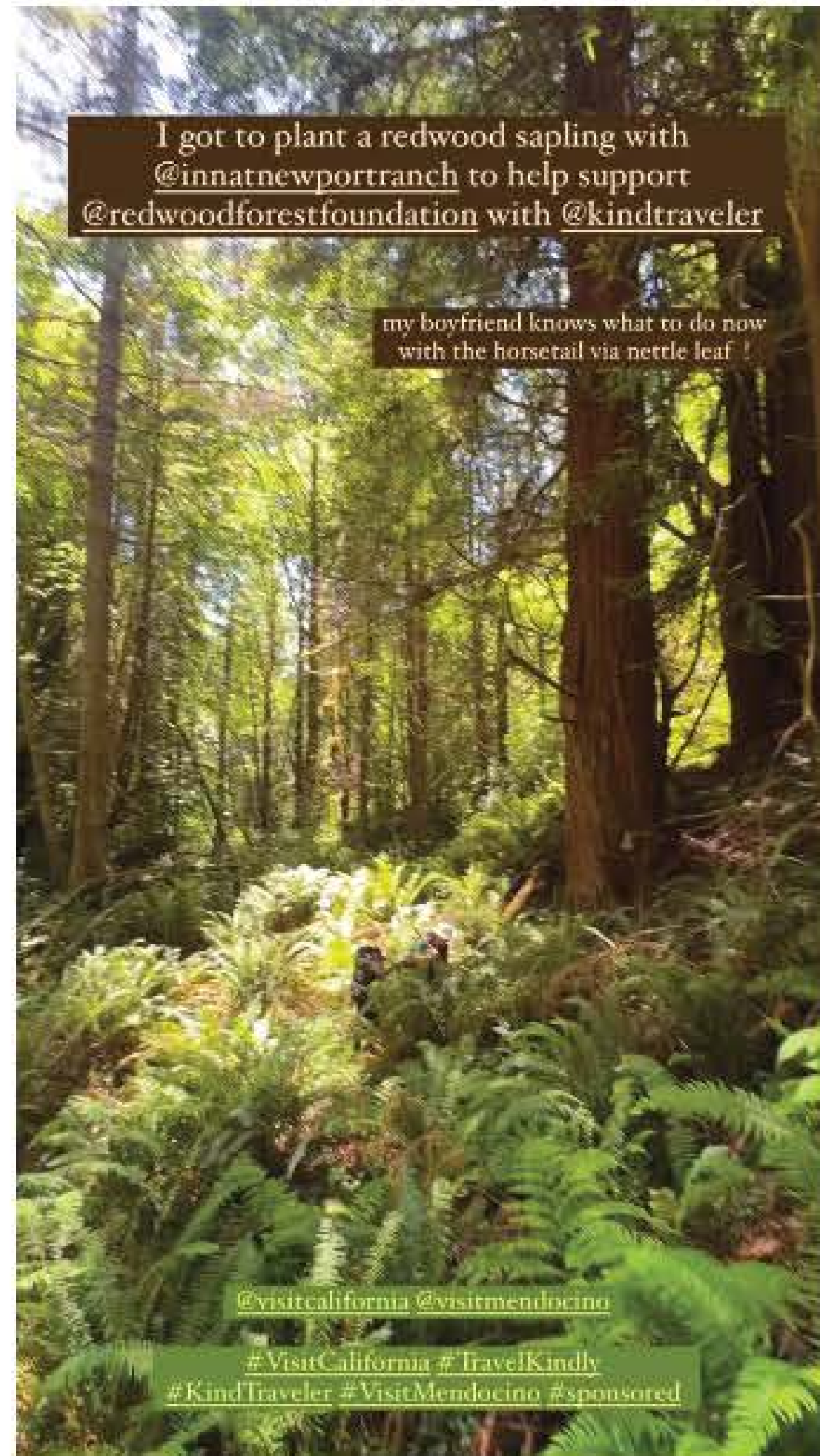
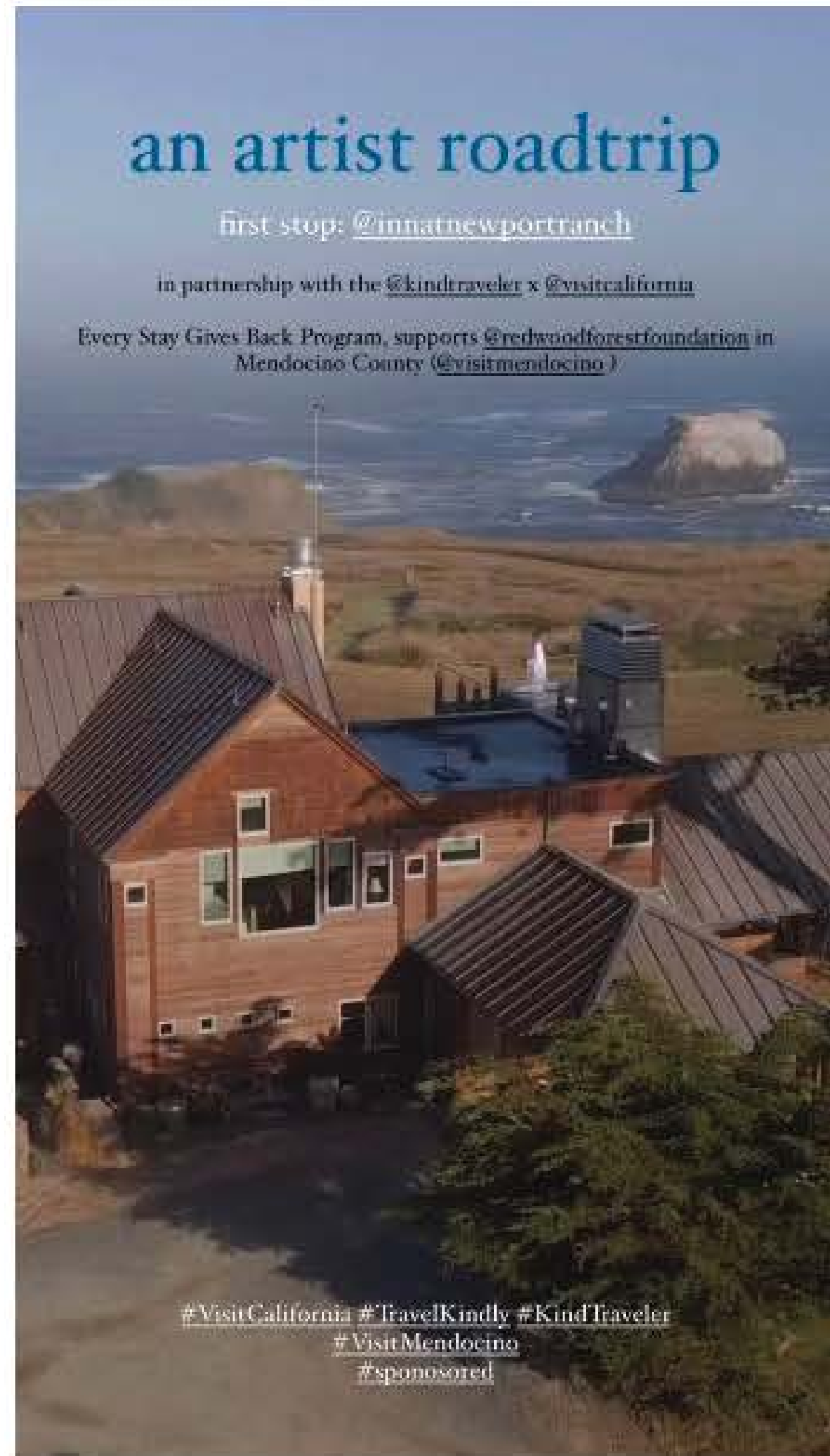
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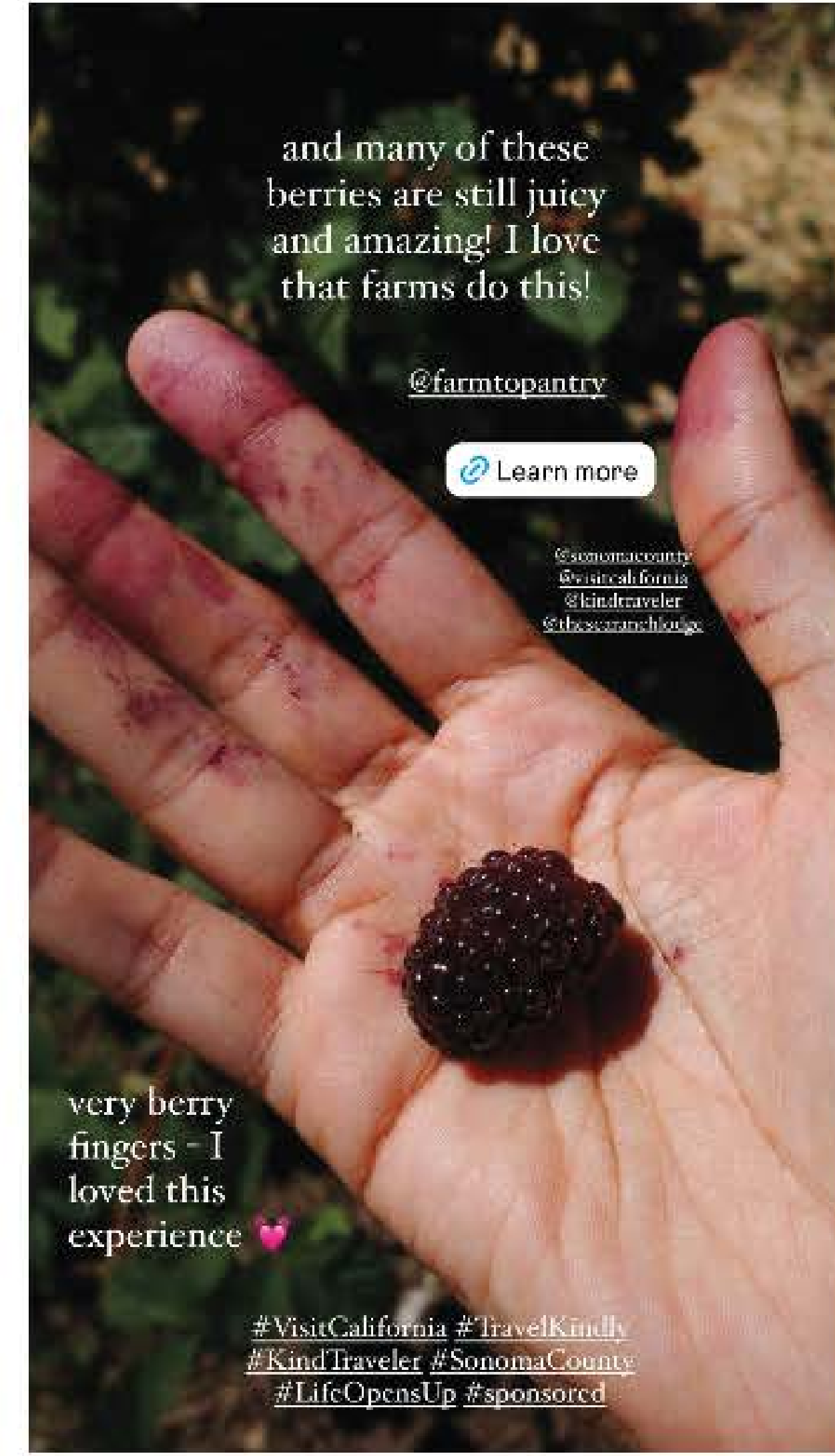
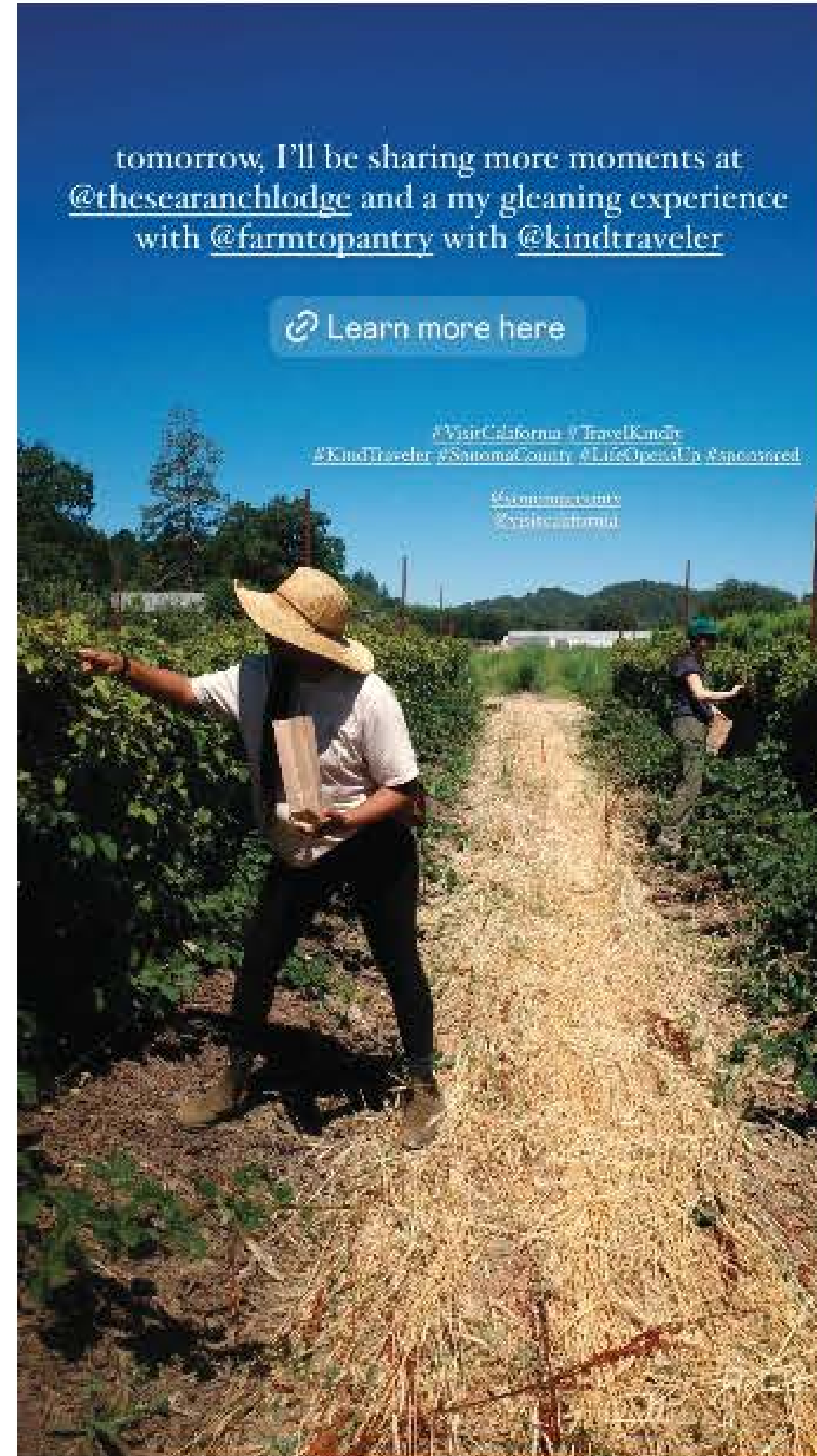
- **Social Media:** Storytelling, guest testimonials, & behind-the-scenes content
- **Influencers:** Partner with mindful travel influencers

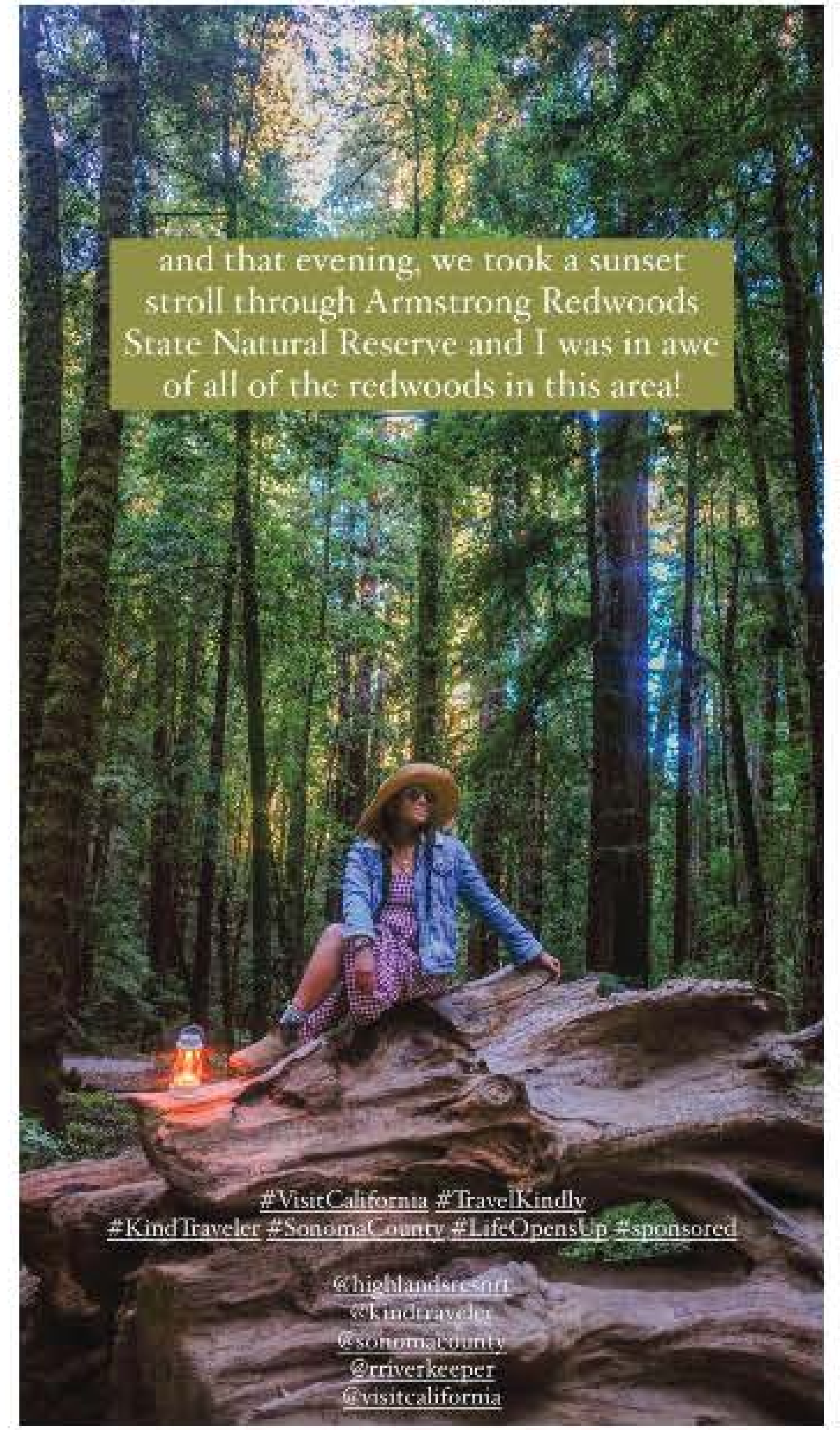


INSTAGRAM STORIES



INSTAGRAM STORIES





- **Email Marketing:**
Feature sustainability efforts & guest impact opportunities
- **PR:**
Tell your impact story to journalists, reporting on your goals, your impact, why the impact is so important to your destination; discuss ways for others to get involved

Kind Traveler and Visit California Partner to Foster Sustainable Travel
By Lindsey Cody | 02/14/2023

Just in time for National Plan for Vacation Day on Jan. 31, the first statewide regenerative travel program launched between Visit California and Kind Traveler, a sustainable travel booking platform. The program spotlights new opportunities for travelers to make a positive impact in the communities they visit while unlocking exclusive offers. Participating properties include more than 58 iconic hotels across 13 stunning destinations in the Golden State — featuring 38 brand-new hotels and impact opportunities for 2023.

With more than 97% of travelers revealing they feel it's important for their vacation dollars to positively impact the communities they visit (Kind Traveler 2022 Impact Tourism Report), and 55% of Americans forfeiting vacation days each...

Visit California Industry | Visit Califor...
Kind Traveler

17.7K 76 129

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Travel with Purpose
A Malibu, California-based company empowers travelers to give back to destination-specific nonprofits emphasizing well-being and sustainability.

Green Living Magazine
Travel with Purpose - Green Living Magazine

4.25K 42 757

AFAR
TRAVEL INSPIRATION • TRAVEL FOR GOOD
By Kathleen Kilduff | January 26, 2023

Make Your Next Hotel Stay in California Count—for You and the Destination

Kind Traveler launches first statewide regenerative travel initiative to help travelers give back to communities across California.

AFAR Media
Make Your Next Hotel Stay in California Count —for You and the Destination

983K 72 8.6K 934

greenlodgingnews
Visit California & Kind Traveler Launch Regenerative Tourism Program

LOS ANGELES—Just in time for National Plan for Vacation Day on January 31, the first statewide regenerative travel program launched with Visit California & Kind Traveler, sharing a wave of new opportunities for travelers to make a positive impact in the communities they visit while unlocking exclusive offers from more than 58 iconic hotels across 13 destinations in the Golden State—with 38 brand-new hotels and impact opportunities for 2023.

With more than 97 percent of travelers revealing it's important for their vacation dollars to positively impact the communities they visit (Kind Traveler 2022 Impact Tourism Report), and 55 percent of Americans forfeiting vacation days each year, it has never been easier to dream big and plan a vacation that not only creates meaningful memories, necessary relaxation and mental health benefits, but also a lasting community impact. Through the simple act of booking a hotel with Kind Traveler, travelers can now travel kindly and sustain more than 35 California-based, vetted, charitable, educational...

Green Lodging News | Lodging's Lead...
Visit California & Kind Traveler Launch Regenerative Tourism Program | Green...

5.84K 47 103

7x7 Bay Area
California hotels partner with Kind Traveler to support local nonprofits + provide extra perks

102K 64 445 37

TRAVEL + LEISURE
TRIP IDEAS • BETTER TOGETHER

This Socially Conscious Booking Platform Helped Me Take a Vacation That Gave Back to the Local Community — Here's How

Using "Kind Traveler," a Travel Vision Award-winning booking platform, one traveler learns how to make an impact on vacation.

By Chelsea Lee | Published on September 6, 2023

Travel + Leisure
This Socially Conscious Booking Platform Helped Me Take a Vacation That Gave Back ...

7.55M 88 36.7K 201

TRAVEL
Travel with Purpose
A Malibu, California-based company empowers travelers to give back to destination-specific nonprofits emphasizing well-being and sustainability.

When Jessica Butler and her partner Sean Knapp, witnessed beach cleaning events, park clean-ups, and unattended marine life littering on a trip to Malibu, they decided to inspire testing and meaningful action.

According to Butler, "We asked ourselves, 'What if we could create a way for travelers to easily make a meaningful positive impact within the communities they visit and, in turn, to give back to a greater sense of joy and purpose while traveling?' Our mission: 'After years of development, we launched Kind Traveler in 2019, a new web-based platform to empower the user experience and create an application programming interface that will allow us to scale more effectively.'"

As a co-owner and co-founder of the company, Butler often also serves as head director for the Center for Responsible Travel and Knapp produced the Kind Traveler 2022 Impact Tourism Report published from

all interviews with Kind Traveler hotel, charity, and destination partners in 18 countries. Through this project, Butler and Knapp found that 97% of members believe it's important to support the communities they visit in a positive way. However, according to the report, 88% of members find this goal conflicting, and 30% don't know how to put their travel dollars to work to create lasting change.

"While fundraising efforts are vitally important in creating a sustainable tourism industry, equally important is maximizing travel dollars to support local communities in addressing poverty, advancing education, and creating equality," Butler says.

According to Butler, travel and tourism is an industry worth \$1.5 trillion (per data from 2022), which has the potential to impact distribution of resources and directed responsibility.

California hotels and 25 local charities in 13 California destinations. "Local charities may be suggested on behalf of the hotel, local tourism board, or the Kind Traveler community. We are currently working with Los Angeles, Escondido, Monterey County in California, Visalia, Hanford, Santa Monica Travel & Tourism, Sonoma County Tourism, and Visit Greater Palm Springs, and we have recently announced a new partnership with California Island Tourism Authority," Butler says.

For example, hotels in Santa Monica, Sonoma County, and Greater Palm Springs are all tied to environmentally-focused charities through their partnership with Kind Traveler. In Santa Monica alone, 10 hotels — the Fairmont Miramar Hotel & Bungalows, Hotel Casa Del Mar, Hilton Santa Monica Hotel & Suites, La Quinta Santa Monica Hotel, Paradise Hotel, Santa Monica Proper Hotel, Statton on the Beach, The Anderson Hotel Santa Monica, The Shore Hotel Santa Monica and Viceroy Santa Monica — have all chosen to support Santa MonicaCARES as their Impact Partner.

Kind Traveler allows these issues as the first and only hotel booking platform that empowers travelers to give back to destination-specific nonprofits committed to destination well-being and sustainability, thereby advancing regeneration and sustainable tourism practices. Today, Kind Traveler is partnered with more than 170 hotels and 150 nonprofits in 28 states and 22 countries. The company also just signed as five more iconic, nationally-recognized hotels, Twelve Seasons Resort, in Encinitas, Calif.

More recently, Kind Traveler partnered with Visit California to create programs for travelers to give back to various parts of the state when they visit. As Kind Traveler's first statewide regenerative tourism program, the partnership includes 16

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Common Marketing Mistakes to Avoid

- **Greenwashing**
(Misleading Claims)
- **Lack of Transparency**
(No Proof of Impact)
- **Sustainability as an Afterthought**
(Not Embedded in the Brand)
- **Overcomplicating**
the Message



Key Tips: Market Impact Authentically

- Be Specific & Show Real Proof
(e.g., “We eliminated 10,000 plastic bottles per year”)
- Make It Emotional & Relatable
(tell human impact stories)
- Feature Impact Partners in the Movement
(encourage participation)
- Be Transparent About Challenges & Progress



MONTEREY
FIND YOUR WAY HERE™



 **KindTraveler**™
Do More Than Travel

Dec 2022 - March 2024

77
Pieces of
Coverage

13.2M
Audience

325K
Unique Views

31
Social Media Posts

11,591
New Emails Acquired



(pending)



(pending)

Thank You



TRAVEL+
LEISURE

“*Kind Traveler offers a clever, easy-to-use system for both seeing the world and investing in making the world better.*”

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