

ON THE PATH TO A MORE SUSTAINABLE TOURISM MASS MARKET

Conference „Beyond the Eco-Niche:
Mainstreaming Sustainable Tourism“

INVENT

Innovative
Marketing Concepts for
Sustainable Tourism

www.invent-tourismus.de

Page 1

28th September 2005

Ulrike Rheinberger, Öko-Institut e.V.
Brussels, 28th September 2005

SPONSORED BY THE



Federal Ministry
of Education
and Research

INVENT

TOURISMUS

SUSTAINABLE MARKETING STRATEGIES WAYS TO A MORE SUSTAINABLE MASS MARKET

MWP

Nature & Outdoor

Northern Italy

Fun & Action

Dom. Republic

Nature & Outdoor

Turkey

Sun & Beach

M A R K E T

TRANSFORMATION

P R O D U C T S

OPTIMISATION

INVENT

Innovative
Marketing Concepts for
Sustainable Tourism

invent-tourismus.de

Page 2

28th September 2005

INVENT

TOURISMUS

SUSTAINABLE MARKETING STRATEGIES WAYS TO A MORE SUSTAINABLE MASS MARKET

MWP

Nature & Outdoor

Northern Italy

Fun & Action

Dom. Republic

Nature & Outdoor

Turkey

Sun & Beach

TARGET GROUP RELATED

Promote rail-based arrival

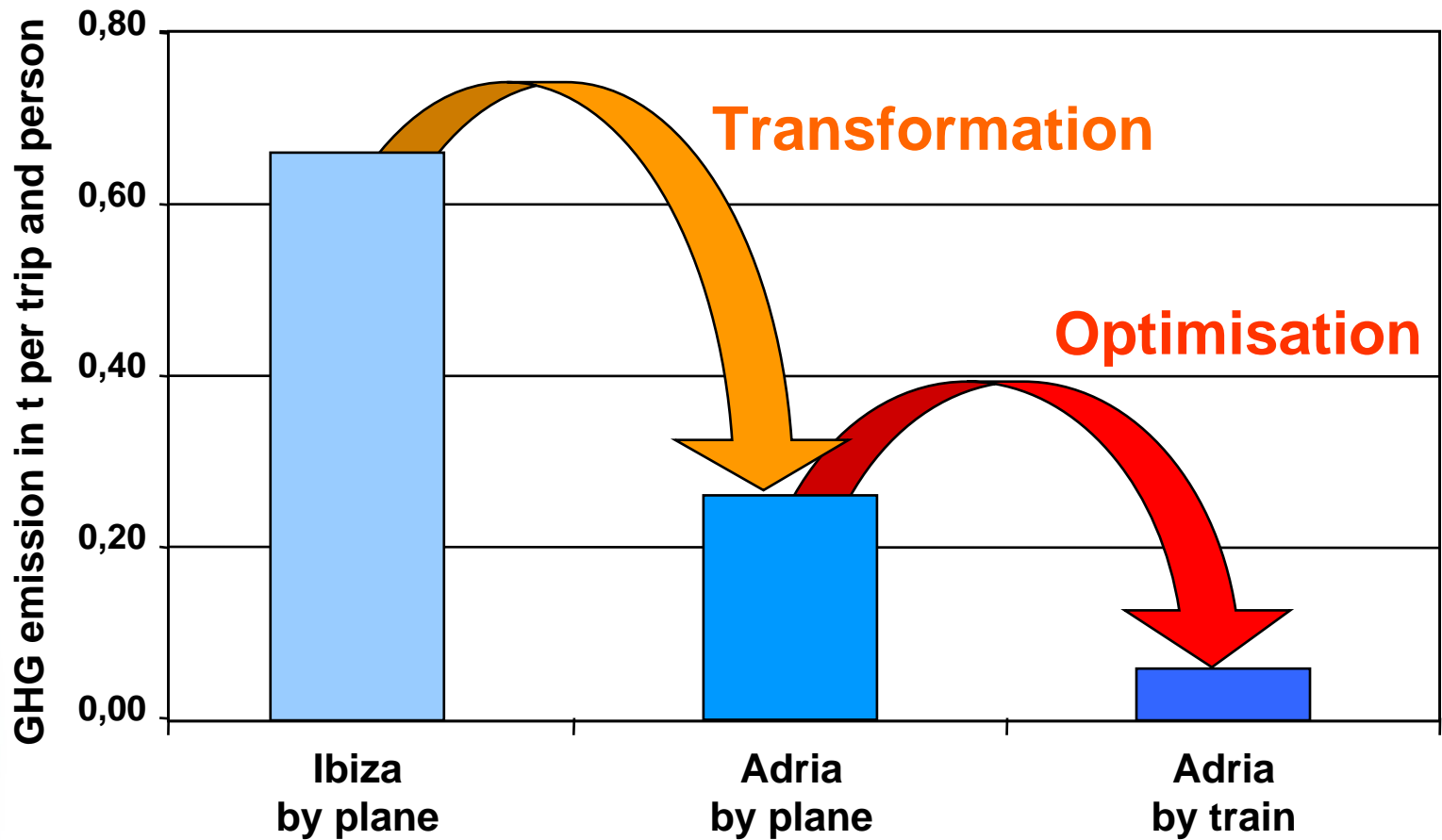
Intercultural exchange

OPTIMISATION

Improve excursions and animation program

Environmentally advanced hotels

TRANSFORMATION STRATEGY IMPACT ON CLIMATE



Point of departure: Frankfurt/M.

INVENT TOURISMUS

SUSTAINABLE MARKETING STRATEGIES WAYS TO A MORE SUSTAINABLE MASS MARKET

MWP

Nature & Outdoor

Northern Italy

Fun & Action

Dom. Republic

Nature & Outdoor

Turkey

Sun & Beach

TARGET GROUP RELATED

Influencing
Strengthening
of short-haul



More intense use
of infrastructure
(off-peak season,
off the coast)

Support local
(SME) economy

the Destination
Strengthening of
short/medium-haul



Revaluate
existing tourist
infrastructure

Choice
Promoting Sustainable
Development in the
Destination



Support
developing
economy

Revaluate
ecological
assets

INVENT

TOURISMUS

SUSTAINABLE MARKETING STRATEGIES WAYS TO A MORE SUSTAINABLE MASS MARKET

Short-Haul

Target-Group 123

Short/Medium-Haul

Target-Group ABC

Long-Haul

Target-Group xyz

Medium-Haul

Target Group \$\$%

M A R K E T

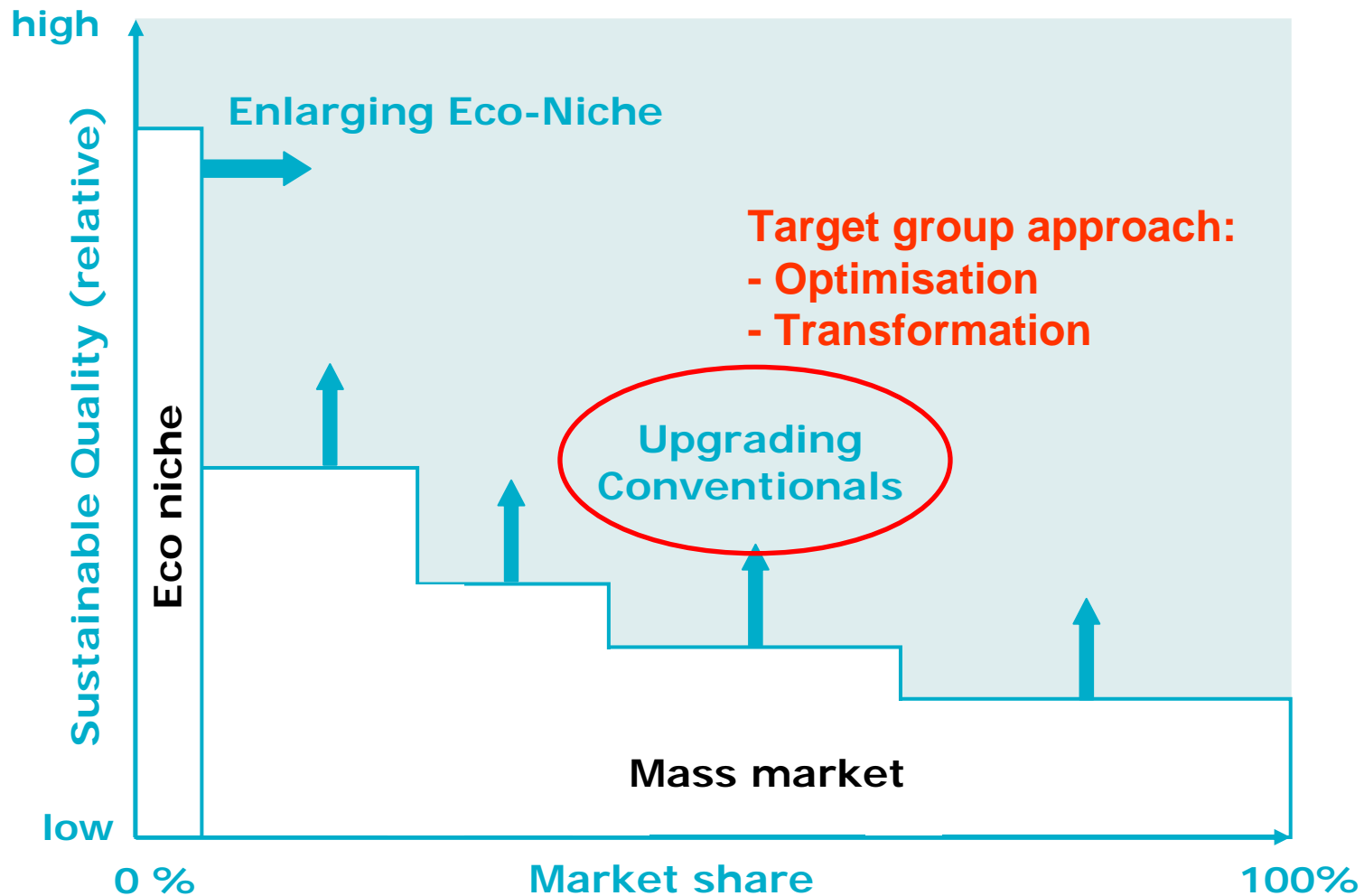
TRANSFORMATION

Transferable Prototypes

P R O D U C T S

OPTIMISATION

STRATEGIES AND THEIR IMPACT ON SUSTAINABILITY



THANK YOU FOR YOUR ATTENTION

- For further information:

Ulrike Rheinberger
Martin Schmied
Öko-Institut e. V.
Novalisstraße 10
D-10115 Berlin



Tel.: 030 / 280 486-82
Fax.: 030 / 280 486-88
u.rheinberger@oeko.de
m.schmied@oeko.de
www.invent-tourismus.de