



## INNOVATIVE MARKETING CONCEPTS FOR SUSTAINABLE TOURISM (INVENT)

### Project goals and design

INVENT

Innovative  
Marketing Concepts  
for Sustainable  
Tourism

invent-tourismus.de

Seite 1

4th November 2004

Supported by the



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für Bildung  
und Forschung

*Thomas Hellwig, University of Lüneburg*  
4th November 2004

## PROJECT GOALS

- **Model development of sustainable tourism offers in co-operation with industrial and research partners:**
  - Mass market groups are targeted, not eco-niche groups
  - The starting point is the desires and demands of experienced travellers (own empirical research)
  - The whole journey is considered: arrival and departure, accommodation, local activities
  - *Optimization opportunities* concerning existing offers as well as *substitution potentials* of less sustainable as well as more sustainable holiday trips are investigated with respect to sustainability

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Page 2

4th November 2004



### PARTNERS



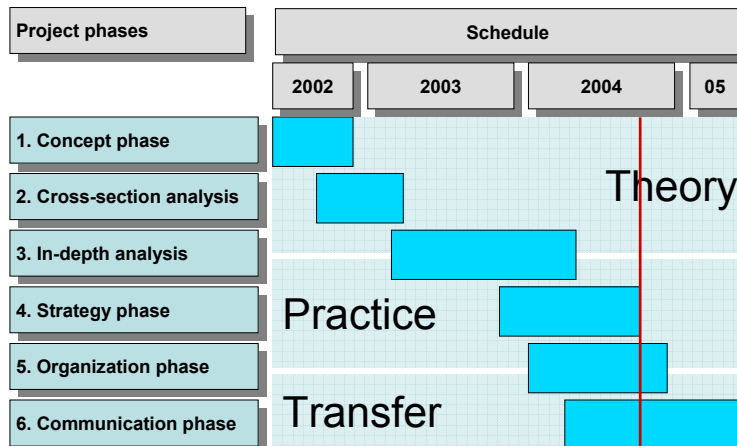
Universität Lüneburg  
Tourismusmanagement



in co-operation  
with:



### STRUCTURE OF THE RESEARCH PROJECT





## CONCEPT PHASE (PHASE 1)

### Project phases

#### 1. Concept phase

#### 2. Cross-section analysis

#### 3. In-depth analysis

#### 4. Strategy phase

#### 5. Organization phase

#### 6. Communication phase

### Schedule

2002

2003

2004

05

- Detailed analysis of existing approaches to sustainable tourism
- Development of a basis for assessment with regard to the selection of target regions from the perspective of sustainability



## CROSS-SECTION ANALYSIS (PHASE 2)

### Project phases

#### 1. Concept phase

#### 2. Cross-section analysis

#### 3. In-depth analysis

#### 4. Strategy phase

#### 5. Organization phase

#### 6. Communication phase

### Schedule

2002

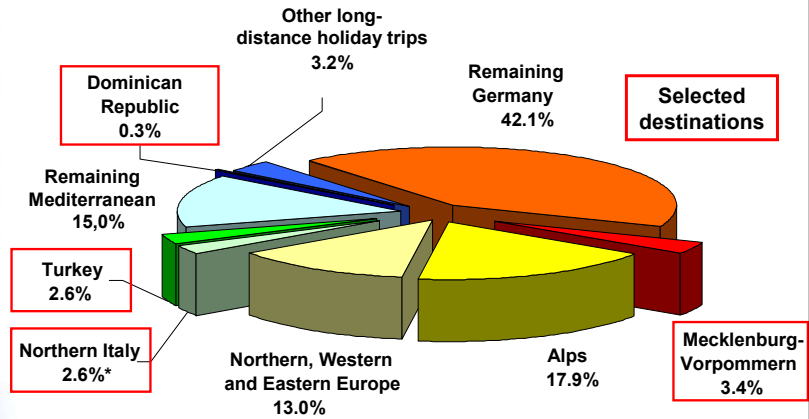
2003

2004

05

- Actual and trend analysis of the German holiday travel market (Basis: Mobility)
- Economic, ecological and social analyses of holiday trips
- Selection of 4 destinations relevant to sustainability and experience

## HOLIDAY TRIPS 2001 BY DESTINATIONS

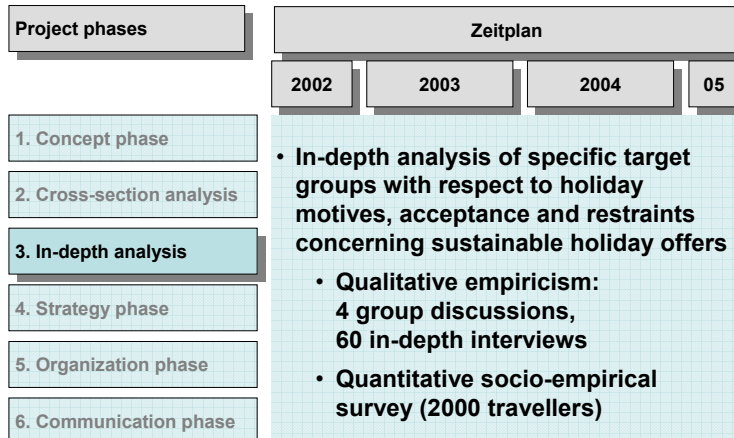


Holiday trips in total : 147.6 million.

Data source: Mobility.

\* without the Alps.

## IN-DEPTH ANALYSIS (PHASE 3)





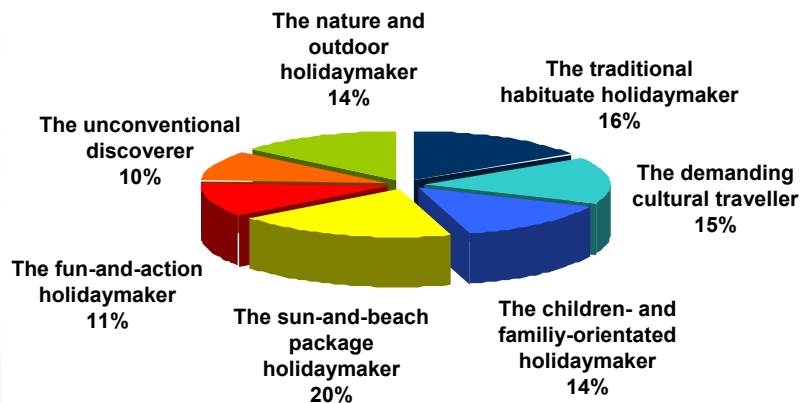
## DEVELOPMENT OF A TARGET GROUP MODEL FOR THE TRAVEL MARKET

...which should provide insights

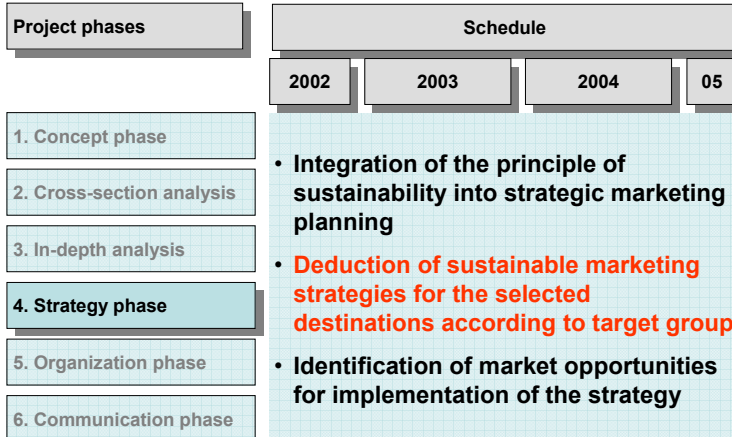
- into the travel behaviour, requirements and desires of the target groups as well as their motivational background
- into the attractiveness of innovative tourism offers that represent steps in the direction of sustainability
- into the substitution and optimization potential towards sustainability



## HOLIDAY AND TRAVEL TYPOLOGY

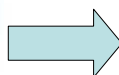


## STRATEGY PHASE (PHASE 4)



## STRATEGY DEVELOPMENT

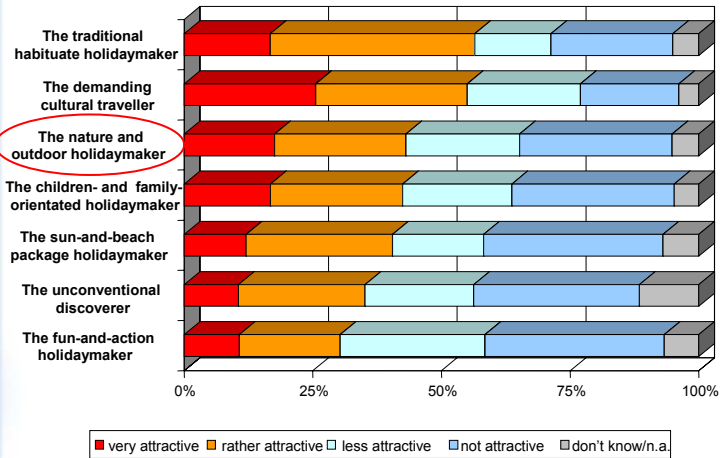
- **Strategies for sustainable tourism**
  - Development of offers with a higher contribution of sustainability
  - Substitution of less sustainable tourism offers through more sustainable offers
- **Approach:**
  - Selection of relevant target groups for the four INVENT destinations (Mecklenburg-Western Pomerania, Northern Italy, Turkey, Dominican Republic) based on empiricism
  - Determination of an outline strategy for each target group in terms of sustainability
  - Establishing the presentation regarding the theme of sustainability (explicit/implicit)



Presentation of the approach based on the example of Mecklenburg-Western Pomerania

### QUESTION: HOW ATTRACTIVE IS MECKLENBURG - WESTERN POMERANIA FOR YOU AS A POSSIBLE HOLIDAY DESTINATION IN THE NEXT THREE YEARS?

Example



### NATURE AND OUTDOOR HOLIDAYMAKERS SOCIODEMOGRAPHY AND LIFESTYLE

- Average sociodemographic profile with a slight trend towards young and middle age-groups
- Households with **children** are slightly over-represented
- Higher and middle education, predominantly employed
- **Middle to high income**

➔ **Modern appreciation of ecology combined with social involvement**



## NATURE AND OUTDOOR HOLIDAYMAKERS

### TRAVEL ORIENTATION AND TYPES OF HOLIDAY

- Interest in sustainable holiday offers: eco friendly and socially just
- Willing to spend more money for these offers
- Looking for activity and diversion, sports and exercise in fresh air
- Combines orientation towards family and experience

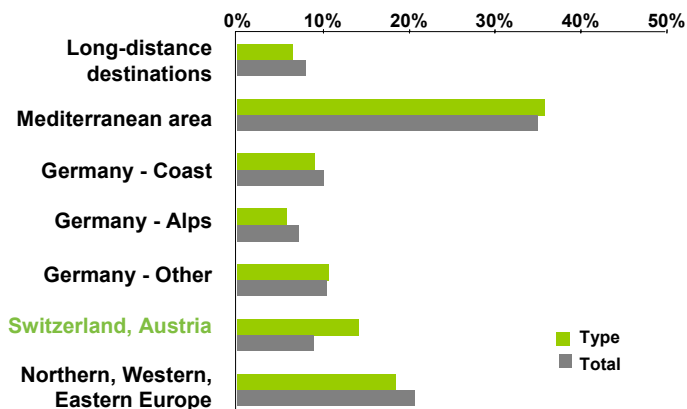
➔ **Pleasure in an active seashore holiday**

➔ **In addition: holiday in the countryside, bicycle and hiking holidays, wellness und fitness, winter holidays in the snow**



## NATURE AND OUTDOOR HOLIDAYMAKERS

### TRAVEL DESTINATIONS 2002 AND 2003





## NATURE AND OUTDOOR HOLIDAYMAKERS TRAVEL BEHAVIOUR

- Package tours are somewhat under-represented
- Arrival: number of arrivals by car above-average
- Overnight stays are mostly made in hotels / hotel complexes, but also in apartments or clubs
- At holiday destinations, public transport and bicycles are frequently used

- ➔ Flexible use of varied types of offers
- ➔ Target group for modern eco-tourism:  
ecology as part of an attractive holiday offer and as prerequisite for the enjoyment of nature

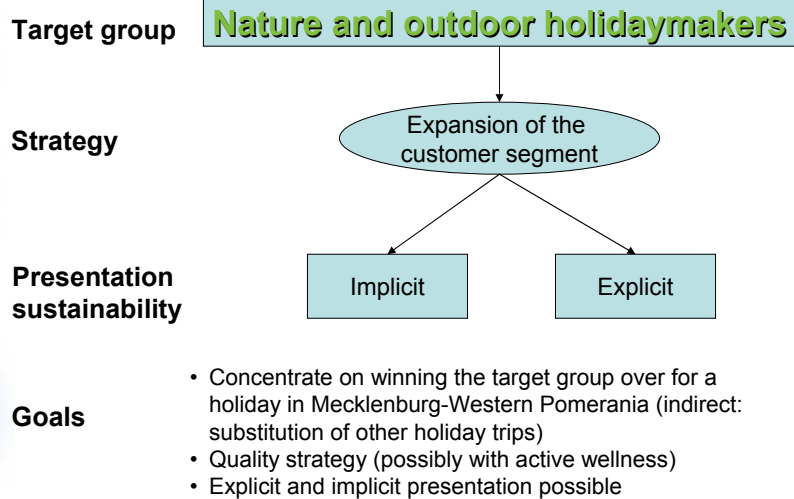


## NATURE AND OUTDOOR HOLIDAYMAKERS CONCLUSION

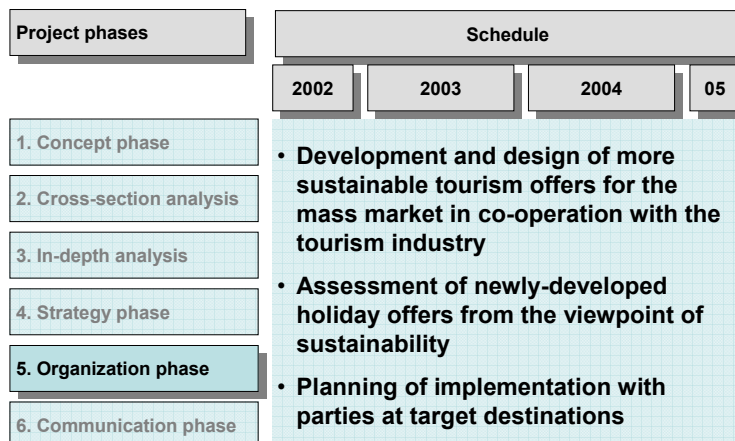
- Economically interesting target group
- Suitable for pre-season and off-peak season
- Share of holidays in Germany slightly under-average; but great interest in holidays in Germany and Mecklenburg-Western Pomerania
- Quality-conscious (⇒ less suitable for classic eco-niche offers)
- Target group for a new type of sustainable tourism

- ⇒ Mecklenburg-Western Pomerania's natural landscape offers ideal conditions for this target group

## SUMMARY: STRATEGY



## ORGANIZATION PHASE (PHASE 5)



## NATURE AND OUTDOOR HOLIDAYMAKERS CONDITIONS IN MECKLENBURG-WESTERN POMERANIA

- **Existing**

- **Nature**, untouched **forests** and **lakes**, coast (as bases for the target group's preferred types of holiday)
- **Positive image** founded on nature
- Offers and modules for holidaymakers in the countryside as the basis for product development

- **Partly or not existing**

- Successful marketing strategy tailored to the target group
- Accessibility by train (improvements necessary)
- Local mobility (public transport, car rental, small buses etc.)

## NATURE AND OUTDOOR HOLIDAYMAKERS PREREQUISITES FOR WINNING OVER THE TARGET GROUP

- Establishing offers in M-WP that satisfy the needs of nature and outdoor holidaymakers. For example:

- Accommodation in **privately-run hotels**, preferably of an **architectural style typical for the region** (old mill, farm, blacksmith's shop), where possible offering good **ecological standards**
- **Offers of countryside activities** : bicycle tours, paddling, kayak and canoe tours, hiking
- **Offers to experience nature**: tours by bike or boat, sailing, houseboat tours, raft-making workshops, safaris with a „scouting feeling“, individual trips into the countryside, animal observations
- **Offers for health & wellness** („treating oneself“)

- **Necessity of tailoring the presentation to the target group: dynamic, witty, cheeky, sporty and fresh**

## NATURE AND OUTDOOR HOLIDAYMAKERS HOLIDAY BROCHURES TAILORED TO THE TARGET GROUP



## NATURE AND OUTDOOR HOLIDAYMAKERS CONCLUSION

- Varied natural potential is available
- The infrastructure and logistics for offers tailored to the target group need to be developed: optimization and networking
- The potential in M-WP is not sufficiently known to the target group
- **Objective of INVENT:** Strengthening ecologically and socially compatible tourism in the holiday region of Mecklenburg-Western Pomerania with the help of the target group of nature and outdoor holidaymakers

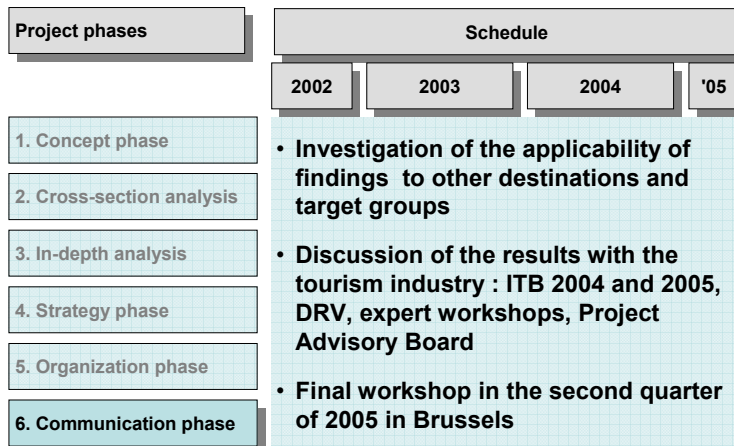


## PARTICIPATOR CO-OPERATION

- **Mecklenburg-Western Pomerania:**
  - Deutsche Bahn AG and AMEROPA Reisen GmbH
  - Mecklenburg-WesternPomeraniaTourismMarketingAssociation
  - *planned:* "Fahrtziel Natur"
- **Northern Italy:**
  - AMEROPA Reisen GmbH and Deutsche Bahn AG
  - *planned:* Italian Tourist Association (ENIT)
- **Turkey:**
  - TUI Deutschland GmbH and LTU Touristik GmbH
  - German Travel Agency and Tour Operators Association (DRV)
- **Dominican Republic:**
  - TUI Deutschland GmbH and LTU Touristik GmbH
  - German Travel Agency and Tour Operators Association (DRV)
  - *planned:* Dominikanische Republik Tourist Association



## COMMUNICATION PHASE (PHASE 6)





## FOR FURTHER INFORMATION...

### Contact for the project as a whole:

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### and in the Internet...

[www.invent-tourismus.de](http://www.invent-tourismus.de)