

LANTERN

Latvia Tourism Forum 2024



NUDGE THEORY





**MOBILE PHONES
NOT ALLOWED**

**Please remember to
turn your phone back
on when you leave**

TOURIST
GO HOME

FORA
2070



The power of **positive
messaging** to drive
behaviour change

**THE
MESSAGING
GAP**

**THE
BEHAVIOUR
GAP**

**THE
MESSAGING
GAP**

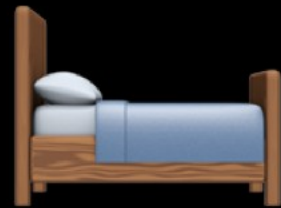
**THE
BEHAVIOUR
GAP**

The messaging gap →
Addressing the disconnect
between what travellers
need to do and what our
industry communicates



GLOBAL

DESTINATION



HOSPITALITY

GLOBAL LEVEL



Complex and varied
definitions leaving
travellers confused
and overwhelmed

GLOBAL LEVEL



Complex and varied definitions leaving travellers confused and overwhelmed

UN Sustainable Development Knowledge Platform

Tourism that leads to the management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biodiversity, and life-support systems.

DESTINATION LEVEL



A statistics
competition for
who can be the
most sustainable

DESTINATION LEVEL



A statistics competition for who can be the most sustainable

4th best urban air quality

21% farmland is organic

51% of land is forest

Carbon neutral by 2050

567km bike paths

HOSPITALITY LEVEL



Legacy messaging
that prioritises
environmental
impact

HOSPITALITY LEVEL



Legacy messaging
that prioritises
environmental
impact

Turn off air conditioning

Don't waste water

Re-use and recycle

Re-use your towels

Bring a water bottle

HOSPITALITY LEVEL



Legacy messaging
that prioritises
environmental
impact

77% turned off lights, when leaving room

67% turned their aircon off, when leaving room

60% re-used the same towel multiple times

55% re-used their own re-usable water bottle

45% recycled their rubbish

40% opted out of daily room cleaning

TOURIST
GO HOME

FORA
2020



GLOBAL LEVEL



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HOSPITALITY LEVEL



Legacy messaging that prioritises environmental impact

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Legacy messaging that prioritises environmental impact

REALITY



Off-season
Off-the-beaten-path
Public transport
Spend locally

Overwhelmed

70% of people feel overwhelmed by starting the process of being a more sustainable traveller.

Expedia Report – Creating a more sustainable travel industry – 2023

Overtourism

Between 13% and 21% consider visiting off-the-beaten-path destinations an example of sustainable travel.

Phocuswright Report – The Sustainability Gap: Belief vs Behaviour – 2023

**THE
MESSAGING
GAP**

**THE
BEHAVIOUR
GAP**

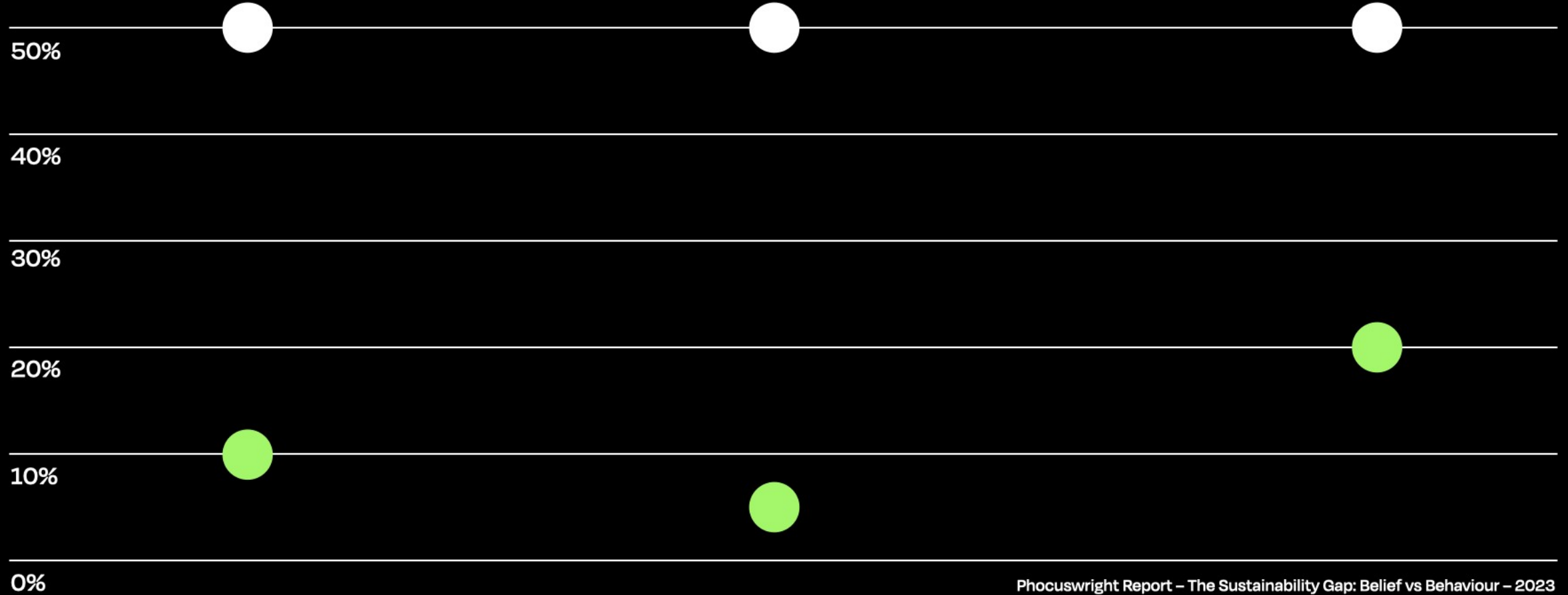
The behaviour gap→

Addressing the disconnect
between what travellers
say they're going to do,
and what they actually do

TRANSPORT

ACCOMMODATION

DESTINATION



The Telegraph

The problem with 'sustainable travel'? It's boring and expensive.

The Telegraph, 23 May 2023

① From 'sustainable'
→ to 'responsible'

① From 'sustainable'
→ to 'responsible'

② From climate impact
→ to social impact

① From 'sustainable'
→ to 'responsible'

② From climate impact
→ to social impact

③ From burdens
→ to benefits

EUROPE
visiteurope.com



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the European Union**

Responsible travel can
elevate your stay in ways
you'd never imagine

TRAVEL RESPONSIBLY

UNLOCK AN
UNEXPECTED
UPGRADE

TRAVEL RESPONSIBLY

UNLOCK AN UNEXPECTED UPGRADE

● Take the M6 metro in Paris for exclusive views of the Eiffel Tower

#UNEXPECTEDUPGRADE



TRAVEL RESPONSIBLY

UNLOCK AN UNEXPECTED UPGRADE

● For instant access to the Acropolis, try Athens in autumn

#UNEXPECTEDUPGRADE



TRAVEL RESPONSIBLY

UNLOCK AN UNEXPECTED UPGRADE

● Discover Riga for a backstage pass to continental culture

#UNEXPECTEDUPGRADE

TRAVEL RESPONSIBLY



TRAVEL OFF-SEASON



GO OFFBEAT



TRAVEL GREEN



LOVE LOCAL

BEHAVIOUR

BENEFIT

TRAVEL OFF-SEASON

Iconic sights without the queues

GO OFFBEAT

Richer experiences without the price tag

TRAVEL GREEN

Fast-track the traffic

LOVE LOCAL

Backstage pass to authentic culture

A scenic view of a coastal city, likely Lisbon, with a train crossing a bridge over the water. The city is built on a hillside, and the water is calm. A small boat is visible in the distance. The train is a modern, high-speed train with a blue and yellow livery. The overall scene is captured in a warm, golden light, suggesting sunset or sunrise.

Fast track the traffic

Trade long queues for unique views. Take the train or metro in Europe and move your journey up a gear.

#UNEXPECTEDUPGRADE

TRAVEL GREEN

**UNLOCK AN
UNEXPECTED
UPGRADE**



Grab a **front-row seat** at sunset

Try Greece in spring for a stress-free way to elevate your stay. Tweak your travel dates for the ultimate travel hack.

#UNEXPECTEDUPGRADE

TRAVEL OFF-SEASON

**UNLOCK AN
UNEXPECTED
UPGRADE**

**World Heritage
without the
waitlist**

GO OFFBEAT

UNLOCK AN
UNEXPECTED
UPGRADE

#UNEXPECTEDUPGRADE

Unfollow Europe's crowds to trade long queues for exclusive views. Divert your destination and upscale your vacation.

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OUTFRONT

M-7427

① From 'sustainable'
→ to 'responsible'

② From climate impact
→ to social impact

③ From burdens
→ to benefits

BBC



RACE ACROSS THE WORLD



RACE ACROSS THE
WORLD
SUOMI


RACE ACROSS THE
WORLD
SVERIGE





FØRST TIL
VERDENS
ENDE

 Going flight-free →

 Going off-the-beaten-path →

 Going off-season →

 Living like a local →

 Staying independent →

① From 'sustainable'
→ to 'responsible'

② From climate impact
→ to social impact

③ From burdens
→ to benefits

Any questions?
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