

What are we doing?

- **We created an online database** of industry-specific environmental certification programs for local businesses who want to improve their environmental footprint. Visit www.discoverlongpoint.ca
- **We offer customer service excellence training** and tourism packaging workshops designed to facilitate cross-promotion strategies and increase customer satisfaction.
- **We're working with Ontario's three other biosphere reserves** (Georgian Bay, Niagara Escarpment and Frontenac Arch) to share resources and strategies for developing sustainable communities.
- We want to learn more about your sustainable tourism practices so that **we can help promote** them.

What is a biosphere?

Biosphere Reserves are special places that are internationally recognized by the United Nations Educational, Scientific and Cultural Organization's (UNESCO) Man and Biosphere (MAB) program.

These model communities from around the world test and share examples of sustainable practices in an effort to learn to live in harmony with our natural environment. Long Point was designated a biosphere because of its Great Lakes coastal ecosystem, unique habitats and Carolinian forest examples.

There are over 600 World Biosphere Reserves in 117 countries, with 16 in Canada.

Biospheres help to:

- conserve landscapes and ecosystems;
- foster sustainable economic and human development;
- provide support for research, monitoring and education related to local, national and global issues of conservation and development.



www.discoverlongpoint.ca



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Can Sustainable Tourism **Boost Your Business?**

The Long Point World Biosphere Reserve Foundation and Norfolk County are working together to advance sustainable tourism in our area.

"Areas with abundant nature and rich culture are now enjoying the fastest growth amongst the world's tourism destinations."

- National Geographic



What is sustainable tourism?

“Sustainable Tourism actively fosters appreciation and stewardship of the natural, cultural and historic resources and special places by local residents, the tourism industry, governments, and visitors. It is tourism which is viable over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place.”

- Tourism Industry Association of Canada



In a 2012 study performed by TripAdvisor, 71% said they would **make environmentally friendly travel choices** this year

WHAT CAN YOU DO?

- Join your industry’s environmental certification program and make changes to your business that will save you money and protect the environment.
- Promote your sustainable achievements. Tell your customers about what you are doing and encourage them to get involved.

How does sustainable tourism benefit me?

By making sustainability a focus you can:

- **Attract ‘green-savvy’ consumers** who make purchase decisions based on minimising their own footprint.
- **Reduce operating costs** by undertaking initiatives that reduce waste, water and energy consumption.
- **Develop a competitive advantage** by establishing and promoting sustainable business practices as a point of difference.
- Encourage investors interested in companies with long-term sustainability plans that **minimise operating risks** in the future.
- Increase long-term profitability by making changes that will create savings in the future such as **minimising transport costs** that will continue to rise as fuel becomes more expensive.

Tourists are looking for sustainable tourism options:

- 54% are **likely to ensure** their future travel choices are consistent with the objectives of sustainable tourism.
- 40% have **considered the impact** of their vacation when choosing a travel destination.
- 49% would **choose to participate** only in activities with sustainable benefits.
- 34% would **switch** from their preferred destination to another offering more sustainable tourism options.
- 28% would **pay a premium** for their trip to directly support local workers/businesses/community initiatives/the local environment.

TNS Canadian Facts



In a 2012 study conducted by Nielsen, 46% were **willing to pay more** for products from companies that show a commitment to social responsibility

In a 2011 study conducted by Kuoni, 22% said that **sustainability is among the top three influencing factors** when booking vacations

To learn more visit www.discoverlongpoint.ca

