

# SUSTAINABLE TOURISM WALES MARKETING GUIDE

A one-stop shop for your sustainable marketing plans.

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## HOW SUSTAINABLE MARKETING CAN HELP YOU

With UK holidaymakers believing that tourism businesses should prioritise reducing/recycling waste, supporting the local area and significantly reducing single-use plastics<sup>1</sup>, it's time to start thinking about how you can promote your sustainable actions to your target audience.

Whether you're implementing changes such as water refill stations, or you're overhauling your supply chain to promote local produce, people want to hear about it.

If you're also looking to attract new talent, 60%<sup>2</sup> of people would consider moving to a new job if it had green initiatives. By shouting about your sustainability plan, you could encourage more people to join your team.

This marketing guide is designed for all tourism businesses across Wales, and will include advice on how to create a marketing strategy and tips for promoting sustainable initiatives.

<sup>1</sup> Visit Wales Tourism Demand Report ( UK market, June 2022)

<sup>2</sup> Aviva How We Live 2022



### Posting on social media



A simple message on your website isn't enough to highlight your sustainability message. Using your social media channels is a great way to share your successes, and also let your guests know what they can expect.

Before you start posting across social media, it's important to write down a plan which outlines your target audience, what you want to achieve how you're going to talk about your sustainability measures, when you're going to start your campaign and the challenges you might come up against. You can download a **Marketing Action Plan Template [here](#)**.

### 3 Channels to Use

You don't need to create new channels to talk about your measures, you can use what you already have! Video content and imagery is always the best way to engage with your audience, so plan in advance if you need to get your camera out.

### 1 Your Target Audience

This will change depending on what your business does. If you're a coffee shop you may target a younger audience, people on the move and shoppers. If you're a glamping business you may be targeting people who want to switch off, adventurers and those who love to travel.

### 4 When to Start

You could talk about your plans in advance and show your journey along the way, or you can create a time-lapse and "launch" your sustainable measures on a specific day. Maybe as part of Zero Waste Week (September) or Environmental Awareness Day (5th June).

### 2 What Do You Want to Achieve?

By adopting sustainable measures and talking about them on your digital channels - what do you want to achieve? Would you like more visitors? Do you want to encourage others to take greener actions? Maybe you want to make savings? It's important to know what you expect to get out of this.

### 5 Challenges

If you would like print products or merchandise for your business, recycled materials can come at an additional cost. It's important to factor this in when creating a costings plan. You can find so many sustainable marketing products online as well.

## WHAT AND WHEN TO POST

Part of the struggle when it comes to promoting something on social media can be the time it takes to create content and when to post for maximum engagement.

Using a social media scheduling tool is a great way to plan as much in advance, leaving you free to carry on running your business! It's also important to check your analytics to see what content is having an impact.

**HAVE YOU  
HEARD ABOUT  
OUR GREEN  
INITIATIVES?**



*Did you know that we source our meat, fruit and vegetables from suppliers within a 20 mile radius of our hotel? From farm to plate, you're getting the best of what [area] has to offer!*

*Visiting our B&B for the weekend? We encourage guests to reuse their towels and linen during their stay. You'll find handy instructions in your rooms!*

*Take a look at the water tanks that we're using to collect rainwater! We'll be watering our outdoor areas with it instead of using a hosepipe!*

## TOP TIPS

1

**Be clear about what you're talking about and who you're talking to.**

2

**Explain the positive impacts to your business and the environment.**

3

**Use high resolution, quality imagery to show your changes.**

With the average person in the UK spending 108 minutes per day on social media, it's important that you use the channels that are relevant for your business.

Here's some of the key things to think about when choosing your channels and posting on them.

### Using Facebook



Video content is becoming very popular on social media channels, especially Facebook. Using Facebook Live and sharing videos is the best way to reach a larger audience. As a platform, it also encourages businesses to spend money on advertising.

### Using Twitter



You only have 280 characters on Twitter to get your message across. So it's best to keep it short, snappy and impactful. Using imagery and videos to explain your measures is a better way to reach more people.

### Using LinkedIn



LinkedIn is a social media channel for professionals and is more for networking. However, if you post about your green measures, why you're doing it and the impact it's having, you could encourage others to look into sustainability as well.

### Using Instagram



Instagram Reels are the best way to reach the most people, with an ideal length of between 7 and 15 seconds. Similar to TikTok, a quick video showing changes or a walkaround of your business would be a great way to engage with your audience.

### Using TikTok



Videos under 30 seconds are perfect for TikTok. Although be mindful of the audience as the average user age is 10-19 and it might not be relevant to your business. Following trends is a great way to get noticed, so be prepared to bust out some moves.

## COMMUNICATING WITH YOUR AUDIENCE

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Whether you have an established social media presence, or you're just starting out, highlighting your sustainability measures and helping your audience plan their visit is a great way to get others involved. It could be something as simple as:

- Advising customers on where their nearest electric vehicle charging points are
- Highlighting if you're part of Refill Wales
- Showcasing local bike hire companies
- Promoting your business on Visit Wales
- Explaining the benefits of reusing towels and bed linen
- Sharing imagery of local produce being delivered or harvested
- Naming local producers/suppliers you use
- Encouraging them to bring water bottles on their trip
- Outlining why it's important to take rubbish home with them if they're outdoors
- Pointing out areas of interest that can be reached on foot or by bike



## WASTE

### WHAT DO VISITORS WANT TO HEAR ABOUT?

Over 60% of Visit Wales enquirers believe that businesses should be focusing on a significant reduction or elimination of single use plastic, and providing opportunities for customers to recycle/reduce their waste. So, how can you talk about this on your social media channels and in your communication?



### Examples of how to write a social media post for your business

*Here at [business name] we've eliminated all single-use plastic items and would encourage you to do the same on your visit. Why not pick up one of our gorgeous water bottles, and take it on your travels! Ordering a takeaway picnic? All of our sandwiches are wrapped in beeswax paper instead of clingfilm!*

*In your room you'll find handy recycling bins tucked away! Help us to reduce our waste and recycle more by minimising the rubbish you put in our main bins. Not sure if something is recyclable? Our team will be more than happy to help and know what items we can successfully reuse or recycle.*

*Food waste is a big deal here at [business name], which is why we only use fresh, local produce and plan our menus so each dish uses similar, seasonal ingredients. This allows us to minimise overbuying and we cut down waste. Any leftovers? Ask us to box it up for you, if not it goes in our compost bins if it's suitable!*

## WATER

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According to the Visit Wales Tourism Demand Report 2022, 32% of holidaymakers in Wales believe businesses should prioritise water refill stations as a sustainable action. If you're part of Refill Wales, you have water refill stations or you offer refillable water bottles, here's some quick social media posts that you can share on your channels!



### Examples of how to write a social media post for your business

*You won't find single use water bottles here at [business name]! With free refills available (just ask our friendly team) and water stations around the site, we encourage everyone to bring reusable water bottles to help reduce waste and help us to eliminate unnecessary water usage.*

*If you're taking a walk around our beautiful gardens, you may notice water collection butts dotted around. We use these to water our plants and crops, and also to help with flushing our toilets! Harvesting rainwater is an excellent way to help reduce our water usage on-site.*

*You may find that the shower pressure here isn't as powerful as you get at home, but there's a very good reason for this! In order to reduce our water usage, we've added aerators to our showers and taps to reduce water pressure, and significantly reduce the volume of water coming from them. Don't worry though, you'll still be squeaky clean!*

## ENERGY

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### HAVE YOU THOUGHT ABOUT INSTALLING ELECTRIC CHARGING POINTS?

24% of people think that tourism businesses in Wales should make this a priority as part of their sustainability initiatives<sup>1</sup>. However, there is so much more that you can do to promote how you save energy as a business! Let's take a look.



### Examples of how to write a social media post for your business

*Have you spotted our solar panels on your recent visit? With our battery storage packs tucked away as well, we can easily offset our energy output! With our LED energy efficient lights, timer switches and so much more, we're doing our bit to reduce our energy usage.*

*Using an electric or hybrid vehicle to get to us? Did you know that we have electric vehicle charging points outside every lodge! You don't need to worry about finding somewhere to charge up as we've got you covered.*

*Bringing your bikes with you on your trip? Why not take advantage of our bike wash area! If you're getting muddy on the tracks, you can just ride by and find everything you need to clean your bike down. We've even got secure bike lockers for those days when you don't fancy traveling on two wheels.*

1. Visit Wales Recontact Survey 2022

## SUPPLY CHAIN

Did you know that 38% of holidaymakers in Wales would like businesses to proactively support the local area, and 34% feel there should be a commitment to sourcing and buying local produce.\* Highlighting where you purchase your supplies from and nearby attractions is a great way to engage with your visitors.



### Examples of how to write a social media post for your business

*Tucking into one of our delicious Sunday dinners this weekend? Everything on your plate is sourced within a 20 mile radius of the restaurant! From farm to plate, we're bringing you the very best of what our area has to offer.*

*Looking for some supplies for your weekend break? Why not head into the local village and visit some of our stores! We've got everything you need to make your stay a tasty and memorable one.*

*There's plenty of activities nearby to keep you entertained if you're visiting us for a getaway! Why not stay in the local area and see what we have to offer!*

\*Visit Wales Tourism Demand Report, 2022,

## TRAVEL

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### DO YOU OFFER SUSTAINABLE TRAVEL OPTIONS?

When we're on holiday, we're often looking for ways to relax and shake things up. Whether that's a leisurely stroll through the forest or a bike road through the villages, and 26% of people would like to see more information about local walking and cycling routes near their holiday destination.



### Examples of how to write a social media post for your business

*Did you know that our site is a no-car space? You can drive to us and park in our designated car park, but once on-site it's buggies, feet or bicycles only. This doesn't apply to blue badge holders and we have several blue badge spaces throughout the main site.*

*Fancy exploring during your visit? Why not take a look at the acres of woodland that surround us! You'll find route information in our main reception area, and our Team will be more than happy to point you in the direction of a walk to suit your needs.*

*Don't worry if you're relaxing in your room and the lights go out. All of our lights are on timer switches to help reduce our energy output! If you find yourself in need of a little light, just hit the switch on the wall. Our kitchen lights are all on sensors as well, so they'll turn on when you move.*

## RESOURCES AVAILABLE

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[www.businesswales.gov.wales/starting-up/marketing](http://www.businesswales.gov.wales/starting-up/marketing)

[www.businesswales.gov.wales/tourism/sustainable-toolkit](http://www.businesswales.gov.wales/tourism/sustainable-toolkit)

<https://gov.wales/sites/default/files/statistics-and-research/2022-03/visit-wales-consumer-re-contact-survey-2021.pdf>

For additional funding information:

Tourism specific: [www.businesswales.gov.wales/tourism/finance](http://www.businesswales.gov.wales/tourism/finance)

General funding: [www.businesswales.gov.wales/businessfinance](http://www.businesswales.gov.wales/businessfinance)

**Why not share your story about becoming a more sustainable business? Send us an email at: [productnews@gov.wales](mailto:productnews@gov.wales)**

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