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Sustainable Tourism Wales

# Lessons from Sir Benfro

Using sustainability in your marketing



Pembrokeshire  
SIR BENFRO

## Why promote sustainability?

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Tourism businesses everywhere have realised that good environmental practice often brings financial savings, but the benefits don't stop there. The smart ones know that this can also be used to help differentiate themselves and make their businesses more attractive to visitors.



Sustainability plays a significant part in the marketing of Visit Pembrokeshire, so we asked marketing agency mr.h to share some tips about the lessons from Pembrokeshire that any business could apply.





Research tells us that more and more visitors are attaching importance to sustainability, and with this comes an expectation that business owners should help them to minimise their impact. So it makes sense to let your audiences know how you are already meeting this demand, or perhaps, what new commitments you are making.



People tend to equate being eco-friendly with maintaining high standards generally, so whilst this is difficult to measure, promoting your eco-credentials undoubtedly improves the overall perception of your brand, and that means that it helps your pricing power too.



What's indisputable is that, post pandemic, the desire for travel is as great as ever, but attitudes have changed. Whatever the factors behind this - a heightened awareness of the fragility of our planet, a desire to reconnect with unspoiled nature, climate change concerns, greater sensitivity arising from the current energy crisis, or many other contributing reasons - visitors are thinking more deeply about their travel choices and making more mindful decisions.



In itself, this represents a massive business opportunity, but in a destination like Wales where so much of the tourism product is nature based every business in the tourism sector that is intrinsically low carbon, or is investing in a sustainable future, should want to seize the opportunity to demonstrate competitive advantage.

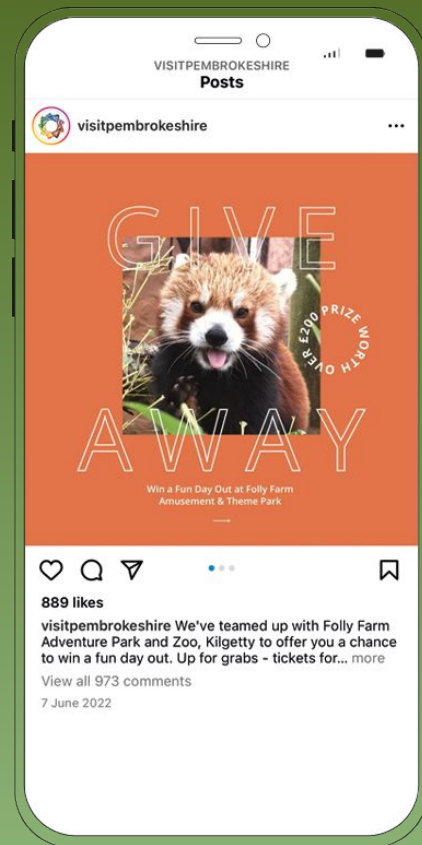


## Top tips for success in social media

As you delve further into the world of social media it can become extremely complex, but at one level it's accessible to everyone and has no cost to entry. Putting some of the mystique and technical jargon aside it's just another way of communicating with people, and remembering this is key. We all want to be entertained, treated as individuals and most of us have short attention spans. If you keep this in mind and follow simple guidelines, social media is easy. In the interests of brevity here are a few pointers and learnings:

### > Biggest isn't always best

With fewer resources small businesses may, inevitably, be restricted in what they can do, but social media is a great leveller. If you get creative with what you say in these channels and what other businesses or brands you collaborate with, you can get your message out cheaply and effectively.







## > Sustainability isn't everything

Let's clarify at this stage that sustainability is likely to be only a part of the overall proposition. Your potential guests or customers will have other interests and requirements too, but finding interesting ways to weave aspects of sustainability into your overall story is what we recommend. For a brand like Visit Pembrokeshire which is built around the idea of delivering physical and mental nourishment it naturally has a large part to play.

## > What resonates?

You are looking to create a human connection. Therefore stories that have a human dimension, or that can be told in a 'human' way resonate best. Whilst accreditations are becoming more important, long lists are not very engaging. One story at a time (or maybe following progress of a major project in bite size pieces) will be much more digestible and memorable.



## > Keep it short

How you tell the story is up to you but pictures are usually more powerful than words and video is more powerful than still images. The optimum length for video on social media is between 6 and 15 seconds. Much longer than this and viewers tend to fall away. Keep accompanying text short too, and cover the essential message in the introduction. If there's more to say, put the information on your website. Don't forget to include a link.





## > Be credible

Make sure that what you say or claim is realistic. Despite massive advancements the vast majority of businesses are on the early part of their journey towards being more sustainable, so explaining the steps that you are taking and what benefits they will bring for your visitors, the local community, or the local environment will resonate. Nobody expects their travel to be totally benign, but there is growing scepticism about greenwashing, so back up your claims with photographic evidence or a few simple statistics.

## > Collaborate

Working with local businesses (or relevant influencers) is a great way to bring your brand to the attention of new audiences, but make sure that your partners and their followers are right for your brand. The key to this is shared values. Audiences will be looking for that synergy. Otherwise, why are you doing this? There are many ways to collaborate or cross promote with messages related to sustainability.



## Resources Available

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You can find out more about the Visit Pembrokeshire brand (and maybe glean a few more ideas) here:

[www.visitpembrokeshire.com/brandtoolkit](http://www.visitpembrokeshire.com/brandtoolkit)

This article from YouGov explores the factors motivating Brits to travel in 2023, including attitudes to mindful travel:

<https://business.yougov.com/content/7975-travel-motivators-great-britain-poll-2023>

More insight from YouGuv, specifically regarding the importance of sustainability in travel brand development:

[https://commercial.yougov.com/rs/464-VHH-988/images/YouGov-Travel-Brand-Destination-Rankings-Report-2022\\_Final.pdf](https://commercial.yougov.com/rs/464-VHH-988/images/YouGov-Travel-Brand-Destination-Rankings-Report-2022_Final.pdf)

Crowdriff's State of Social Media in 2023 report contains a lot of useful information for destination brands, and by extension local tourism businesses. Download it here:

<https://crowdriff.com/resources/ebook-state-social-media-2023/>

This guide from Hootsuite (a social media planning and analysis tool) takes you step by step through everything you need to know about taking your social media to a professional level:

<https://www.hootsuite.com/en-gb/resources/social-media-strategy-guide>

Have a look at the mr.h site for further inspiration and travel marketing case studies:

[www.mrh.london](http://www.mrh.london)

For more information and to speak to a relevant advisor contact Business Wales.

Call 03000 6 03000 or visit [businesswales.gov.wales](http://businesswales.gov.wales)

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