

Framework: Towards Regenerative Tourism

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Regenerative tourism

What's possible and realistic?

Where are we now?

What are the barriers?

What do we need to do?



Tourism that gives back more than it takes

Regenerative tourism can enhance and enrich the visitor experience, at the same time as restoring the environment, reducing reliance on fossil fuels and increasing economic resilience

Regenerative tourism

A strategic framework:

A holistic & realistic foundation for practical action

Considers perspectives of environment, economy, visitors, businesses, residents & communities

Many small steps, towards one shared vision



Opportunity: circles of influence

- Develop North York Moors National Park activities – conservation, marketing, events
- Influence residents, businesses, visitors
- Encourage visitor behaviour post-visit
- Influence Visit North Yorkshire and VisitBritain activity
- Partners & stakeholders e.g. Forestry England

The Context

UN sustainable goals & regenerative tourism vision

- Holistic understanding
- Collaborative
- Diverse by nature
- Inclusive and equitable
- Transformational and inspirational
- Environmentally responsible
- Cultural stewardship

Regenerative Tourism in UK National Parks - Future Focus

- Measuring our impact
- Developing more resilient rural businesses
- Supporting and promoting low carbon and carbon-free travel
- Developing fully accessible and inclusive destinations
- Developing nature-benefitting and low carbon experiences
- Celebrating & developing local distinctiveness

North York Moors National Park Management Plan Outcomes

3: A landscape rich in heritage & highly valued for its sense of remoteness and tranquillity

4: A place that lifts the nation's health & wellbeing

5: A place that supports a diverse & innovative low carbon economy

6: A place of great beauty where local communities thrive

Current NYMNP activities

- Taste of the North York Moors & Food Tourism Toolkit
- No-fly overseas promotion
- Accessibility & Sustainability projects with VisitEngland
- North York Moors Mobility Scheme – Trampler Hire
- Social prescribing
- Volunteer opportunities
- Partnerships such as Muslim Hikers and Mosaic project

Current NYMNP activities

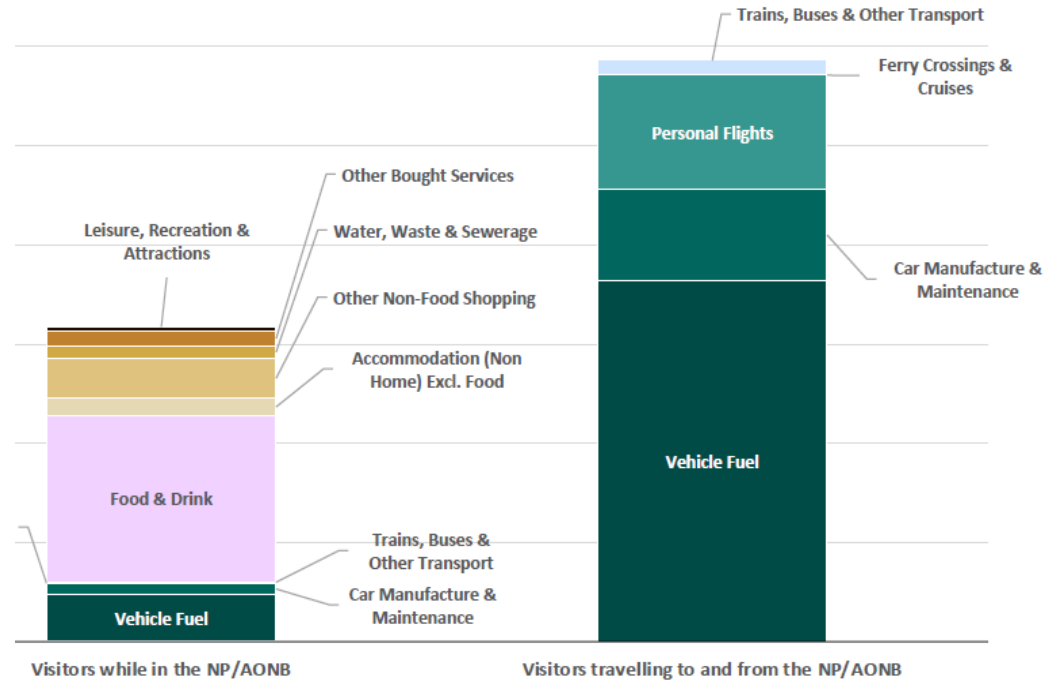
- Dark Sky Festival & Fringe to extend the season
- Promotion of cycling, wheeling & walking and public transport promotion integrated into marketing campaigns
- Activity friendly schemes: nature, dark skies, cycling, walking
- Champions' Scheme for businesses with NYMTN
- Mindful Month
- Share with Care messaging

North York Moors National Park

- 8.97m tourism visits to the North York Moors area in 2023. 7.1m day visitors & 1.9 staying visitors
- Ave. length of stay for staying visitors = 3.9 nights
- £1.04 billion generated locally through visitor and tourism business expenditure
- Supported 11,682 FTEs jobs

Visitors while in the area
158,740 tCO₂e/year

Visitors travelling to & from the area
293,011 tCO₂e/year



Source: Small World Consulting (STEAM 2023/visitor surveys)

Levels of sustainability: NYMTN businesses

- 15% of our businesses – deeply committed
- 20% on a secure path, but not shouting about it
- 40% doing ‘something’, possibly telling people
- 15% just surviving
- 10% not interested/too much trouble

What are the barriers?

- Too much jargon, too conceptual, negative instructions
- Ad hoc activity, not holistic
- Confusion – many initiatives & projects
- Need more tangible, realistic, practical, positive directions

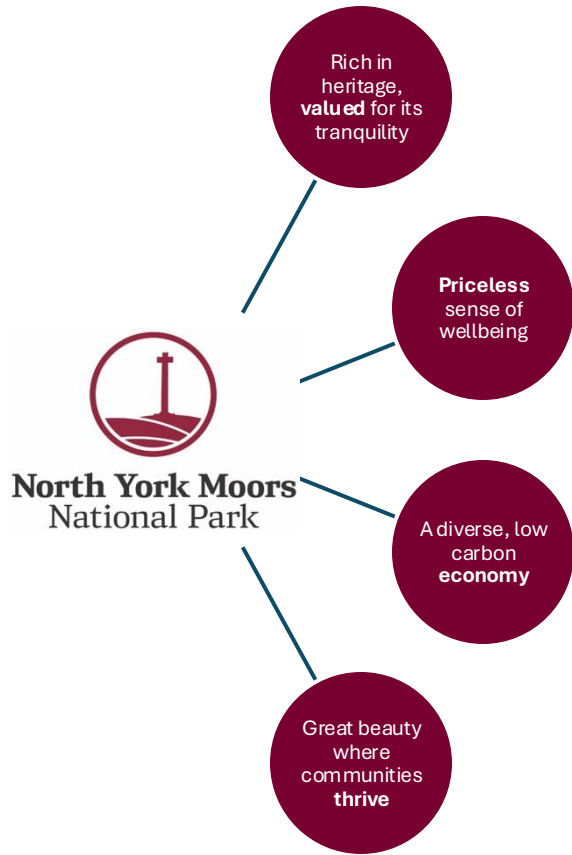
We are here



Much still to be done...

Leapfrog forward with regenerative tourism?

Some questions & considerations



A place full of value

How can we encourage visitors to contribute more financially?

And enable others to benefit too?

Regenerative tourism – easier than sustainable tourism?



Sustainable tourism advice can sound negative: stop doing, avoid, reduce, cut down, don't do...

Regenerative tourism is about doing good

More positive, easier to adopt?

What does *tourism that gives back* mean?

Current activities include:

- **2-minute litter pick** – *but when there's no litter?*
- **conservation volunteering** - *more micro-volunteering options needed for time-poor visitors*
- **citizen science** – *poor understanding*
- **donations** - *to what, how?*

+ Economic resilience

Economic resilience = high yield visitors

Staying visitors (could reduce car-use)

Contribute £ & able to use purchasing power for good

Appreciate the NYMNP

‘Passionate persuaders’: recommend & return

Have the means to give back (do & donate)

Higher yield visitors

Spread economic benefits

Benefit local businesses + communities

Possible pay-back schemes or donations to support local organisations or nature restoration projects

Health & wellbeing

Need to be more specific & show relevance of NYMNP

Tailor activities to mind states: *need a challenge, do this; be mindful, do this; need solitude, to be soothed by bird song...*

Refer to SQs, specific places & activities: *birdwatching is good because... go to these places... & see these birds... which are special because...*

Why is tree planting so popular?

- ✓ Know what a tree looks like
- ✓ Can count trees
- ✓ Quick & positive thing to do
- ✓ Symbolic – Queen did it
- ✓ Simple message

Can we learn from this?



We need a clearer vision that everyone understands



Key recommendations

A note on the recommendations

Some of these activities already in progress



Marketing & communications at the centre of NYMNP activity, as the common thread

Integrated with business support to amplify messages & maximise economic benefits

Recommendation:

Maximise the multiplier effect of tourism spending

Direct visitor activity to avoid economic leakage out of the NYMNP



Multiplier effect & leakage

Identify opportunities to increase the multiplier effect (e.g. developing more experiences, Capital of Cake)

Consider economic leakage & how to address e.g

- Supermarket deliveries to self-catering accommodation
 - encourage provision better info on local shops
- Reduce reliance on online travel agencies = commission to multi-nationals
- Collaborations with Malton Circular Economy hub

Recommendation:

Make it easier to *do good* and *give back*



Make it easier to give back (do & donate)

- Make visitors (& businesses) fully aware of opportunities
- Identify/create more options, by activity, time-frame, location etc & match to different audiences for dedicated promotion
- Identify range of projects with clear fundraising targets
- Provide regular updates for ongoing promotion

Recommendation:

Be realistic about reducing car travel & active travel –
and make it easier



Increase use of public transport

- What's realistic, feasible, credible? Routes & destinations. Make key parts of *Sit Back & Enjoy Ride* more accessible & easily available
- Focus on key locations, then ripple out
- Make it easier – not just links to timetables & info
- Show benefits, better views with evidence (images)

Recommendation:

Be realistic about the opportunities to enjoy local, seasonal food – and make it easier



Increase enjoyment of seasonal, local food

- Collate clearer supply chain information e.g. farmers' markets, farm shops, vegetable/hamper deliveries
- Marketing activity to encourage visitors to shop locally (show benefits)
- Model messaging & promotion for businesses to pass on to reduce supermarket deliveries
- Development & promotion - Taste of the North York Moors

Recommendation:

Enhance opportunities to enjoy nature experiences



Enhance nature experience opportunities

- Ongoing dark skies experience, extended into more communities
- Improved and more interactive interpretation to increase appreciation & understanding
- Stronger links between businesses (esp. accommodation) & nature experiences
- More on the awe and wonder of outdoor experiences

Recommendation:

Encourage businesses to increase their sustainability & stop green-hushing



Business support - sustainability

- Promote the three-stage pathway to sustainability
- More guidance on talking about sustainability (stop green-hushing)
- Signpost to relevant info & consider links to selected schemes
- Consider peer-peer support & increase use of online community

Recommendation:

Make more directed use of grant schemes to encourage innovation, accessibility and sustainability & achieve Management Plan & Business Plan objectives



Grant schemes

- Identify the developments we most want to see & in line with the Business Plan objectives
- Showcase opportunities
- More local PR and promotion to bring forward innovative projects

Recommendation:

Create a focused plan and develop more specific activities to help change visitor behaviour



Visitor behaviour messaging

- Recognise stages: enjoy; understand & appreciate; love; active nurturing
- More promotion of Share with Care messages and more obvious connections to nature, Look Wild explanations
- More obvious links to 'do & donate' opportunities
- Identify actions that need to be made easier e.g. 'get a bus'

Recommendation:

Make the North York Moors National Park a more aspirational destination – to attract all types of visitors and encourage more sharing with care



A more aspirational destination

- Attractive & relevant for all: umbrella messaging which incorporates wellbeing for all
- Promote to humans (not categories) with social proof to endorse, reassure, & encourage caring visitors
- Avoid waggy finger 'good for you' approach for underserved communities

Recommendation:

Develop clearer understanding of all target markets with specific key messages to appeal to each of them



Match messages & activities to audiences

- Segment audiences by mindset and circumstances
- Match activities/selling points to each segment, with carefully targeted messages, using relevant marketing channels
- Share year-round collaborative content calendar & marketing grid with businesses to maximise impact. This should include *all* relevant activities across the wider team (NB EDI integrated & normalized)
- Provide businesses with more market and campaign insights

Recommendation:

Develop business support to align more closely with key NYMNP messaging, and develop the Champions' scheme



Business support & Champions

- 2-tier levels of support, with Champions leading. Develop Champions scheme with more showcasing & PR
- Integrate NYMNP marketing & business support to amplify campaign messages, two-way insights, build more resilient businesses & facilitate volunteering and donations
- Provide more active support e.g. bringing together for collaborations, done-for-you public transport routes, supply chain info

Recommendation:

Refresh the local distinctiveness project & encourage more local ambassadors, to help build communities



Local distinctiveness & pride

- Around 500 businesses not involved in original work so less aware of local distinctiveness project
- More specific examples of Special Qualities, with active recommendations of what to see/do, where
- Visitors enjoy local, community events ('authentic') but don't know about them in advance = £ opportunity too
- More product development needed (businesses still not understanding) & targeted promotion to encourage slower travel/reduced car miles & exploration

Recommendation:

Measure impact with a broader range of success measures



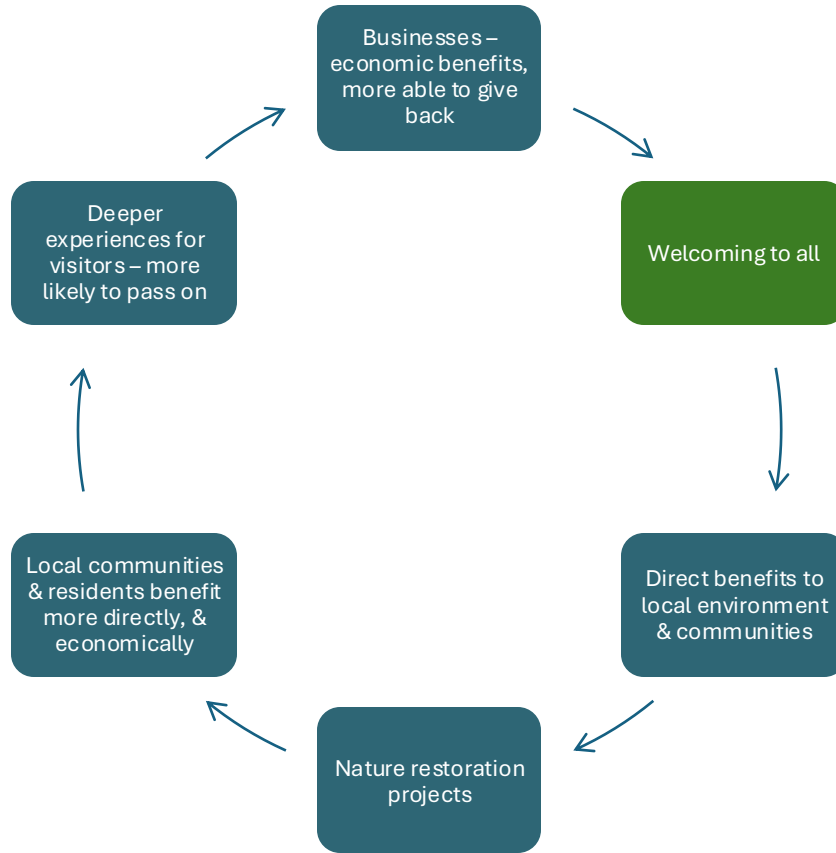
Some additional success measures?

How does success look? How can it be measured?

- Visitors appreciate & want to share their appreciation
- Willing to do (volunteer) or donate
- Interest in... e.g. increased visits web pages, social media engagement – specific topics
- Community response
- Method of arrival

NB This topic needs further discussion





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