

REGENERATIVE TOURISM NUDGES - BEFORE VISIT

Awareness - Website/Marketing Materials

Do you showcase local culture and environmental initiatives (in addition to scenic highlights) and make them easy for customers to plan visits in advance?

Do you provide easy links and resources about local customs, culture and language?

Do you share stories of successful community-led tourism projects and positive customer impacts to encourage local engagement?

Do you feature real encounters between customers and local communities to encourage local engagement?

Do you emphasise the destination's conservation efforts and unique ecosystems and encourage customers to plan visits in advance?

Do you provide easy links and resources prior to arrival on sustainable transportation options?

Do you provide easy links and resources prior to arrival on local responsible businesses?

Do you share seasonal visitation recommendations to try and prevent over-tourism?

Booking

Do you offer discounts for customers arriving via sustainable transportation?

Do you include a mechanism that allows customers to easily contribute to local conservation projects when booking?

Do you provide incentives for low-season bookings?

Do you offer guests an opportunity to compensate their emissions through a tree planting or carbon offsetting scheme at the time of booking?

REGENERATIVE TOURISM NUDGES - DURING VISIT

Do you offer guests the option to forego housekeeping and/or room cleaning?

Do you actively promote local and sustainable transport options?

Are guests encouraged to borrow or rent bicycles from you?

Do you promote access to electric vehicle charging?

Do you clearly state that your tap water is safe to drink?

Do you actively promote your plant-based and plant-rich food options?

Do you actively promote dishes and drinks that are seasonal and include local produce?

Do you link any charity donations to certain dishes on your menu?

Do you place non-dairy options alongside milk?

Do you avoid serving drinks with straws and mixing sticks?

Do you show carbon data on your menus to encourage lower carbon dish selection?

REGENERATIVE TOURISM NUDGES - AFTER VISIT

Do you actively encourage customers to share their stories about your conservation and community projects?

Do you encourage continued connections between customers and local projects supported?

Do you provide updates on conservation progress and community initiatives?

Do you actively recommend other properties and/or destinations that promote regenerative tourism?