



Governo dos Açores



**INNOVATION**  
*sustainable islands' growth*  
**INNOVATION**  
*croissance durable des îles*

# INNOVATION IN ECOTOURISM

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OVERSEAS COUNTRIES  
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**INNOVATION**  
PAYS ET TERRITOIRES  
D'OUTRE-MER

**GMT HOSPITALITY**  
*Exceed expectations*

# Framework – nothing innovative here.

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- **TOURISM** – “Tourism comprises the activities of **persons** travelling to and staying in **places** outside their usual environment for **not more than one consecutive year** for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.”
  - Notion of Individual, Place and Time
- **ECOTOURISM**
  - All **nature-based forms of tourism** in which the main motivation of the tourists is the observation and appreciation of nature as well as the traditional cultures prevailing in natural areas.
  - It contains **educational and interpretation** features.
  - It is generally, but not exclusively organised by specialised tour operators for small groups. Service provider partners at the destinations tend to be **small, locally owned businesses**.
  - It **minimises negative impacts upon the natural and socio-cultural environment**.
  - It supports the maintenance of natural areas which are used as ecotourism attractions by:
    - ✓ **Generating economic benefits for host** communities, organisations and authorities managing natural areas with conservation purposes;
    - ✓ Providing **alternative employment and income** opportunities for local communities;
    - ✓ Increasing **awareness towards the conservation of natural and cultural assets**, both among locals and tourists.
- In the AZORES... **ECOTOURISM**, naturally.

# The Why of Ecotourism in the Azores

## Key Success Factors

- ✓ Alignment of resources
- ✓ Focus on the TRAVELLER – the *raison d'être* and the common denominator to the existence of all the resources



## Traveller Big Data

### ➤ User generated data

- Social Media – Facebook, Twitter, Google +, ...
- Travel websites – Tripadvisor, Zoomato, HolidayCheck, ...
- Online Travel Agents – Booking.com, Expedia, Orbitz, ...
- Platforms – Airbnb, Homeaway, ...
- Search Engines – Google Trends, Bing Keyword Research, ...

# The Ecotourist's Big Data

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## Destination Promotion

To attract the right traveller at the right time for the right price

- Communication
  - ✓ Relevant message
  - ✓ Adequate channels

## Destination Management

- To decide where to allocate resources
- To monitorise resources
  - ! Overcrowdedness
  - ! Litter
  - ! Safety
- Seasonality
  - ✓ Distribution of demand over time

# Ecotourist Insights – The Case of the Azores

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- From the Top 20 Performing Accommodations
  - 4 are located in Furnas village, 8 by the coastline, 6 in the countryside and 5 are youth hostels in Ponta Delgada.
- Seasonality
  - Azorean Tourists are more satisfied in low and mid-season
    - Reason for less satisfaction in high-season: services have not been fully prepared for high demand stress.
    - Indication of conditions to promote mid and low-season demand.
- Perception of the destination's climate
  - “rain” and “fog” not an issue, but...

# Azores – Innovation, the hi-tech way

Traveller: *I could not do, therefore I could not spend*

Azores: *Right activity, Right time, Right weather*

## WeatherAdvisor App

### BENEFITS

#### Traveller

- Satisfaction
- Perception of seasonality and sharing

#### Businesses

- Revenue
- Reputation

#### Destination

- Maneuverability of the demand
- Employment and tax revenue
- Reputation
  - ✓ Climate
  - ✓ Overall satisfaction



# Azores – Innovation, the low-tech way

Traveller: *Only if I knew...*

Azores: *Tomorrow, usual place, usual time.*

## Living Traditions

### BENEFITS

#### Traveller

- Portfolio of activities – relevant to the traveller and to the destination
- The curator – meeting the travellers' imaginary. Character and authenticity

#### Government & Local Admin

- Feasibility
- Savings
- Reputation



# Innovation in Ecotourism

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“Innovation is everyone’s responsibility,  
not just R&D’s.”

A\_BER \_ E\_NSTE\_N

*Thank you!*

J\_SÉ MA\_A

**GMT HOSPITALITY**  
*Exceed expectations*