

Travellers Philanthropy

– Engaging Travellers in the Issues of Communities

Presented by: Andrew Fairley AM
Former Deputy Chair Tourism Australia
Former Director Turtle Island

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TIME



TALENT



TREASURE



Travellers Philanthropy

The engagement of travellers in the issues and needs of the communities they are visiting, such that they feel a desire to help, assist and contribute.

WHERE HELP IS NEEDED

- ❖ Social justice
- ❖ Economic development
- ❖ Biodiversity conservation
- ❖ Environmental protection
- ❖ Medical and health services
- ❖ Education
- ❖ Cultural preservation

Today's Discussions

- ❖ Examples of Travellers Philanthropy
- ❖ The funnel to guest engagement
- ❖ Process of Giving
- ❖ Post Giving phase



HOW CAN I HELP?

Galapagos Conservation Fund



Everything leads to the invitation:

- ❖ Belief system entry
- ❖ Reinforce behaviour of interest
- ❖ Organise important messages
- ❖ Ensure timing of message

Primary Messages:

- ❖ Uniqueness of Galapagos
- ❖ Sustainable destination
- ❖ Visitors = conservation

Secondary Messages:

- ❖ Threatened by exotic species
- ❖ Illegal fishing
- ❖ Protection underfunded
- ❖ No costs of administration

Turtle Island Fiji

Quadruple bottom line

- ❖ Economic sense
- ❖ Environmental integrity
- ❖ Benefits local people
- ❖ Celebrate heritage & culture

Eye Clinics

- ❖ 10 years
- ❖ 1,000 cataract operations
- ❖ 8,000 glasses distributed

Post Giving Phase

- ❖ Stay in touch
- ❖ Give Measured Positive Messages
- ❖ Put structure into contact plan

Conclusions

- ❖ Experience the issues
- ❖ Great messaging
- ❖ Appropriate impactful timing
- ❖ Giving to credible organisation
- ❖ 50% response is okay
- ❖ Follow up