



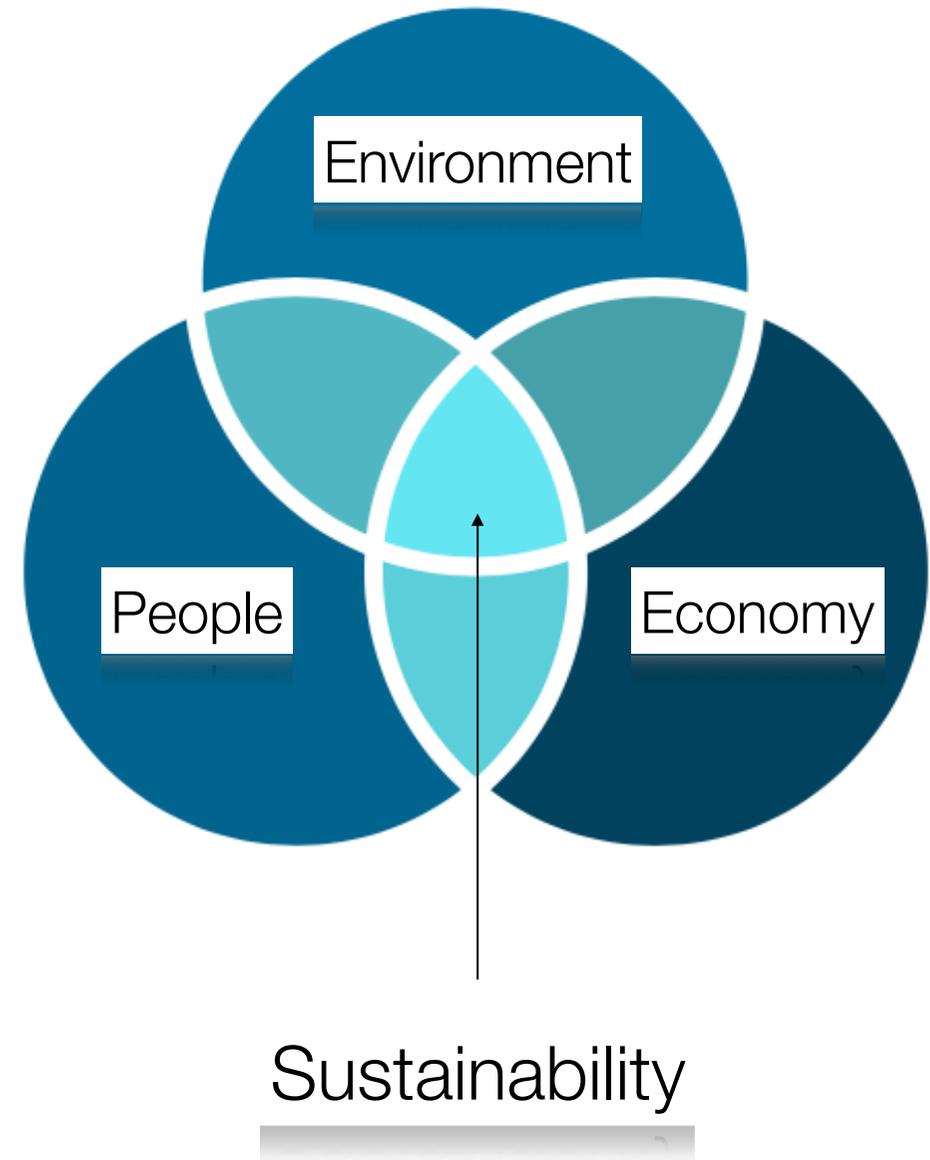
Northflash

We make your business sustainable!

northflash.com

What does sustainable tourism mean?

- Balance between
 - impact of tourism on the environment
 - impact of tourism on local people
 - impact of tourism on economical growth



What are your benefits of working sustainable?



Save money

Reduce costs by saving electricity, water, fossil fuels, paper and more.



Earn money

Tourists stay longer and spend more money. Different travellers. Less price sensitive ready to pay more, higher income, spent 50% more during trip. Travels more often. (LOHAS)



Marketing advantage

Gives a better reputation when showing commitment to care for people and the planet. Advantage against competitors.



Mainstream

Sustainability is going to be mainstream. It grows continuously. Risk to come behind.



Jobs

Sustainable tourism creates jobs for the local community.

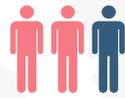


Employees

Fair treated and payed employees are more loyal and work harder. Proud of their employer.



Tourists want to travel sustainable



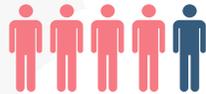
prefer an eco-friendly or green stay



China



Brazil and Spain



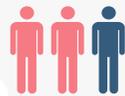
consider sustainability by choice of transport



Choose public transport whenever possible



Walk or bike as much as possible



would accept a higher cost for local produced food



accept luxury adjustments to save energy





Information

Share research results
Inform about tourism trends



Analysis

Check how your business is performing
in terms of sustainability



Assessment

Evaluate the findings and
give suggestions for action



Strategies

Evaluate strategies for
becoming sustainable



Risk Analysis

Analyse the impact of
possible actions



Measure and adjust

Use measurement and
adapt action if necessary



Develop measurement

Create a tool for measuring
progress



Develop action plan

Plan all necessary steps
gradually

What we can do for you



Personal help for coworkers and stakeholders



In your office

We help, guide and train you at your office



From the distance

Help whenever needed via Skype, e-mail or phone



Guiding

Continuous help during the whole process



Training

Teaching how to act sustainable and how to use the tools



Assistance

Give help whenever needed





EARTHCHECK

Help with certification

A sustainable tourism certificate will help to get more customers as travelers can see, that you are trustworthy and acting responsible.

Your touristic business or destination is already sustainable or you want to finish your process in becoming a sustainable destination and show the world about your commitment? Then we recommend that you get a certification.

The process seems confusing to many people because there are more than 150 touristic quality labels worldwide available. But don't worry, we will help you to find the one that suits your business, your location and your ambitions best.

We will support you through the process and help you fulfilling all necessary tasks that the chosen sustainable tourism label requires.

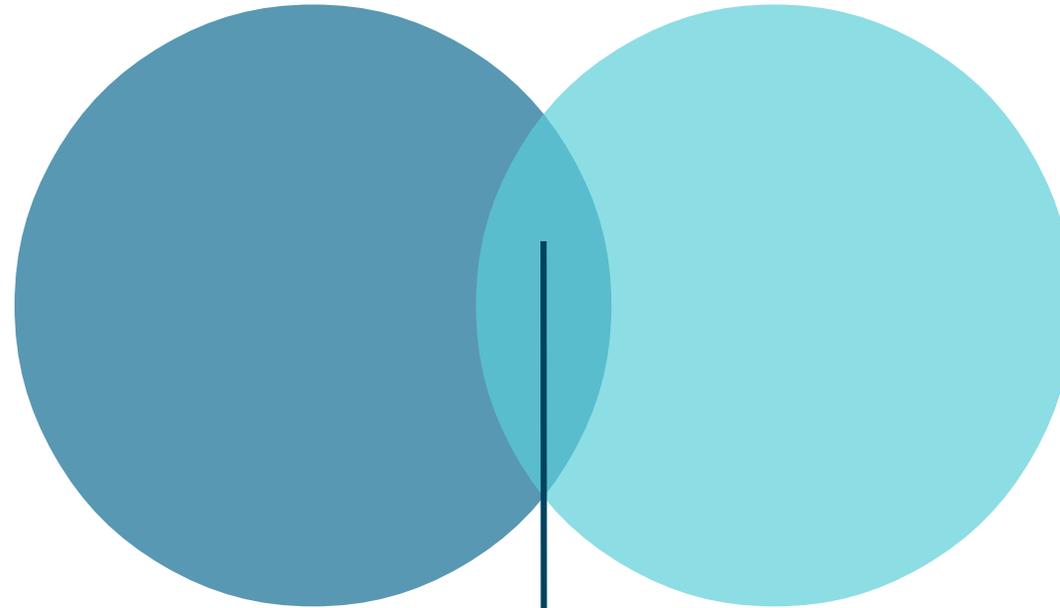


Marketing and information



Marketing

We develop your personal marketing strategy



Presentation

We present your strategies on conferences and meetings



Social Media

We help you find your audience and to reach out to them via social media



„Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.“

–Brundtland Report 1987



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