



EXPERIENTIAL TOURISM: HOW TO SHIFT FROM MORE TO BETTER TOURISM

DOLORES SEMERARO

Sustainable Tourism Marketing

Keynote Speaker - Podcast Host





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Sustainable Tourism Marketing
Keynote Speaker - Podcast Host

Expertise & Milestones **Asia, Africa and Europe**

2003-2016

Marketing & PR

THE EMPEROR HOTEL
Design Hotels Beijing, China
INTERCON HUIZHOU RESORT
Guangdong, China
LUX* SOUTH ARI ATOLL
Maldives
LUX* TEA HORSE ROAD
Yunnan, China

2020 - 2021

Travel Trade Maldives

Keynote Speaker

Sun Resorts Convention | Mauritius

Keynote Speaker

M.A.L.T | Dubai

Opening Keynote Speaker

UNI BATANGAS | Philippines

Motivational Address

T.I.S. | Spain

Opening Keynote Speaker

VIVA FESTIVAL Tampere, Finland

Tourism Keynote Speaker

2023

Bridging Tourism Destinations, Montenegro

Closing Keynote Speaker

Digitourism Summit, Switzerland

Opening Keynote Speaker

Remodel - EU Summer Project

Lecture - University of Leon

The Future of Hospitality - Ambiente

Keynote Speaker

2024

BOOST 2024 | Portugal

Speaker & Moderator

AMBIENTE FAIR | Germany

Speaker



www.doloressemeraro.com



@Dolores_Semeraro



@dolores.sem







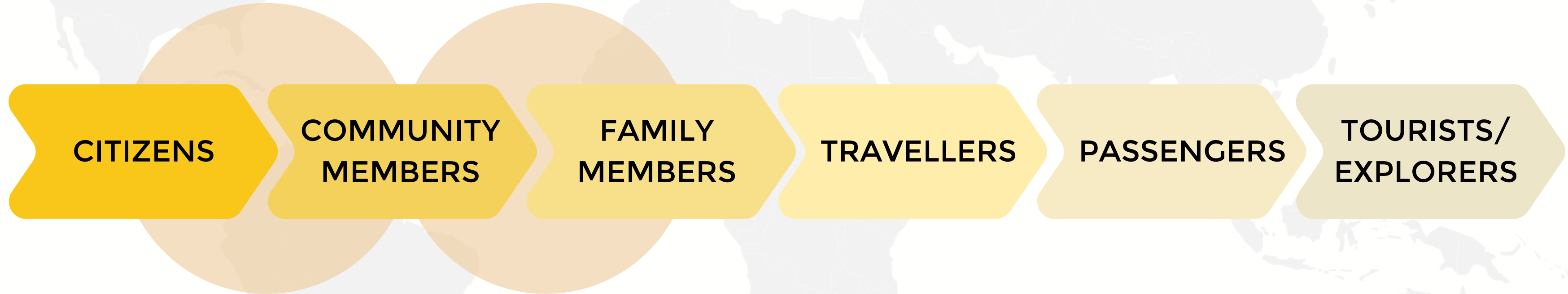
VALUE SYSTEM





safety
stability
service
employment
wellfare
growth
healthcare

VALUE SYSTEM





safety
stability
service
employment
wellfare
growth
healthcare

VALUE SYSTEM



reliability
accuracy
authenticity
timing
hygiene
destination safety
medical assistance

CITIZENS

COMMUNITY
MEMBERS

FAMILY
MEMBERS

TRAVELLERS

PASSENGERS

TOURISTS/
EXPLORERS



safety
stability
service
employment
welfare
growth
healthcare

VALUE SYSTEM



reliability
accuracy
authenticity
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hygiene
destination safety
medical assistance

CITIZENS

COMMUNITY
MEMBERS

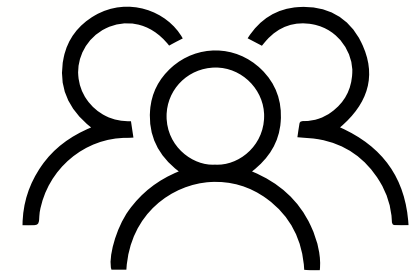
FAMILY
MEMBERS

TRAVELLERS

PASSENGERS

TOURISTS/
EXPLORERS

Recycling
Avoiding Waste
Sports
Eating Habits





safety
stability
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employment
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VALUE SYSTEM



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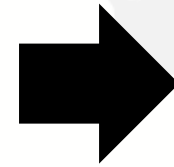
TRAVELLERS

PASSENGERS

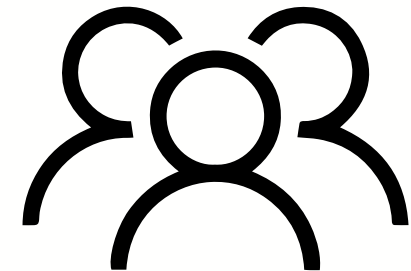
TOURISTS/
EXPLORERS

Recycling
Avoiding Waste
Sports
Eating Habits

VALUE CHOICES



Sustainable Options
Carbon-Responsible Choices
Accessible and Safe Outdoors
Origin of the goods/Locally produced



A faint, light gray world map is visible in the background, centered behind the text.

WHAT
MATTERS
TODAY



**NEGATIVE
IMPACT**



**A MORE
RESPECTFUL
APPROACH**



**INCLUSIVE &
FAIR
SYSTEM**



**REAL
STORYTELLING**





HELP
TO REDUCE

NEGATIVE
IMPACT

ENABLE
TO HAVE

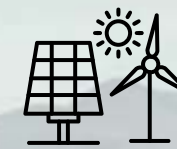
A MORE
RESPECTFUL
APPROACH

CREATE FOR
THEM

INCLUSIVE &
FAIR
SYSTEM

RESEARCH &
DEVELOP

REAL
STORYTELLING



ALBANIA

World Economic Forum - Travel & Tourism Development Index 2024
National Strategy for Sustainable Tourism Development 2019-2023

- 10 Million Visitors in 2023 (+56%)
- 3rd Most Appealing Capital - Tirana (by MasterCard)
- 141% increase of daily flights since 2019

- 1st Wild River National Park in Europe
- To Become the green 'battery' of the Balkans (Albania's Green Commitment)
- Hospitable, attractive and authentic destination



<https://www.patagonia.com/stories/europes-first-wild-river-national-park-is-here>

<https://www.mastercardservices.com/en/industries/travel/insights/travel-trends-2024-breaking-boundaries>



FROM

MORE

TO

BETTER

TOURISM





WHAT IS MORE

[Back to Press Releases](#)

Travel & Tourism set to Break All Records in 2024, reveals WTTC

International tourism reached 97% of pre-pandemic levels in the first quarter of 2024

All Regions | 21 May 2024

International tourist arrivals reached 97% of pre-pandemic levels in the first quarter of 2024. According to UN Tourism, more than 285 million tourists travelled internationally in January-March, about 20% more than the first quarter of 2023, underscoring the sector's near-complete recovery from the impacts of the pandemic.

NUMBER OF ARRIVALS

AIR/LAND CONNECTIVITY

HOTELS OCCUPANCY/ REVPAR

DESTINATION APPEAL

VISITORS EXPENDITURE

SOCIAL MEDIA-LED NARRATIVE

International arrivals in Europe in July and August 2022; vs 2019



Source: ForwardKeys Air Ticket Data.

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WHAT IS MORE

NUMBER OF
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HOTELS
OCCUPANCY/
REVPAR

DESTINATION
APPEAL

VISITORS
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SOCIAL MEDIA-
LED NARRATIVE



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Journey to Find the Most Instagrammable Spots in 2024



15 destinations Instagram has helped ruin

Kat Tenbarge Jul 25, 2019, 4:44 PM CEST



LIFESTYLE

Instagram influencers have found a new beauty spot to ruin

The Jackson Hole Travel & Tourism Board in Wyoming is asking Instagram users to stop geotagging its natural wonders altogether.



Kenneth Keifer/Shutterstock

TRAVELLERS

- No crowds
- Items Fairly Priced
- Diverse Range of Activities
- Good Connectivity & Transportation
- Safety and Hygiene
- Authentic Experiences

TOURISM & TRAVEL OPERATORS

- Longer Stays
- Year-round Arrivals
- Destination Repeaters
- Higher Expenditure
- Collaboration with neighbouring businesses
- Minimal impact/damage on the destination



ICELAND

- Reinstated the tax tourists pay for hotel and alternative accommodation rooms this year (aprox 5\$ per night)
- Carbon-neutrality by 2040
- Utilisation of the tourism tax generated income into sustainability projects





MERRIAM-WEBSTER'S WORD OF THE YEAR 2023

AUTHENTIC





THE
EXPERIENTIAL

TRAVEL **R**EVOLUTION



WELLNESS AND WELLBEING
RELAXATION
FAMILY QUALITY TIME
SOLO TRIP
A TRIP OF A LIFETIME
NATURE & EXPLORE

ANCESTRY-BASED ADVENTURE
TRAVEL TO LEARN
DISCONNECTED TRAVEL
EXTREME PHYSICAL DEMANDS
LONG TERM TRIP
A TRIP TO LEARN A LANGUAGE
VOLUNTEER
RECONNECT WITH NATURE
OVERCOME YOUR FEARS
FOODIE TRIP

THE
EXPERIENTIAL
TRAVEL REVOLUTION

FOR TRAVELLERS

FOR OPERATORS



“

Without changing our pattern of thought,
we will not be able to solve
the problems we created

Albert Einstein

FOR THE COMMUNITY

FOR THE ECONOMY



THE SUSTAINABILITY SIDE

FOR THE COMMUNITY



The Sustainability Commitment

- To engage authentically with the visitors according to a set of pre-determined guidelines
- To safeguard tangible and intangible cultural heritage in all areas
- To act as stewards of local natural assets and beyond
- To elevate the offering standards (services, products)
- To utilize tourism-derived wealth into community-led projects





FOR THE (TOURISM) ECONOMY

The Sustainability Commitment

- To foster an open network of equal exchange amongst stakeholders
- To provide the infrastructure needed for a year-round hospitality system
- To re-invest tourism-generated wealth into the local economy
- To vet reliable and value-aligned suppliers along the supply chain



ONE OF THREE NORTHERN CANADIAN TERRITORIES



YUKON

- Westernmost of Canada's three territories.
- 3rd-least populated province in Canada
- Only 1 out of 4 intl visitors only travelling to Canada's largest provinces (Ontario, British Columbia and Quebec), and most to the largest cities of Toronto, Vancouver, Montreal

<https://yukon.ca/sites/yukon.ca/files/tc/tc-yukon-tourism-development-strategy.pdf>



ONE OF THREE NORTHERN CANADIAN TERRITORIES



YUKON

- Offered a toolkit to lengthen the shoulder season for all operators
- Developed a culinary identity
- Analysed the negative and positive effect of seasonality
- Regularly updates the residents' satisfaction index with a survey

<https://yukon.ca/sites/yukon.ca/files/tc/tc-yukon-tourism-development-strategy.pdf>





CHANGE

YOUR LANGUAGE

NOT

YOUR NARRATIVE



**THANK
YOU!**

www.doloressemeraro.com



@Dolores_Semeraro



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