



Emma-Louise  
Padillo  
**Key Account  
Manager**  
Booking.com

# Engaging travellers to embrace more sustainable behaviours

Messaging strategies and tactics to positively influence traveller behaviour



# Why influencing traveller behaviour matters

44%

Felt that certification alone would not entice their guests to **act** more sustainably.

→ Without guest cooperation, the **full impact of the sustainability efforts** many accommodations are already taking will **not be fully realised**.



62%

Say they are **the best version of themselves** when they travel more sustainably



67%

Of travellers feel that witnessing sustainability practices while travelling **inspires them to be more sustainable** in their everyday life

# Research Methodology



## Phase 1: In-depth interviews

Conversations with [Booking.com](https://www.booking.com) and Crowd DNA:  
With travellers from **US, Germany, France and India**.  
**12 actively engaged** in sustainability, **12 less engaged**



## Phase 2: Diary study

Following **22 additional travellers** from the during the **planning, booking**  
and **travelling** stages of their trips



## Eye tracking, galvanic skin response & facial expression analysis

With digital testing: We tested the participants' **physiological & emotional responses** to **different messages** using eye tracking, galvanic skin response & facial expression analysis software.



## Projective interviews

Finally the study **gathered customer opinions** on **different sustainability messages** through **projective interview techniques** – an advanced method of interviewing that uncovers **deeper subconscious opinions, attitudes** and **emotions**.

# 1. Highlight sustainability practices – including for less sustainable aspects – and show how guests can easily contribute

## Key takeaway:

- Many guests want reassurance that accommodation providers are taking steps to mitigate any negative impacts from stays.
- Then, they want clear guidance on steps they can take to contribute to sustainability efforts too.
- Doing both can increase guest satisfaction while reducing their scepticism about an accommodation's sustainability claims.

### MORE THAN WORDS



#### Orchestrating a kinder, smarter food process

One-third of all food goes to waste, which squanders farmland, fuel, water, and other resources. But we're changing that tune. We partner with Orbisk to convert food waste into a valuable resource: energy or compost. It's a cleaner process that supports our local communities.

Towards sustainable hospitality.

Fig 1: Emotional Heatmap Baseline Message

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Fig 3: Attention and Engagement Heatmap Baseline Message

### PLAN YOUR PLATE WITH PRIDE



#### Let's team up to reduce food waste.

Surprisingly, hotel customers do not eat 33% of food they put in their plate, and food waste generates 8% of global greenhouse emissions. Only put in your plate what you will eat, and we will donate the savings to local charities. Feel proud knowing your choice makes a difference!

Proud hospitality experience.

Fig 2: Emotional Heatmap Treatment Message

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Fig 4: Attention and Engagement Heatmap Treatment Message



## 2. Balance appeals to pleasure and comfort for optimal results

### Key takeaway:

- Appealing to pleasure and comfort can be effective ways to frame messaging. Done right, such messages can remind guests that a more sustainable experience can be just as enjoyable and comforting as they'd hoped for from their trip.
- But appeals to pleasure need to be used sparingly to avoid increasing guest scepticism – even if the message is factually accurate.



Fig 5: Emotional Heatmap Baseline Message



Fig 6: Emotional Heatmap Comfort Message



Fig 7: Emotional Heatmap Pleasure Message



Fig 8: Attention and Engagement Heatmap Baseline Message



Fig 9: Attention and Engagement Heatmap Comfort Message

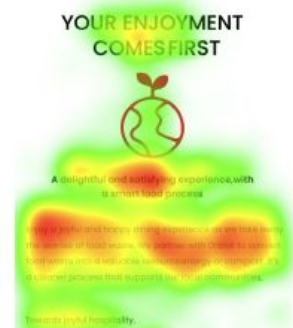


Fig 10: Attention and Engagement Heatmap Pleasure Message

### 3. Guests want to be empowered, not constrained or dictated to

#### Key takeaway:

- Guests react negatively to what they see as assertive or demanding messaging. Such messaging has a negative impact on both their experience and their view of the property.
- In fact, of all the messages we tested, this was the one that was viewed most negatively



Fig 11: Emotional Heatmap Baseline Message



Fig 12: Emotional Heatmap Treatment Message

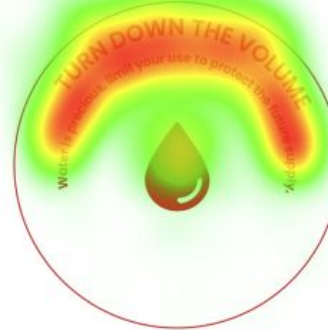


Fig 13: Attention and Engagement Heatmap Baseline Message

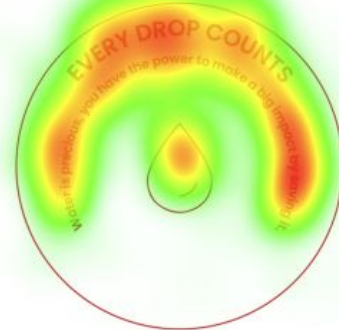


Fig 14: Attention and Engagement Heatmap Treatment Message

## 4. Help guests act as responsibly on their trip as they do at home

### Key takeaway:

- Using messaging that taps into feelings of 'home' can evoke warmth and positive emotions from guests.
- It makes them trust accommodation more, and makes them less sceptical about both the claims and the property delivering it.

### JUST LIKE AT HOME



Familiar steps from home, to make the world cheer

-  **The Power Play!** Limit air conditioning and heat use. It creates a healthy environment for you and reduces greenhouse emissions by 40%.
  -  **Dim Your Footprint!** Lighten your load of energy waste by turning off lights when they're no longer needed.
  -  **Local community encourages recycling!** Recycle paper, cardboard, plastic, and cans in designated bins.
- Towards inspiring hospitality.

Fig 17: Emotional Heatmap Treatment Message

### GET IN SYNC WITH THE EARTH



Minor changes can have major impact




-  **Rock Steady!** Limit air conditioning and heat use. Even just a few degrees go a long way towards saving energy and reducing emissions.
  -  **Add Rests to Your Light Music!** To save energy, turn off lights when they're no longer needed.
  -  **Perfect Pitch!** Don't drop all trash. Recycle paper /cardboard, plastic and cans/metal in designated bins to bring them back for an encore.
- Towards sustainable hospitality.

Fig 18: Emotional Heatmap Control Message

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Fig 15: Attention and Engagement Heatmap Treatment Message

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Fig 16: Attention and Engagement Heatmap Control Message



# Putting These Strategies into Action



**Demonstrate credibility  
by achieving a third-party  
sustainability certification**



**Help staff be more  
sustainable too**






**Make more sustainable  
choices the default**













**Actively support the  
local community**

# Welcome to the new Partner Sustainability experience

Offering tailored and contextualised guidance to take the next step in partners sustainability journey.




**Booking.com** |    

 Home  Rates & Availability  Promotions  Reservations  **Property 6**  Boost Performance  **Inbox 47**  **Guest Reviews 2**  **Finance 2**  Analytics

## Tailored guidance for your sustainability journey

Answer questions about sustainability at your property and we'll use these answers, as well your property type and location, to offer you tailored ideas for the next steps of your sustainability journey.

[Get started](#)



[About sustainability](#) [Sustainability certifications](#) [Sustainability education](#)

RESEARCH REPORT

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report

