

# Green Tourism Pilot

Even with a down economy, Florida tourism set a record for visitation in 2011. Though only around for a short time, those 85.9 million visitors easily outweigh Florida's actual population of 19 million residents by a factor of 4.5 to 1.

While enjoying Florida's many attractions, they become some of the biggest users of Florida's infrastructure and resources, namely water, energy, transportation and solid waste. Therefore, they are a critically important audience for green behavior change education.

The Green Tourism pilot will utilize new research in the growing behavioral change field to test images and messaging that will help our tourists feel good about using our resources wisely. Using focus groups and field testing, the Green Tourism pilot intends to reach beyond the "choir" of the ecotourist and appeal to the values in the generic tourist. If messaged correctly, the tourist will feel better about themselves and their destination. In a perfect world, we hope that knowledge gained will be carried home with them to influence their actions at home.

Although the pilot will be based in Key West, we know that the lessons learned will be very practical for the rest of Florida's tourism based regions, and help make our hospitality industry more sustainable by reducing their bottom line on their water, energy, transportation and solid waste.

**Project:** Research and test ways to green tourist behavior while in the Keys and upon returning home.

**Project Lead:** City of Key West

**Key Partners:** Monroe County Tourist Development Council, Monroe County Extension Service

**Goals:**

- Research values and messaging that drive tourist behavior here and at home.
- Reduce quantity of resources consumed by tourists
- Decrease operational costs to through savings in water, energy, solid waste and transportation.
- Diversify tourist base through investment in attracting green tourism.
- Increase quality of tourist through increasing ecotourism and ecoVoluntourism opportunities.
- Increase quality of life for Keys residents through improved environment.
- Show progress on City and County's community wide greenhouse gas reduction goals.
- Explore alternate funding routes for local sustainability projects.
- Create replicable examples for other tourism based communities.

**Deliverables:**

- Baseline research on Community Based Social Marketing and Green Tourism
- Collaborate on desired tourist actions with community, resource and tourism partners.
- Focus groups with tourists (past, present and future) on potential sustainable actions.
- Design & Test Green Tourism Pilot
- Evaluate Pilot and make changes.

**Project Subjects:**

- Water
- Energy
- Transportation
- Solid Waste / Recycling

**Budget Expenses: \$55,000.00**

- Baseline Research
- Stakeholder Mtg
- Focus Groups
- Pilot Design and Testing
- Evaluation & Changes.

If interested in this innovative study, please contact:

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