

A tropical beach scene with palm trees, a person in the water, and hanging wicker chairs. The sky is blue with white clouds. The water is clear and blue. A person is visible in the distance, standing in the shallow water. Two wicker chairs are hanging from palm trees, one in the foreground and one in the background. The overall atmosphere is peaceful and idyllic.

# Harness the power of tourism for a better world

Valetta, May 8<sup>th</sup> 2017  
Lonneke de Kort

**bookdifferent**



# Content presentation

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- What is BookDifferent all about?
- Stay green, Sleep well
- You book, We share
- The BD survey: customer demands
- New insights, next steps [BookDifferent.com](https://bookdifferent.com)
- Recommendations for the sector



# Our Vision

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The **tourist sector** needs to take **responsibility** to lower their **inviromental impact** to preserve to earth and work towards a **fair and honest** sector where **everybody** benefits **equally**.



# Our Mission



BookDifferent is a **Social Enterprise**.

**New business models** needed to create a more **sustainable** and **social** world.

We aim at **more impact** and **not more profit**.



**Make it easy to travel green** to create and **demand for sustainability** and **awareness** amongst **consumers** for the **tourism sector** as a whole.



**Yes, you can make the world  
better by booking a hotel**

**Search hotels**

Destination

Check-in date

Check-out date

e.g. city, region, hotel name or landmark



**Search!**



# Stay Green, Sleep Well

BookDifferent is the first **hotel booking platform** in the world that indicates of **870,000 hotels** how they perform on sustainability to make it easy to **book green accommodations** for **consumers** and **organisations**.

How?

- [Carbon footprint rating per hotel](#)
- Is a [hotel eco certified](#)
- How green and clean is a [destinations](#)

We put the green offer on top of each search result to enhance green bookings to push demand

Search hotels

Destination

Malta

Check-in date



Check-out date



Search!

820 Hotels in Malta

Sort by: Price Footprint Review score



Show map

Google

Map data ©2017 Google

Keyword

search...

Go!

Country: Malta

City

- Gharb 34
- Marsalforn 42
- Marsaskala 44
- Mellieha 46
- Sliema 77
- St Julian's 95
- St. Paul's Bay 73
- Valletta 64

more ▾

- Eco-Label
- All Labels 23
- EU Ecolabel 3
- Eco Certification Malta 21
- Travelife 4



Enter check-in and check-out date to search for availability and prices.



**Hotel Ta' Cenc & Spa**

Cenc Street, Sannat



72 kg

8.2

315 reviews



**The Victoria Hotel**

Gorg Borg Olivier Street, Sliema



17 kg

8.5

604 reviews



**The Palace**

High Street, Sliema



20 kg

8.4

745 reviews



**The Westin Dragonara Resort**

Dragonara Road, St Julian's



22 kg

8.7

1074 reviews



**Le Méridien St Julian's Hotel and Spa**

30 Main Street, Balluta Bay, St Julian's



17 kg

8.4

662 reviews



**Corinthia Palace Hotel & Spa**

De Paule Avenue, Attard



21 kg

9

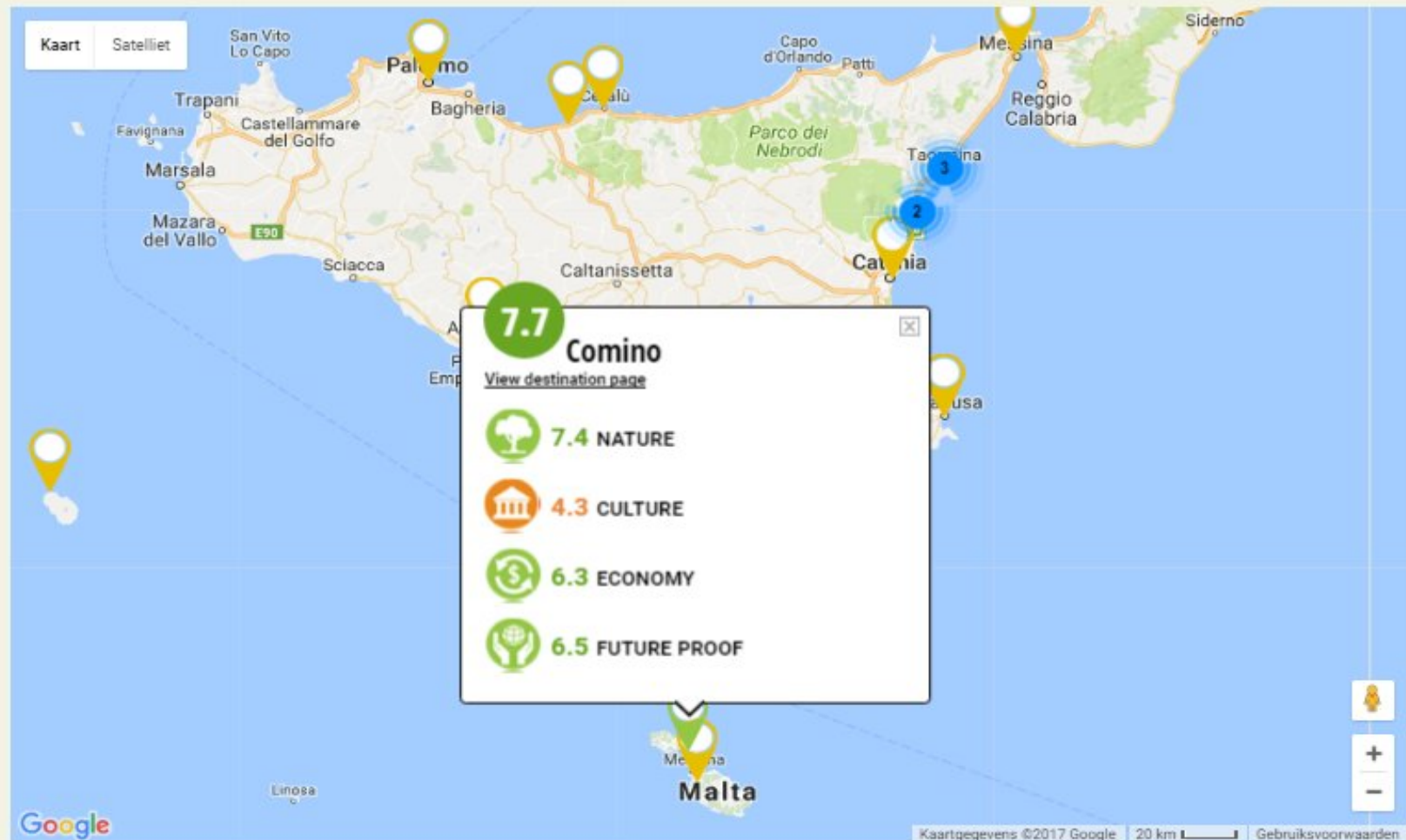
466 reviews



bookdifferent.com

# How green is your travel destination?

As a responsible tourist it is important to be informed about your travel destination and to be aware of the impact your presence has. Unfortunately, it is hard to know what impact your visit is having on your destination and how you are affecting the environment or the local communities. With the Green Destination Rating (GDR) we have found an easy understandable tool to show you if how green and clean your destinations is.







# You Book, We Share

BookDifferent is a **Social Enterprise**, we are company driven by **social and environmental purposes** to benefit **people** and the **planet**.

Help **destinations** and **stakeholders** to cope with the negative impact and **harness the power of tourism for good**.

**Funding** projects of the **WWF, Global Forrest Fund** and **The Travel Foundation** aligning the **SDG's** (8, 11, 12 and 13).

We share 10% of our gross turnover to projects of our **valued partners**.



# Findings customer survey BD

- One stop Shop Green Travel Experience
- Being part of a community is key
- Green peer reviews are trigger
- Trustworthy and transparent green credentials
- Easy to find and search for without much effort



# New insights, next steps

## BookDifferent.com

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- BookDifferent B2B travel tool
- Inspire and create value with sharing stories of accommodation and destinations on BD platform
- Care for Destinations platform: green reviews
- Start Impact measurement



# Opportunities in the sector

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- UN year of Sustainable tourism 2017
- Sector and consumers more aware and willing
- Common language and goals (SDG's)
- Team up – take part in the new economy
- Sustainable travel is about emotions and experience not about metrics
- Make your customers aware of your green efforts



Thanks a lot for your attention  
Sleepwell, #BookDifferent!



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