

SUSTAINABLE  
MARKETING  
**IN PRACTICE**

**CLOCKWORK MARKETING**



# MARKETING | WEBSITES | BRAND & DESIGN | GIFT VOUCHERS



**TourismAlliance**  
the voice of tourism

**Institute of Hospitality**

**tmi**  
Tourism Management Institute

**hma** hotel marketing association

**Food Drink Devon**  
Member

**BRITISH HOLIDAY & HOME PARKS ASSOCIATION**

**THE GREEN WEB FOUNDATION**  
CERTIFIED PARTNER

**AA** Hotel and Hospitality Services

**VisitEngland** Assessment Services



# FOR A BRIGHTER TOMORROW



**Long-Term Goals**



**Sustainability**



**Sincerity & Authenticity**



**Demonstrative Values**

**“SUSTAINABLE MARKETING IS A PURPOSE-DRIVEN PRACTICE THAT WORKS TO ORIENTATE BUSINESSES, BRANDS AND SOCIETY TOWARDS A SUSTAINABLE FUTURE”**

**Social Responsibility**



**Broader Mission & Generosity**

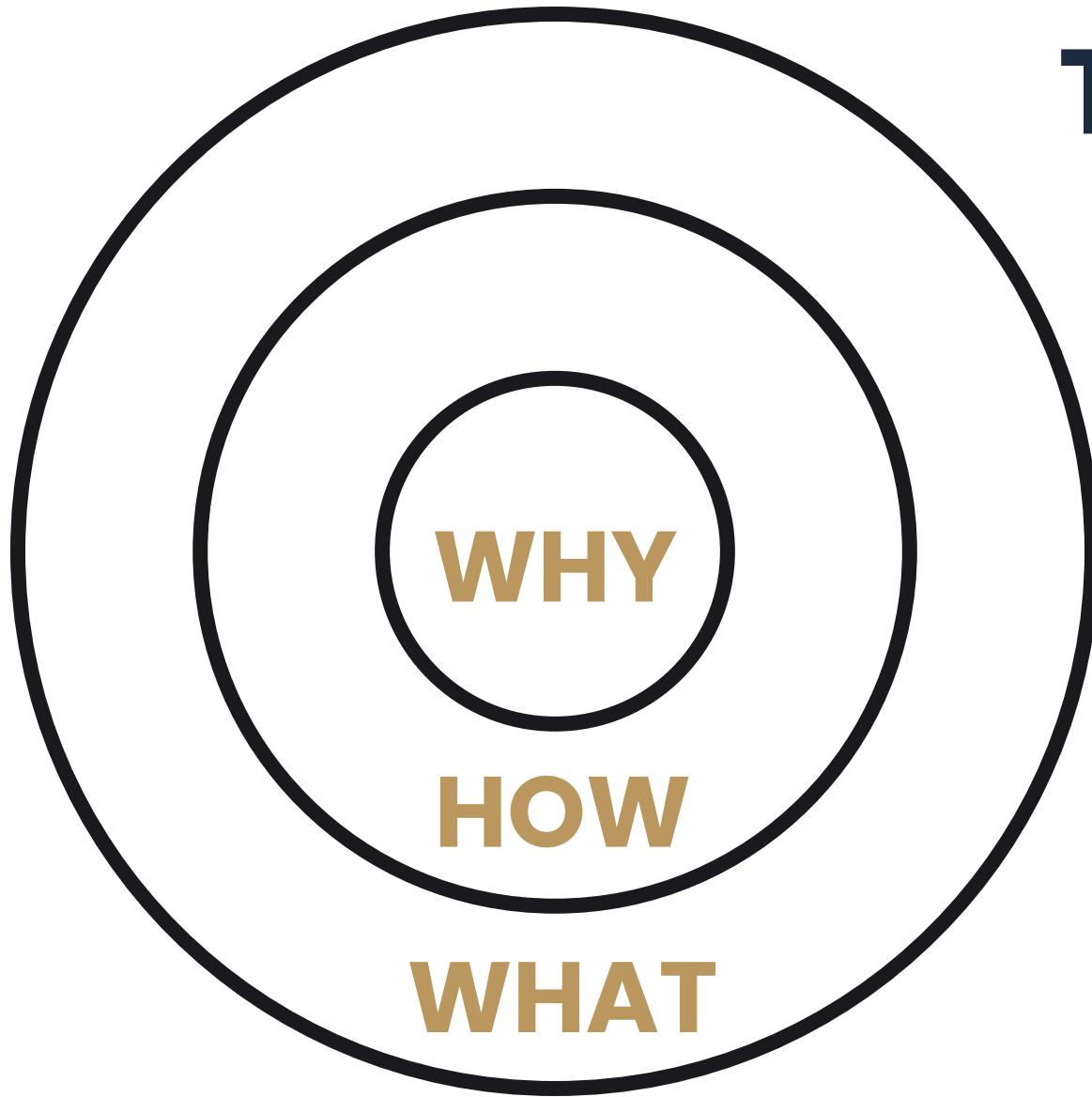


**Ethics & Values**



**Resource Transparency**

# THE GOLDEN CIRCLE



## **WHY = THE PURPOSE**

What is your cause? What do you believe?

## **HOW = THE PROCESS**

Specific actions taken to realise the Why

## **WHAT = THE RESULT**

What do you do? The result of Why. Proof.



# GUESTS' BEHAVIOUR

**60%** *of travellers want to see sustainability in action*

**Source: booking.com 2023**  
**27,730 respondents across 33 countries**

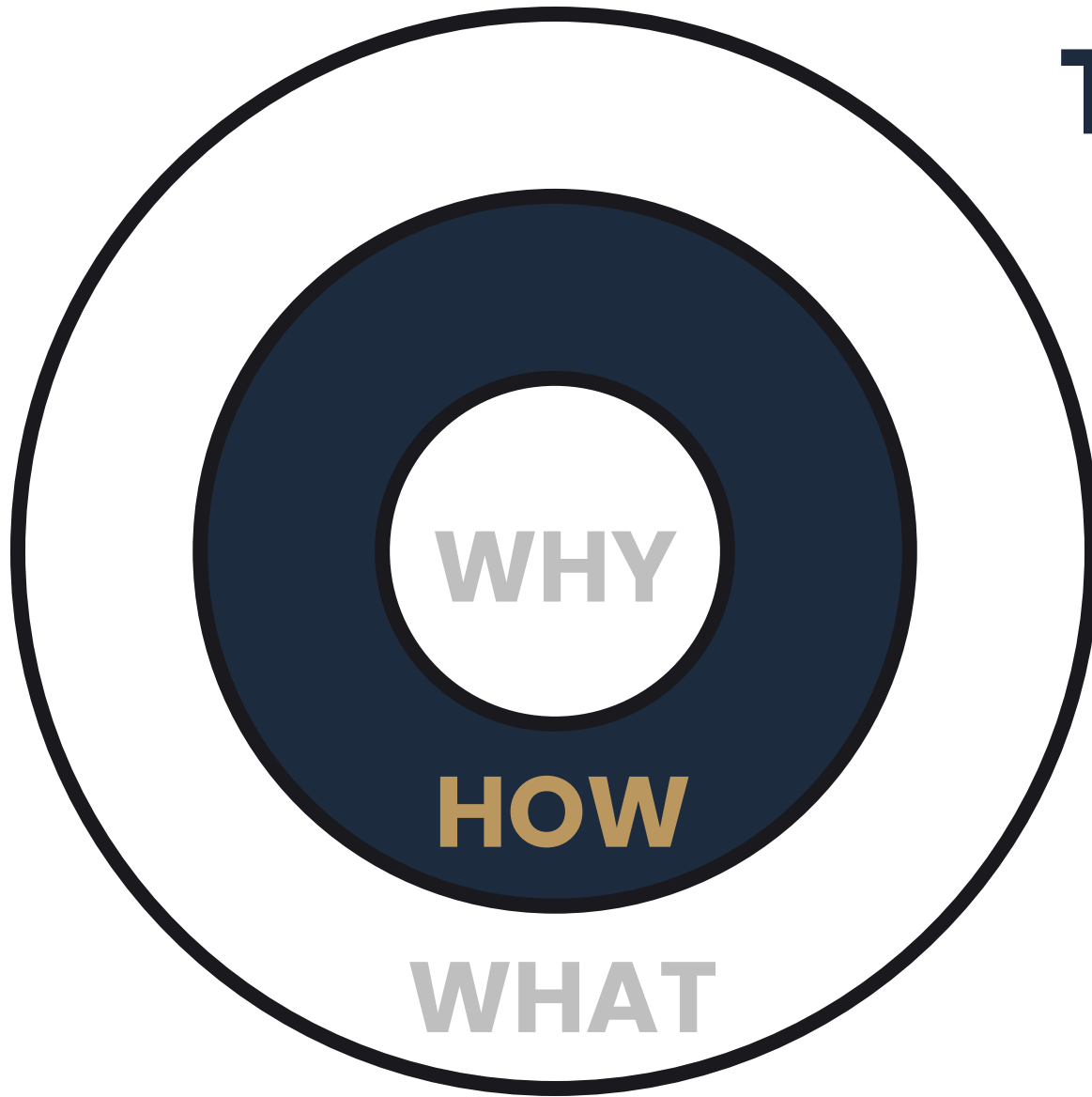


# STRIVING FOR SUSTAINABILITY

## THE PIG



# THE GOLDEN CIRCLE



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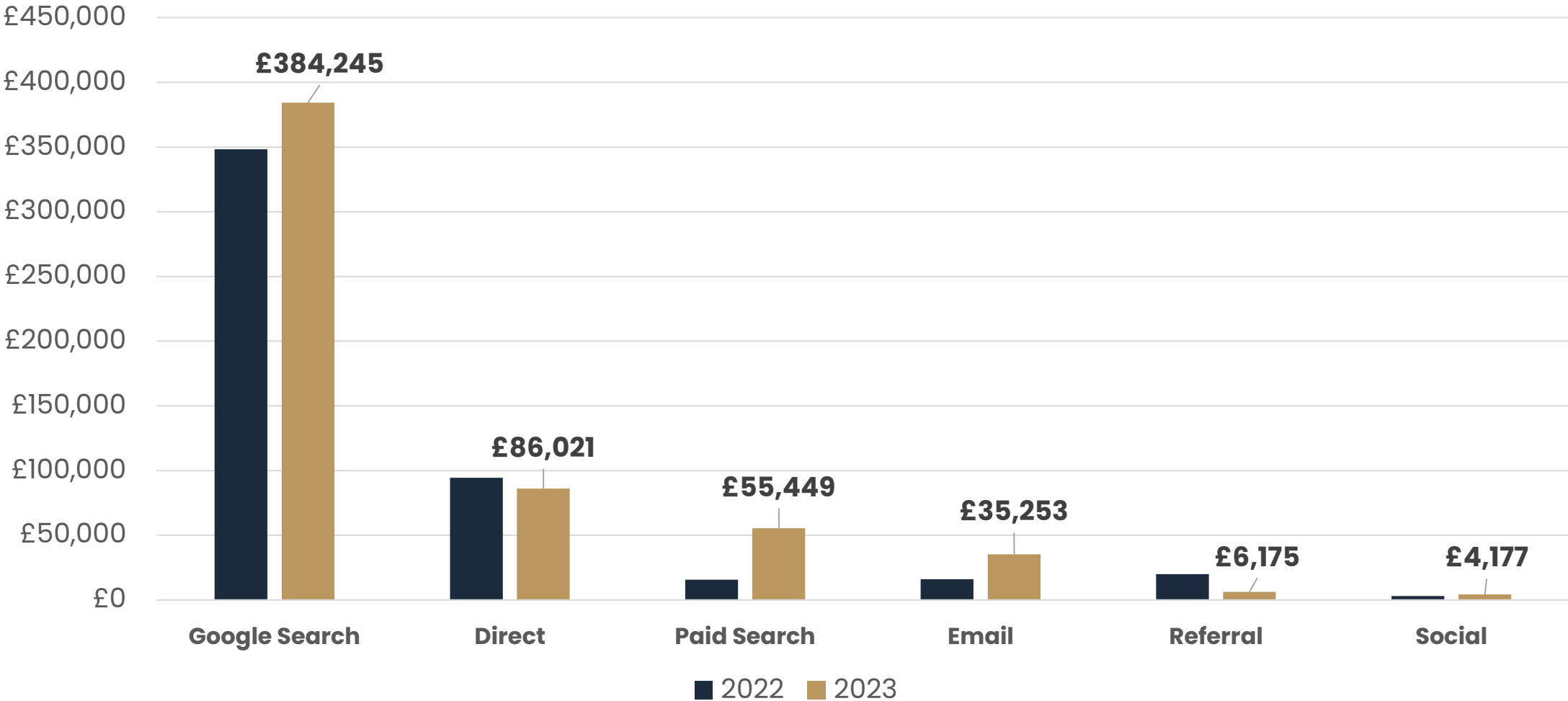
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# SEARCH DRIVES REVENUE

## WEBSITE INCOME



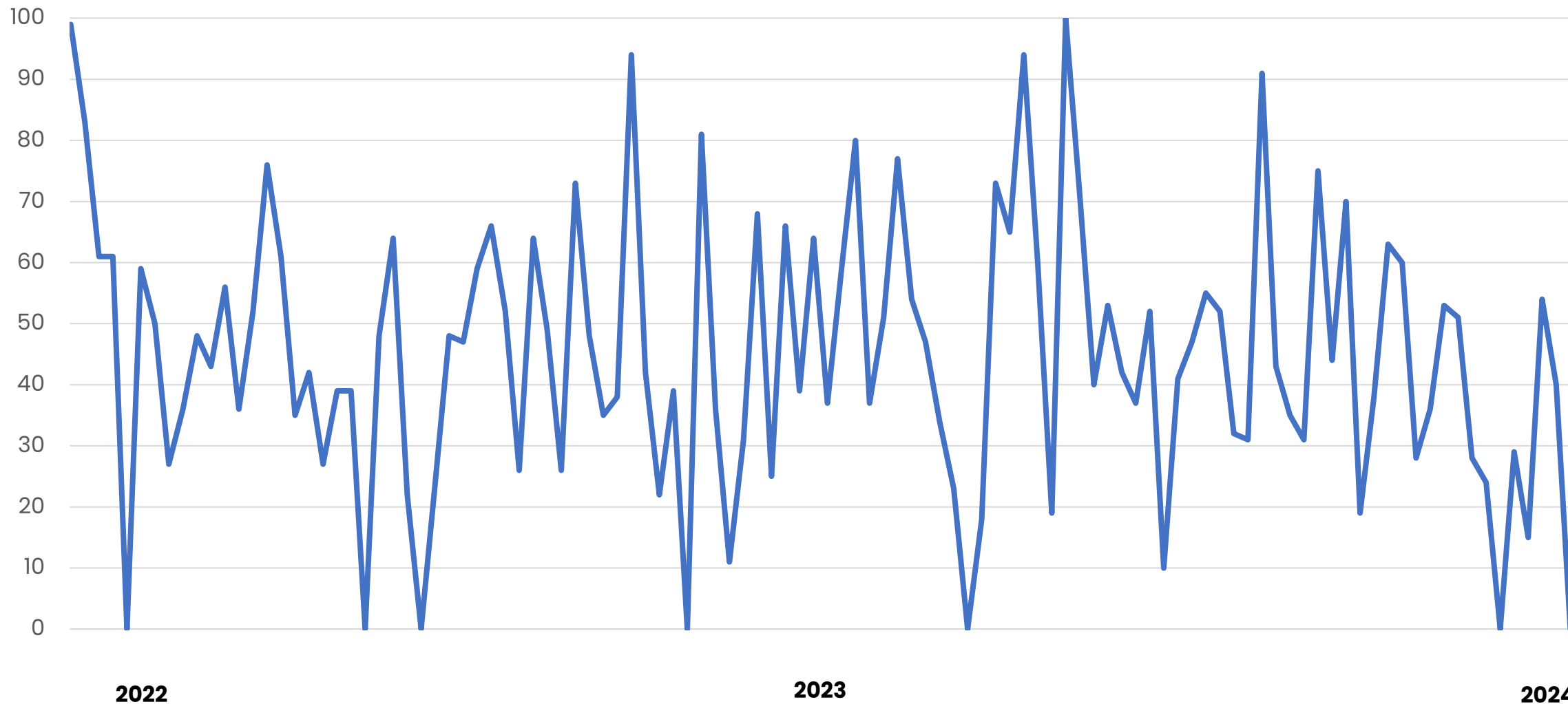


# HIGHER OR LOWER?



Clockwork Marketing®

# GREEN BREAKS

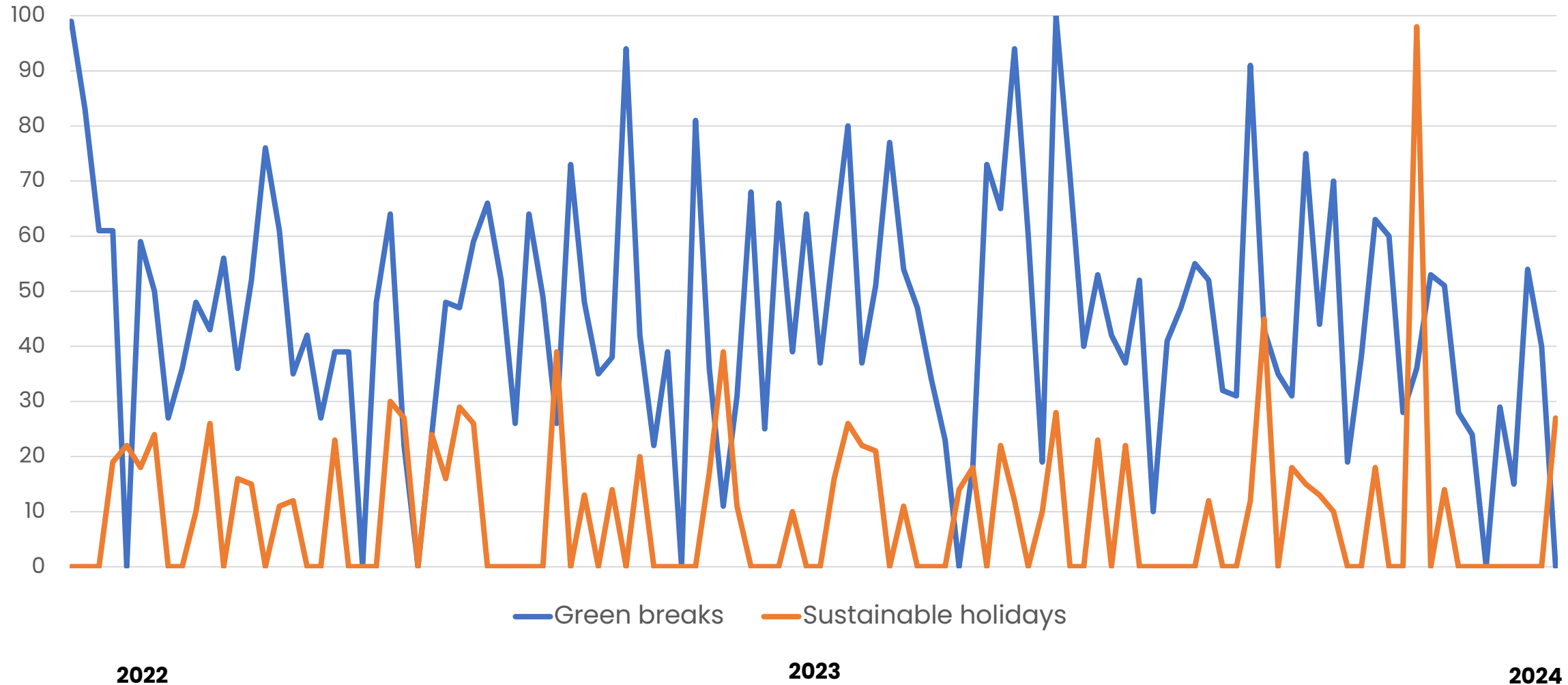




**WHICH TERM TRENDS HIGHER?**

**GREEN BREAKS  
VS.  
SUSTAINABLE HOLIDAYS**

# GREEN BREAKS VS. SUSTAINABLE HOLIDAYS



# EV CHARGING

Google Trends

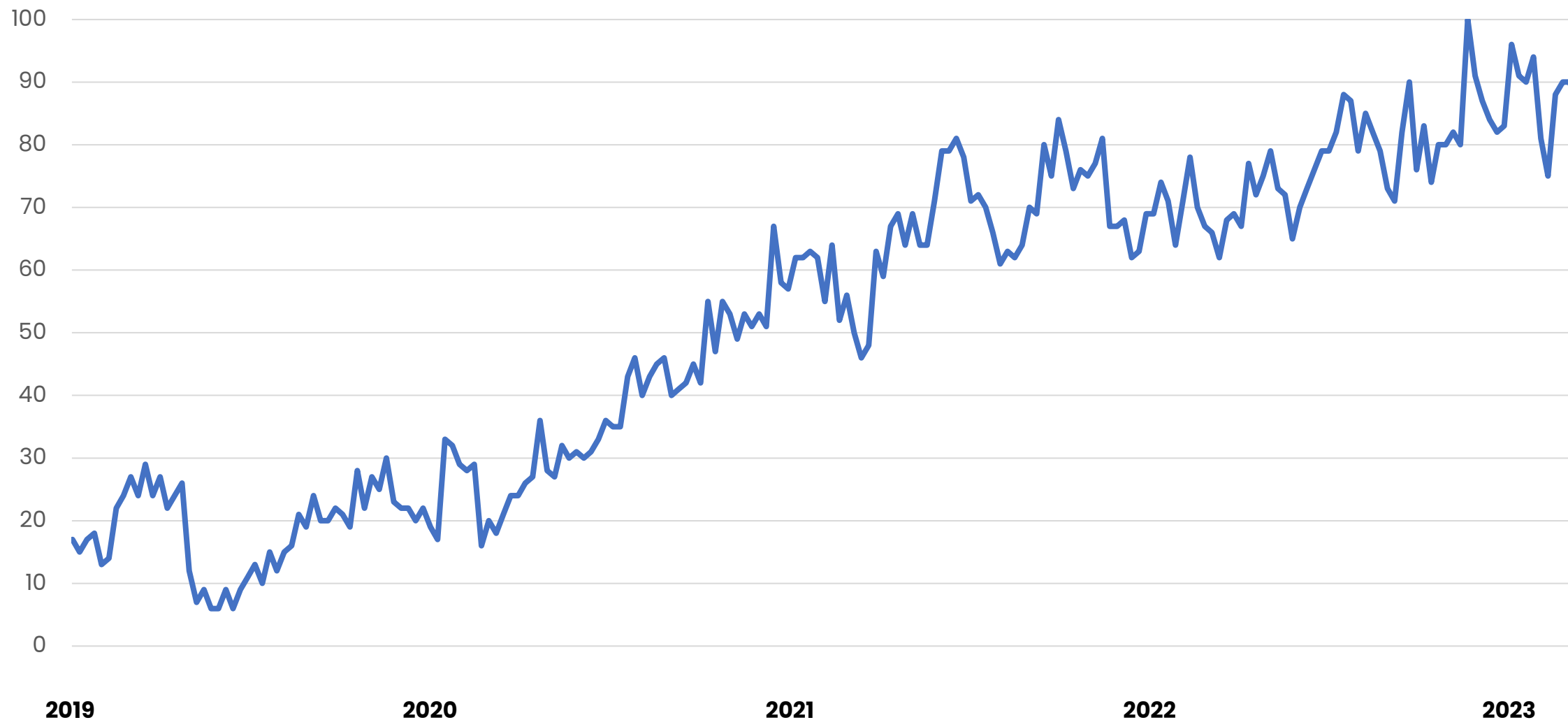


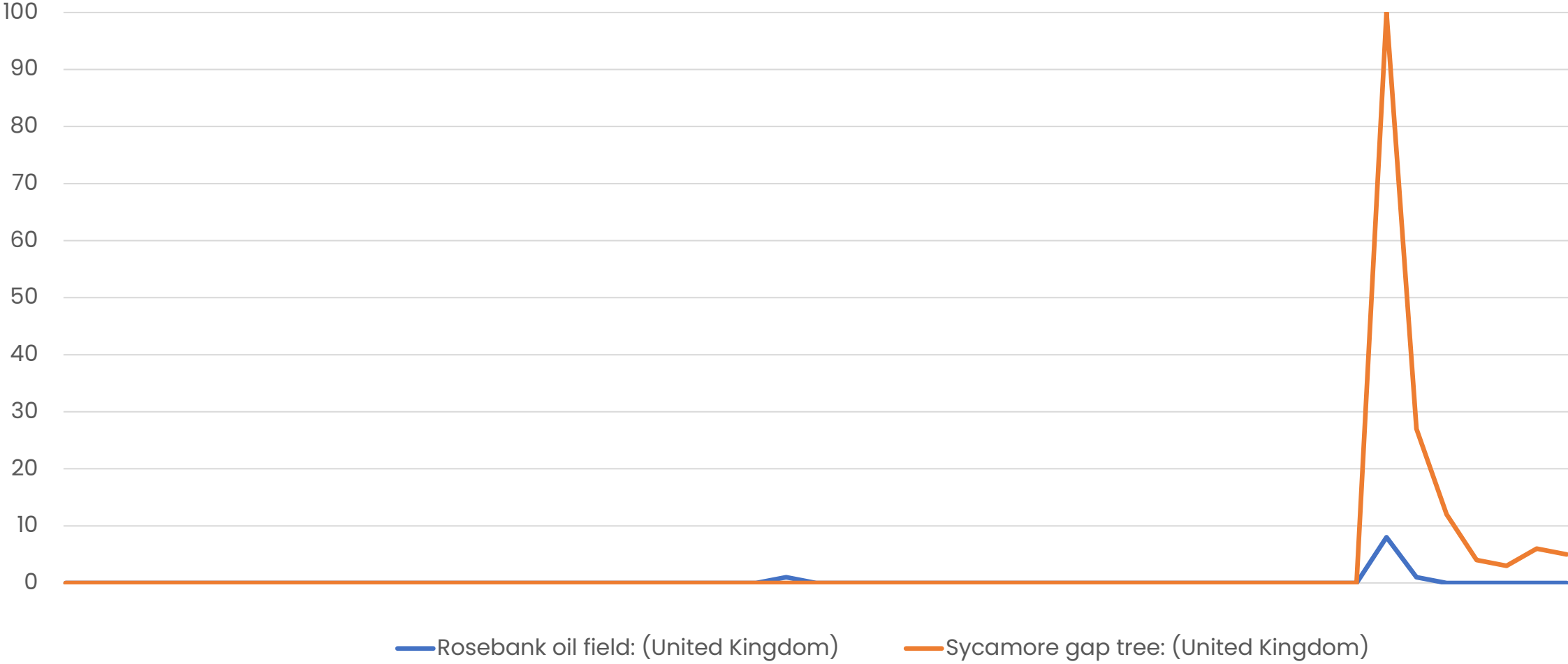




Photo by Mark mc neill on Unsplash



# ROSEBANK OIL FIELD VS. SYCAMORE GAP TREE



NOV 2022

JUNE 2022

2023

# TOMORROW'S TRAVELLERS





# FUTURE PROOF YOUR BUSINESS

HOSPITALITY IN FOCUS:  
2023 AND BEYOND

Exclusive industry insights to benchmark  
and futureproof your business





**60%** of **travellers** want to see sustainability in action

**68%** of UK hospitality **businesses** view sustainability as extremely or very important

**73%** of UK hospitality **businesses** don't have a sustainability accreditation

Hotels | Torquay :

📅 Mon, 18 Mar

📅 Fri, 22 Mar

👤 2 ▾

Top-rated

Budget options

Luxury stays

Free cancellation

For tonight



Hampton by Hilton Torquay  
4.6 ★★★★★ (574)

Informal hotel near the harbour

£67



The Imperial Torquay  
4.0 ★★★★★ (1.5K)

Victorian hotel with sea & bay views

£52



Travelodge Torquay  
3.8 ★★★★★ (845)

No-nonsense hotel with dining & a bar

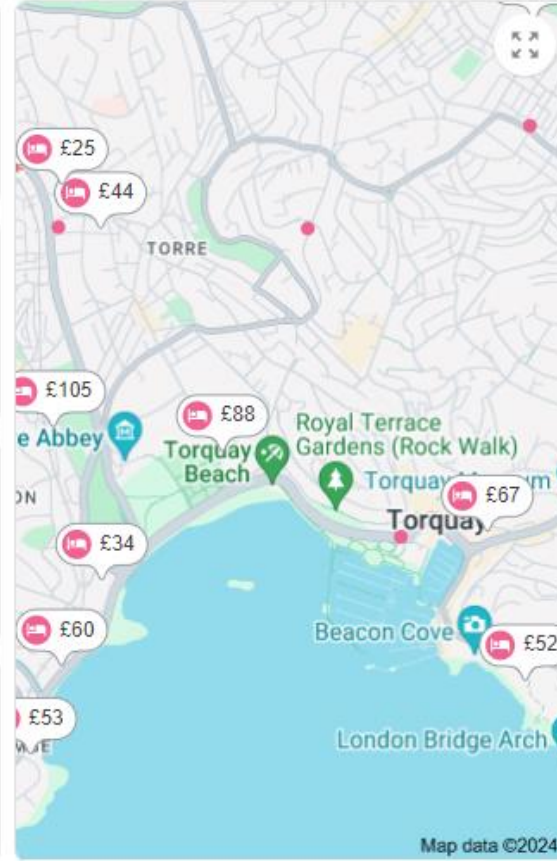
£25



The Grand Hotel  
3.9 ★★★★★ (1.5K)

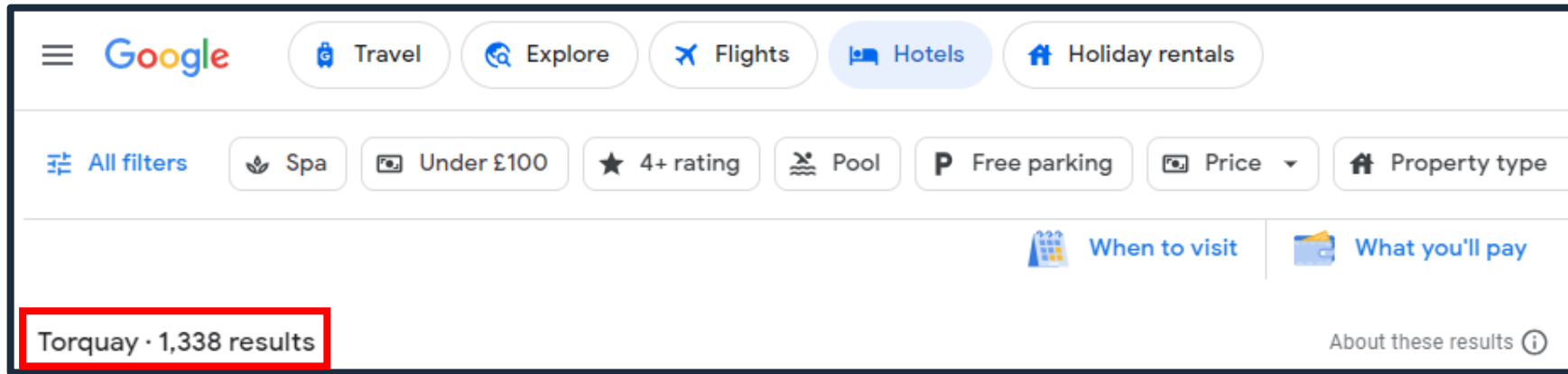
Elegant quarters in a Victorian property

£34



View 281 hotels →





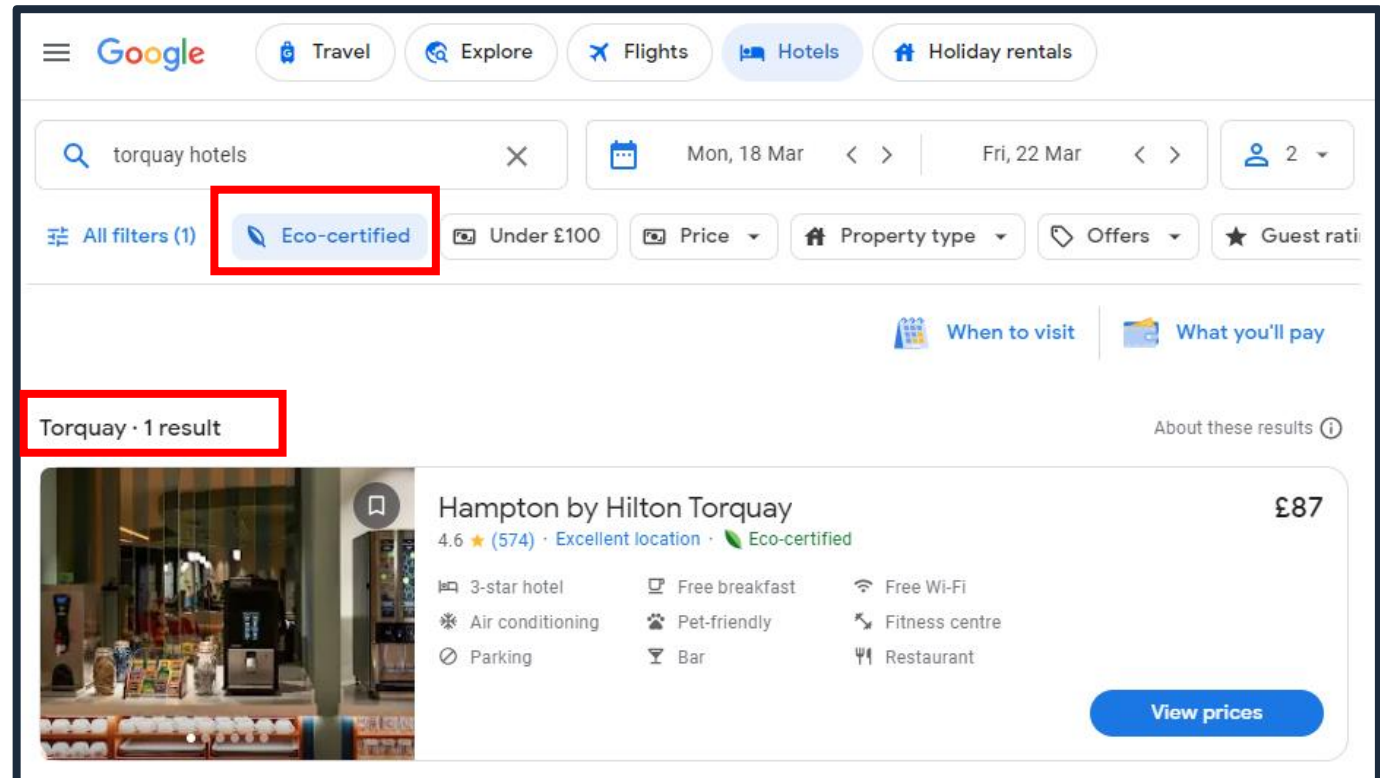
**NO FILTERS**



**WITH ECO FILTERS**



**ONLY ONE  
RESULT!!!**



# HOW TO TALK ABOUT IT





# “If it’s not on your weekly agenda, it needs to be”

## The Pig’s Tom Ross on sustainability

In the first of a new series, Tom Ross, CEO at The Pig shares his learnings on the group’s sustainability journey and explains why the time to address ESG is now.

By Zoe Monk





Green thoughts run through everything we do. We use LED light bulbs throughout, AAA rated machines, paraben free toiletries, phosphate free cleaning products, bottle our own filtered water, air dry linen, compost kitchen waste and recycle extensively. We treat our sewage without chemicals using a Bio-system which discharges clean water and every year we plant trees to help offset carbon emissions. We have installed photovoltaic solar panels and a wood-burning biomass boiler. As well as cost savings for the business and a reduction of over 17 tonnes of carbon dioxide a year, these combined renewable energy initiatives mean we use only fossil-free fuels for all heating and hot water. Any electricity we need to buy is from a 100% renewable source.







## The Quiet Shop

We are delighted to have Britain's first and only Zero Waste shop on a Holiday Park.

We sell lots of essential as well as amazing things – but with no plastic packaging. Milk and Orange juice comes in reusable glass. Bring the bottle back to the shop and get 20p back!

Our lovely range of cheeses come in their own wax skins. Gravity dispenser are used for cereals, rice, nuts, dried fruit etc. You can bring your own containers or we have paper bags.

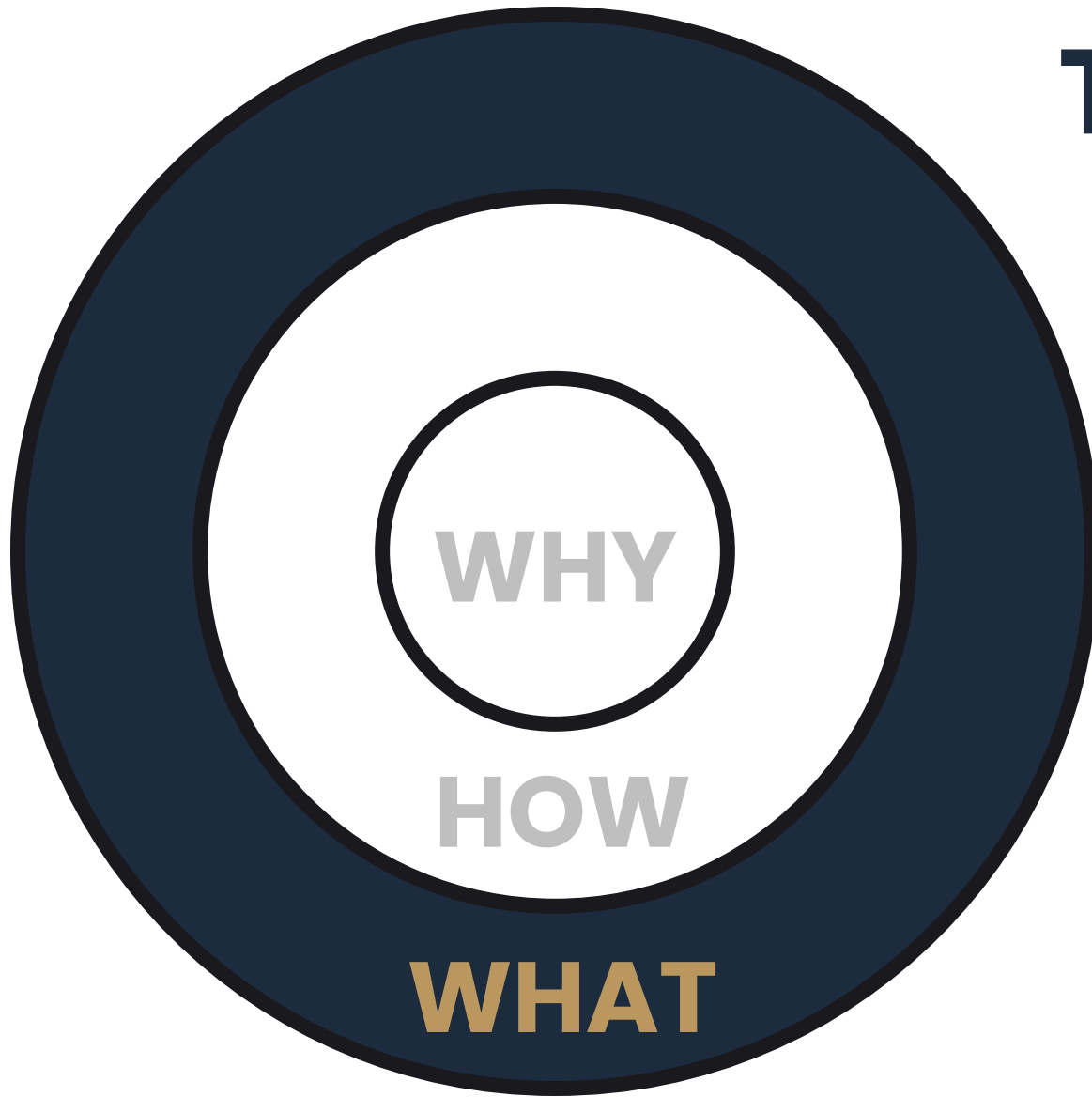
We also have a range of locally made gifts and toys.

We have a growing range of soaps, shampoo bars, bamboo toothbrushes etc. Lots of lovely house plants are also for sale.

If you have a local or ethical product you might like us to stock please drop us a line!



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# **AUTHENTIC EXPERIENCES**





THE HEADLAND

★ ★ ★ ★ ★

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[BOOK](#)

Experiences without the Air Miles

Hi, I'm Headley your Digital Assistant, how can I help?

ASK ME





# Treading Lightly on the Environment

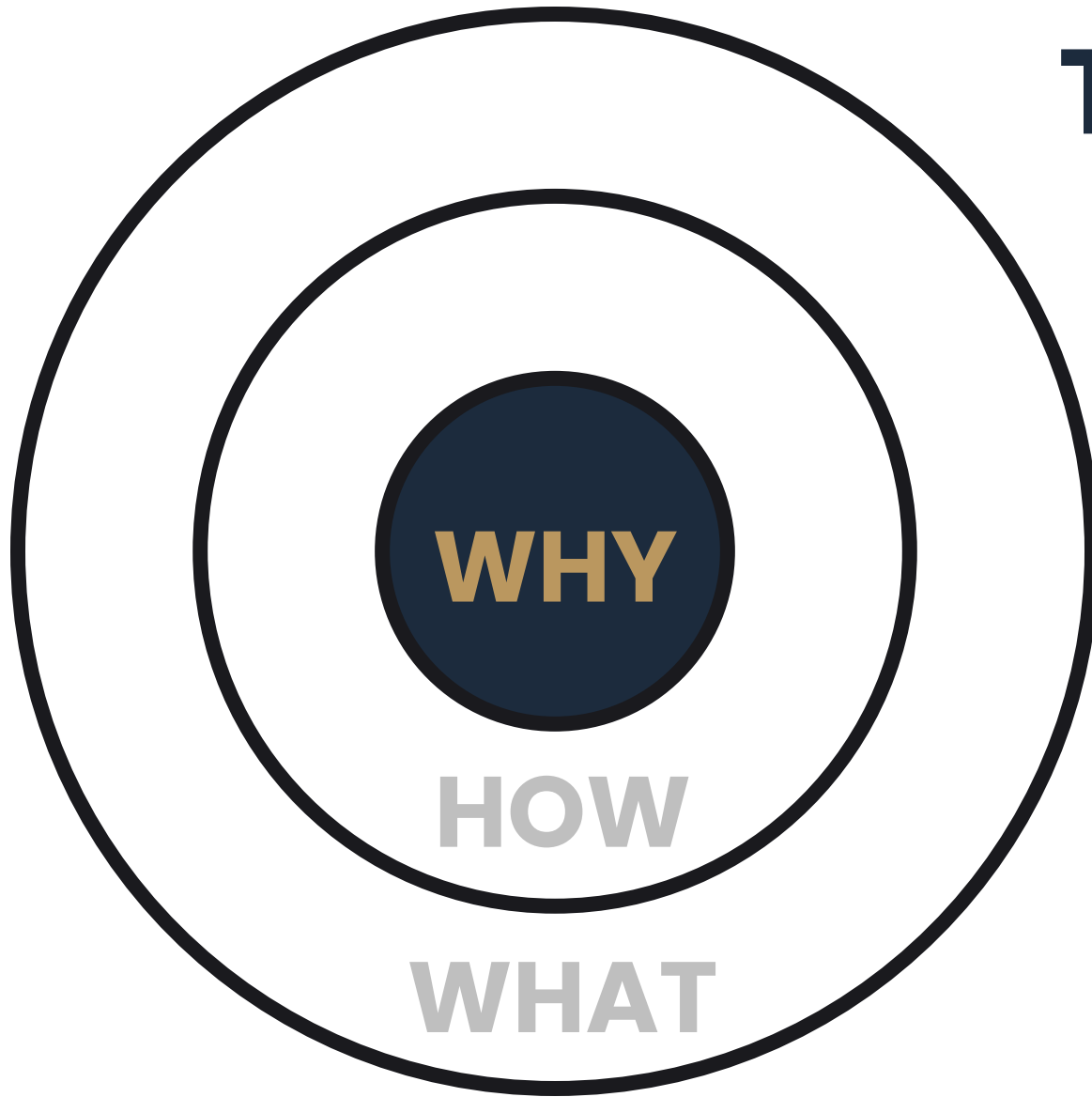




An eco sanctuary on  
the rugged Cornish  
clifftops, just for  
adults.



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# POWER IN PURPOSE



# FREE HOSPITALITY WEBSITE REVIEW



Clockwork Marketing®

[www.clock-work.co.uk](http://www.clock-work.co.uk)



