Brittany’s commitment to sustainable tourism

2017 Global INSTO Meeting
Madrid – 13rd Decembre 2017
Tourism in Brittany

- Tourism: 8% of GDP
- 2,700km of coastline, a third of French coastline
- 9,300 commercial accommodation
- 232,000 second homes
- 1.5 million beds
- Largest city, Rennes, 350km from Paris
- 97 million bed nights
- 13 million tourists per year
- 17% overseas bednights
- 6 million visitors in 2015 on website
Tourism in Brittany
The policy

• 2006 : The first tourism policy in Brittany mentioning the importance of sustainability

  – Tourism **everywhere** in Brittany (not only on the coast)

  – Tourism **throughout the year** (and not only in July and August)

  – Tourism for **everyone**, « integrated » : respecting the inhabitants, their culture and landscapes
What does it mean?

Approximately 2000 km of cycle paths and greenways established across the whole region.

A website providing a showcase for Breton tourism professionals actively engaged.

An initiative to get ready for the arrival of the high speed train link in July 2017.
What about observation?

- Questions about sustainability added in all the survey
  - Choice of accommodation
  - Actions engaged to reduce the environmental impact of your holiday
  - Mode of transport and reasons for not using public transport

- ETIS toolkit applied to 3 Brittany Destination, Broceliande in first, as part of a new Management organisation for the whole region
Brittany - France

• Saint-Malo
• Brest
• Saint-Brieuc
• Rennes
• Quimper
• Vannes
• Nantes
Destination Brocéliande
Tourism in Brocéliande

- Centre of Brittany
- 174,000 inhabitants, 5% of Brittany population
- 370 commercial accommodations, 6,800 second homes
- 6,200 beds
- Largest city, Ploermel, 400km from Paris
- 2.4 million bed nights
- 445,000 tourists per year
- 18% overseas bednights
- 3% of jobs from tourism sector
ETIS project’s organisation

Brittany Tourist Board:
- 1 development officer sustainable tourism
- 1 statistician
- 1 « stagiaire »
- 1 market researcher

Destination Broceliande:
- Destination coordinator
- 1 observation officer

Partnership and cofounding: 8 000€
Length of project: from March to November, 2014
Some results

- **2%** Evaluation of sustainable actions by tourism establishment
- **10%** Tourism establishment with ecolabel
- **68%** Inhabitants satisfied with their involvement in tourism development
Some results

- 61% Visitors conscious of destination involvement
- 99% Visitors satisfied with their stay
- 47% Repeaters
The project so far…

• Successful partnership
• Useful data collected for the local destination « Broceliande »
• « Action plan » in progress for the local destination « Brocéliande »

Culture & heritage  
Involvement of local people  
Visitor experience
And today

36 / 100

Tourist acting to reduce the environmental impact of their holiday
Thank you!