

Learning points captured from the final group session on Friday 14th Sept:

- Enthusiasm of the SMEs
- Don't go for the money, go for the emotions
- Visitor payback is not the big ask but a huge value generator
- All the businesses we saw are motivated in a slightly different way – finding the 'comfortable' way for each business
- Visitors to each business would not always be aware of the support that the business is offering
- The importance of identifying good projects for businesses to show their customers the good work that their money is enabling
- I would like to hear a few steps how to make a plan, work it out and further
- It's important how to communicate to your visitors in able to be successful
- Don't focus on nature preservation – 'what's in it for me' is important
- It is much more than making money
- It brings conservation and businesses together with the same goal
- Provoking emotion is very powerful
- Small amounts of gifts and small projects will create big effects (better)
- The importance of having a specific project that the businesses can raise money for
- Passionate for conservation and the place people live in
- Pass on the message .. book a trip to here...
- Small donations do make a difference
- How passionate people are working on VPS
- Amazed the visitor giving works in the first place! Approach of Nurture Tourism works well, congratulations
- Donating creates commission