

1-2 October 2025

Baltic Sea Tourism Forum 2025

Regenerative and Data-Based Tourism



The public task entitled “Baltic Sea Tourism Forum 2025 – an international forum for cooperation on regenerative tourism and digital innovation” has been co-financed by the Ministry of Sport and Tourism, pursuant to agreement no. 2025/0055/0106/UDOT/DT/BP/IC.

“Regenerative Tourism: Telling New Stories with Impact”



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Baltic Sea Tourism Forum 2025
October 1st, 2025



Rob Holmes

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- **Home** — Kennebunkport, Maine, USA
- **Education** — Wildlife Management; Int'l Business & Environmental Management (MBA)
- **Work** — Media, tourism, sustainability, digital
- **Media** — Photographer + travel / study / work overseas (90+ countries)
- **Board Member** — Maine Huts & Trails; Kennebunk Land Trust



Who is GLP

We are an award-winning, full-service content marketing agency.

We help destinations become leaders – via award-winning storytelling + strategic communications + targeted marketing + more.



Content



Communication



Marketing



Global Partner List

Destinations

Media

Trade

Community

Sustainability



UN Tourism





Award-Winning Storytelling



GLP was voted the #1 Storytelling Agency.

We have won more awards than any other agency in travel — regenerative, nature, outdoors, culture, community, food, etc.





SUSTAINABLE TOURISM

REGENERATIVE TOURISM

Mitigating Net Negative Impact



Maximizing Net Positive Impact

*Sustainable tourism attempts to **minimize its impact** on the environment and local culture so that it will be available for future generations, while contributing to generate income, employment, and the conservation of local ecosystems – UNWTO*

Regenerative tourism is not anti-growth; it simply asks that we grow the things that matter most to us in ways that benefit the entire system and never at the expense of others – Anna Pollock



Next Gen: Numbers tell an important story

52% of Gen Z – prefer visiting **lesser-known places** to minimize nature impact.

[Booking.com](https://www.booking.com)

73% of Gen Z – consider **environment** a key motivator for traveling sustainably.

[CTM Business Travel](https://www.ctmbusinesstravel.com)

77% of travelers – seek authentic experiences that represent **local culture**.

[Booking.com](https://www.booking.com)

86% of Millennials – prefer **eco-friendly** travel options.

[Where Tech Meets Travel](https://www.wheretechmeets.com)

63% of Gen Z – would consider avoiding destinations threatened by **over-tourism**.

[Condor Ferries](https://www.condorferries.com)

73% of travelers – want their spending to go **back to the local community**.

[Booking.com](https://www.booking.com)



Regenerative Tourism: Key Principles

- ❑ **Contribution** – seeing tourism’s potential to contribute to the health and wellbeing of the systems of which it is part
- ❑ **Building capacity + resiliency** – throughout the system
- ❑ **Aligning our actions with nature’s principles** – within planetary limits
- ❑ **Collaboration** – working together amplifies impact
- ❑ **Place-based** – what’s authentic, unique to your community



Why Storytelling?

People retain
65–70% of info
shared through
stories – versus
only 5–10% through
data or stats.

[Forbes](#)

92% of consumers
want brands to
make ads *feel like
a story*.

So, stop selling.

[Forbes](#)

55% of consumers
are more likely to
buy from a brand
*whose story they
love*.

[Headstream](#)



Global Stories Connected to Regenerative Tourism





Story #1: Community Tourism

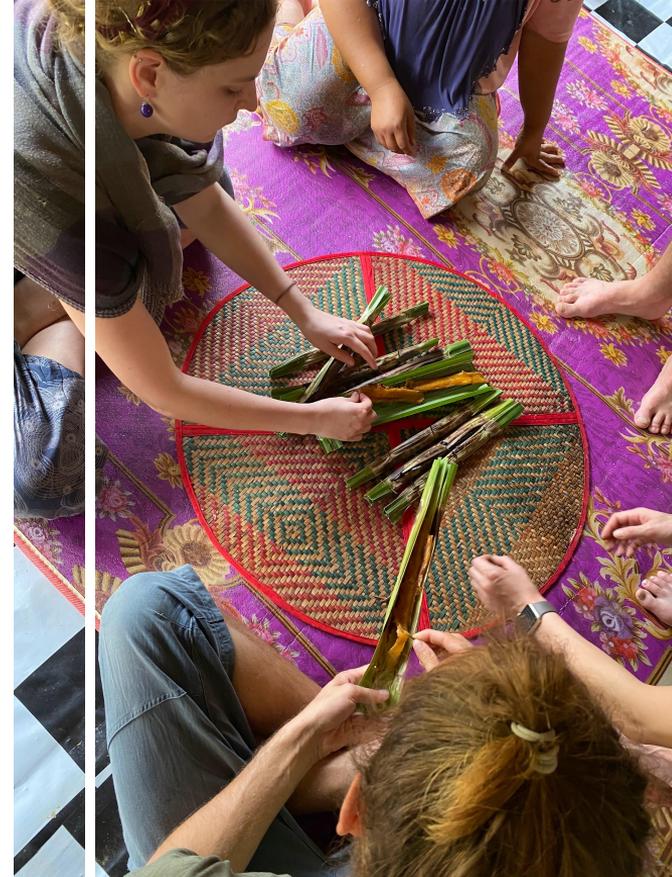




Story: Community Tourism

Destination: Andaman Coast, Thailand

- **Challenge:** How to showcase unexpected regenerative + community experiences
- **Goals:** Attract new travelers looking for immersive and impact-driven experiences
- **Story Approach:** Reveal the traveler experience of cultural exchange
- **Regenerative:** Rebuild community and mangrove habitat (post tsunami) via tourism





Story Elements:



Story: Portrait of a local community focused on real hospitality



Themes:

Culture
Nature/conservation
Slow travel
Community tourism





Video #1: Thailand



Story #2: Sustainable Gastronomy

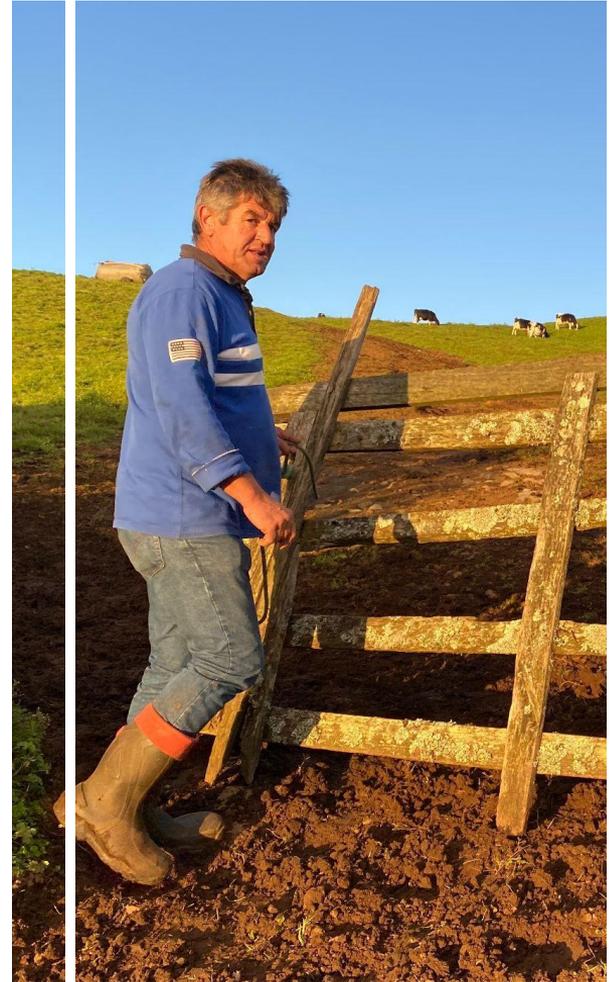




Story: Sustainable Gastronomy

Destination: Azores islands, Portugal

- **Challenges:** Crowded few islands during peak season; sustainability edu needed
- **Goals:** Support communities committed to local sustainable development policy
- **Story Approach:** Showcase lesser told stories centering on local culinary scene
- **Regenerative:** Tourism supporting local communities; dispersal and all-season travel





Story Elements:



Themes: Food / community / stewardship



Video #2: Azores Food



Story #3: Marine Stewardship





Story: Marine Stewardship

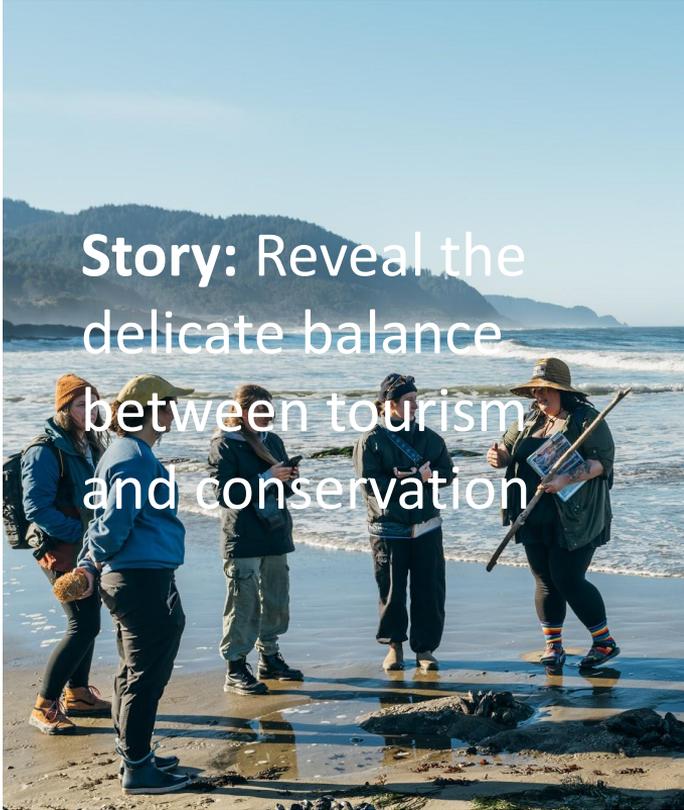
Destination: Oregon Coast, Oregon, USA

- **Challenge:** Show that tourism can really be a force for good for visitors and locals
- **Goals:** Attract responsible travelers who will support local stewardship values & goals
- **Story Approach:** Showcase the incredible beauty of the environment, and voices of local conservation advocates
- **Regenerative:** Habitat restoration, conservation via managed tourism and more stewardship

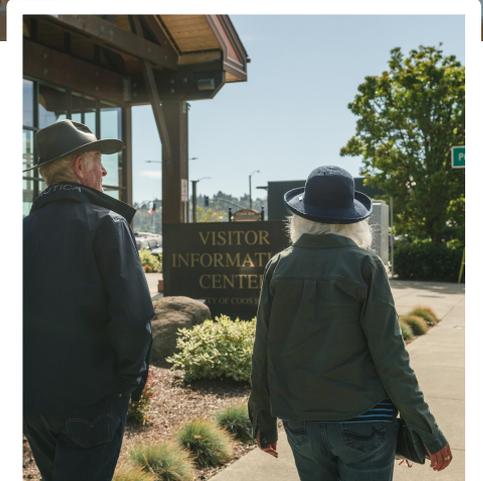




Story Elements:



Themes:
Stewardship
Education
Power of nature
Local champs





Video #3: Oregon Coast



Story #4: Indigenous Tourism





Story: Indigenous Tourism

Destination: Icalma, Chile

- **Challenge:** Tell new stories to highlight importance of Indigenous community tourism
- **Goals:** Attract new adventure + responsible travelers from outside Chile
- **Story Approach:** Focus on the unique intersection of Indigenous (Mapuche) culture and emerging tourism opportunities
- **Regenerative:** Tourism that reflects culture/traditions of Indigenous communities

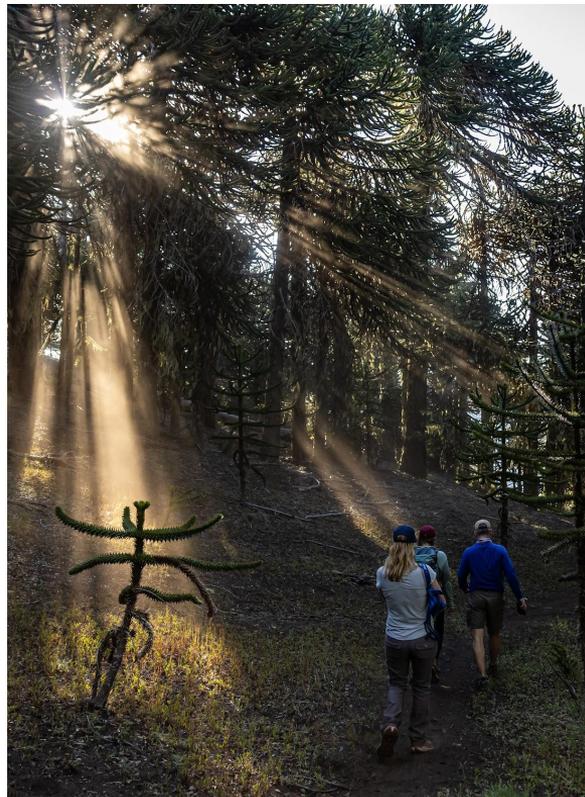




Story Elements:



Themes:
Culture
Conservation
Gastronomy
Adventure





Video #4: Chile



Key Takeaways

- 1 Regenerative – remember examples, focus on impact, avoid buzzwords
- 2 Follow trends/data – relate to your experience(s) to find relevant stories
- 3 Next gen travelers – they are demanding authentic experiences, impact
- 4 Look at other leaders out there – follow them, talk to them, share
- 5 Storytelling – share your stories (any format) and unique experiences
- 6 Engage with your local communities – share their stories, listen, connect



What's Next

Chile



CATALUNYA



CHIAPAS
Extraordinario por Naturaleza



Vanuatu



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Free resources: Case studies, award-winning videos, workshops, articles: www.glpfilms.com

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