Sustainable
Community-Centered
Travel Brand and Platform

March 3, 2020
Tourism, larger than life

Over the past decades, travel and tourism have become a crucial part of people’s aspirations and lifestyles.

**International tourist arrivals**

<table>
<thead>
<tr>
<th>Region</th>
<th>Arrivals</th>
<th>Receipts (in real terms)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Americas</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Asia and the Pacific</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Europe</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Middle East</td>
<td>7%</td>
<td>9%</td>
</tr>
</tbody>
</table>

**International tourism receipts**

<table>
<thead>
<tr>
<th>Region</th>
<th>USD billion</th>
<th>change (%)</th>
<th>in real terms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>1,560 USD</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Americas</td>
<td>1,210 USD</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Asia and the Pacific</td>
<td>1,230 USD</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>Europe</td>
<td>770 USD</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Middle East</td>
<td>530 USD</td>
<td>7%</td>
<td>9%</td>
</tr>
</tbody>
</table>

World Tourism Organization (UNWTO), 2019
Destinations are growingly affected by the negative impacts of tourism activities pressuring environmental resources and threatening the identity and cultural integrity of local residents.

Less than 10% of the tourism revenues go to local communities, especially in developing countries.

Popular destinations are getting overcrowded and facing risks of overtourism whereas many less-known destinations suffer from low tourist affluence.

Conscious travelers often lack clear and reliable information to opt for sustainable, responsible experiences.

Growing unsustainability and unreliability

- Limited income and job opportunities in some communities and therefore dying communities
  - SDG8 - Decent work and economic growth
- Low portion of tourism revenue for the locals, especially in developing countries
  - SDG10 - Reduce inequalities within and among countries
- Need for greener practices and behaviors for tourism so that local communities are not affected negatively by tourism activities
  - SDG12 - Sustainable production and consumption

71% of global travellers think travel companies should offer more sustainable travel choices.

68% of people said that it was important that the money they spent on travel went back into the local community.

78% of travellers actively seek authentic experiences that are representative of local culture.

Booking.com, 2019 Sustainable Travel Report
HEROST means “Host are Heroes”

Herost is an impact-driven brand and digital platform dedicated to the promotion of sustainable, community-centered travel experiences.

Post COVID-19, a new age of tourism and hospitality is coming, focused on the development, empowerment and satisfaction of communities as the main stakeholders and right holders of the tourism experience, in order to guarantee the highest level of satisfaction and fulfillment both for hosts and guests.

Our Purpose: we exist to make this world a fairer place to live and to explore.

Our vision: to advance travel as a tool for the sustainable development and empowerment of people.

Our mission: we inspire travelers and engage them to connect with local hosts committed to having a positive impact on their communities and the environment through offering verified eco-friendly accommodations, activities and events.
Herost’s Approach

Herost’s unique approach is community-centric and innovative, using new technologies to address a wider market in promoting sustainable tourist accommodations and activities.

Our model drives social innovation in the travel and tourism sector through:

1. A collaborative platform connecting travelers and hosts towards the co-creation of truly eco-friendly experiences, quality stories and shared Herost principles and values.

2. A charter and a recognition system with 8 themes and 30 criteria aligned with the standards of the Global Sustainable Tourism Council (GSTC), and tailored to host offering travel experiences, regardless of scale.

3. A strategy combining sustainability, quality, reliability and transparency to reward, encourage and promote excellence in sustainable practices, preventing greenwashing.

4. A selection of off-the-beaten and alternative destinations and experiences in order to disperse and balance the flows of tourists.

ACTIVITIES

- Brand marketing and awareness-raising
- Development and operation of the Herost Platform
- Fundraising and volunteering programs
- Marketing survey targeting travelers and hosts
- Recruitment of hosts: identification, online and offline assessment
- Storytelling and content creation
- Generation of online traffic through content marketing
- Network and global/local partnership building
- Development of Herost Academy: online and offline education, knowledge sharing, training and capacity-building
- Development of Herost consulting: marketing and sustainability
Herost brand value: fair, sustainable, reliable, authentic

Herost’s Value Proposition

For the hosts:
• Recognition of their efforts toward community-based and sustainable practices
• Increased visibility and competitiveness, access to new markets
• Attract the growing segment of travelers who care

For the travelers:
• Time saving and convenience in searching for reliable, verified eco-friendly options for accommodations, activities tours and events
• High-quality contents about local hosts, authentic experiences and off-the-beaten-path destinations: written, visual and audiovisual storytelling
• Off-the-beaten track, interactive experiences and destinations
• Good image and sense of belonging to the Herost community

For the local communities:
A complementary source of revenues and jobs opportunities for local communities with a focus on youth and women
Expected results and impacts

Herost intends to advance travel as a tool for local sustainable development and empowerment through promoting community-centered experiences that are economically viable, socially inclusive and environmentally sustainable.

Our main objective to maximize the benefits of travel for the local hosts, their communities and the travelers, while minimizing the negative impacts on places, people and the planet.

- Increased awareness and knowledge of sustainable travel and tourism practices
- Advancement of sustainable, community-centered travel as a desirable lifestyle
- Transformation of the tourism industry and shift to a sustainability paradigm
- Minimization of the negative socio-cultural and environmental impacts of tourism
- Increased commitment of hosts to implementing sustainable, community-centered practices and offer truly eco-friendly experiences
- Development of economically viable, socially inclusive and environmentally sustainable travel experiences and products
- Increased engagement of travelers towards selecting sustainable travel options
- Increased job and income opportunities for local communities in tourist destinations
- Fairer distribution of the economic revenues generated through travel and tourism
- Improvement of the livelihoods and socioeconomic status of local communities
- Dispersion of the flows of travelers to less visited destinations and attractions
HEROST’s Charter and Scoring / Award System

Award levels based on the assessment of the sustainable policies and practices of the hosts in order to recognize their efforts and ensure transparency to travelers.

Herost’s competitive advantage is its holistic approach of the travel experience, addressing the satisfaction of all stakeholders involved, from hosts, their local communities and guests.

Hosts commit themselves by signing the HEROST Charter

The scoring / award system:

- Focuses on benefits for the local communities and their environments.
- Assess the performance of environmental sustainability and community impact, with mandatory conditions to ensure hosts’ compliance to the quality and sustainability of the experience.
- Is easy to understand and to implement, regardless of the size of the hosts.

Herost assess and support hosts in highlighting their accommodations and activities through offering consultation, professional photographers and storytellers.

Lastly, customers’ satisfaction are measured through not only guests’ feedback but mutual surveys for both guests and hosts, keeping in mind the well-being of the community.
## Levels and Categories

<table>
<thead>
<tr>
<th>First Level</th>
<th>Second Level</th>
<th>Third Level</th>
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</thead>
<tbody>
<tr>
<td>Score over 40-59 %</td>
<td>Score over 60-79%</td>
<td>Score over 80-100%</td>
</tr>
</tbody>
</table>

### Hospitality quality

### Sustainability engagement

### Hosts-Guests exchanges

### Cultural and local authenticity

### Community Empowerment

### Water and energy savings

### Wildlife preservation

### Wastes and pollution reduction
## HEROST SCORECARD

### Herost: Accommodations

#### Points Checklist

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Credits</th>
<th>Points</th>
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<tbody>
<tr>
<td>Quality of Hospitality</td>
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<td>3</td>
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<tr>
<td>Sustainability Engagement</td>
<td>2</td>
<td>4</td>
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<tr>
<td>Host-guest interaction</td>
<td>2</td>
<td>5</td>
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<tr>
<td>Cultural Authenticity</td>
<td>3</td>
<td>4</td>
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<tr>
<td>Community empowerment</td>
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<td>3</td>
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<tr>
<td>Local Procurement</td>
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<table>
<thead>
<tr>
<th>Sub-Criteria</th>
<th>Credits</th>
<th>Points</th>
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<tr>
<td>Quality standards</td>
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<tr>
<td>Guest satisfaction</td>
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<td>Access for all</td>
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<tr>
<td>Impact awareness</td>
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<tr>
<td>Impact assessment</td>
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<tr>
<td>Awareness-raising</td>
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<td>1</td>
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<tr>
<td>Storytelling</td>
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<tr>
<td>Eco-friendly activities</td>
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<tr>
<td>Storytelling</td>
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<tr>
<td>Cultural activities</td>
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<td>Cultural environment</td>
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<td>Employment opportunities</td>
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<td>Local businesses</td>
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<td>Community support</td>
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<td>Local supplies</td>
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<td>Local furniture</td>
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<td>Local construction material</td>
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<tr>
<td>Certified suppliers</td>
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<table>
<thead>
<tr>
<th>Sub-Criteria</th>
<th>Credits</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Beverage</td>
<td>4</td>
<td>5</td>
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<tr>
<td>Water and energy</td>
<td>3</td>
<td>8</td>
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<tr>
<td>Ecosystems and biodiversity</td>
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<td>4</td>
</tr>
<tr>
<td>Waste and pollution</td>
<td>9</td>
<td>9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Credit</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>F&amp;B policy</td>
<td>1</td>
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<tr>
<td>Local food supply</td>
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<tr>
<td>Local recipes</td>
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<tr>
<td>Vegetable garden</td>
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</tr>
<tr>
<td>Shared resources</td>
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<tr>
<td>Consumption management</td>
<td>2</td>
</tr>
<tr>
<td>Guest and staff participation</td>
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</tr>
<tr>
<td>Saving appliances</td>
<td>2</td>
</tr>
<tr>
<td>Rainwater</td>
<td>2</td>
</tr>
<tr>
<td>Preservation and restoration</td>
<td>1</td>
</tr>
<tr>
<td>Wildlife</td>
<td>2</td>
</tr>
<tr>
<td>Anti-chemicals policy</td>
<td>1</td>
</tr>
<tr>
<td>Waste Policy</td>
<td>1</td>
</tr>
<tr>
<td>Food waste</td>
<td>1</td>
</tr>
<tr>
<td>Plastic waste</td>
<td>1</td>
</tr>
<tr>
<td>Wastewater</td>
<td>2</td>
</tr>
<tr>
<td>Greenhouse gas emissions</td>
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</tr>
<tr>
<td>Daylight</td>
<td>1</td>
</tr>
<tr>
<td>Quality Views</td>
<td>1</td>
</tr>
<tr>
<td>Acoustic Performance</td>
<td>1</td>
</tr>
</tbody>
</table>

### Summary

**Total Points:** 39  
**Possible Points:** 50  
**Percentage Score:** 78%
Meditation & Interaction with Monks at Seiryoin Temple

Spirituality/Resilience

Kesennuma (Miyagi Prefecture, Tohoku Region), Japan
Location: 17 Motoyoshi-cho, Omori, Kesennuma, Miyagi

Seiryoin is a 460-year old Zen temple that has been a historically-important cultural center in Kesennuma for generations. The main hall of the temple offers a beautiful ocean view. Spend some time doing Zen meditation together here, led by Master Shodo, whose guidance will put even first-timers at ease. After our Zen session, we’ll have some time to explore the temple grounds.

In 2011, coastal regions of Kesennuma were devastated by the tsunami which followed the Great East Japan Earthquake. In the wake of the disaster, Seiryoin served as an evacuation center and housed over 100 people for almost two months. The monks of the temple talk about the lessons they learned living in harmony with so many people in the aftermath of a tragedy, and learning how to smile and laugh in the face of adversity.
Ma and his wife Fa started their family business in 2015.

They wanted to live close to the nature and share their love for a more sustainable life. Ma constructed himself all the bungalows, with the bamboos growing there. Passionate about permaculture, he is growing all the vegetables you will find at the restaurant on site.

By staying there, you will learn about all the plants growing there, their medicinal properties, how to make your own coconut oil, your own mosquito repellant, and how to live... easily!
Dive into the community of islanders, joining their weekly gathering for their cultural preservation - often where traditional arts of island dances and songs for their annual festivities are practiced.

Some of the island dialect in the songs on these islands are considered to be almost extinct by the UNESCO.

Understand their traditions interactively and discover the clues behind “longevity” intertwined with the power of community, wellness and “ikigai” (reason for being).

If it is the season of the actual festivity, participate.

Experience first-hand the culture and language passed on over generations, from the birth to present day of the island.
Minshuku Tsunakan

Resilience

Kesennuma, Miyagi Prefecture, Tohoku Region, Japan

Location: 81 Karakuwa-cho, Shibitachi, Kesennuma, Miyagi

Link: http://moriyasuisan.com/english/

Tsunakan is a Japanese-style inn run by a local fisherwoman, Ichiyo, renowned for her legendary hospitality. She renovated their house covered by the waves into the inn soon after in 2012, with the help of volunteers - as a place to encourage guests to visit the area again, and as a way to move forward.

Experience a heartfelt time in this traditional Japanese house built by local boatmen, with tatami floor and futon mattresses - sharing stories with the host over the freshest local seafood - a time and space full of courage, resilience and strength to recreate life all over again.
B2B

Eligible after assessment and signature of the charter

$$ Annual membership
Free the first year
50 to 300 USD/year afterwards depending on the size

B2C

Targets
Responsible travelers

$$ Online reservations, affiliated business

For hosts
• Increased visibility on targeted market segments
• Training on sustainability and marketing strategies, practices and products

For travelers
• Reliable, verified and easily accessible information for searching and booking of eco-friendly accommodations, activities and events

Targets
Hosts / experiences providers

$$ Consulting, capacity-building, training and event planning services,

Hosts / experience providers and partners such as tourism organizations, TO and travel agencies, DMO, NGOs, local authorities, etc.
Client acquisition

**Hosts and experiences providers**
- Survey directed to hosts
- Online search targeting Asia
- Call for applications through partners such as DMOs, travel agencies and TO, community-based tourism organizations
- Direct approach of medium size certified accommodations
- Networking in international events
- Creation of high-quality contents about sustainability and marketing policies, strategies and practices dedicated to professionals
- Digital / social media marketing

**Responsible travelers**
- Survey directed to travelers
- Online / offline building of an Herost community of travelers via
  - Social media Influenceurs
  - Marketing campaign and events
- Creation of high-quality contents on travel on sustainable travel practices, destinations, etc.
- Digital / social media marketing
- PR and events
- Press releases for online and offline travel and lifestyle magazines, public relations
70% of global travelers more likely to book an accommodation if it is eco-friendly.

- 5,000,000 accommodations on Airbnb globally
- 700,000 resorts and hotels globally
- 100,000 global tour & experiences
- 500,000 eligible Herost in the world
Milestones

Q4 2019

Market Survey & Pilot mission in Thailand & Japan

Website Development including travel-related functionalities

Q1 2020

Definition of Herost Criteria compliant with GSTC criteria

Test of the criteria in Japan and Thailand on Pilot Hosts

Adjust Herost Criteria based on feedback of Pilot Hosts

Q2 2020

Creation of contents for the website to constitute a community of users

Development of the website

Contact first 200 Pilot Hosts Accommodations & Activities

Q3 / Q4 2020

Funded by SGSC

Marketing campaign targeting the travellers community

Launch & Add 1000 Hosts with paid membership

Analyze and share web-traffic data with hosts & investors - Validation of model

Website Development including travel-related functionalities
Where are we operating?

HEROST is headquartered in Seoul, South Korea and currently operates in Tokyo, Japan and Paris, France. We have selected Northeast and Southeast Asia as pilot regions to identify our first hosts, including accommodations and activities in Korea, Japan, Viet Nam and Thailand. Our ambition is to expand worldwide.
Meet our co-Founders

Catherine GERMIER
Eco-entrepreneur, Tourism Marketing & Sustainability Consultant
Over 25 years of international experience, including 15 years in sustainable, community-based travel and hospitality.
Suez, Accor, UNWTO ST-EP Foundation, Millennium Destinations, GSTC, AMFORHT, Skal

Louis HAAG
Entrepreneur, Eco-construction Expert
10 years of experience in eco-construction and sustainable buildings certification (LEED), including hotels and resorts.

Shinobu HAYAMA
Community Specialist and Entrepreneur
9 years of experience in Sustainable community vitalization community with extensive focus in areas of Japan affected by the 2011 earthquake and tsunami.

Hortense SERRET, PhD
Entrepreneur, Ecology and Biodiversity Consultant
10 years of experience in research, education and consulting in Ecology as well as skills in permaculture design
Our Global Expert Network

Community-Based Tourism (CBT) organizations, local and international organizations involved in sustainable tourism development and promotion, destination management / marketing organizations, certification bodies, the Global Sustainable Tourism Council, Academia (Universities, training institutes, etc.), fair tourism / trade organizations, UN agencies such as UNWTO, UNESCO, ILO, International Development Agencies, etc.
HOST ARE HEROES