



HEROST

**Sustainable,  
community-driven  
travel platform**

[www.herost.org](http://www.herost.org)



# Welcome to a new era of sustainable tourism

**73% of travelers intend to stay in an eco-friendly or green accommodation<sup>1</sup>**

**Travelers have difficulties to find reliable eco-friendly options online**

**Responsible travel providers need exposure but lack marketing tools and skills**

**Local economies only get 5%<sup>1</sup> to 45% of all travel expenses**

<sup>1</sup>Booking.com (2019), <sup>2</sup>UN Environment,



### Our solution

Herost, an online platform and global community dedicated to the promotion of sustainable, community-driven travel experiences

# Hosts are Heroes

Positive travel experiences powered by local changemakers

Location  Any category

- Eco-lodge
- Trekking
- Eco-resort
- Hiking an...
- Cooking cl...
- Yoga
- Restaurant

Or browse the highlights



### Anurak Community Lodge

Constantly Keeping Nature in Mind

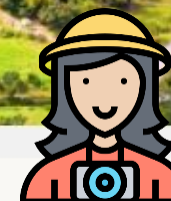
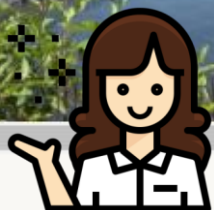


### Rakkojae Seoul Main Hanok

Experience the Elegance of Korean Culture







Listings » Organic restaurant » Healing Village » Trekking » Meditation »  
Spa and Massage » Healing Retreat

## Healience Seonmaeul

Korea's First Well-Aging Healing Resort

[english.healience.co.kr](http://english.healience.co.kr)

★ Write a review

Healing Seonmaeul, or Healience Meditation Village, is Korea's first well-aging healing resort, where people who are aware of the importance of health visit for well-aging in the era of the 100-year life expectancy. Healience Seonmaeul has been seeking only one value, well-aging, for the past 10 years. Healience Seonmaeul was founded by Dr. Lee Si-hyeong, who is well known as a



Gangwon-do KR

↳ Get directions

Is this your business? [Claim it now.](#)

Make sure your information is up to date.

### Hosts

Visibility  
Attractiveness  
Market Access

Marketing & Branding  
Development and  
Promotion of  
Sustainability  
Consulting and  
Training Services

### Travelers

Inspiration  
Engagement  
Fulfillment

Reliable information  
Community of  
responsible travelers  
Quality Contents  
Reward program

Quality of  
Hospitality

Sustainability  
Engagement

Cultural  
Authenticity

Responsible  
Procurement

Local  
Community  
Support

Water and  
Energy  
Efficiency

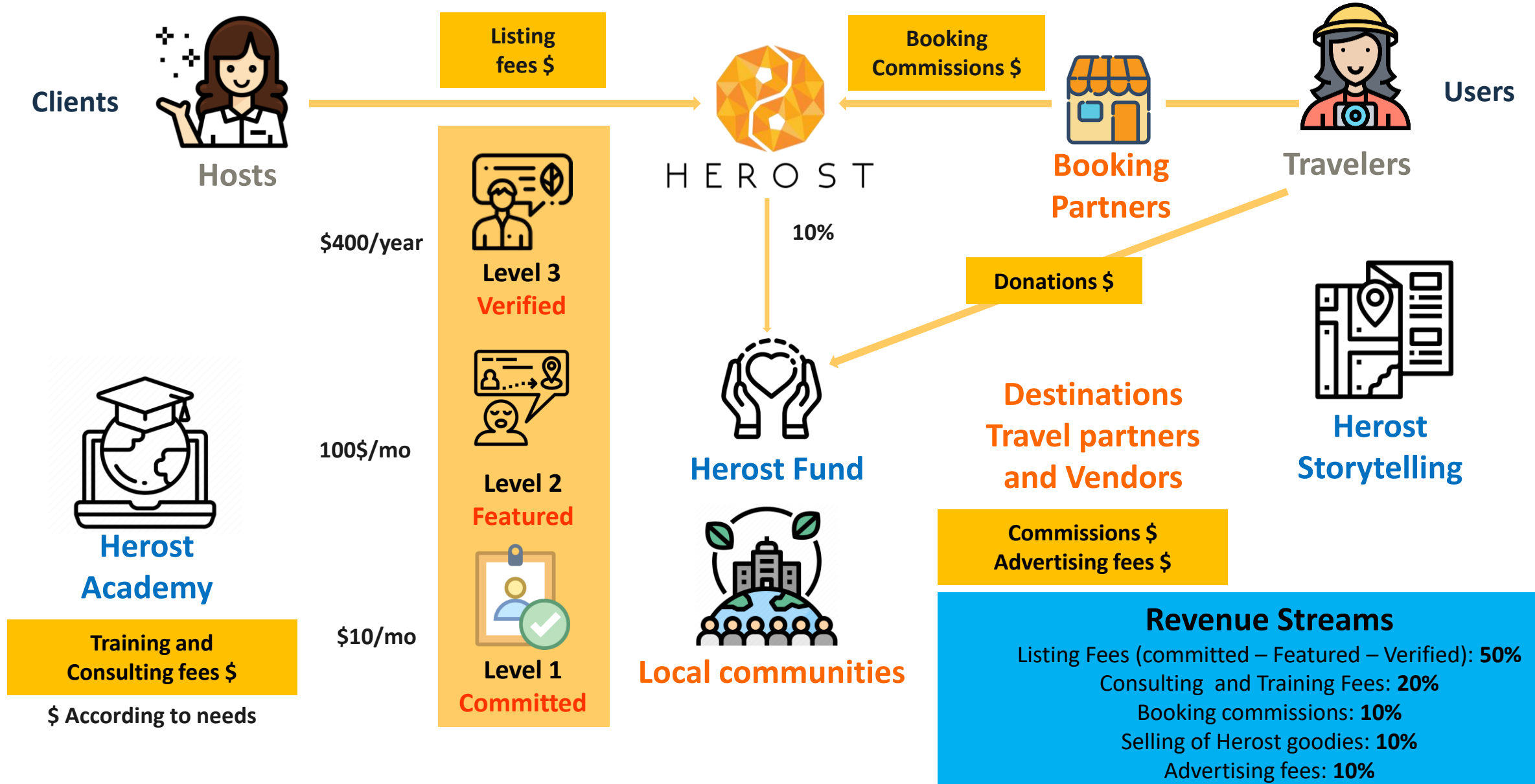
Biodiversity  
and Wildlife  
Conservation

Waste  
Management  
and Reduction

Pollution  
Minimization

Climate  
Change  
Mitigation

# Sustainability ● Hospitality ● Authenticity



# Sustainable tourism: a growing market

71%

of global travellers think travel companies should offer more sustainable travel choices.\*

10mn

Travellers using Skyscanner selected the lowest CO2 emission flight option over the last 12 months.\*\*

68%

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

\*Booking.com's 2019 Sustainable Travel Report, \*\*<https://www.skyscanner.net/about-us/sustainability>

## Growth of Homestay market ● Ecotourism Market ● Eco-lodge Market

Domestic markets → Regional markets → International markets

The market will be **ACCELERATING** growing at a **CAGR** of over

10%

INCREMENTAL GROWTH  
\$ 338.06 bn

2018

2023

The year-over-year growth rate for **2019** is estimated at

9.39%





# Marketing & Sales: Hosts (B2B) and Travelers (B2C)

## Branding and awareness raising

- Local and global network and community building , word of mouth
- Online survey for travelers and hosts

## Acquisition of Hosts

- Direct approach of eco-friendly accommodation, activities and tours providers
- Partnerships with certification bodies, sustainable travel NGOs and responsible Destinations, eco-friendly vendors

## Acquisition of Travelers

- Global Ambassadors /Youth Ambassadors, Social media Influencers
- Partnership with universities and members of academia

## Digital / social media marketing: B2B and B&C:

- High-quality contents: stories and articles on destinations, practices, people, etc.
- Social media campaign, competitions and events

## PR and events

- Herost conferences, seminars, Herost awards, etc.
- Press releases for online and offline travel and lifestyle

## Influencers strategy

### Herost Global Youth Ambassadors



**Laura  
French**



**Albert, Korean  
Spanish**



**Hannah, Korean  
American**

Instagram

Search



herost.travel

Edit Profile

55 posts

195 followers

323 following

Herost | Host are Heroes

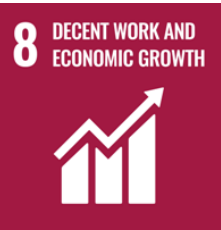
Impact platform promoting responsible experiences powered by local heroes who care about their communities and the environment #asiatravel

[www.herost.org](http://www.herost.org)

# A Strong Global Network



We support the SDGs





# Meet our co-Founders

**Catherine GERMIER-HAMEL**

**Herost , Founder & CEO**

**Sustainable Tourism Development and Marketing Expert**

Travel | Hospitality | Leisure | Community-Based Travel  
(CBT)

**Millennium Destinations Founder & CEO**

**Global Sustainable Tourism Council (GSTC) Trainer**

**World Association for Tourism & Hospitality  
Training and Education (AMFORHT)**

Board Member, Delegate for Korea

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Louis HAAG



Hortense SERRET

**Co-Founders, Advisors**





HEROST

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Contact us to embark on our journey!

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