

Stay Another Day Initiative

An integrated approach toward a
more sustainable tourism

Responsible Tourism Day

Washington DC, January 9-10, 2008



Some background...

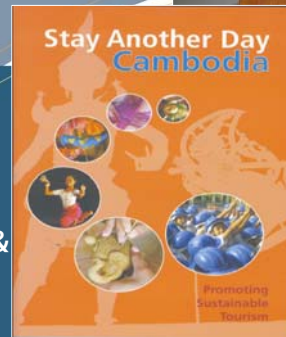
- Average length of stay: 1.8 days
- Lack of alternative tourism products beside the temples
- Siem Reap: one of the poorest provinces of Cambodia, despite being the main tourist destination.
- A pilot project, things to do besides the temples booklet:
 - 11 participating organizations
 - Good success for participating members

Stay Another Day Cambodia



Stay Another Day Initiative Products

- Booklet
- www.stay-another-day.org
- Other promotional materials & events:
 - Postcards,
 - Newsletters,
 - Factsheets
 - Posters
 - Calendar 2008
 - Sustainable Tourism Forum



Sustainable Tourism Forum in June 2006

Participants included hotels, guesthouses, travel agencies & tour operators in Siem Reap



Sustainable Tourism Forum

An opportunity to understand the NGO products



Sustainable Tourism Forum

Partner together to promote the products to tourists



SADI Postcards



Stay-another-day.org connects travellers with organizations conserving local culture, benefiting local communities or limiting negative environmental impacts. Stay a bit longer - experience and contribute more... By buying this postcard, you are contributing to the local communities in Cambodia.



Posters



SADI Newsletter

Stay Another Day Newsletter

Volume 1, Issue 1 www.stay-another-day.org

EDITORIAL

Welcome to the inaugural Stay Another Day newsletter, where we feature the latest happenings within the SADI network.

Stay Another Day was set up to provide you with the best of what travel has to offer - a chance to really get to know the places you are visiting.

We highlight businesses, organizations and initiatives that are not only doing something good - conserving the destination's culture, environment and local communities - but are also providing travellers with a richer experience.

In this issue, we are talking about the future of SADI, welcoming new members and speaking to businesses that are benefiting from travellers staying another day.

We hope you enjoy the newsletter and look forward to having your feedback. Please do not hesitate to contact us at: info@stay-another-day.org

Going Global?

IFC/MPDF is assessing the future of the Stay Another Day initiative. Following the successful launch of the initiative and subsequent introduction of the Stay Another Day website (www.stay-another-day.org) This article can fit around 100 words. The purpose of this newsletter is to ensure that the stakeholders of SADI as well as the external public can be kept up-to-date with the latest highlights in the SADI calendar. This story can fit 75-125 words. Your headline is an important part of the newsletter and should be considered carefully. In a few words, it should accurately represent the contents of the story and draw readers into the story. This way, the headline will help you keep the story focused.

Examples of possible headlines include Product Wins Industry Award, New Product Can Save You Time!, Membership Drive Exceeds Goals, and New Office Opens Near You.

New initiatives join SADI Cambodia

Three new initiatives in Cambodia, all offering something unique to travellers, have joined the Stay Another Day network. The initiatives This story can fit 75-125 words. Your headline is an important part of the newsletter and should be considered carefully.

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Laos school trip organized around SADI

Schoolchildren from the Vientiane International School in Vientiane, Laos, visited the SADI initiatives based in the capital as part of their study trip in February 2007. The trip was a slightly different one from the normal group and museums - the students were taken to handicraft workshops, eco-friendly projects and they were able to get involved in the community activities. The initiative This story can fit 75-125 words. Your headline is an important part of the newsletter and should be considered carefully. In a few words, it should accurately represent the contents of the story and draw readers into the story. This way, the headline will help you keep the story focused.

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Profile of an initiative!



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Vietnam joins the SADI fold

Initiatives from Hoi An, Vietnam, are the latest to join the Stay Another Day network. Hoi An is a former ancient capital located in Central Vietnam and a major tourist destination. This story can fit 75-125 words. Your headline is an important part of the newsletter and should be considered carefully.

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Cambodia/Lao story (or) A photo caption???

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Initiative updates

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SADI Calendar



stay-another-day.org 2008 calendar

January 2008						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



Craft creations

Make a purchase that seeks to create income-generating opportunities for local people in a socially responsible way. Inspire meaningful change by shopping at the following Stay Another Day partners:

- Nopsey
- Nopsey Craft
- Handmade Craft Hut
- Sengara
- Peace Handicrafts & Gifts
- NCCSP
- Candukra Craft Cooperation
- Rakasa Handicrafts Battambang

Stay with the Day



Win: Win: Win



Visitors
More than
the temples



Tourism Biz
Improve my
business

IFC-MPDF
Facilitation Role



Socially conscious org
Help the community,
environment, culture



SADI becomes a more integrated approach...

Tourism businesses and travellers are engaged...in

- Green campaign
 - Energy and water conservation: over 50 hotels and guesthouses participating
 - Energy Efficiency Training: more than 20 establishments have participated in the training.
 - Capacity building for local energy auditors



Potential business benefits...?

- Bou Savvy Guesthouse
 - 2005-07 revenues up 40%, profits up 74%
 - Actively promoting to guests
- Phnom Bok Hotel (2 star)
 - No other marketing activities
 - Strong commitment from management to link to community
 - 50% guests through word of mouth referrals (European market developed v. rapidly)
- Original 11 increased to 20 actively



Impact to destination...

- **Handicapped International**
 - Now seeing 30% visitors through Stay Another Day
 - Donations up x 10 in first month... \$70 to \$800 pcm
 - Donations 2006 \$8,350; For 2007 up 14%
- **Angkor Hospital**
 - Now 40% visitors through Stay Another Day
 - 2006 \$48k Donations, Jan-Feb 2007 \$13k (up 71%)
- **Sangkheum Centre**
 - Over 40% of visitors through Stay Another Day
- Getting harder to attribute but initiatives seeing significant increase



Lessons Learned

1. **Impact:** Working with organizations that have a community outreach program
2. **Focus:** Organizations that are highly committed to the project – case studies
3. **Sponsor:** often one individual e.g. GM – if they move, lose sponsorship
4. **Expectations:** Partners need to meet basic industry service standards to benefit from their commitment to sustainability.



Lessons Learned (continued)

5. **Measuring:** Hard, and time consuming;
Difficult to prove where not documented.
6. **Success:** Different viewpoints - IFC,
partners, beneficiaries.



Thank you!

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www.stay-another-day.org

To download SADI booklets and
other materials:

www.ifc.org/mpdf

