

# Customer Journey Mapping and Sustainability

WITH HAMID DWYER



# Who am I?

HAMID DWYER

Destination Sustainability Officer at RTO3

I am a Sustainability Specialist

- Sustainable Tourism
- Green Healthcare
- Fossil Fuel Divestment
- Renewable Energy Policy & Planning

And I am also a Business Analyst...





## **SUSTAINABLE TOURISM** LEARNING SERIES

Advancing Sustainable Tourism Through  
Education and Leadership



# STLS so far...

Fall Industry Exchange + White Paper

Dr. Sonya Graci

Sustainability Spotlights

Various organizations that support our industry

BSAT Webinar + Recording

Lesley Robb

Spring Industry Exchange

David Adams



# Step 1

## DEFINE THE VISITOR AND EXPERIENCE

Let's start by identify who your customer is and the experience they're having - this is called the customer persona.

On your worksheet, write out your visitor and what experience (of yours) are they engaged with.

“Tourists Care!”



# What is the Customer Journey?

Stepping into the shoes of the visitor...

It's a way of uncovering moments that matter—those key touchpoints that shape impressions, spark emotions, and influence decisions.

It's more than just 'customer service'...

It's storytelling, it's education, and it's a way to bring sustainability to life.



# The 7 Stages

**Awareness** - The stage where a potential customer first becomes aware of a destination, product, or service.

**Consideration** - The customer is now interested and starts researching and comparing options.

**Booking** - The customer has decided and takes action to reserve or buy.

**Transactions** - The financial part of the booking — payment is made, and confirmation is received.

# The 7 Stages

**On-Site Experience** - The customer is now engaging directly with the experience — whether that's staying at a hotel, attending an event, or exploring a destination.

**Post-Visit** - After the customer leaves, the emotional and reflective part of the journey.

**Feedback** - The customer shares their thoughts — positive or negative.





# Reframing the Journey Through a Sustainability Lens

## THROUGH 7 KEY STEPS

“You are seen by customers and tourists as an expert in your business. It is your job to tell them how they should interact with your service or product in a responsible and sustainable way!”

### 1 Awareness with authenticity

Making a promise and setting expectations. How do your marketing materials reflect your sustainability values?

### 2 Consideration through education

Equip guests with information to make value-based decisions. Think of blogs, behind-the-scenes videos, or guided Q&A sessions.

### 3 Eco-friendly booking & packaging

Offer options like digital tickets, minimal packaging, or slower, lower-emission travel routes.

### 4 Ethical & transparent transactions

Communicate how your prices support local communities, fair wages, or on-site sustainability initiatives.

### 5 On-site experience

This is where your values shine. Interpretive signage, reusable products, or hands-on learning moments all play a role.

### 6 Post-visit engagement

Share impact results, invite them to join a community, or offer a loyalty program that rewards low-impact travel.

### 7 Feedback & improvement

Make it easy for guests to share what worked and what didn't—and show that you're listening. Be open to suggestions on sustainability!

# Champions



VISIT ICELAND

Touchpoints: Awareness, planning, booking, on-site experience, post-visit engagement



DISNEYLAND PARIS

Touchpoints: Ticketing, park experience, dining, waste management



TOFINO RESORT + MARINA

Touchpoints: Awareness, onsite experience, post-visit follow-up



# Champions in our Region



GRAND RIVER RAFTING  
COMPANY

Touchpoints: Booking, guided experience,  
follow-up



ROYAL BOTANICAL GARDENS

Touchpoints: Awareness, on-site  
engagement, education



WEST AVENUE CIDER HOUSE

Touchpoints: Product, property  
experience, community building

# Activity 2

## JOURNEY MAPPING PRACTICE

Let's bring this to life!

In small groups, you'll use a blank journey map template and work with a fictional persona to create a sustainable customer journey.

Suggestion: Focus on one experience at a time. If you offer multiple experiences (dining, tours, lodging, etc) stick with one!

Instructions:

- Fill out each of the 7 journey stages.
- For each stage, answer:
  - What is the visitor doing or deciding?
  - What do they care about?
  - What sustainability touchpoint can be added or improved?

You'll have 10–12 minutes. Be creative, practical, and visitor-focused. We'll then share a few ideas as a group.

# Activity Summary

Let's hear from a few groups!

1. What additions to the customer journey did you consider?
2. What touchpoints sparked new ideas?

Answer in Menti

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# Other considerations

*How can your role (e.g. as a DMO, advisor, consultant) support implementation?*

1. Run co-creation sessions using journey maps with a sustainability lens
2. Embed this thinking into tourism development and marketing programs
3. Leverage the simplicity of plug-and-play resources like the Visitor Pledge video and sustainability guides
4. Share data and visitor insights or examples from today's session!



# Thank you!

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