

STORYTELLING ATCF MEMBER INSIGHT



7 ATCF members were interviewed to discuss their storytelling needs. They spanned 3 different industries and professions: gear brands, international tour operator, and media. 2 interviewees were from marketing, 2 from sustainability department, and one journalist. Each interview lasted more than one hour and provided dense data presented here. Following the interviews a future wheel and fishbone exercise was facilitated with the executive director and three board members.

WHAT DOES STORYTELLING MEAN TO YOU?



Enjoying nature
Protecting the planet
Feature partners
Enrichment
Do Good
Authentic
Community
Story arc
Positive
Brand Values
Authenticity
Global
Originality
Show support
Stewardship
Intersection of people & planet
Creating change

"This is about the community in general and I want to support coming together to do something impactful."

Story Elements

Details on asset type, messaging, and timing were discussed. Members mentioned receiving a single batch of assets with a possible landing page hosted on the member website where they could direct traffic.



COLLABORATING ON A UNIQUE DATE TO PROMOTE ATCF WAS SUGGESTED: THINK WORLD TOURISM DAY OR BLACK FRIDAY

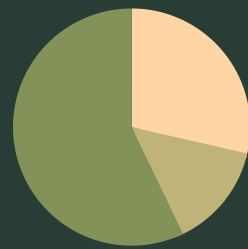


A NEED FOR HIGH-QUALITY PHOTOS AND VIDEOS (UGC). SOME MEMBERS EXPRESSED DESIRE FOR DIRECT INTRODUCTIONS WITH PROJECTS FOR SITE VISITS AND STORY CREATION.



THERE WAS A WILLINGNESS TO SHARE FUNDRAISING EFFORTS WITH CUSTOMERS.

ATCF
57.1
%



Project-Based
28.6%

Co-Branded
14.3%

Consequence of Investing in Storytelling

The Executive Director and three members of the board of directors brainstormed on the consequences of adopting storytelling. Each layer/color of circles represents a level of a consequence of the preceding action. Three ideas drew the majority of attention:

IDENTIFYING WHO THEY ARE
CLARIFYING GOAL OF STORYTELLING: WHAT STORIES & WHY
ALLOCATION OF TIME & RESOURCES



Execution of Storytelling

Looking at the elements of storytelling from the perspective of ATCF ED and BOD, a fishbone diagram dissected the following categories related to production: People, Methods, Materials/Channels, Equipment, and Environment. Similarities appeared between the member interviews and brainstorming session including landing pages and a focus on important dates such as the anniversary of ATCF and World Tourism Day.

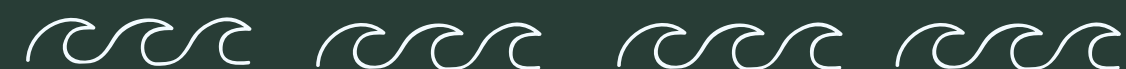
PEOPLE
18 DIFFERENT PARTIES WERE IDENTIFIED AS PLAYERS IN THE DISTRIBUTION PROCESS.

CHANNELS
A SIMILARITY APPEARED BETWEEN INTERVIEWS AND BRAINSTORMING: LANDING PAGES

EQUIPMENT
DATA STORAGE, MAIL CHIMP LIST MONITORING, STORY SUBSCRIPTIONS (CISION)

METHODS
INCLUDED PARTNERING WITH RESEARCH GROUPS, SPONSORED TRAININGS, THOUGHT LEADER SERIES

ENVIRONMENT
INCLUDED PARTNERING WITH RESEARCH GROUPS, SPONSORED TRAININGS, THOUGHT LEADER SERIES



THE ATCF BELIEVES IN THE POWER OF TRAVEL TO PROTECT AND CONSERVE. THEY BELIEVE THAT ALL TRAVELERS AND THE GLOBAL TRAVEL COMMUNITY CAN BECOME STEWARDS FOR THE PLANET.