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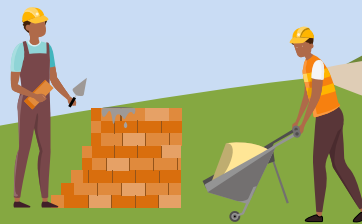
What You Can Do To Engage Community

1 Create menus that feature local ingredients sourced from your community



2 Provide your guests with information on how to travel responsibly, respecting both the local community and culture

3 Celebrate the unique aspects of the local culture by using local material for building and design



4 Experience first-hand all the excursions within your community so that you can confidently make suggestions to your clients



5 Give priority to people from your local community for new recruitments



6 Become active members of associations and advocate for sustainable solutions to challenges within your community



In a survey by Booking.com, around **66% of travellers** want to have **genuine experiences** that reflect the local culture.



Communities may experience an employment multiplier where **each job in the tourist industry produces 1.63 other jobs.**



A 2021 survey revealed that **66% of accommodation providers** partnering with Booking.com **believe sustainability has a positive impact on local communities.**