



**Agenda Item:** Discuss And Consider Approval Of Zinc Media’s Sustainable Travel Documentary

**Background:** Travelers are becoming more cognizant of the impact tourism places on sensitive places and overvisited communities. When they choose to travel, they seek locations that embrace sustainable practices. Galveston Island is striving to become a trailblazer in sustainable tourism. Tourism industry partners are becoming increasingly engaged in efforts to reduce their impact on our ecosystem and encourages the same of their patrons. Evidence of these efforts include beach nourishment projects, banning of straws, plastic utensils and bags in select businesses, the community wide Washed Ashore Marine Debris Art Exhibition, Blue Flag Eco Award and more.

These efforts have been recognized by Zinc Media Group. Zinc Media has partnered with Sustainable Travel International and Sublime Magazine to produce a series entitled “Sustainable Travel: Where Next?” The film series began in 2022, featuring destinations like Australia, Barbados and Oslo. They have not featured a destination in the United States, and their research for industry leaders led them to Galveston.

The documentary will highlight efforts by the travel and tourism sector to protect our planet and its treasured destinations. From farm-to-table culinary experiences to recycling and reuse programs, each episode showcases real-life examples of sustainable travel in action, bringing to life uplifting stories of conservation, regeneration, inclusion, empowerment, and resilience. Designed to inspire and engage on an international scale, the series is supported by a global marketing and distribution campaign to reach the desired audiences.

Zinc Media will work with Visit Galveston and our partners to produce a 3-to-5-minute film (90 second social media cut), highlighting the stories of businesses, locals, and nonprofit organizations. Their crew will help bring to life a compelling and engaging story that helps raise awareness of Galveston. Visit Galveston will be involved in every step of the process from script writing, to filming, all the way through to broadcast quality editing. Visit Galveston will own all content created from the series (generally 90 minutes to 2 hours of unedited content).

Filming would commence in April, all will take approximately two days. A teaser film will be produced for distribution on Earth Day (April 22<sup>nd</sup>) and World Environmental Day (June 5<sup>th</sup>). The full documentary will be released on World Tourism Day (September 27<sup>th</sup>). It will also be featured at the Sonoma Film Festival in 2024.

The cost to participate in this docuseries starts at \$38,000. If an additional day of filming is required for the content we desire, an additional cost of \$6,200 per day is incurred.

To see 2022 films please visit <https://sustainabletravel.org/where-next/>

**Staff Recommendation:** Responsible and Sustainable Tourism will continue to be a point of interest for travelers seeking destinations that reflect their values. Staff recommends approval of up to \$45,000 in funding.

**Funding Source (if applicable):** TD-70-7002 Special Projects

# Sustainable Travel: Where Next?

## Marketing Highlights

DOCUMENTARY SERIES PRODUCED IN PARTNERSHIP

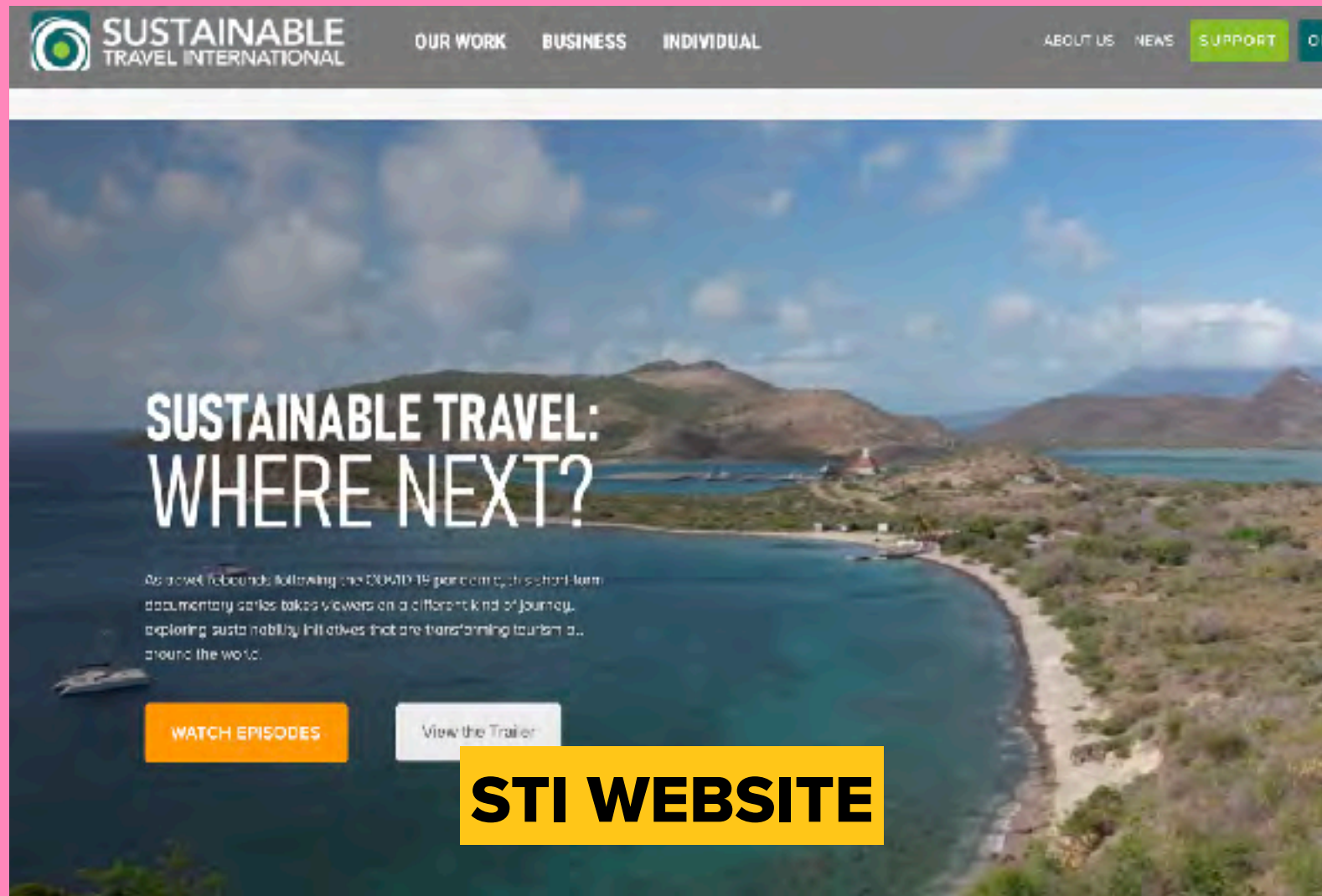
*Sublime*

**ZINC**  
media group

 **SUSTAINABLE**  
TRAVEL INTERNATIONAL

# Where was the content seen?

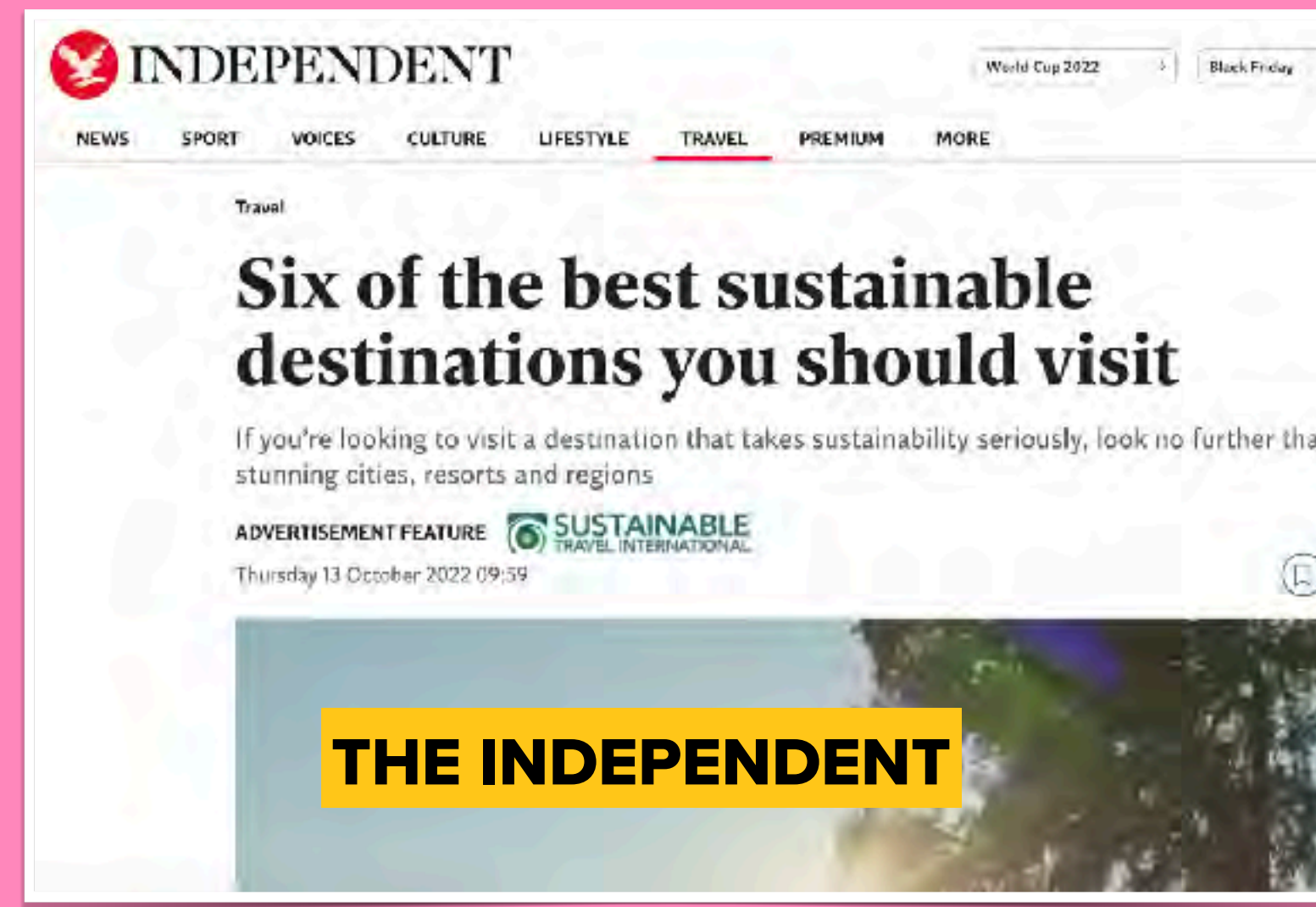
We kick-started the campaign on World Tourism Day 2022, with the series streaming on the Sustainable Travel International website. This was supported by a number of activities across various other media partner sites, as well as social media and travel press titles. However, the campaign isn't over, so please continue to like and share the content using the hashtag #sustainabletravelwherenext



The content is all hosted on a dedicated landing page on the STI website - [stream it here](#)

Website traffic/figures: 114,596 views (Sept-Nov 22). The Landing page received 11,012 pageviews.

Feedback: *“The website had a significant spike in traffic, specifically to the series connect, during the launch”*



The series was discussed in a bespoke editorial feature on The Independent website - [read it here](#)

Website traffic/figures:  
Total Site: 237.2M views (Sept-Nov 22)

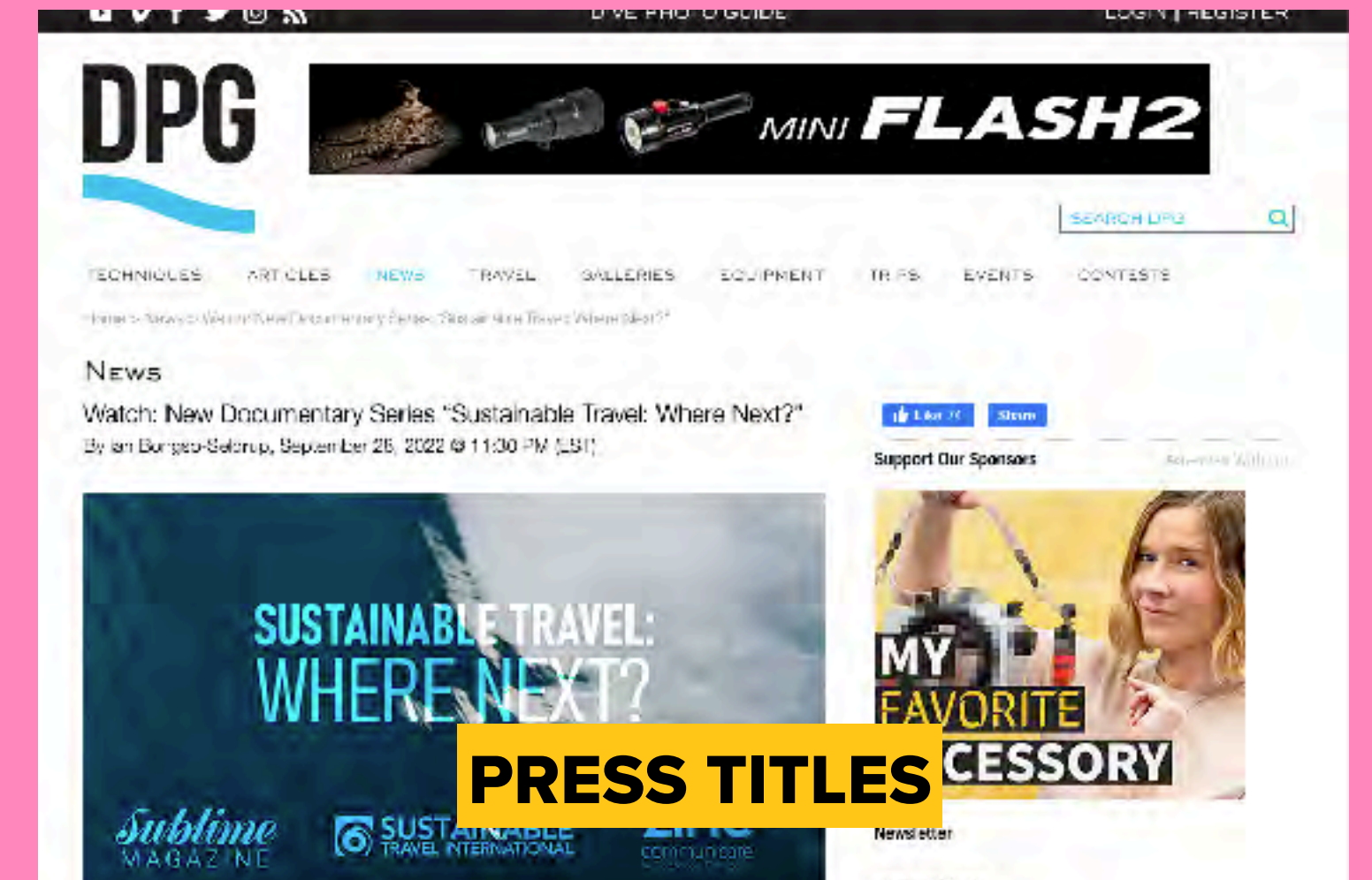
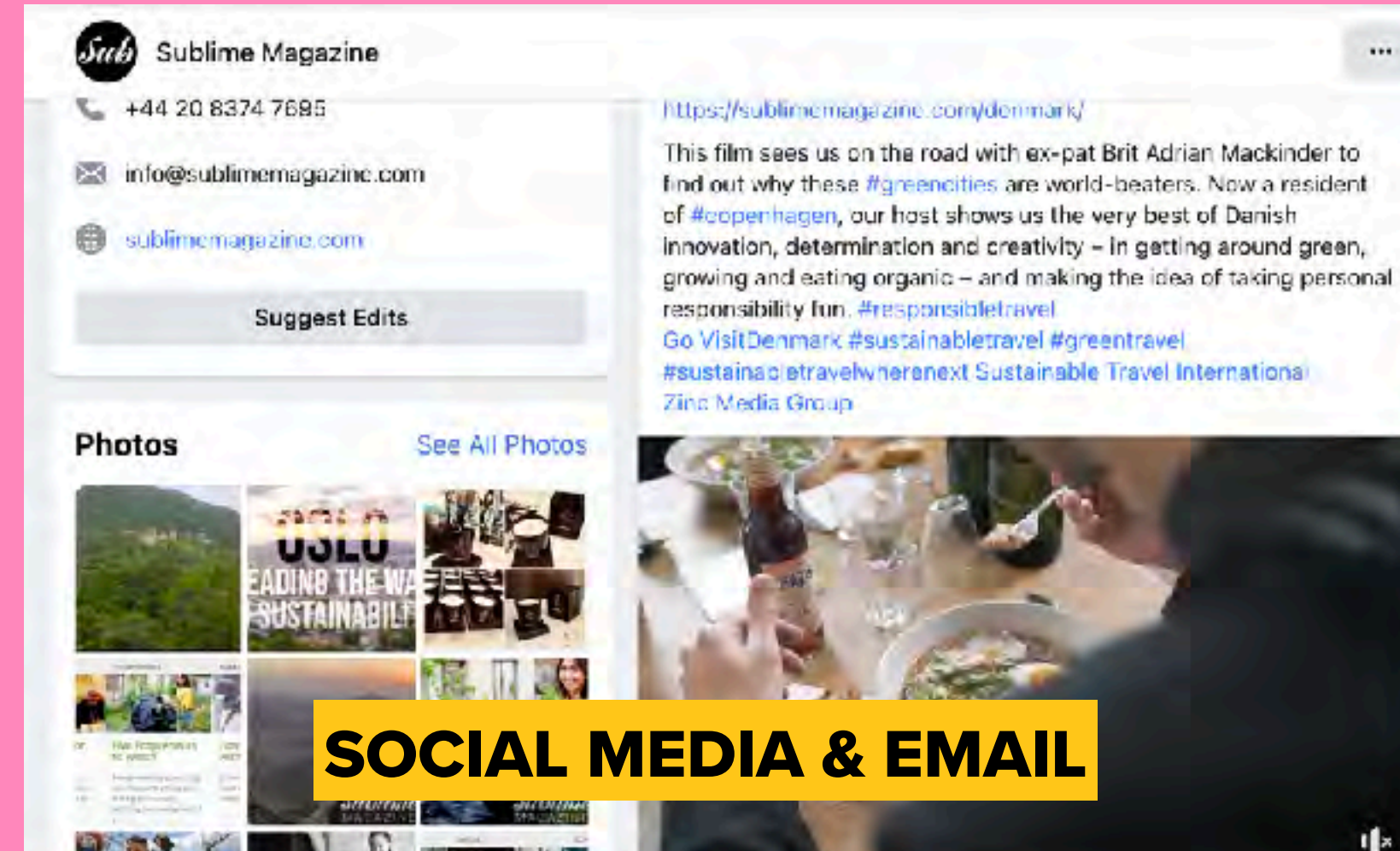
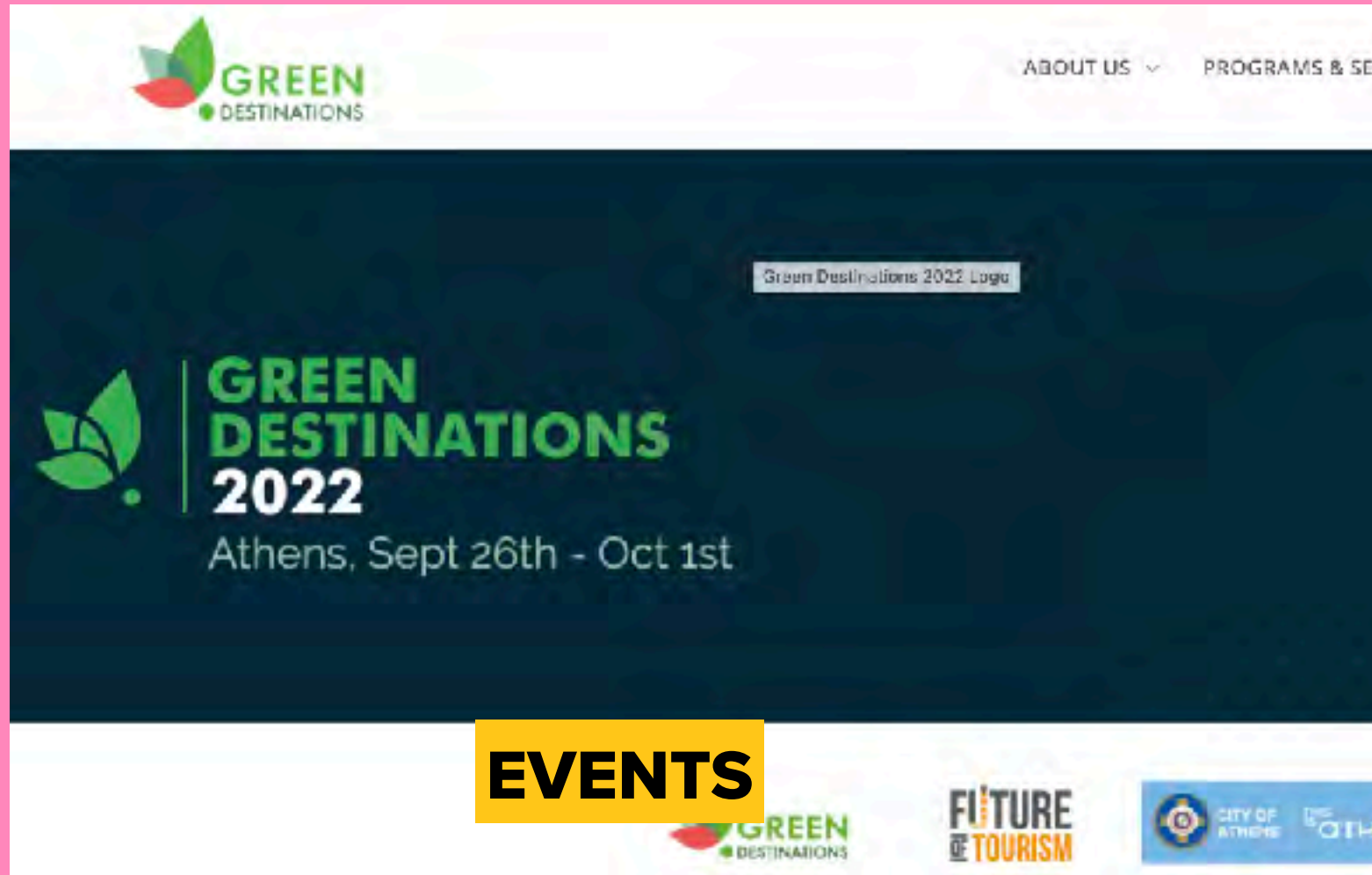
Article: 2491 page views  
1985 Unique visitors  
40 second dwell time  
1 days' worth of engagement time.  
52% saw the campaign was on a desktop device, 45% saw it on a mobile device and 2% saw it on a tablet.



The content is part of a full take-over of Sublime TV, with a banner on the homepage of Sublime Magazine - [watch it here](#)

Potential Reach: 93,820 / Page Views: 951,20  
Website traffic/figures: 4k+ views (Sept-Nov 22)

# Where was the content seen? - cont'd



The content was shown at the Green Destinations Summit in Athens (Sept-Oct '22), as well as the Sedona Film Festival in (Sept '22)

*Feedback: Our theater is 99 seats; and we had 85 people here for the series! VERY POSITIVE RESPONSE! In fact, sparked some GREAT conversation for the panel discussion afterwards and a lot of ideas on how to promote Sedona as a Sustainable Tourism destination. We had members of our City Council, Chamber of Commerce and Tourism bureau on the panel, and all were impressed by the content of the films (as were our audience members).*

The social media clips are continuing to be shared with STI's, Zinc Communicate, and Sublime's 150k+ social followers on Instagram, Facebook, Twitter, TikTok, YouTube, and LinkedIn. Total views are around 50k so far.

EMAIL: On the launch day, the email campaign was sent to STI's mailing list of 12,099 subscribers, with a 24% open rate.

Potential Reach: 150k+ followers & subscribers

*Please continue to like and share the content across the social platforms*

Shared with STI's 82+ press and news contacts, with pick up on Dive Photo Guide - [read the article here](#), and was published on [Green Lodging News](#).

(See full list of publications on next page)

# Main press titles with which the content was shared

Adventure.com <https://adventure.com/>  
AFAR <https://www.afar.com/>  
American Way Magazine <https://americanway.com/en/>  
Aspire <http://aspiretravelclub.co.uk/>  
BBC <https://www.bbc.com/>  
Breaking Travel News <https://www.breakingtravelnews.com/>  
Business Traveller <https://www.businesstraveller.com/>  
CBS News - Eye on Travel <https://petergreenberg.com/category/eye-on-travel/>  
Citizen Femme <https://citizen-femme.com/>  
CNBC <https://www.cnbc.com/cnbc-travel/>  
Condé Nast Traveler <https://www.cntraveler.com/>  
Condé Nast Traveller (UK) <https://www.cntraveller.com/>  
Conference & Incentive Travel <https://www.citmagazine.com/>  
Country & Town House [www.countryandtownhouse.co.uk](http://www.countryandtownhouse.co.uk)  
Departures <https://departures-international.com/>  
Elite Traveler [www.elitetraveler.com](http://www.elitetraveler.com)  
Escape News Ltd <https://www.escape.com.au/meet-the-team>  
Fairfax, Traveller [www.traveller.com.au](http://www.traveller.com.au)  
Fathom <https://www.fathomaway.com/>  
Financial Times <https://howtospendit.ft.com/> / [www.ft.com](http://www.ft.com)  
Food & Travel <https://foodandtravel.com/>  
Forbes <https://www.forbes.com/travel/?sh=7fdd62e3463a>  
Frommer's <https://www.frommers.com/>  
Glass [www.theglassmagazine.com](http://www.theglassmagazine.com)  
Global Citizen <https://www.globalcitizen.org/en/>  
Globetrender <https://globetrender.com/>

GreenBiz <https://www.greenbiz.com/>  
Harper's Bazaar [www.harpersbazaar.com/](http://www.harpersbazaar.com/)  
HELLO! <https://www.hellomagazine.com/>  
House & Garden [www.houseandgarden.co.uk](http://www.houseandgarden.co.uk)  
HuffPost <https://www.huffpost.com/>  
Inhabitat <https://inhabitat.com/>  
JustLuxe <http://www.justluxe.com/index.php>  
Lonely Planet <https://www.lonelyplanet.com/>  
Luxury Daily [LuxuryDaily.com](http://LuxuryDaily.com)  
Luxury Travel Advisor & Travel Agent Central <https://www.luxurytraveladvisor.com/>  
Luxury Travel Magazine <https://www.luxurytravelmagazine.com/>  
Marie Claire <https://www.marieclaire.co.uk/>  
Marie Claire UK [www.marieclaire.co.uk](http://www.marieclaire.co.uk)  
National Geographic Traveler <https://www.nationalgeographic.com/travel/>  
National Geographic Traveller UK <https://www.nationalgeographic.co.uk/>  
Outside <https://www.outsideonline.com/>  
OutThere <https://www.outthere.travel/>  
pebble <https://pebblemag.com/>  
Recommend <https://www.recommend.com/>  
SheerLuxe <https://sheerluxe.com/>  
SKIFT <https://skift.com/>  
Spectator Media Group <https://www.spectator.co.uk/>  
Stylist <https://www.stylist.co.uk/>  
SUITCASE <https://suitcasemag.com/>  
Sunset [www.sunset.com](http://www.sunset.com)  
Sustainability Times <https://www.sustainability-times.com/>  
The Guardian <https://www.theguardian.com/>

The Independent <https://www.independent.co.uk/>  
The New York Times <https://www.nytimes.com/>  
The Travel <https://www.thetravel.com/>  
The Washington Post <https://www.washingtonpost.com/>  
Town & Country <https://www.townandcountrymag.com/>  
Travel + Leisure <https://www.travelandleisure.com/>  
Travel and Tour World <https://www.travelandtourworld.com/>  
Travel Daily <https://www.traveldailymedia.com/>  
Travel Daily News <https://www.traveldailynews.com/>  
Travel Market Report <https://www.travelmarketreport.com/>  
Travel Mole <https://www.travelmole.com/>  
Travel Professional News <https://www.travelprofessionalnews.com/>  
Travel Pulse <https://www.travelpulse.com/>  
Travel Weekly <https://www.travelweekly.com/>  
Travelers Today <http://travelerstoday.com/>  
Travindy <https://www.travindy.com/>  
Treehugger <https://www.treehugger.com/>  
Triple Pundit <https://www.triplepundit.com/>  
TTG Luxury <https://www.ttgmedia.com/>  
U.S. News & World Report <https://www.usnews.com/>  
Vanity Fair [www.vanityfair.com](http://www.vanityfair.com)  
Verge Magazine <http://www.vergemagazine.com/>  
Where Traveler <https://www.wheretraveler.com/>  
Woman & Home <https://www.womanandhome.com/>

# Sustainability

We are passionate about protecting the world around us, and this comes through in the purposeful, sustainability focused work that we create at Zinc Communicate.

This series was a completely carbon neutral production, which led us to invest in some wonderful projects all around the world, with thanks to our partners Sustainable Travel International.

If you would like to learn more about this, please contact [Kaitlyn Brajcich](#).

## KATINGAN MENTAYA PROJECT

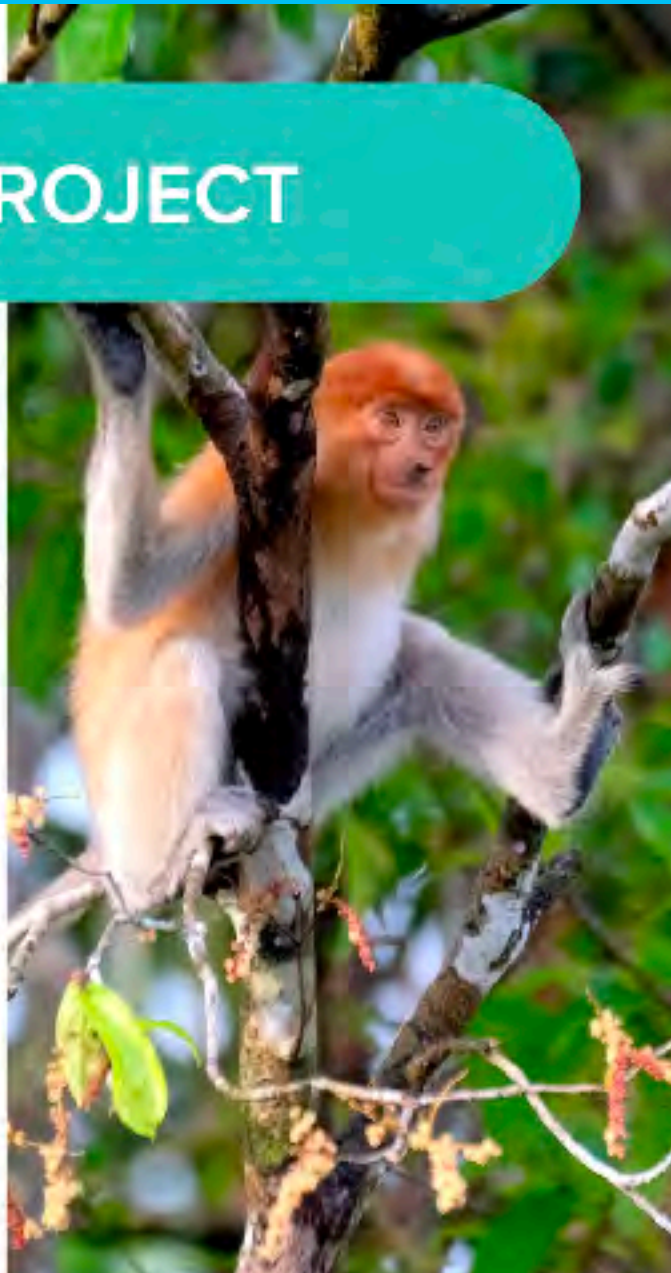

 **Blue Carbon**

**Indonesia**


This project is protecting and restoring one of the largest remaining peat swamp forests in Indonesia. Massive stores of carbon are locked away beneath the swamp's surface, while the aboveground forest habitat is home to over 5% of all remaining Bornean orangutans. Along with conserving this critical ecosystem, the project is enhancing the quality of life of rural communities by creating livelihood opportunities, formalizing land rights, and improving public services.

**Additional Resources:**

- [Photos](#)
- [Full project description](#)



## TROCANO ARARETAMA CONSERVATION PROJECT



 **Forests**

**Brazil**

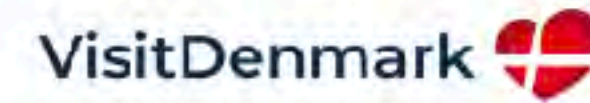
Located along the Madeira River, this project is protecting a vast area of the Brazilian Amazon that is under imminent threat of deforestation. By improving living conditions and strengthening environmental monitoring and awareness, this project will conserve this critical ecosystem while improving quality of life for local communities.

**Additional Resources:**

- [Photos](#)
- [Full project description](#)



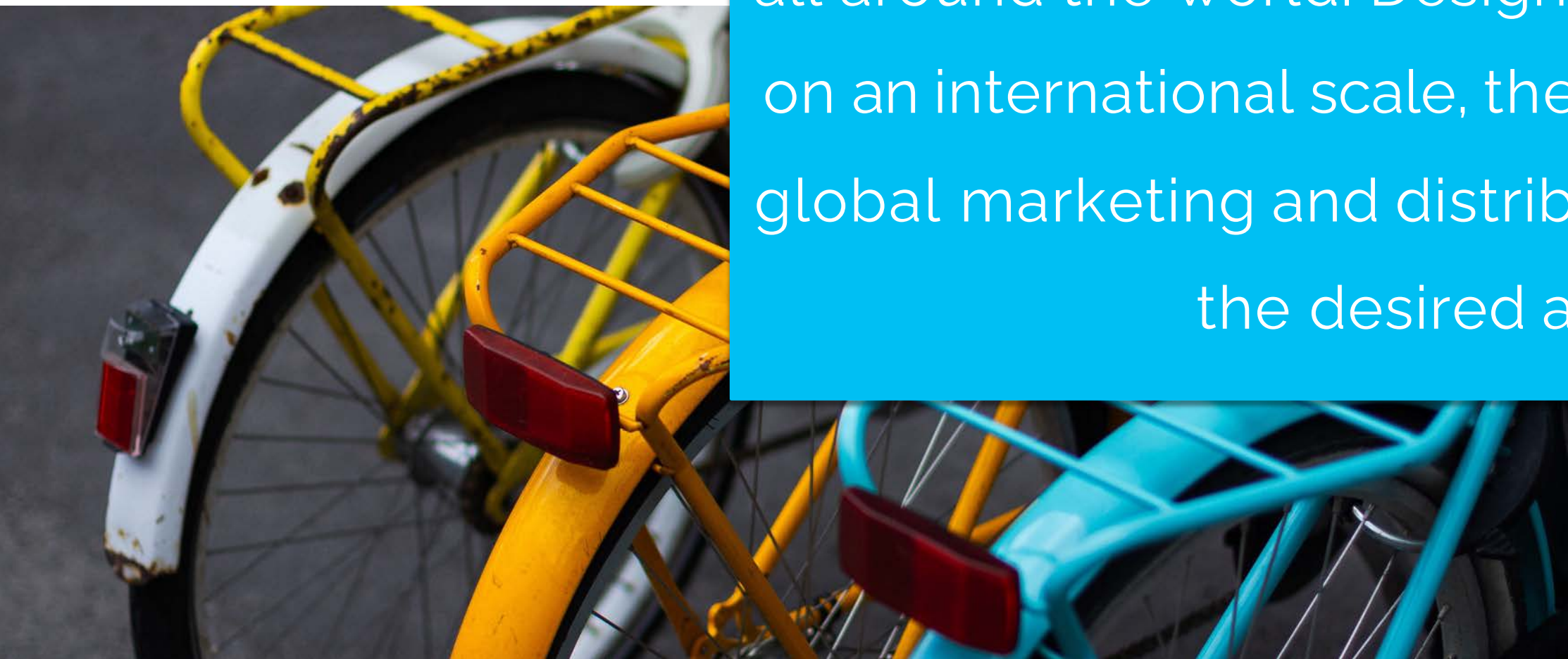
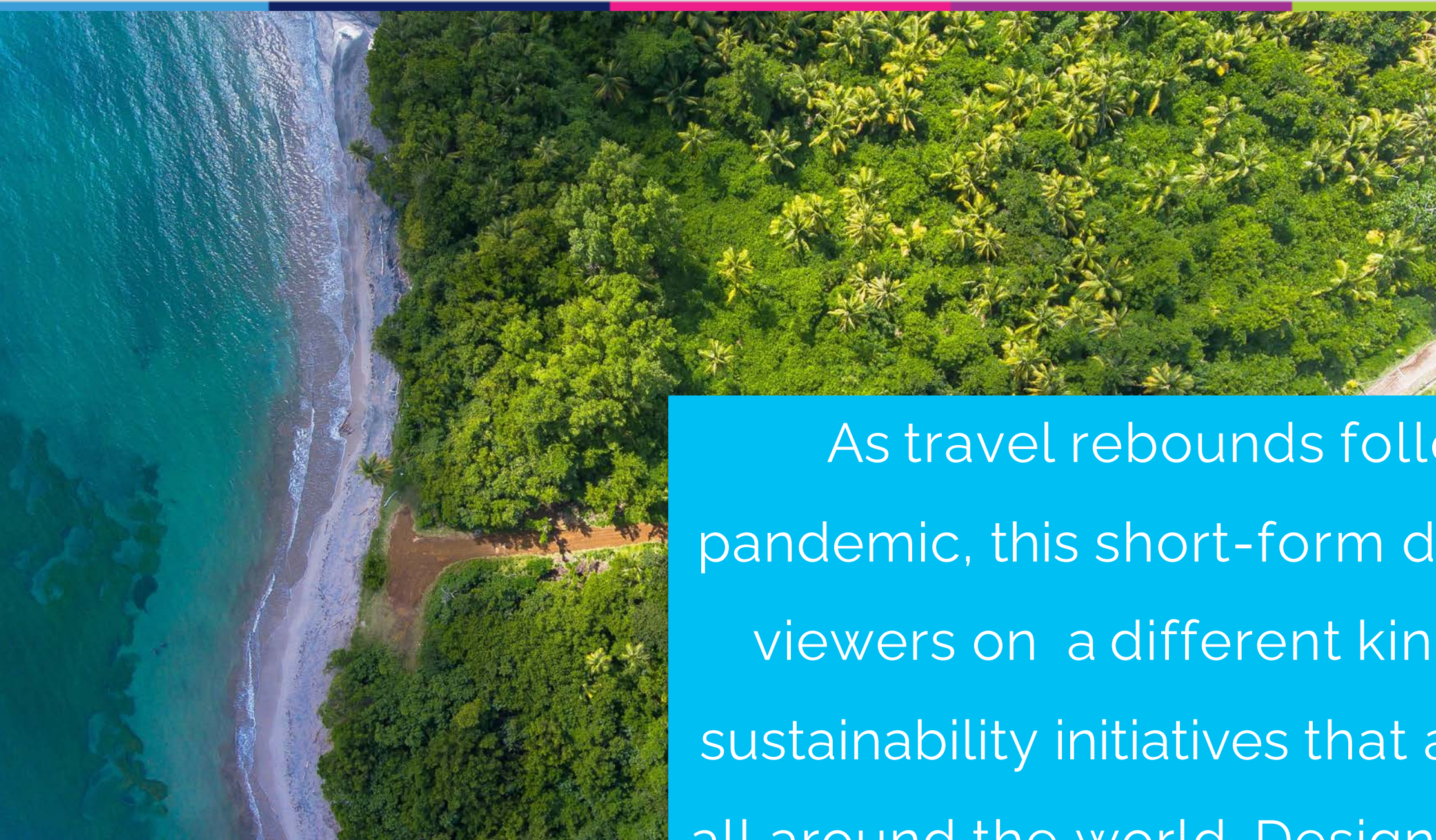
# Partners





Content proposal  
for Galveston Park  
Board, to sponsor  
the  
'Sustainable Travel:  
Where Next?' series,  
produced in  
partnership with  
Sustainable Travel  
International and  
Sublime Magazine

# SUSTAINABLE TRAVEL: WHERE NEXT?



As travel rebounds following the COVID-19 pandemic, this short-form documentary series takes viewers on a different kind of journey, exploring sustainability initiatives that are transforming tourism all around the world. Designed to inspire and engage on an international scale, the series is supported by a global marketing and distribution campaign to reach the desired audiences.

# The Opportunity

We would like to offer Galveston Park Board the opportunity to sponsor one of the episodes in the series. For this, you will have the Zinc documentary crew filming with you for one day or more in Galveston and surrounding nature areas, capturing the essence of your glorious destination.

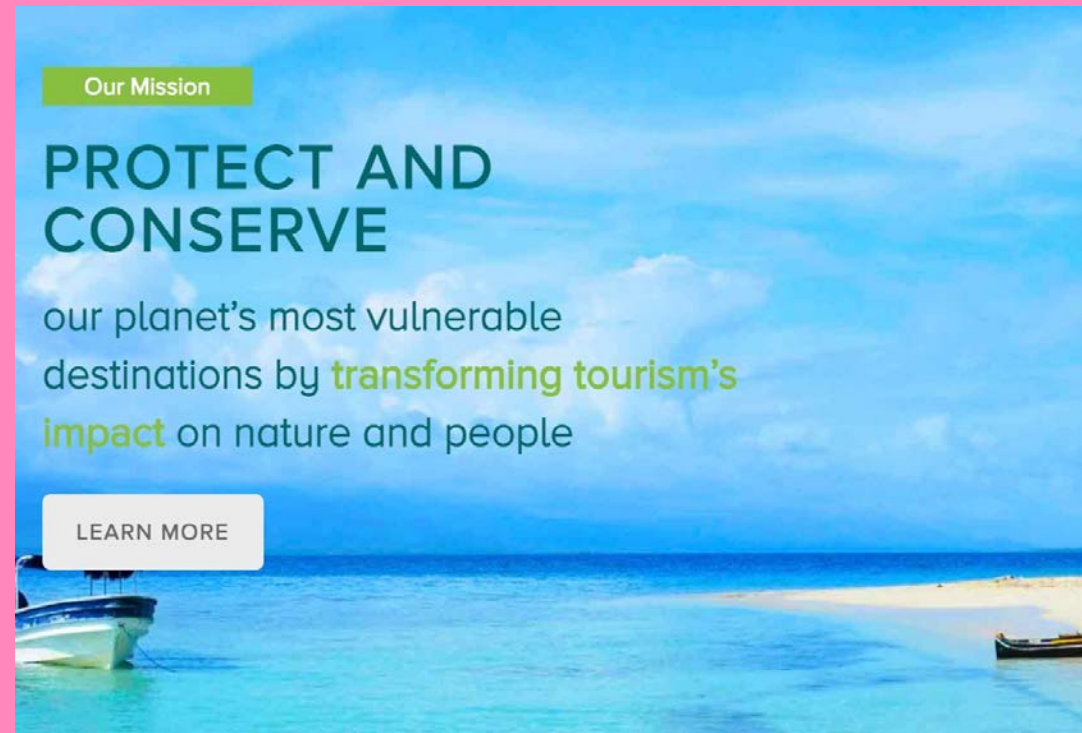
Our Series Creative Director, Jack Davies, will help bring to life your story in a compelling and engaging way that will help you raise awareness of your destination, attract visitors, and share the great sustainable projects underway in Galveston, with tourists, and socially conscious viewers around the world.

From script writing, to filming, through to broadcast quality editing, we will be there every step of the way, helping you to shape the perfect piece of content.

The alignment with Sustainable Travel International and Sublime Magazine, along with the supporting social media campaign, will help elevate your destination onto the global travel market and give your content the stamp of authority it needs to cut through and inspire your viewers.

Supported by a strong marketing strategy, we will help you engage with your target audience, wherever they may be.

# Reaching a Socially Conscious Audience



Dedicated landing page on the STI website, to 195k+ visitors. [See Season 1 here.](#)



Editorial on The Independent website, to 24m+ readers. [See Season 1 example here](#)



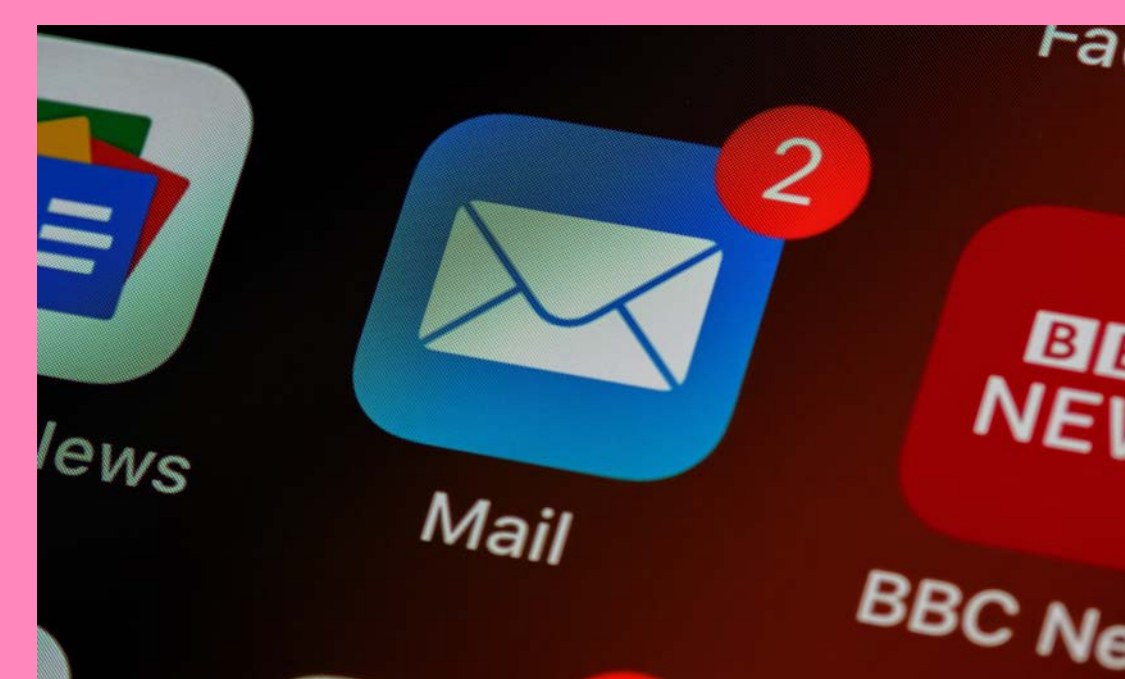
Hosted on Sublime TV. [See Season 1 example here.](#)



Shared with 95+ industry and consumer and press titles



Wide-reaching social media campaign via STI, Sublime and Zinc Communicate channels



Shared through STIs, Zinc's and Sublime's newsletter subscribers

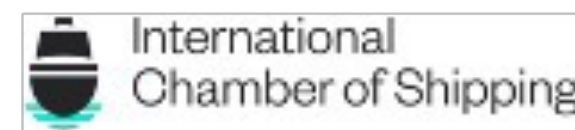
# Core Deliverables

- **Production:** Delivery of one 3-5 minute film to form part of the series, plus 90 second teaser summarising key messages from your episodes to encourage viewers to get quick info, or watch the longer film
- **Filming:** 2 days of filming in locations of your choice, with TV documentary crew and broadcast equipment
- **Post-Production:** Broadcast quality content, with graphics & music included
- **Marketing:** Inclusion in the marketing and distribution campaign

COST TO BE INVOLVED

£35,500

# Some of Our Recent Clients



**VALERIE VAN DER GRAAF**  
**HEAD OF BUSINESS PROGRAMMING**  
**VALERIE.VANDERGRAAF@ZINCMEDIA.COM**



**ZINC FILM**

**2023**

*Press releases to go out to the following media outlets:*

<b>Adventure.com</b>	<a href="https://adventure.com/">https://adventure.com/</a>
<b>AFAR</b>	<a href="https://www.afar.com/">https://www.afar.com/</a>
<b>American Way Magazine</b>	<a href="https://americanway.com/en/">https://americanway.com/en/</a>
<b>Aspire</b>	<a href="http://aspiretravelclub.co.uk/">http://aspiretravelclub.co.uk/</a>
<b>BBC</b>	<a href="https://www.bbc.com/">https://www.bbc.com/</a>
<b>Breaking Travel News</b>	<a href="https://www.breakingtravelnews.com/">https://www.breakingtravelnews.com/</a>
<b>Business Traveller</b>	<a href="https://www.businesstraveller.com/">https://www.businesstraveller.com/</a>
<b>CBS News - Eye on Travel</b>	<a href="https://petergreenberg.com/category/eye-on-travel/">https://petergreenberg.com/category/eye-on-travel/</a>
<b>Citizen Femme</b>	<a href="https://citizen-femme.com/">https://citizen-femme.com/</a>
<b>CNBC</b>	<a href="https://www.cNBC.com/cNBC-travel/">https://www.cNBC.com/cNBC-travel/</a>
<b>Condé Nast Traveler</b>	<a href="https://www.cntraveler.com/">https://www.cntraveler.com/</a>
<b>Condé Nast Traveller (UK)</b>	<a href="https://www.cntraveller.com/">https://www.cntraveller.com/</a>
<b>Conference &amp; Incentive Travel</b>	<a href="https://www.citmagazine.com/">https://www.citmagazine.com/</a>
<b>Country &amp; Town House</b>	<a href="http://www.countryandtownhouse.co.uk">www.countryandtownhouse.co.uk</a>
<b>Departures</b>	<a href="https://departures-international.com/">https://departures-international.com/</a>
<b>Elite Traveler</b>	<a href="http://www.elitetraveler.com">www.elitetraveler.com</a>
<b>Escape News Ltd</b>	<a href="https://www.escape.com.au/meet-the-team">https://www.escape.com.au/meet-the-team</a>
<b>Fairfax, Traveller</b>	<a href="http://www.traveller.com.au">www.traveller.com.au</a>
<b>Fathom</b>	<a href="https://www.fathomaway.com/">https://www.fathomaway.com/</a>
<b>Financial Times</b>	<a href="https://howtospendit.ft.com/">https://howtospendit.ft.com/</a> / <a href="http://www.ft.com">www.ft.com</a>
<b>Food &amp; Travel</b>	<a href="https://foodandtravel.com/">https://foodandtravel.com/</a>
<b>Forbes</b>	<a href="https://www.forbes.com/travel/?sh=7fdd62e3463a">https://www.forbes.com/travel/?sh=7fdd62e3463a</a>
<b>Frommer's</b>	<a href="https://www.frommers.com/">https://www.frommers.com/</a>
<b>Glass</b>	<a href="http://www.theglassmagazine.com">www.theglassmagazine.com</a>
<b>Global Citizen</b>	<a href="https://www.globalcitizen.org/en/">https://www.globalcitizen.org/en/</a>
<b>Globetrender</b>	<a href="https://globetrender.com/">https://globetrender.com/</a>
<b>GreenBiz</b>	<a href="https://www.greenbiz.com/">https://www.greenbiz.com/</a>
<b>Harper's Bazaar</b>	<a href="http://www.harpersbazaar.com/">www.harpersbazaar.com/</a>
<b>HELLO!</b>	<a href="https://www.hellomagazine.com/">https://www.hellomagazine.com/</a>
<b>House &amp; Garden</b>	<a href="http://www.houseandgarden.co.uk">www.houseandgarden.co.uk</a>
<b>HuffPost</b>	<a href="https://www.huffpost.com/">https://www.huffpost.com/</a>
<b>Inhabitat</b>	<a href="https://inhabitat.com/">https://inhabitat.com/</a>
<b>JustLuxe</b>	<a href="http://www.justluxe.com/index.php">http://www.justluxe.com/index.php</a>
<b>Lonely Planet</b>	<a href="https://www.lonelyplanet.com/">https://www.lonelyplanet.com/</a>
<b>Luxury Daily</b>	<a href="http://LuxuryDaily.com">LuxuryDaily.com</a>
<b>Luxury Travel Advisor &amp; Travel Agent Central</b>	<a href="https://www.luxurytraveladvisor.com/">https://www.luxurytraveladvisor.com/</a>
<b>Luxury Travel Magazine</b>	<a href="https://www.luxurytravelmagazine.com/">https://www.luxurytravelmagazine.com/</a>
<b>Marie Claire</b>	<a href="https://www.marieclaire.co.uk/">https://www.marieclaire.co.uk/</a>
<b>Marie Claire UK</b>	<a href="http://www.marieclaire.co.uk">www.marieclaire.co.uk</a>

<b>National Geographic Traveler</b>	<a href="https://www.nationalgeographic.com/travel/">https://www.nationalgeographic.com/travel/</a>
<b>National Geographic Traveller UK</b>	<a href="https://www.nationalgeographic.co.uk/">https://www.nationalgeographic.co.uk/</a>
<b>Outside</b>	<a href="https://www.outsideonline.com/">https://www.outsideonline.com/</a>
<b>OutThere</b>	<a href="https://www.outthere.travel/">https://www.outthere.travel/</a>
<b>pebble</b>	<a href="https://pebblemag.com/">https://pebblemag.com/</a>
<b>Recommend</b>	<a href="https://www.recommend.com/">https://www.recommend.com/</a>
<b>SheerLuxe</b>	<a href="https://sheerluxe.com/">https://sheerluxe.com/</a>
<b>SKIFT</b>	<a href="https://skift.com/">https://skift.com/</a>
<b>Spectator Media Group</b>	<a href="https://www.spectator.co.uk/">https://www.spectator.co.uk/</a>
<b>Stylist</b>	<a href="https://www.stylist.co.uk/">https://www.stylist.co.uk/</a>
<b>SUITCASE</b>	<a href="https://suitcasemag.com/">https://suitcasemag.com/</a>
<b>Sunset</b>	<a href="http://www.sunset.com">www.sunset.com</a>
<b>Sustainability Times</b>	<a href="https://www.sustainability-times.com/">https://www.sustainability-times.com/</a>
<b>The Guardian</b>	<a href="https://www.theguardian.com/">https://www.theguardian.com/</a>
<b>The Independent</b>	<a href="https://www.independent.co.uk/">https://www.independent.co.uk/</a>
<b>The New York Times</b>	<a href="https://www.nytimes.com/">https://www.nytimes.com/</a>
<b>The Travel</b>	<a href="https://www.thetravel.com/">https://www.thetravel.com/</a>
<b>The Washington Post</b>	<a href="https://www.washingtonpost.com/">https://www.washingtonpost.com/</a>
<b>Town &amp; Country</b>	<a href="https://www.townandcountrymag.com/">https://www.townandcountrymag.com/</a>
<b>Travel + Leisure</b>	<a href="https://www.travelandleisure.com/">https://www.travelandleisure.com/</a>
<b>Travel and Tour World</b>	<a href="https://www.travelandtourworld.com/">https://www.travelandtourworld.com/</a>
<b>Travel Daily</b>	<a href="https://www.traveldailymedia.com/">https://www.traveldailymedia.com/</a>
<b>Travel Daily News</b>	<a href="https://www.traveldailynews.com/">https://www.traveldailynews.com/</a>
<b>Travel Market Report</b>	<a href="https://www.travelmarketreport.com/">https://www.travelmarketreport.com/</a>
<b>Travel Mole</b>	<a href="https://www.travelmole.com/">https://www.travelmole.com/</a>
<b>Travel Professional News</b>	<a href="https://www.travelprofessionalnews.com/">https://www.travelprofessionalnews.com/</a>
<b>Travel Pulse</b>	<a href="https://www.travelpulse.com/">https://www.travelpulse.com/</a>
<b>Travel Weekly</b>	<a href="https://www.travelweekly.com/">https://www.travelweekly.com/</a>
<b>Travelers Today</b>	<a href="http://travelerstoday.com/">http://travelerstoday.com/</a>
<b>Travindy</b>	<a href="https://www.travindy.com/">https://www.travindy.com/</a>
<b>Treehugger</b>	<a href="https://www.treehugger.com/">https://www.treehugger.com/</a>
<b>Triple Pundit</b>	<a href="https://www.triplepundit.com/">https://www.triplepundit.com/</a>
<b>TTG Luxury</b>	<a href="https://www.ttgmedia.com/">https://www.ttgmedia.com/</a>
<b>U.S. News &amp; World Report</b>	<a href="https://www.usnews.com/">https://www.usnews.com/</a>
<b>Vanity Fair</b>	<a href="http://www.vanityfair.com">www.vanityfair.com</a>
<b>Verge Magazine</b>	<a href="http://www.vergemagazine.com/">http://www.vergemagazine.com/</a>
<b>Where Traveler</b>	<a href="https://www.wheretraveler.com/">https://www.wheretraveler.com/</a>
<b>Woman &amp; Home</b>	<a href="https://www.womanandhome.com/">https://www.womanandhome.com/</a>