



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 beach 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 22nd) and World Environmental Day (June 5th). The full documentary will be released on World Tourism Day (September 27th). 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

Tourism Development Advisory Committee Unanimously Approved