



Sustainability, Tourism & Web Marketing

 **SARAVITALI** 

www.sustainabletourismworld.com



About

My name is Sara Vitali, I am a tourism professional with extensive experience in the interaction between sustainability, and the market gained working for the tourism and non-profit sector both in Italy and abroad.

My mission is to help tourism operators and destinations grow by having a positive impact without requiring huge investments through training and consultancy.



Skills

TOURISM

- Satisfaction analysis
- Customer and customer care
- Booking & reservations
- Hospitality
- Market and trends
- Culture and special needs



Skills

SUSTAINABILITY

- Project planning & management
- Project design
- Ecolabelling & certification
- Corporate Social Responsibility
- Global Reporting Initiative (GRI)
- Sustainability standards (GSTC, GRI, ECOLABEL, ISO, ESG)
- inclusivity and accessibility
- Sustainability and greenwashing



Skills

MARKETING

- SEO and SEM
- Content marketing
- Relationship marketing
- Social Media Marketing
- ADS (Facebook, IG, Google, Linkedin)
- Analysis (competitors, market, communication)



Skills

MANAGEMENT

- Reservation & booking:
 - OTA (booking.com, Airbnb & More),
 - reviews (Tripadvisor, Google & More)
 - Reservation & communication(slope, website, email, newsletter, privacy).
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- Administration: Turismo 5, e-invoice programs, ebank, payments.
- Human Resources: up to 5 employees.
- Food and beverage management
- Suppliers management.

Tourism and sustainability freelance

2011 - Currently. A brief summary

Since 2011, I have worked with international and Italian organisations to develop projects in the field of sustainable tourism.

- Ecodyfi, Galles (2011);
- Devon County Council e Comunità Montana Valli del Lario e del Ceresio (2012);
- Tony Charters and Associates (Australia, 2013 /2014);
- Betulla network in Casentino (2014 - 2015);
- The Long Run (2015);
- Istituto Oikos ONLUS (Milano) for the Non-Solo Lago project 2015 and 2016.

More recently (since 2017), I have applied my skills to my activities Slow Lake Como first and Hotel Lovenò to follow.

In April 2021 and February 2022, I taught at the IATH Academy (International Academy of Tourism and Hospitality) in Cernobbio.

During 2021 I created my course 'How to start in tourism by aspiring for the best'
From 2022 I collaborate with no profit and professionals on projects writing.



Manager

Hotel Lovenò SAS

2019 - at present

I run Hotel Lovenò with my family. I am responsible for booking, administration, partnerships, social and sustainability. We are operational and present in the hotel, so we have no clearly defined roles. We do everything that is needed to be done.



Partner Slow Lake SRL

2017 - 2022

I have always been the sustainability contact person at Slow Lake.

In addition to this, I have had various roles in Slow Lake Como and Slow Travel and Tourism (our incoming travel agency), from managing social media and website content to organising partnerships and now, in addition to technical management also organising training courses.



Non Solo Lago Project

2015 - 2016

Resilience strategies for the tourist-environmental care and valorisation of the Alto Lario mountain territory.

- project writing and management for the tourism sector;
- definition of actions to be developed and implemented to achieve project objectives with the participation of local stakeholders;
- coordination of tourism operators;
- web marketing and online communication coordination
- project budget management assistance.



Charity

The Long Run

2015

A non-profit organisation promoting sustainable tourism and its members.

Responsibilities:

- Creating social media marketing strategy & managing the organisation's Facebook page and Twitter profile;
- managing email address info@thelongrun.com;
- web content for www.thelongrun.com;
- performance analysis via analytics, Facebook insights and Twitter analytics.

RESULTS:

Generated 10% more site visits from social (Twitter and Facebook).
From 5% to 15% in 6 months.



DONNE CHE INNOVANO

Carolina Oro project

2014

Social media analysis and training for Carolina Oro, biodance facilitator and co-founder of LaVia dell'Albero APS.

- Social media analysis of existing channels and competitors
- Social media channel training: Wordpress blog, Facebook, Youtube.

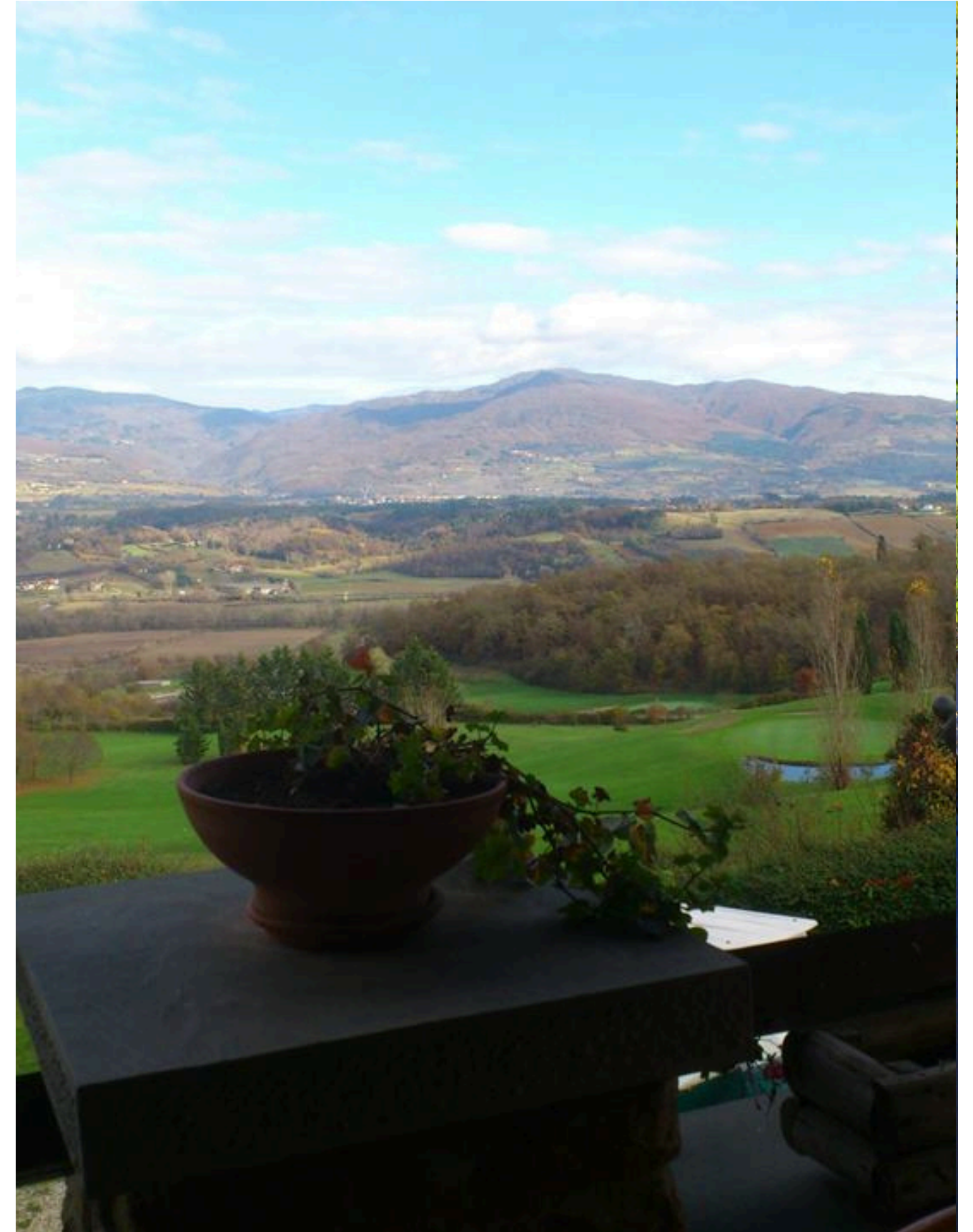


GOLF IN TUSCANY- CASENTINO GREEN EXPERIENCE

2014

Research and analysis of the golf market, golf tourism and the concept of sustainability in the golf sector.

- Responsible for research and analysis of the golf market, Italian and international golf tourism and sustainability in the golf sector.
- Analysis of the leading marketing channels for marketing and advertising.



RESIDENCE VILLA PARADISO

2014

Web marketing and communication consultant dedicated to improving the communication of the residence's green and sustainable philosophy: use of blogs, posts, Facebook and participation in awards.

I assisted at various times over the years after the initial six months

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RESIDENCE IL GIARDINO DI LORY

2014

SOCIAL MEDIA MANAGER

Responsibilities:

social strategy creation | Facebook page & G+ page management

OBJECTIVES AND RESULTS

Targets:

Facebook: 500 likes

Talking/likes ratio between 15% - 20% (in 6 months)

Google+: 300 followers

Visits from social to site (zero to n): 2.25 to 5%.

Results achieved (as of December 2014)

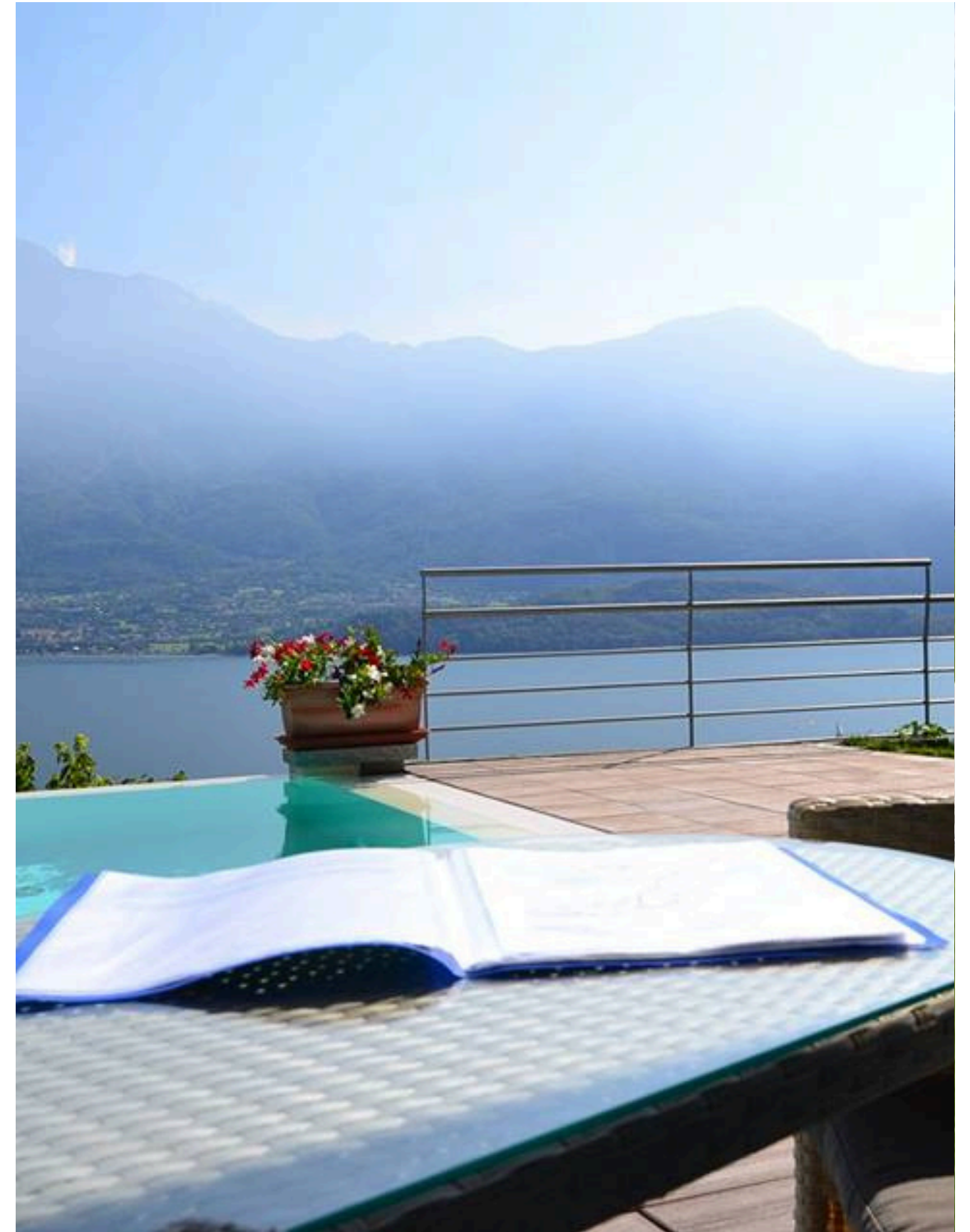
Facebook:

Likes: 470

Likes/likes ratio (best result achieved): 16.5%

Google+: 228 followers

Social visits to the site (best result achieved): 2.45%:



TONY CHARTERS & ASSOCIATES

2013/ 2014

SOCIAL MEDIA E EVENT ASSISTANT

Responsibilities:

- assisting in the Main Range trails project with Tony Charters;
- assistance in the organisation of the Global Eco Asia Pacific Conference with all staff;
- Social media strategy and web marketing, in particular for Tony Charters.

I acquired skills, especially in event organisation:

- organisational process, in particular choice of audio/visual suppliers;
- customer care before and during the Global Eco conference;
- various transversal knowledge related to luxury tourism, the definition of sustainable tourism in Australia and Oceania.



COMUNITA' MONTANA VALLI DEL LARIO E DEL CERESIO

2013

RESPONSIBLE FOR ONLINE COMMUNICATION AND
SUSTAINABLE TOURISM PROJECT ASSISTANT

- making the new mountain community website usable and publicly presentable ;
- social media strategy definition and management
- ecolabel project assistance;
- administration of tourism satisfaction questionnaires and knowledge of sustainable issues;
- reporting elements.

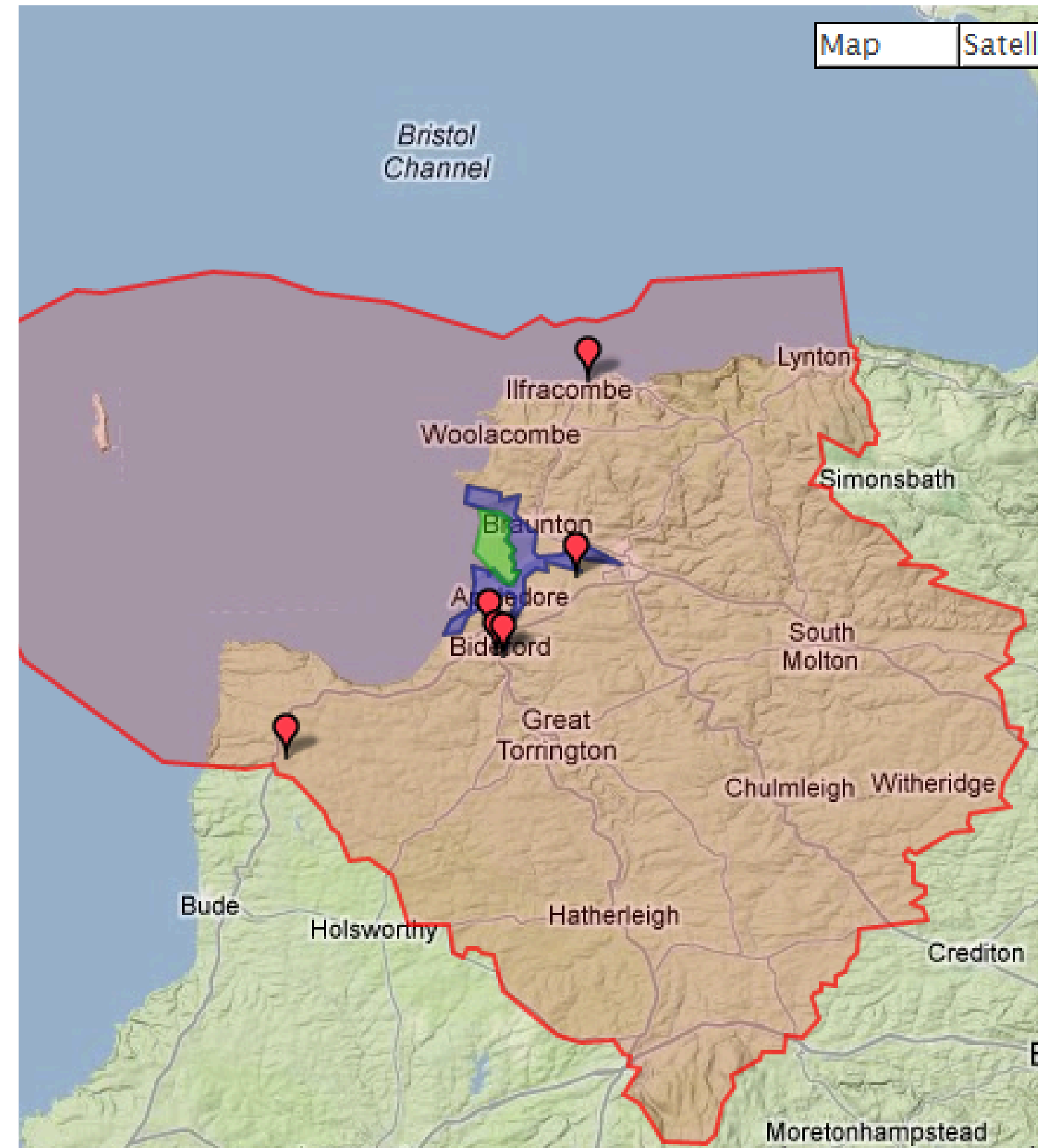


NORTH DEVON BIOSPHERE RESERVE

2012

SUSTAINABLE TOURISM EXECUTIVE

- Market research and brand identity led to the formulation of the eco-museum concept and an eco-museum project idea for the biosphere territory.
- Improvement of the website and social media approach
- Proposals for improving the local tourism offer.

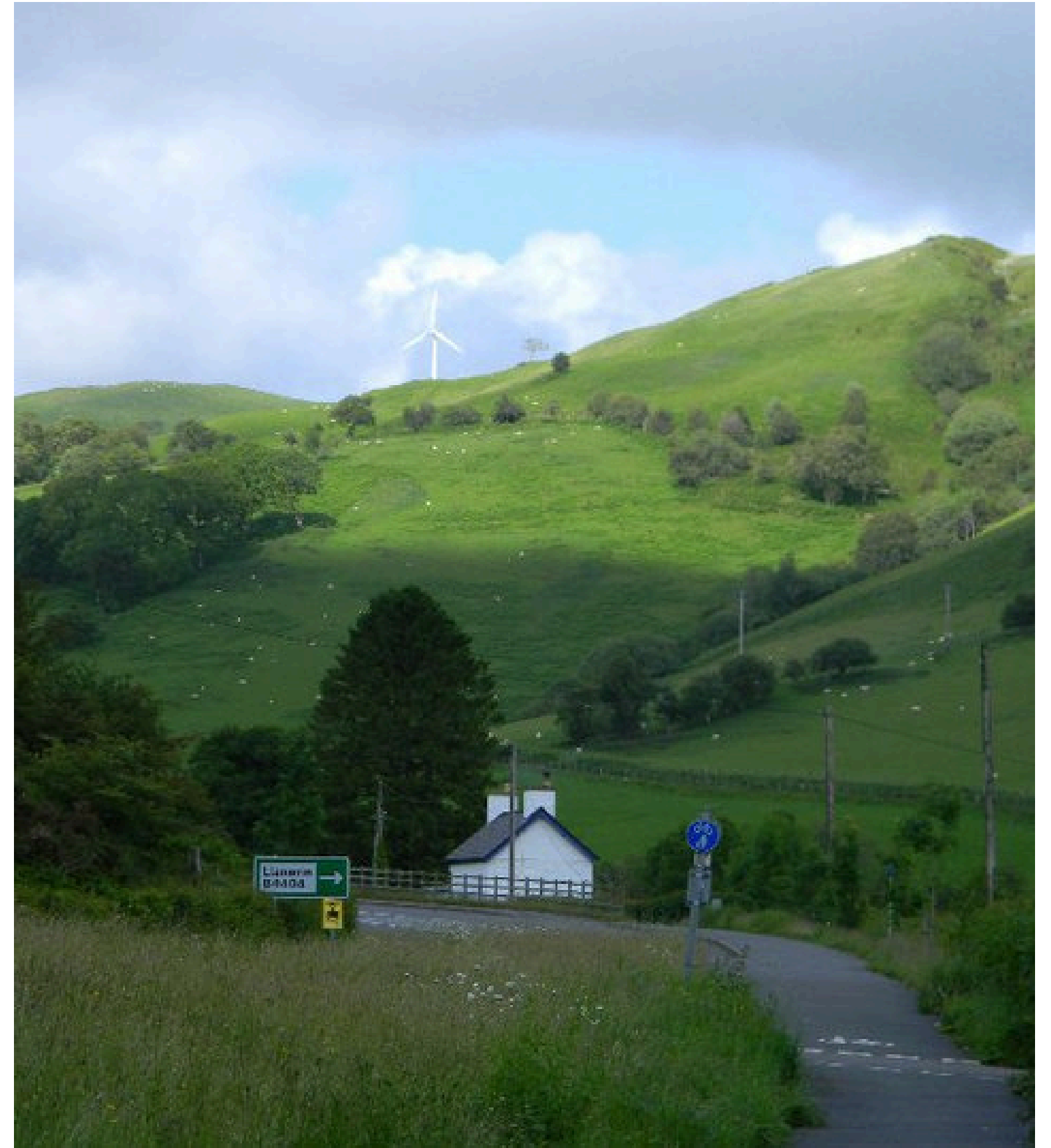


ECODIFY

2011

SUSTAINABLE TOURISM ASSISTANT

- Assistance in the (sustainable) tourism field at Ecodyfi ([www-ecodyfi.org.uk](http://www.ecodyfi.org.uk)) for the Dyfi Biosphere Reserve.
- My first approach to market and brand identity research.
- The objective was to understand whether visitors knew they were in a particular area, such as the UNESCO DIFY BIOSPHERE RESERVE and what it meant for an area to receive such a designation.



THANK YOU!

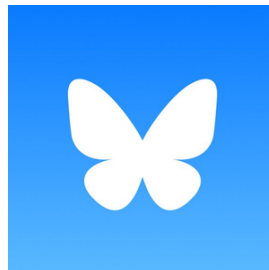
Here how you can contact me!



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Turismo sostenibile - Sara Vitali



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