

Regenerative Storytelling

The Problem at Hand

The question of what regenerative communication can look like is central. How can we succeed in attracting the right guests to our destinations? How can we create coherence between our understanding of Regenerative Tourism and how we promote it? How can we prevent Regenerative Tourism from simply becoming a new, meaningless label?

At Moverence, we learned the practice and theory of regenerative storytelling from Stefan Wiesner and Prof. Dr. Johanna Gollnhofer.

Core findings / Tools

Any discussion about marketing & storytelling must be preceded by an insight: If we want to act genuinely and authentically “regenerative”, this term cannot degenerate into an advertising buzzword.

Concrete Tools, we learned from Stefan Wiesner:

- Tell **stories before you explain**: A dish, a room, a plate - everything can carry meaning. Become the storyteller of your place.
- Use **rituals as a connecting element**: the first scent, the gesture of serving, the structure of the menu - create recognizability with depth.
- **Involve guests** in meaningful processes: Ask about experiences, allow for interpretations, provide space for reflection. Understand storytelling as lived experience.
- Build **a community through experiences**: A Community is created through shared experiences - one fire, one sound, one taste.
- Don't just teach techniques - **teach attitude**: Whether with interns, partners or in a team - knowledge needs spirit, not just form.
- Strengthen the **connection to nature**: use weather, materials, elements as creative impulses. Let products speak to and of the environment.

What Johanna Gollnhofer taught us on successful storytelling:

- **Don't focus on the extremes**: 60% of all customers **acknowledge the need to change their behaviour**, but are too lazy to do so – yet. They are our potential.
- Avoid **moral pressure and complicated terms**: Expressions such as “vegan”, “organic”, “recycled” etc. put off 80 percent of consumers.
- Communicate internally: What language do we use in team & marketing? **Change starts with the organization, not the guest** - do good and just talk about it.
- Tell **positive stories instead of pointing out what is going wrong**. Rather show what is possible with a focus on personal benefits: health, recreation, experience.

Quotes of our contributors

"I don't do gourmet cuisine. I make nature translated into taste."

"People don't just eat at Mysterion - they listen, ask questions and wonder."

Stefan Wiesner, Chef, Wiesner Mysterion

"When people buy sustainable products, it's usually because they promise a tangible personal benefit - not because they save the world."

"Whether employees or customers - the same applies internally: you reach people through convenience, security and meaning, not through CO₂ figures."

"Storytelling doesn't mean pointing a finger, it means telling a story with an engaging feeling."

Johanna Gollnhofer, Professor, University of St.Gallen

Useful further information

- [Prof. Gollnhofer's Newsletter »Green Marketing«](#)

Books

- [Prof. Johanna Gollnhofer: The 60% Potential - Using Marketing to Win Over Mainstream Consumers for Sustainable Consumption](#)
- [Frederic Laloux: Reinventing Organizations](#)