Baseline Report on Climate Action in Tourism

Draft for consultation
25 October 2022
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INTRODUCTION

In an era of continuous crises—namely, the climate crisis, global pandemic, and political turbulence—leaders in the travel and tourism sector find themselves managing a complex set of dynamics.

As the findings of the most recent Intergovernmental Panel on Climate Change reports make clear, in order to limit warming to around 1.5 degrees Celsius, “global greenhouse gas emissions must peak before 2025 at the latest, and be reduced by 43% by 2030.” Despite this reality, GHG emissions have “continued to rise across all sectors and subsectors, and most rapidly in transport and industry.” Clearly, the importance of reinventing global industries is paramount.

Travel and tourism, with its vast network of stakeholders which includes transportation, hospitality and tour operators, among others, has been estimated to represent around 8% of global greenhouse emissions. In 2019, tourism emissions were forecasted to increase by at least 25% by 2030 under a business as usual scenario. As such, an immediate and determined effort at transforming the sector will contribute to meaningful climate benefits and addressing the climate crisis.

In an effort to support tourism stakeholders accelerate climate action to ensure a responsible recovery from COVID-19 through a green transition, a global survey – the first of its kind – was undertaken during the months of June and August, 2021 to better understand the ongoing climate action efforts in the tourism sector.

The milestone survey was completed by 1,139 representatives from destinations, businesses (mainly accommodation and tour operators), and supporting organizations from 131 countries.

This report provides a summary of the findings and insights gathered from these respondents on the state of climate action planning, mitigation efforts, measurement of emissions, adaptation and engagement of stakeholders.

The results confirm that destinations and the businesses operating within them are experiencing multiple climate change related impacts across a wide variety of contexts and locations – from reduced snowpack to increased wildfire activity in mountain areas, to floods and drought in coastal and desert areas.

The findings also reveal an activist spirit within the sector, where for example a majority of respondents say they are ‘taking climate action’, even without the guidance of a plan. The sense of urgency is apparent among respondents, yet most lack an emissions measurement approach and report needing additional support to take consistent action.

The results of the global survey provide the basis for this Baseline Report on Climate Action in Tourism, from which the tourism sector can chart a course forward and point clearly to the need for the rapid development of tools and education to support stakeholders.

This report was led by the World Tourism Organization (UNWTO) and the Adventure Travel Trade Association (ATTA). A team of researchers from California State University, Monterey Bay, San Francisco State University, and Texas A&M University designed the survey and provided results and analysis along with Tourism Declares a Climate Emergency. The survey was implemented within the framework of the Sustainable Tourism Programme of the One Planet Network and in collaboration with UN Climate Change (UNFCCC).


1 SUMMARY OF RESULTS

This section summarizes the main takeaways from the Global Survey on Climate Action in Tourism.

1. RESPONDENT PROFILE

The survey was completed by 1139 respondents representing businesses, destinations and supporting organizations.

The majority of respondents (60%) were from travel businesses, especially accommodation providers with between 101 and 500 employees and tour operators with fewer than 10 employees. Transport providers made up just 6% of business responses with the majority of transport providers offering bus services (36%) followed by airlines (28%). Businesses headquartered in the Asia Pacific region made up 53.8% of respondents, followed by European businesses (17.6%) and businesses located in the Americas (15.9%).

National governments (42%) supplied most of the destination perspectives. Weighing in from Supporting Organizations were consultants (45%), NGOs (30%), and business networks (19%).

2. THE IMPACTS OF CLIMATE CHANGE ARE BEING FELT BY TOURISM DESTINATIONS AND BUSINESSES GLOBALLY

As part of their narrative inputs, many respondents reported impacts from climate change having affected their businesses, environment, and livelihoods. For example, businesses indicated that it is now more expensive to operate a tourism business due to closures induced by extreme events or given the changing prices of scarce resources such as water. They also indicated difficulty in planning operations to integrate variations in seasonality and that the effects of climate are impacting key assets of destinations. Destinations also reported experiencing multiple environmental impacts (e.g., connected to snow, beaches, fires, floods, drought, and flora) across a wide variety of contexts and locations. On the positive side, both businesses and destinations reported that guests and visitors are gaining awareness of climate issues and expressing increased concern.
3. Tourism stakeholders are engaging in climate action, however their actions are not consistently planned

The majority of respondents (75%) reported engaging in climate action, with or without the guidance of a plan. Almost half of the respondents (47.3%) reported taking climate related action without the guidance of a formal plan, while a quarter of respondents (25%) mentioned having a plan in place.

Across business subsectors (accommodation, tour operator, transport), a quarter (25.8%) of respondents reported having formalized climate action in a plan and accommodation providers were those most likely to have a climate plan. For businesses with a climate plan, it is common that climate considerations are embedded in corporate social responsibility strategies and sustainability strategies rather than presented in specific climate action plans. Also, businesses with 500 employees or more are more likely to have a climate plan than smaller ones.

Destinations reported a similar distribution of formalized climate action plans across sub-types (DMO, local government, subnational government, national government), with DMOs being those most likely to have a climate plan. For destinations with a climate plan, such plan is commonly outlined in environmental policies and does not target climate action in tourism specifically.

Supporting organizations which reported having a climate plan are mainly NGOs (52.8%).

4. Tourism stakeholders lack the resources to prepare and implement climate action plans

The results also show that many organizations lack the expertise to advance in the development and implementation of climate action. Although more than half of responding businesses (62.0%) and destinations (57.5%) indicated having sustainability staff, most report taking action without a plan – 48.1% of businesses and 43.8% of destinations.

The majority of organizations with a climate action plan reported having sustainability staff (91.2%).
5. EMISSIONS MEASUREMENT IS A KEY CHALLENGE, WITH TARGET SETTING AND DISCLOSURE ALSO TO BE ADDRESSED

Only a fifth (20.7%) of the respondents reported measuring emissions. Of those who say they are not measuring, 29.2% say they are not because they don’t know how. Out of those who are measuring, the majority (60%) are not disclosing progress, although 47% of those not disclosing report planning to do so in the future.

Among the business respondents in this survey, only 26.8% indicated they are measuring emissions. Despite this fact, business stakeholders make up the majority of respondents who indicated they are measuring emissions (86%). Half of these businesses (56.6%) reported that they have not set a 2030 emission reduction target, but 82.3% indicated that they are working to define one. The most common metric for accommodation businesses appears to be CO₂ or GHG per room per night. For tour operators, the most common metric would appear to be emissions per customer per trip.

From the destination perspective, there is a reported lack of measurement with less than 10% of destinations measuring emissions. Of those, more than half (63.7%) say they do not yet have an emissions reduction target, however 82.1% report that they are working on establishing one.

A few supporting organizations indicated that they were supporting their members’ measurement efforts.

6. A BROAD RANGE OF MITIGATION ACTIONS ARE IMPLEMENTED, YET NOT NECESSARILY SELECTED BY THEIR MITIGATION POTENTIAL

The survey pre-identified the following types of mitigation activities for stakeholders to cluster their ongoing efforts: energy efficiency, sustainable procurement, waste management, conservation and product development. Overall, the most reported types of mitigation activities were related to energy efficiency (22.9%), conservation (21.0%) and waste management (19.0%), with a similar distribution across types of respondents.

A variety of actions were reported under each block of mitigation activities, including for instance offering and supporting more sustainable trip options, the protection of forests, eliminating unnecessary plastics, reducing food waste, or adopting electricity, heating and cooling efficiencies. Nevertheless, respondents did not make references to the process being followed to identify and prioritize such actions, leading to think that most of actions are currently selected on an ad hoc basis rather than based on evidence or their mitigation/adaptation potential.
7. There is lack of engagement with compensation mechanisms, whether traditional offsetting or carbon removal

Most of respondents (69%) reported that they do not purchase offsets and 20.6% indicated that they offer clients the option to compensate their emissions.

Out of the 10% of respondents which are purchasing offsets, 32% say they are supporting nature-based solutions; 17% are supporting technology-based solutions. From those investing in nature-based solutions, the majority support reforestation projects and conservation and some support coral restoration and mangrove protection, while just one mentioned biochar production and another one mentioned kelp farming.

8. Tourism stakeholders are not fully encompassing approaches to reduce their vulnerability to climate change impacts

To capture ongoing adaptation efforts, the survey proposed different types of adaptation actions including technical adaptations, managerial adaptations, policy adaptations, research adaptations, education adaptations and behavior adaptations. While many respondents indicated to be taking adaptive measures in technical and policy categories – for example implementing energy efficiencies and creating mechanisms to develop sustainability policies with local partners –, most (43.1%) indicated that they are not routinely reviewing climate objectives, they are not routinely assessing present or future risks and vulnerabilities, nor monitoring adaptation progress or establishing policies to support such activity.

9. Collaboration among tourism stakeholders and engagement of industry partners, internal teams and guests is still to be promoted

While 57.5% of destinations say they are addressing climate change with other organizations, nearly 70% of businesses say they are not. With respect to training, businesses reported slightly higher levels of organizational training and guidance on climate relative to destinations, but in both categories, the majority of respondents selected ‘no’ when asked if they are providing training to staff on climate. Destinations and businesses are also not yet engaging their clients and guests with low-carbon initiatives.
10. THE WAY FORWARD
REQUIRES CAPACITY
BUILDING AND PRACTICAL
APPROACHES

▪ **Guidance on climate action:** There is very likely more climate action being led by tourism stakeholders than is captured in this report. Raising awareness of what can fall inside “climate action” will help stakeholders realize of the potential of many initiatives that they already have in place. Guidance for climate plans is very much needed and it needs to be tailored to the needs of smaller organizations, including those that do not have sustainability staff, as well as focus on both mitigation and adaptation elements.

▪ **Capacity building on measurement of emissions:** Reliably tracking emissions reductions requires measurement, yet measurement remains a challenge for all types of stakeholders. There is a need to build knowledge on measurement methodologies and on techniques to define targets, as well as a need to enhance the understanding of the mitigation potential of ongoing initiatives.

▪ **Streamlined reporting mechanisms:** Promoting the disclosure of data on emissions needs to be supported through simplified processes and building on existing platforms. It would seem strategic to consider measuring the number of “changes in practices” implemented by tourism stakeholders in connection to mitigation and adaptation efforts, in parallel to advancing the complex task of measuring CO$_2$ emissions. Such approach could encourage action at scale, as every effort counts.

▪ **Uptake of carbon removal:** The prevalence of offsetting appears to be limited and thus, there is an opportunity to promote investments in carbon removal (as a complement to conventional offsets) across tourism stakeholders. Investing in removals will be necessary to ensure that net zero can be met. The compensation of emissions shall be reserved for residual emissions (i.e. those left after implementing reduction efforts).

▪ **Collaboration platforms:** Gaining a further understanding of climate policy frameworks at country and regional level and identifying opportunities for tourism to take part could support ensuring that all relevant players are involved and the necessary support for implementation is mobilized. At the business level, collaboration across the value chain would be essential to accelerate sustainable consumption and production.
Nearly half of respondents (518) indicated that they are taking climate action without the guidance of a formal plan. A quarter of respondents (308) mentioned having a plan in place.
Across all stakeholder types – Destination, Business, Supporting Organizations – the relative majority (46.8%) are taking action without a plan.
### 2.1 BUSINESS CLIMATE ACTION PLANS

#### WHAT TYPE OF BUSINESSES HAVE CLIMATE ACTION PLANS? (n=669)

The distribution of responding businesses that have a plan, are implementing action, and not having a plan are similar across business subsectors: accommodation, tour operators and transport.

Businesses with a climate action plan represent about a quarter of each subsector (accommodation 26.2%, tour operators 24.3%, transport 33.3%) whereas businesses reporting implementing action without a formalized plan represent about half of each subsector.
Businesses with more than 500 employees are more likely to have a plan and less likely to take action without a plan, relative to smaller organizations. Organizations with between 51 and 100 staff members were most likely to report taking action without a plan.
Businesses are more likely to have a climate action plan (35.4%) and to be taking action without a plan (48.1%) when a sustainability staff member is in place.

Businesses reporting not having a climate action plan are more likely not to have sustainability staff member.

The majority of business respondents do not have any type of sustainability certification (74.8%). Of those which have a sustainability certification, 54.6% are taking action but have no plan.
**WHAT TYPE OF ACCOMMODATIONS HAVE CLIMATE ACTION PLANS? (n=339)**

Only a quarter of accommodations (26.3%) have climate action plans. Of those accommodations, hotels are most likely to have a climate action plan (43.5%), followed closely by resorts (42.7%). However, almost half of the hotels (49.4%) and resorts (44.9%) reported implementing climate action without a plan.

<table>
<thead>
<tr>
<th>Type</th>
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<th>Action without a plan</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel (n=168)</td>
<td>39</td>
<td>83</td>
<td>46</td>
</tr>
<tr>
<td>Resort (n=118)</td>
<td>38</td>
<td>53</td>
<td>27</td>
</tr>
<tr>
<td>Other (n=53)</td>
<td>12</td>
<td>28</td>
<td>13</td>
</tr>
</tbody>
</table>

**WHAT TYPE OF TOUR OPERATORS HAVE CLIMATE ACTION PLANS? (n=251)**

A quarter of tour operators (26.7%) report having a climate action plan. Of those tour operators with action plans, mostly are inbound and outbound operators (34.3%) and inbound only (31.3%). The majority of operators, regardless of business type, indicated taking action with no plan (47.8%).

<table>
<thead>
<tr>
<th>Type</th>
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<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local experience provider (n=43)</td>
<td>12</td>
<td>21</td>
<td>10</td>
</tr>
<tr>
<td>Outbound and inbound (n=72)</td>
<td>23</td>
<td>28</td>
<td>21</td>
</tr>
<tr>
<td>Outbound (n=55)</td>
<td>11</td>
<td>27</td>
<td>17</td>
</tr>
<tr>
<td>Inbound (n=81)</td>
<td>21</td>
<td>44</td>
<td>16</td>
</tr>
</tbody>
</table>
Almost one-third (29.7%) of destinations report having a climate action plan. National governments (36.9%) followed by Destination Management Organizations (DMOs) (29.2%) are most likely to have a climate action plan. However, the majority of responding destinations report that they are taking action without the guidance of a plan (43.8%).
Destinations are more likely to have a climate action plan (42.0%) and to be taking action without a plan (40.4%) when a sustainability staff member is in place.

Destinations reporting not having a climate action plan are more likely to not have sustainability staff member.

The majority of destination respondents do not have any type of sustainability certification (78.4%). Of those which do have a sustainability certification, 52.7% have a climate action plan.
2.3 SUPPORTING ORGANIZATION CLIMATE ACTION PLANS

Supporting organizations which reported having a climate plan are mainly NGOs (52.8%)

<table>
<thead>
<tr>
<th>Supporting Organization</th>
<th>Yes</th>
<th>Action without a plan</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consultant (n=49)</td>
<td>14</td>
<td>19</td>
<td>16</td>
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<tr>
<td>Destination network (n=11)</td>
<td>2</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Business network (n=43)</td>
<td>9</td>
<td>21</td>
<td>13</td>
</tr>
<tr>
<td>NGO (n=64)</td>
<td>28</td>
<td>27</td>
<td>9</td>
</tr>
</tbody>
</table>

TOTAL  65  96  58
3 MITIGATION

This section focuses on steps and actions undertaken by tourism stakeholders to reduce greenhouse gas emissions from tourism operations.

Overall, the most reported climate change mitigation activities were related to energy efficiency (22.9%) followed by conservation practices (21.0%) and waste management practices (19.0%). The specific practices varied widely across respondent type and organizational focus. Sustainable procurement was the least represented mitigation activity (8.8%).

- Energy efficiency: 23%
- Sustainable procurement: 9%
- Waste management: 19%
- Conservation: 14%
- Product development: 14%
- Other activities: 21%
The distribution of mitigation activities were similar across respondent types. Organizations most readily utilized energy efficiencies, waste management and conservation practices to mitigate climate change.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Business (n=121)</th>
<th>Destination (n=62)</th>
<th>Supporting organizations (n=62)</th>
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<tbody>
<tr>
<td>Energy efficiency</td>
<td>69</td>
<td>20</td>
<td>60</td>
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<tr>
<td>Sustainable procurement</td>
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<td>9</td>
<td>7</td>
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<tr>
<td>Waste Management</td>
<td>66</td>
<td>26</td>
<td>32</td>
</tr>
<tr>
<td>Conservation</td>
<td>70</td>
<td>27</td>
<td>40</td>
</tr>
<tr>
<td>Product development</td>
<td>45</td>
<td>23</td>
<td>27</td>
</tr>
<tr>
<td>Other activities</td>
<td>27</td>
<td>18</td>
<td>44</td>
</tr>
</tbody>
</table>
### Which Mitigation Actions Are Businesses Implementing?

#### Energy Efficiency
- More fuel efficient/electric transportation: 11
- Use of renewable energy sources: 18
- Adopting electricity/heating/cooling efficiencies: 20
- Urban/building improvements: 19
- Other "energy efficiency" actions: 1

#### Sustainable Procurement
- Local sourcing: 20
- Plant-based menu options: 16
- Purchasing from responsible suppliers: 3
- Considering product life-cycle: 2
- Other "sustainable procurement" actions: 2

#### Waste Management
- Reducing solid waste: 10
- Reducing food waste: 18
- Integrating reusable items: 18
- Eliminating unnecessary plastics: 16
- Recycling: 12
- Other "waste management" actions: 2

#### Conservation
- Protection of forests: 27
- Protection of coastlines: 18
- Reforestation: 19
- Other "conservation" actions: 6

#### Product Development
- Offering more sustainable trip options: 34
- Reviewing products to improve them: 2
- Developing new low carbon products: 4
- Rethinking marketing efforts: 3
- Other "product development" actions: 2

#### Other Activities
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### WHICH MITIGATION ACTIONS ARE DESTINATIONS IMPLEMENTING?

<table>
<thead>
<tr>
<th>Category</th>
<th>Actions</th>
<th>Levels</th>
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<tbody>
<tr>
<td><strong>Energy efficiency</strong></td>
<td>More fuel efficient/electric transportation</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Use of renewable energy sources</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Adopting electricity/heating/cooling efficiencies</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Urban/building improvements</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Other &quot;energy efficiency&quot; actions</td>
<td>2</td>
</tr>
<tr>
<td><strong>Sustainable procurement</strong></td>
<td>Local sourcing</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Plant-based menu options</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Purchasing from responsible suppliers</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Considering product life-cycle</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Other &quot;sustainable procurement&quot; actions</td>
<td>1</td>
</tr>
<tr>
<td><strong>Waste management</strong></td>
<td>Reducing solid waste</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Reducing food waste</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Integrating reusable items</td>
<td>2</td>
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<tr>
<td></td>
<td>Eliminating unnecessary plastics</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Recycling</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Other &quot;waste management&quot; actions</td>
<td>2</td>
</tr>
<tr>
<td><strong>Conservation</strong></td>
<td>Protection of forests</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Protection of coastlines</td>
<td>5</td>
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<tr>
<td></td>
<td>Reforestation</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Other &quot;conservation&quot; actions</td>
<td>1</td>
</tr>
<tr>
<td><strong>Product development</strong></td>
<td>Offering more sustainable trip options</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Reviewing products to improve them</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Developing new low carbon products</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Rethinking marketing efforts</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Other &quot;product development&quot; actions</td>
<td>1</td>
</tr>
<tr>
<td><strong>Other activities</strong></td>
<td></td>
<td>18</td>
</tr>
</tbody>
</table>
WHAT MITIGATION ACTIONS ARE SUPPORTING ORGANIZATIONS IMPLEMENTING?

### Energy Efficiency
- More fuel efficient/electric transportation: 18
- Use of renewable energy sources: 13
- Adopting electricity/heating/cooling efficiencies: 15
- Urban/building improvements: 11
- Other "energy efficiency" actions: 3

### Sustainable Procurement
- Local sourcing: 3
- Plant-based menu options: 3
- Purchasing from responsible suppliers: 3
- Considering product life-cycle: 1
- Other "sustainable procurement" actions: 1

### Waste Management
- Reducing solid waste: 6
- Reducing food waste: 4
- Integrating reusable items: 4
- Eliminating unnecessary plastics: 6
- Recycling: 16
- Other "waste management" actions: 6

### Conservation
- Protection of forests: 12
- Protection of coastlines: 15
- Reforestation: 10
- Other "conservation" actions: 3

### Product Development
- Offering more sustainable trip options: 19
- Reviewing products to improve them: 4
- Developing new low carbon products: 2
- Rethinking marketing efforts: 2
- Other "product development" actions: 2

### Other Activities
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## Mitigation Activities/Actions in Business Responses

### Mitigation Activity

<table>
<thead>
<tr>
<th>Energy Efficiency</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>More fuel efficient/electric transportation</td>
<td>- Electric vehicle charging stations implementation; green fuel sources for air travel; public transport integration</td>
</tr>
<tr>
<td>Use of renewable energy sources</td>
<td>- Solar power; wave energy; biofuel</td>
</tr>
<tr>
<td>Adopting electricity, heating, and cooling efficiencies</td>
<td>- LED lights; water collection</td>
</tr>
<tr>
<td>Urban/building improvements</td>
<td>- Energy-efficient insulation and lighting; locally-sourced construction materials</td>
</tr>
<tr>
<td>Other “energy efficiency” actions</td>
<td>- Electronic check-in; documents on cloud</td>
</tr>
<tr>
<td>Sustainable Procurement</td>
<td></td>
</tr>
<tr>
<td>Local sourcing</td>
<td>- Food sourced from local organic farms; in-house fruit and vegetable production; seasonal ingredients</td>
</tr>
<tr>
<td>Purchasing from suppliers taking action to reduce their emissions</td>
<td>- Partnering with sustainable transportation providers; researching supplier Carbon Disclosure Project (CDP) scores</td>
</tr>
<tr>
<td>Considering product life-cycle in purchasing decisions</td>
<td>- Implementing life-cycle assessments</td>
</tr>
<tr>
<td>Other “sustainable procurement” actions</td>
<td>- Bulk purchasing; water purification using desalination and reverse osmosis</td>
</tr>
<tr>
<td>Waste Management</td>
<td></td>
</tr>
<tr>
<td>Reducing solid waste</td>
<td>- Paper usage reduction; multi-stream and e-waste recycling</td>
</tr>
<tr>
<td>Reducing food waste</td>
<td>- Composting; anaerobic food digestion; food waste donations to local farms</td>
</tr>
<tr>
<td>Integrating reusable items</td>
<td>- Water bottle refill stations; reusable shipping crates</td>
</tr>
<tr>
<td>Eliminating unnecessary plastics</td>
<td>- Policies against single-use plastic; stopping the use of plastic bags; ceasing to provide single-use toiletry items</td>
</tr>
<tr>
<td>Recycling</td>
<td>- Seven-stream recycling; working with local recycling partners; circular economy models</td>
</tr>
<tr>
<td>Other “waste management” actions</td>
<td>- Modernizing waste treatment plants onboard older vessels and new; waste tracking through dedicated staff</td>
</tr>
<tr>
<td>Conservation</td>
<td></td>
</tr>
<tr>
<td>Protection of forests</td>
<td>- Monetary support of conservation agencies; active engagement with natural resource policy makers</td>
</tr>
<tr>
<td>Protection of coastlines (mangroves, corals, marshes and wetlands)</td>
<td>- Beach cleanups; coral regeneration programs; partnering with ocean conservation entities</td>
</tr>
<tr>
<td>Reforestation</td>
<td>- Planting trees; using local vegetation species in landscaping; avoiding cutting down natural vegetation when possible</td>
</tr>
<tr>
<td>Other “conservation” actions</td>
<td>- Promoting environmental care through community activities; anti-poaching; human-wildlife conflict mitigation; environmental education; rewilding</td>
</tr>
</tbody>
</table>
### MITIGATION ACTIVITIES/ACTIONS IN BUSINESS RESPONSES

#### MITIGATION ACTIVITY

<table>
<thead>
<tr>
<th>Product Development</th>
<th>EXAMPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offering/supporting more sustainable trip options</td>
<td>▪ Promoting eco-tourism; offering low/no-emission transit; transparency about CO2 emissions</td>
</tr>
<tr>
<td>Reviewing products to make them more sustainable</td>
<td>▪ Ensuring that suppliers are committed to sustainability; researching carbon neutral trips</td>
</tr>
<tr>
<td>Developing new low-carbon products</td>
<td>▪ Low-carbon educational trips; purchase of carbon credits</td>
</tr>
<tr>
<td>Rethinking marketing efforts</td>
<td>▪ Reducing paper marketing; rethinking which experiences should be advertised to travellers</td>
</tr>
<tr>
<td>Other “product development” actions</td>
<td>▪ Environmental activities on resorts; organizing competitions related to sustainability efforts; storytelling and education</td>
</tr>
</tbody>
</table>

#### Energy Efficiency

<table>
<thead>
<tr>
<th>Energy Efficiency</th>
<th>EXAMPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>More fuel efficient/electric transportation</td>
<td>▪ Electric vehicle charging stations; public transportation; bicycling</td>
</tr>
<tr>
<td>Use of renewable energy sources</td>
<td>▪ Renewable energy legislation</td>
</tr>
<tr>
<td>Adopting electricity, heating, and cooling efficiencies</td>
<td>▪ Energy conservation incentive programs; educational tools on energy efficiency</td>
</tr>
<tr>
<td>Urban/building improvements</td>
<td>▪ Recycled bricks; mitigation banking; environmental policy compliance in public buildings</td>
</tr>
<tr>
<td>Other “energy efficiency” actions</td>
<td>▪ Free energy assessment; carbon accounting support; including sustainable tourism in national response to climate change</td>
</tr>
</tbody>
</table>

#### Sustainable Procurement

<table>
<thead>
<tr>
<th>Sustainable Procurement</th>
<th>EXAMPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local sourcing</td>
<td>▪ Local purchases by municipal ordinance</td>
</tr>
<tr>
<td>Purchasing from suppliers taking action to reduce their emissions</td>
<td>▪ Green public procurement plans; sustainable supplier certifications</td>
</tr>
<tr>
<td>Considering product life-cycle in purchasing decisions</td>
<td>▪ Creating and implementing guides for sustainable purchasing; buying biodegradable and recyclable products</td>
</tr>
<tr>
<td>Other “sustainable procurement” actions</td>
<td>▪ Inclusion of environmental criteria in contractual processes</td>
</tr>
</tbody>
</table>
### MITIGATION ACTIVITY

<table>
<thead>
<tr>
<th><strong>Waste Management</strong></th>
<th><strong>Example</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Reducing solid waste</td>
<td>- Comprehensive solid waste minimization plans, e-waste disposal plans and facilities</td>
</tr>
<tr>
<td>Reducing food waste</td>
<td>- Food and durable good donations, composting, food digestors, zero waste initiatives</td>
</tr>
<tr>
<td>Integrating reusable items</td>
<td>- Avoiding single-use plastic items, creating recyclable and re-usable brand-specific products</td>
</tr>
<tr>
<td>Eliminating unnecessary plastics</td>
<td>- Choosing reusable over disposable items, advocating for the prohibition of single use plastics, reducing overall plastic use</td>
</tr>
<tr>
<td>Recycling</td>
<td>- Upcycled materials, e-waste recycling, scrap metal recycling</td>
</tr>
<tr>
<td>Other “waste management” actions</td>
<td>- Cleanliness-related awards, segregation programs</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Conservation</strong></th>
<th><strong>Example</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Protection of forests</td>
<td>- Abiding by conservation legislation, payment for ecosystem services</td>
</tr>
<tr>
<td>Protection of coastlines (mangroves, corals, marshes and wetlands)</td>
<td>- Beach cleanup initiatives, peatland restoration projects, coral reef regeneration</td>
</tr>
<tr>
<td>Reforestation</td>
<td>- Creating indoor green spaces, partnership with reforestation agencies, supporting city parks and forests</td>
</tr>
<tr>
<td>Other “conservation” actions</td>
<td>- Awareness raising for communities, avoiding uncontrolled burning</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Product Development</strong></th>
<th><strong>Example</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Offering/supporting more sustainable trip options</td>
<td>- Promoting ecotourism, incorporating sustainability into values, environmental certification</td>
</tr>
<tr>
<td>Reviewing products to make them more sustainable</td>
<td>- Conducting environmental impact assessments before product development, diversifying tourism products</td>
</tr>
<tr>
<td>Developing new low-carbon products</td>
<td>- Climate-friendly market calculations, digitizing marketing content</td>
</tr>
<tr>
<td>Rethinking marketing efforts</td>
<td>- Emphasizing sustainable tourism, eco-tourism communication plans, encouraging engagement from customers</td>
</tr>
<tr>
<td>Other “product development” actions</td>
<td>- Training and awareness tools aimed at investors</td>
</tr>
<tr>
<td>MITIGATION ACTIVITY</td>
<td>EXAMPLE</td>
</tr>
<tr>
<td>---------------------------------------------------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Energy Efficiency</strong></td>
<td><strong>EXAMPLE</strong></td>
</tr>
<tr>
<td>More fuel efficient/electric transportation</td>
<td>● Zero-emission vehicle investment; public transportation integration and incentives</td>
</tr>
<tr>
<td>Use of renewable energy sources</td>
<td>● Solar power; wind energy</td>
</tr>
<tr>
<td>Adopting electricity, heating, and cooling efficiencies</td>
<td>● Biofuel, towel re-use; dual-flush toilets</td>
</tr>
<tr>
<td>Urban/building improvements</td>
<td>● Offering community resources on green architecture; proposing alternative construction materials like bamboo; passive house construction</td>
</tr>
<tr>
<td>Other “energy efficiency” actions</td>
<td>● Equipment of quays dedicated to cruises for connection to the quay (port authority); implementing energy efficiency strategies; training staff on resource efficiency and calculating GHG emissions</td>
</tr>
<tr>
<td><strong>Sustainable Procurement</strong></td>
<td><strong>EXAMPLE</strong></td>
</tr>
<tr>
<td>Local sourcing</td>
<td>● Partnering with community businesses; local-only product consumption policies</td>
</tr>
<tr>
<td>Purchasing from suppliers taking action to reduce their emissions</td>
<td>● Ensuring supplier sustainability before partnering; encouraging current partners to engage in sustainable behaviors</td>
</tr>
<tr>
<td>Other “sustainable procurement” actions</td>
<td>● Using chemical-free solutions</td>
</tr>
<tr>
<td><strong>Waste Management</strong></td>
<td><strong>EXAMPLE</strong></td>
</tr>
<tr>
<td>Reducing solid waste</td>
<td>● Circular economy pilot programs; limits on paper and digital storage; solid and liquid waste management programs</td>
</tr>
<tr>
<td>Reducing food waste</td>
<td>● Composting; food waste management plans</td>
</tr>
<tr>
<td>Eliminating unnecessary plastics</td>
<td>● Plastic-free policies and legislation; plastic collection contests</td>
</tr>
<tr>
<td>Recycling</td>
<td>● Multi-stream recycling; waste reuse plans; community upcycling partnerships</td>
</tr>
<tr>
<td><strong>Conservation</strong></td>
<td><strong>EXAMPLE</strong></td>
</tr>
<tr>
<td>Protection of forests</td>
<td>● Work with volunteer programs for forest conservation in natural parks; practice sustainable silviculture</td>
</tr>
<tr>
<td>Protection of coastlines (mangroves, corals marshes and wetlands)</td>
<td>● Coral reef rehabilitation programs; reef-safe sunscreen policies; mangrove preservation sites</td>
</tr>
<tr>
<td>Reforestation</td>
<td>● Creating and restoring public green spaces; planting mangroves and other trees; partnering with reforestation entities</td>
</tr>
<tr>
<td>Other “conservation” actions</td>
<td>● Conservation awareness; training guides on environmental issues</td>
</tr>
</tbody>
</table>
## Mitigation Activities/Actions in Supporting Organization Responses

<table>
<thead>
<tr>
<th>Mitigation Activity</th>
<th>Example</th>
</tr>
</thead>
</table>
| Product Development                 | **Offering/supporting more sustainable trip options**  
  - Car-free tours; ecotourism/educational travel promotion; leave-no-trace treks  
  **Developing new low-carbon products**  
  - Low-carbon hospitality sector development; circular economy models in product development  
  **Rethinking marketing efforts**  
  - Marketing conservation experiences; aiming to educate through marketing materials  
  **Other “product development” actions**  
  - Offering the opportunity for guests to engage in sustainability related discussions; designing more sustainable travel experiences |
The majority (68.7%) of organizations responding are not purchasing offsets.

One in five (20.6%) do offer their clients the option to purchase offsets.

Of those who are offsetting emissions (10.7%), most (41.1%) are offsetting their tourism operations emissions only.

Almost a third (32.7%) of organizations who are offsetting emissions are offsetting all emissions – internal emissions and emissions from tourism operations.

- 69%: Yes, offsetting internal emissions
- 41%: Yes, offsetting tourism operations emissions
- 33%: Yes, offsetting all emissions
- 26%: No, but we offer clients possibilities to offset their trips
- 10%: No, we are not purchasing offsets
ARE TOURISM STAKEHOLDERS INVESTING IN NATURE-BASED SOLUTIONS? (n=832)

Most organizations say they are not investing in nature-based solutions (68.0%).

NOTE: Nature-based solutions encompass a wide range of approaches focusing on the protection, management and restoration ecosystems and habitats (e.g., forests, coral reefs, mangroves, wetlands, seagrass, etc.) to provide biodiversity benefits and human well-being, including through disaster risk reduction.

Nature-based solutions can contribute to climate change mitigation through carbon dioxide removal, and provide differing levels of carbon dioxide storage.

ARE TOURISM STAKEHOLDERS INVESTING IN TECHNOLOGY-BASED SOLUTIONS? (n=787)

The majority of respondents (83.5%) are not investing in technology-based solutions.

NOTE: In addition to nature-based solutions for carbon removal such as forest restoration and agricultural soil management, technological strategies for carbon removal also exist. These include technologies such as direct air capture and enhanced mineralization, and hybrid strategies like enhanced root crops, bioenergy with carbon capture and storage, and ocean-based carbon removal.
This section outlines how tourism stakeholders measure greenhouse gas emissions from tourism operations.

### ARE TOURISM STAKEHOLDERS MEASURING EMISSIONS? (n=927)

Three quarters of respondents (75.4%) said their organizations are not measuring emissions. There are multiple reasons for not measuring emissions. Of those not measuring emissions, the most reported reason for not measuring was because their organization does not know how to measure (38.7%). An additional 28.6% of organizations not measuring reported they have identified how to measure but have not implemented measurement strategies yet.

- Yes
- No, but identified how to measure
- No, we do not know how
- No
- We are supporting members efforts to measure*

* Response from supporting organization respondents such as business networks.
ARE TOURISM STAKEHOLDERS DISCLOSING THE INFORMATION ABOUT EMISSIONS FROM OPERATIONS? (n=286)

Almost two-thirds (60.1%) of organizations reported they are not disclosing information about their emissions. The majority of those organizations, however, plan to disclose emissions information in the future.

For those organizations that are disclosing information about emissions (40.9%), almost half are reporting their emissions internally and about one third have their emissions information publicly available.

WHICH TYPES OF TOURISM STAKEHOLDERS ARE MEASURING EMISSIONS? (n=891)

Business stakeholders make up the majority (85.9%) of respondents who indicated they are measuring emissions. Businesses also make up the majority (69.0%) of those organizations that are not measuring because they do not know how.

From the destination perspective, the vast majority (90.7%) are not measuring, with over a quarter (26.2%) observing they are not measuring because they do not know how.
4.1 BUSINESS MEASUREMENT

WHICH TYPES OF TOURISM BUSINESSES ARE MEASURING EMISSIONS? (n=584)

Across all business types, the majority of businesses (72.9%) are not measuring emissions. The relative majority of those not measuring (45.9%) reported not measuring emissions because they did not know how to measure. Accommodations were the most likely to be measuring emissions across businesses types.
Over half of businesses (56.6%) report they have not set 2030 reduction targets but they are working to define them. Of those that have an interim emissions reduction target, almost half (48.7%) report that their target is 50%+ reduction in emissions. Additionally, 63.3% of businesses indicate the source for target emissions reduction is greenhouse gases, while just over a third (36.7%) are focused on only carbon dioxide emissions reductions for their interim targets.

NOTE: This question was answered by those businesses who either reported they were measuring emissions or not yet measuring but had identified how to do it.
How are tourism businesses disclosing emissions? (n=175)

Generally, businesses, regardless of type, are not currently disclosing emissions information, but plan to in the future. For those businesses, that are disclosing accommodations are most likely to report both internally and publicly.

NOTE: This question was answered by those businesses who either reported they were measuring emissions or not yet measuring but had identified how to do it.

Are tourism businesses outsourcing emissions measurement? (n=204)

The majority of businesses (58.8%) indicated they are not outsourcing emissions measurement, instead preferring to measure internally. A few tour operators (23.1%) and a few accommodation providers (17.8%) reported recruiting technical experts to help with emissions measurement.

NOTE: This question was answered by those businesses who either reported they were measuring emissions or not yet measuring but had identified how to do it.
4.2 DESTINATION MEASUREMENT

WHICH TYPES OF DESTINATIONS ARE MEASURING EMISSIONS? (n=176)

- Yes, we are measuring emissions: 8 (National) + 4 (Subnational) + 4 (Local) = 16
- No, because we don't know how: 13 (National) + 6 (Subnational) + 1 (Local) + 12 (DMO) = 32
- No, but we have identified how: 19 (National) + 3 (Subnational) + 11 (Local) + 14 (DMO) = 47
- No, we are not measuring emissions: 33 (National) + 14 (Subnational) + 21 (Local) + 13 (DMO) = 81
WHICH 2030 REDUCTION TARGETS ARE BEING SET BY TOURISM DESTINATIONS? (n=44)

Over half of responding destinations (52.3%) reported that they are working on establishing a 2030 interim reduction target. Of those that do have a emissions reduction target, 54% reported their target is to reduce emissions by 50% or more.

NOTE: This question was answered by those businesses who either reported they were measuring emissions or not yet measuring but had identified how to do it.
5 ADAPTATION

This section summarises how tourism stakeholders adapt to the impacts of climate change.

WHICH ADAPTATION TECHNIQUES ARE TOURISM STAKEHOLDERS USING? (n=341)

The majority businesses reported using technical adaptation techniques such as energy and water efficiency technologies. Policy adaptation techniques, such as regulating organizational emissions and incorporating future climate risk into policy decisions, were also commonly reported being used by businesses.

- Technical adaptations include for example rainwater collection, and energy efficiencies.
- Managerial adaptations include administrative actions such as product diversification and low season closures.
- Policy adaptations might mean for example partnering with local tourism councils to develop sustainable policies.
- Research adaptations mean using science-based practices to inform decision-making.
- Education adaptations means staff education promoting practices internally and guest education to promote long-term impact.
- Behaviour adaptations include for example conservation, energy and water reduction.

None of the above: 144
### Technical Adaptation Themes in Businesses/Destinations Responses

<table>
<thead>
<tr>
<th>Theme</th>
<th>Definition</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water recycling and reduction</td>
<td>Action to reduce the consumption of water resources</td>
<td>Rainwater collection, desalination, filtering gardens</td>
</tr>
<tr>
<td>Energy reduction</td>
<td>Action to reduce the consumption of electricity</td>
<td>Optimization of electricity usage, motion-lighting</td>
</tr>
<tr>
<td>Energy transition</td>
<td>Action to transition from fossil fuels to renewable energy sources</td>
<td>Solar power, renewable energy supplement</td>
</tr>
<tr>
<td>Monitoring</td>
<td>Observing impacts and environment to identify issues</td>
<td>Measuring water consumption, carbon footprint</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>Actions that structurally reduce the susceptibility to climate change</td>
<td>Anti-cyclonic designs, coastal structures</td>
</tr>
</tbody>
</table>

### Managerial Adaptation Themes in Businesses/Destinations Responses

<table>
<thead>
<tr>
<th>Theme</th>
<th>Definition</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program adaptation</td>
<td>Modifying programs and products offered to avoid or limit climate impacts</td>
<td>Adjusting closed season, regenerative tourism, mode of transport changes</td>
</tr>
<tr>
<td>Resource management</td>
<td>Integrating resource-use awareness and management into planning</td>
<td>Energy saving programs, utilizing monitoring reports to prepare for future resource use</td>
</tr>
<tr>
<td>Internal</td>
<td>Management of resource use for staff and internal operations</td>
<td>No flying for staff</td>
</tr>
<tr>
<td>External</td>
<td>Management of resource use due to business operations</td>
<td>Sustainable transportation, responsible tourism portfolio to map sustainable practices</td>
</tr>
<tr>
<td>Place-based activities</td>
<td>Strategic engagement with specific places and communities to address climate change</td>
<td>Awareness of local community structures, local sourcing, monitoring local impacts</td>
</tr>
<tr>
<td>Education</td>
<td>Incorporating education in climate change management planning</td>
<td>Providing educational programs and trainings on climate change</td>
</tr>
<tr>
<td>Guest</td>
<td>Educating guests or clients</td>
<td>Guest education programming</td>
</tr>
<tr>
<td>Staff</td>
<td>Educating staff</td>
<td>Climate action trainings</td>
</tr>
</tbody>
</table>
## Policy Adaptation Themes in Businesses/Destinations Responses

<table>
<thead>
<tr>
<th>Theme</th>
<th>Definition</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collaboration</td>
<td>Policies to address climate change with partners</td>
<td>Collective advocacy, Sustainability programs</td>
</tr>
<tr>
<td></td>
<td>Partnering with local communities</td>
<td>Partnering with local tourism councils to develop sustainable policies</td>
</tr>
<tr>
<td></td>
<td>Partnering with national entities</td>
<td>Developing sustainability policies within a national framework</td>
</tr>
<tr>
<td></td>
<td>Partnering with other members of the tourism industry</td>
<td>Sourcing travel from sustainable travel providers</td>
</tr>
<tr>
<td>Compliance</td>
<td>Policies that align with stated requirements</td>
<td>Following county and national policies</td>
</tr>
<tr>
<td>Management</td>
<td>Policies aimed at managing impacts and informing future decision making</td>
<td>Monitoring and measurement mandates, sustainability policies</td>
</tr>
<tr>
<td>Membership</td>
<td>Membership in climate action organizations</td>
<td>Asia Europe People’s Forum, Association of Responsible Tourism</td>
</tr>
<tr>
<td>Certification</td>
<td>Achieving structured certifications</td>
<td>Green hotel, LEED</td>
</tr>
<tr>
<td>Education</td>
<td>Policies requiring education and training</td>
<td>Staff education on climate action and impacts</td>
</tr>
</tbody>
</table>

## Research Adaptation Themes in Businesses/Destinations Responses

<table>
<thead>
<tr>
<th>Theme</th>
<th>Definition</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>Utilizing research to develop curriculum and educational programming</td>
<td>Programs to address knowledge gaps within the local community, science-based staff training programs</td>
</tr>
<tr>
<td>Assessment</td>
<td>Research-informed assessment and evaluation practices</td>
<td>Ecological impact monitoring, annual business review and evaluation</td>
</tr>
<tr>
<td>Support</td>
<td>Supporting the research process</td>
<td>Providing opportunities for place-based research, providing environmental data</td>
</tr>
<tr>
<td>Collaboration</td>
<td>Engaging with researchers and other organizations in the research process</td>
<td>Collaborating with experts in the field of sustainability</td>
</tr>
<tr>
<td>Direct research</td>
<td>Directly conducting research</td>
<td>Wildlife research monitoring, information taskforces</td>
</tr>
</tbody>
</table>
### Education Adaptation Themes in Businesses/ Destinations Responses

<table>
<thead>
<tr>
<th>Theme</th>
<th>Definition</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guest</td>
<td>Direct education of guests about climate related topics</td>
<td>Pre-trip, in-trip climate education experiences</td>
</tr>
<tr>
<td>Staff</td>
<td>Direct education of staff about climate related topics</td>
<td>Climate change impact training, climate action training</td>
</tr>
<tr>
<td>Community</td>
<td>Direct education of community members about climate related topics</td>
<td>Addressing climate change gaps in the local community</td>
</tr>
<tr>
<td>Topic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Impacts</td>
<td>Education focusing on the impacts of climate change</td>
<td>Impacts to the community, impacts to the destination</td>
</tr>
<tr>
<td>Action</td>
<td>Education focusing on action to take to address climate change</td>
<td>Collective action, water saving techniques</td>
</tr>
<tr>
<td>Partnership</td>
<td>Education through engaging with other industries or providers</td>
<td>Education with NGOs in the field</td>
</tr>
<tr>
<td>Programming</td>
<td>Development of sustained programs focused on education</td>
<td>Trained staff members developing education focal points</td>
</tr>
</tbody>
</table>

### Behavioral Adaptation Themes in Businesses/ Destinations Responses

<table>
<thead>
<tr>
<th>Theme</th>
<th>Definition</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct action</td>
<td>Engaging guests with action to direct address climate change</td>
<td>Conservation, energy and water reduction</td>
</tr>
<tr>
<td>Indirect action</td>
<td>Organizationally supporting direct action taken by other organizations</td>
<td>Advocating for conservation action of local wildlife</td>
</tr>
<tr>
<td>Education</td>
<td>Education focused on tangible actions to take</td>
<td>Staff training on climate action in tourism, guest environmental education</td>
</tr>
<tr>
<td>Monitoring</td>
<td>Monitoring the impacts of climate change to inform decision making</td>
<td>Water level monitoring, biodiversity monitoring</td>
</tr>
<tr>
<td>Partnership</td>
<td>Engaging in climate action with other organizations</td>
<td>Engaging with stakeholders in climate action</td>
</tr>
</tbody>
</table>
Most businesses (43.1%) lack the characteristics of an adaptive organization. Of adaptive capacity characteristics, selected by respondents, flexible policies are the most often used (28.3%).
This section provides an overview on how tourism stakeholders engage with travellers, staff and other partners about climate change.

### DO TOURISM STAKEHOLDERS HAVE PARTNER ORGANIZATIONS WITH WHOM TO SHARE INFORMATION AND RESOURCES ABOUT CLIMATE CHANGE? (n=635)

The majority of organizations (59.7%) are not addressing climate change with other organizations.

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination (n=163)</td>
<td>57.7</td>
<td>42.3</td>
</tr>
<tr>
<td>Business (n=472)</td>
<td>30.9</td>
<td>69.1</td>
</tr>
</tbody>
</table>
Almost two-thirds of organizations (63.6%) of organizations reported not providing guidance and training to operational staff of climate actions the organization is taking. Businesses reported slightly higher levels of organizational training and guidance on climate change, relative to destinations.

There is a lack of engagement with visitors and guests with low-carbon initiatives. This represents another significant gap in climate action agency within the tourism and travel industry.
ANNEX 1 | METHODOLOGY

RESEARCH METHOD

To gain a further understanding of the state of climate action in tourism, a survey was developed and distributed among three key stakeholder types: businesses, destinations, and supporting organizations. The data from the survey were analyzed and results are compiled in this Baseline Report.

DATA COLLECTION

Data were collected using a non-random chain-referral sample with the UNWTO database as a sample frame stratified by UNWTO regions. Surveys were sent to the Directors of each UNWTO region to further disperse to tourism organizations within their respective regions.

This approach to identifying potential participants was used for two primary reasons. First, to allow access to a global-level sample of the tourism industry through the UNWTO network. Second, to utilize UNWTO Regional Directors as key stakeholders within the surveying process to leverage existing relationships with organizations.

Although this method has disadvantages in generalizing from results, it does provide a baseline for the examination of climate action within the tourism industry across the UNWTO regions. A total of 1,139 unique and complete responses were recorded.
The survey was organized into three sections for relevance to key industry stakeholder respondent groups: businesses, destinations, and supporting organizations.

The following organizations provided inputs during the preparation of the survey: ABTA, ANVR, Booking.com, ETOA, France, Green Initiative, Hostelworld, ITF, IUCN TAPAS, PATA, SHA, UNEP, UNFCCC, and the University of Surrey.

In the first section of the survey, organizations were asked to report information about their organizational structure including the size of an organization, location, and primary stakeholder type.

Within each of the stakeholder categories, specific questions addressed five general topics related to climate action in tourism: climate action planning, greenhouse gas reduction, measurement of emissions, climate adaptation, and engagement of travellers in climate action.

Specific questionnaire items were tailored to the respondent type (e.g., business, destination, and supporting organization) and specific stakeholder characteristics (e.g., accommodation, tour operator, DMO, national government). Each section provided opportunities for the organization to clarify responses and provide examples of their efforts to address climate change.

Data were cleaned to remove incomplete and duplicate responses. Duplicates were identified by organization name. Quantitative data as well as qualitative data from open-ended questions were collected. Quantitative data analysis occurred at multiple levels; globally, stakeholder type (e.g., business, destination, and supporting organization), and organizational type (e.g., tour operator, accommodation). Due to the descriptive nature of the study, descriptive statistics were primarily used across all levels of analysis to understand the distributions of climate action throughout the tourism industry.

Qualitative data were used in two ways: to supplement quantitative data in our understanding and to validate quantitative data findings. The qualitative analysis focused on content analysis. When qualitative data were used to supplement quantitative data, inductive coding was used to allow categories to emerge within the data. These categories were then validated across analyses conducted by individual team members. Conversely, when qualitative data were used to validate quantitative findings, deductive coding was used to identify predetermined frameworks within the organizational responses.
LIMITATIONS

As with any original research, limitations of design or methodology influence the interpretation of the findings from the research. For this study, key limitations are:

- The non-random chain-referral sample impacts the capacity for the findings to be generalizable beyond this group of respondents.
- A lack of response from transportation stakeholders leads to a large section of the tourism industry (and a significant emitter) not being included in our baseline.

TEAM

The report was coordinated by Virginia Fernández-Trapa (UNWTO) and Christina Beckmann (ATTA) with support from Roxana Ashtari (UNWTO). Dr. Paige Viren (California State University), Daniel Pilgreen (Doctoral Candidate, Texas A&M University) and Aritree Samanta and Pavlina Laktova (San Francisco State University) designed the survey, along with Jeremy Smith (Tourism Declares), and provided results and analysis.
ANNEX 2 | RESPONDENT PROFILE

- **“Business”**: Respondents include accommodation providers, tour operators and transport providers.

- **“Destination/Government”**: Respondents include national, subnational and local governments or destination management organizations.

- **“Supporting organization”**: Respondents include associations, NGOs, networks and other entities such as consultancies which although do not have a relevant footprint from their tourism operations per se (as they are not operators), can create multiplier effects by supporting other stakeholders advance climate action.

**TOTAL RESPONDENTS BY TYPE OF STAKEHOLDER**

Most of the respondents to the Global Survey were businesses (684), followed by destinations (234) and supporting organizations (234) such as associations and non-Governmental Organizations.
The majority of respondents were from Asia and the Pacific (451), followed by Europe (291), the Americas (248), Africa (120) and with the lowest response from the Middle East region (29).

Across all regions, business stakeholders make up the majority of respondents. Businesses represent 81.5% of respondents from Asia and the Pacific; 68.9% of respondents from the Middle East and 55.0% of respondents from Africa. In Europe and the Americas, participation from destinations and supporting organizations was proportionally higher than in the rest of regions.
Within the stakeholder category of Business, accommodation providers (347) followed by tour operators (298) were the dominant respondents to the Global Survey. The perspective of Transport providers is not well represented in these results.
Respondents from the Asia and Pacific region made up the majority responses (53.8%) from the Business stakeholder type, followed by 17.6% of responses from Europe, 15.9% from Americas, 9.6% from Africa and 2.9% from the Middle East.
Three types of businesses responded to the survey: tour operators, accommodation providers, and transport providers.

- Of tour operators, most work in organizations with fewer than 10 employees (21.0%).
- Of accommodations, most work in organizations with 101 – 500 employees (16.6%).
- Of transport, an equal number work in organizations with fewer than 10 employees and between 11 and 50 employees (1.6%).

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<th>Accommodation</th>
<th>Tour operator</th>
<th>Transport</th>
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<td>75</td>
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<td>11 – 100</td>
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<tr>
<td>101 – 500</td>
<td>114</td>
<td>27</td>
<td>4</td>
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<tr>
<td>501 – 1,000</td>
<td>15</td>
<td>9</td>
<td>1</td>
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<tr>
<td>&gt; 1,000</td>
<td>19</td>
<td>13</td>
<td>9</td>
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</tbody>
</table>
Out of the businesses which responded, a quarter (25.3%) reported holding a sustainability certification.
The majority of accommodation respondents are Hotels (175) and Resorts (125) accommodation providers made up the majority of respondents. Perspectives from other providers such as Hostels, Vacation Rentals, BnB, were limited (8.2%). Owner Operated accommodation businesses make up the majority of respondents (71.8%) followed by chains (15.0%).
With respect to Tour Operators, those who provide Inbound only (82) and operators who provide both Inbound and Outbound services (74) make up the majority of respondents.

Responses from transport providers were limited and mainly came from airlines (27) and bus companies (13).
National Governments made up the majority of destination respondents (97) followed by Destination Management Organizations (DMOs) (63), and Local Governments (40) and Subnational Governments (34).
Respondent from Europe and the Americas (36.3% and 35.0% respectively) made up the majority of responses from the Destinations stakeholder type, followed by 15.8% from Asia and the Pacific, 11.1% from Africa and 1.7% from the Middle East.
More than half of destination respondents (57.5%) indicated having sustainability staff.

DMOs reported having sustainability staff in 64.2% of cases and National Governments in 55.4% of cases.

Less than a quarter (21.6%) of the destinations indicated holding a sustainability certification.
In terms of organizations that support tourism (e.g., NGOs, business networks, destination networks, tourism industry consultants), consultancies (100) were the most responsive followed by NGOs (67) and business networks (43).
Respondents from Europe (38.5%) made up the majority of responses from the Supporting Organizations stakeholder type, followed by 25.8% from the Americas, 20.8% from Asia and the Pacific, 12.7% from Africa and 2.3% from the Middle East.
ANNEX 3 | LIST OF RESPONDENTS

137 Pillars Hotel & Resorts
3 Circles Energy Consultants Limited
A M A V P T
ABTA
aca en bici
Academician
Accor SA
AccorVietnam
Ace of Hua Hin Resort
Acitur Pelluhue
ADE TOURS
ademe
Adventura
Adventure Specialists B.V. - Shoestring, Koning Aap & YourWay2GO
Adventure Tours UK
Adventure Travel Trade Association
AEGEAN AIRLINES
Aero
African Bush Camps
AGENCE AVENTURES SARAKOLE VOYAGES
AGENCE DE VOYAGES BARAKA TRAVEL SERVICES
AGENCE DE VOYAGES ET DE TOURISSME GALAXIE TRAVEL & TOURS SERVICES SARL
AGENCE DE VOYAGES MALI HORIZONS AVENTURES
Agence de voyages Salam SARL
Agence kanda voyage
Agence Zeynab voyages
Agencia Catalana de Turismo
AGENCIA DE ESTRATEGIA DE TURISMO DEL GOBIERNO BALEAR (AETIB)
Agencia de Viajes Lets Go my Friend
Agency for Promotion and Support of tourism of the Republic of North Macedonia
AGTUR - Agència Municipal de Turismo
AHI Travel
Air Alliance Travels (Pvt.) Limited.
Airtrade Holland
Al Aire Libre Mx (Outdoors Mx)
AL HASHAR TOURISM AND TRAVELS LLC
Al Maamari Tours
ALAYA RESORT UBUD
ALCALDIA DE CARTAGO
All About Africa Consulting
ALL DREAMS CAMBODIA TRAVEL Co., Ltd
All Nippon Airways (ANA)
Allianz Partners
ALMOUNIA HOTEL & SPA
ALPICO PLAZA HOTEL
ALSACE DESTINATION TOURISME
Amaranth Suvarnabhumi Airport, BW Premier Collection by Best Western
Amaya Kuda Rah Maldives
Amen BHUTAN Tours and Treks Pvt. Ltd.
Amigos de Sian Ka’an
Amity Tours
ANA
Anantara Chiang Mai Resort
Anantara Hoi An, Avani Quy Nhon, Anantara Quy Nhon Villas, The Vietage luxury train
Angkor Panoramic Boutique Hotel
Angsana Teluk Bahang
Aniyami Brazil
Anja Jimbaran
Anjali by syphon
ANWB Royal Dutch Touring Club
APACHETA SAC
APAVT-Portuguese Association of Travel and Tourism Agencies
APTUEX- ASOCIACIÓN APARTEMENTOS TURÍSTICOS EXTREMADURA
Apumayo expediciones Peru
Arafat Voyages
Arborek Dive Shop
Areindmar Hotel
Arkansas Department of Parks, Heritage & Tourism
Asee Travel
Asia Adventure
Asia Green Travel
Asian Trails
Asociació nacional de agencies y viajes y Turismo de Colombia - ANATO
ASSHO (Afghanistan Solidarity for Social and Humanity Organization)
ASSOCIATION DES AGENCES DE VOYAGES LIBRES DU MALI (AVLM)
Association for Nature, Environment and Sustainable Development Sunce
Association Malienne des Agences de Voyages pour la Promotion du Tourisme (AMAVPT)
Association Marocaine pour la Protection de l’Environnement et le Climat
ASTO - Alentejo Sustainable Tourism Observatory
Atelier de Cuisiné Chef Tariq
Athens Development & Destination Management Agency
Auberge SALAMA
Audley Travel
Australia’s North West Tourism
Austrian Federal Economic Chamber, Tourism and Leisure Industries Division
AUTÉNTICO SAN LUIS
Autoridad de Turismo de Panamá
Aventure Ecotourisme Québec
Away Bali Legian Camakila
Ayala Land Inc. - Resorts Group - Ten Knots Group
Ayodhyapuri buffer zone community home stay
AYUNTAMIENTO CARRIÓN DE LOS CONDES
Ayuntamiento de Tícut, Yucatán. México
Azad Jammu & Kashmir Tourism & Archaeology Department
Azerai La Residence Hue
Azerbaijan Hotel Association
Bahrain Tourism and Exhibitions Authority
Bambu hotel
Bangladesh Eco Adventure
Bangladesh Tourism Board
Banthai Village
Banyan Tree Hotels & Resorts
Banyan Tree Nepal Pvt Ltd
Barahi Jungle Lodge
Batu Karang Lembongan Resort & Spa
Batuta Travels
Bay Suong, Mr Hao Phuong Transfer
Beijing Dongfang Hotel
Beluga Adventures
Berjaya Langkawi Resort
Better Places
Bharhka countryside cottage resorts
BHAYA CRUISES CO., LTD
BIDV Hotel Nha Trang
Bio Philia Group
Blue Horizon Pvt Ltd
Blue k safari Maldives Pvt Ltd
Blumar DMC
Bodhi Serene Hotel
Boho Co
BOLIVIA MILENARIA
Boogie Pilgrim
Bora travel tours
Borneo Nature Lodge
Botswana Tourism Organisation
Boulder Bay Eco Resort
BRAZIL SENSATIONS
BRAZILIAN LUXURY TRAVEL ASSOCIATION
Brigit's Garden
Buddha Air
Bude Climate Partnership
Burgenland Tourismus
Bush Oasis Caravan Park

Business Finland, Visit Finland
Butterfield & Robinson
Caiman Ecological Refuge
Caledonia Worldwide
Canadian Mountain Holidays
Cannabis Travel Association International
Canopus Maldives Pvt Ltd
Cape Cod Chamber of Commerce
Caravan and Motorhome Club
CARBON ECOTRIP
Cardiff Metropolitan University
Caribbean Biking Company (Cubania Travel)
Carnival Corporation & plc
Carrier
Casa del Mar Langkawi
Casa Hospedaje Destino Mancos
Casal dei Fichi
Casas del Perú
Cassia Cottage Phu Quoc
Catalan Tourist Board
Cecilia by Dot Collection
Celes Beachfront & Samui Palm Beach Resort
Centara Grand Island Resort & Spa Maldives
Ceylon Wild Safaris Yala Sri Lanka
CHAHBI MYRIAM ET CONSORTS - Hôtel l’escale Fès
Chain Hotel
CHAMBER OF IMATHIA
Chambre d’hôtes les Oiseaux
CHAU LONG SAPA TOURS
Chay Lap Farmstay
Chen Sea Resort & Spa Phu Quoc Vietnam
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64 | BASELINE REPORT ON CLIMATE ACTION IN TOURISM
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Equator Learning and Travel Uni
Escuela Superior Politécnica del Litoral
Eternal Landscapes Mongolia
Ethiopian ministry culture and tourism
European Tourism Quality association, ETQ asbl
Everest Pioneer Trek Nepal Pvt. Ltd
Exciting Pakistan
EXO
EXO Travel
Exo travel Myanmar
EXO Travel Thailand
Exodus Travels
Exotissimo
Experience Jordan Adventures
Experience Travel Group
Explora
Explorandes
Explore
Explore Edmonton
Explore Panamá Tour Experiences
Explorers Mauritius
Explorist
Fair Trade Calgary
fairunterwegs
FAO
Far and Ride Ltd
Far’n Away Travel
FCC Angkor by Avani

FCM Singapore Pte Ltd
Federal Ministry for Economic Affairs and Energy
Federal Ministry of Agriculture, Regions and Tourism
Fédération Nationale de l’Industrie Hôtelière
FEHGRA, FEDERACION EMPRESARIA HOTELERO GASTRONOMICA DE ARGENTINA
Felloh!
Fernweh
Festival Internacional de Turismo de Aventura (FITA) Chihuahua
FH JOANNEUM - University of Applied Sciences
Flyavalhu Maldives
Flight Centre
Flight Free Australia
FlowHouse Oy
FNTV
Foothills Travel Agency
Footprint Travel
Foundation for Environmental Education
Four Seasons
Four Seasons Resorts Bali
Freelance tourist guide
Free-lance tourist guide
Fresh Eyes - People to People Travel
Friends Adventure Team P. Ltd.
Fuji office machines
FUNDACION DEFENSORES DE LA NATURALEZA
Futurismo Azores Adventures
GADIABA KAJEL VOYAGES
Gal Oya Lodge
Galaxee Holidays
Gansu Western Culture International Travel Service
GBHS Toulaz Ndzung
GENERAL PAN-HELLENIC FEDERATION OF TOURISM ENTERPRISES - GEPOET
GenuineSpain
Geopark Schelde Delta io
German National Tourist Board
GETLINK
GIZ
GIZ Grenada - G-CREWS Project
Global action against the Climate Change Hoax
Global Business & Investment Consortium
GLOBAL Consultoria Turistica
Global Cynergies Mauritius
Global Himalayan Expedition (GHE)
Global Insight Arts
Globus Family of Brands
Go Lake Havasu
Gobierno de Navarra
Gold Hotel Hue
Golf Travel Hub
Gondwana Brasil
Gondwana Collection Namibia PTY LTD
Gouvernementale
Goway Travel
Grand Circle, LLC
Grandis Hotels & Resorts Sdn Bhd
Great Himalaya Trail
Green Mansions Jungle Resort
GRUPO XCARET
GTI Tourism Pty Ltd
Guia Suíça
Guilin Yuntong Travel Agency
Gulf Center for development
Gullale botanical garden
Haaga-Helia university (UAS)
HACIENDA VENECIA
Hai Au Aviation
Halt Poverty
Hamro Hospitality Pvt. Ltd.
Hanse Explorer GmbH & Co. KG
Hanyang University
Happy Holiday’s Travel & Resort
Happy Trails Asia
Haritha Collection
Hashoo Foundation
Heart4earth, Youth for human rights Kamina
Hellenic Association of Airline Representatives
Hellenic Association of PCOs and Destination Events Specialists
HELLENIC CHAMBER OF HOTELS
Hellenic Hoteliers Federation
Henritours
Heritage Line
Hero Holidays Volunteer programs
Herrmann Global Inc
HF Holidays
Hide Away Guest House
Highland Holiday Park
Hike’n Sail Turkey
Hilton Osaka
HINDUSTHAN TRAVELS
Historic Environment Scotland
History Travelers SAS Bic
Ho Thi Hai
Hoi An Ancient House Village Resort & Spa
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<td>Homestays Morocco &amp; Riad Kasbah Oliver</td>
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Instituto EPOMEX, Univ. Campeche, Mexico
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Inteletravel
InterContinental Danang Sun Peninsula Resort
International Association of Antarctic Tour Operators (IAATO)
International Institute of Gastronomy, Culture, Arts and Tourism
International Leadership Association
Intrepid Colombia
Intrepid Travel
Intursa
Invest Moldova Agency
Israel Ministry of Tourism
Israel Tourist Office
Istvan Parkanyi
IUCN WCPA Tourism and Protected Areas Specialist Group
J Mansion
Jade Mountain & Anse Chastanet Resorts
Japan Alliance of Responsible Travel Agencies
Japan Tourism Agency
JB travel GmbH
Jemus Investments Company Limited
Jet2.com & Jet2holidays
Jihočeská centrála cestovního ruchu
Jira Boutique Residence
John Gray’s Sea Canoe
JohnLikes2Travel
Journeys International
Jseason Travels and Tours (p)Ltd.
JTB
Kabani Community Tourism & Services
Kalapathar Lodge
KANU VOYAGE
Karasuma Kyoto Hotel
Karmagali
KASBAH DU TOUBKAL DISCOVER LIMITED
Kata Sea Breeze Resort
KAZU MALDIVES
Keep Flying Travel And Tourism
Kellys Beach Resort
Kenya Tourism Board
Kenya National Convention Bureau
Kenya Tourism Federation
khách sạn La Casa Hà Nội
Khaki And Dust Safaris
Khanh Toan Homestay
Khimjis House of Travel
KHIMJIS HOUSE OF TRAVEL LLC
Khiri Travel
Kilimanjaro Porters Assistance Project
Kilmorna House Luxury Lodges
Kindle Journeys
Koculu Travel Agency
Koning Aap, Shoestring & YourWay2GO
Kootenay Rockies Tourism
Korea Culture and Tourism Institute
KOSAS TRAVEL & TOURS
KSAR LJANOUB
Kuoda Travel
Kuoni Travel UK
Kw saver
Kwadiwa (Pty) Ltd
McKinlay Kidd
Meet and Greet
MEET Network
Mekong Eyes Cruise
MekongKing One Member Company...Ltd.
Melco Resorts & Entertainment
Melia Hanoi Hotel
Merchant Navy
Mexplorer DMC
Middlesbrough College/Open University
Mincetur
Mineral Wells Area Chamber of Comme
Minh Viet Transportation Limited Company
Ministère de la Culture et du Tourisme du Togo
Ministère de l’Europe et des Affaires étrangères, France
Ministère du tourisme, de la culture et des arts, Côte d’Ivoire
Ministerio da Cultura e Turismo, Mozambique
Ministerio de Comercio Exterior y Turismo, Perú
Ministerio de Comercio, Industria y Turismo, Colombia
Ministerio de Turismo, Ecuador
Ministerio de Turismo, El Salvador
Ministerio de Turismo, la República Dominicana
Ministerio de Turismo, la República Oriental del Uruguay
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Ministry of Culture and Tourism, Turkey
Ministry of Culture, Sports and Tourism, Republic of Korea
Ministry of Economy and Innovation, Lithuania
Ministry of Economy, Entrepreneurship and Tourism, Romania
Ministry of Education, Tertiary Education, Science and Technology, Mauritius
Ministry of Heritage and Tourism, Oman
Ministry of Hotels and Tourism, Myanmar
Ministry of Housing and Urban Affairs, India
Ministry of Industries and Innovation, Iceland
Ministry of Tourism and Creative Economy, Republic of Indonesia
Ministry of Tourism and International Transport, Barbados
Ministry of Tourism and Sport, Croatia
Ministry of Tourism and Sports, Republic of Uzbekistan
Ministry of Tourism and Wildlife, Kenya
Ministry of Tourism, Culture and the Arts, Uganda
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Ministry of Tourism, Culture and the Arts, Trinidad and Tobago
Ministry of Tourism, Greece
Minor Hotels Vietnam
Mitchell’s Travel
Moby Dick Tours Co., Ltd.
MODII TOURS AND TRAVELS
MONA
Monkey Island Resort
Montalvo viajes, operadora turística
Montien Hotel Surawong Bangkok
Monvigliero vineyard villas
MOPTI VOYAGES
MOROCCAN HOUSE HOTELS
Mostviertel Tourism
Mount Quests
Movenpick Hotel Hanoi
MUNICIPALIDAD DE ALAJUELA
Municipalidad de Almafuerte
Municipalidad de Ceres
Municipalidad de Crespo
Municipalidad de Lima
Municipalidad de Puente Alto
Municipalidad Distrital de Lince
MUNICIPALITY OF CENTRAL CORFU AND DIAPONTIAN ISLANDS
MUNICIPIO DE LEON
Municipio de puno
Muong Thanh Holiday Hue Hotel
Musandam Discovery Diving
Mwamfushi safari Lodge
My Dream Boutique Resort & Spa
Nagenahiru Foundation
Nam Bõ tourist.
Nam Nghi Phu Quoc Peninsula
Napo Wildlife Center
Naresuan University
Nartex TPB
NATH, Inc.
National Tourist Board of Sierra Leone (NTB-SL)
Natufagus Tourism Consulting
Natural Clean
Natural Selection
Nature Safari India Private Limited
NATURE WILD AFRICA TOURS & TRAVEL LTD
Naveed e Haram Travel & Tours (Pvt) Ltd
Nefelibata Travels (Pvt) Ltd
Nehelp Cameroon
Nepal Tourism board
Neptuno
NET TRAVEL
Netherlands Board of Tourism and Conventions
New Mauritius Hotels

Nguyen Xuan Phu Transfer
Nigerian tourism development corporation
Nippon Hotel Co., Ltd. / JR-East Hotels
Niyama Private Islands Maldives
NLW Tourismus Marketing GmbH
Noku Kyoto Hotel
Nomad
Nordic Tourism Collective
Nouroul Bayane
Nouvo City Hotel (N Ventures Co., Ltd.)
NOVOTEL PHU QUOC RESORT
NthAdventure Evento Private Limited
NTO Ukraine
NUST Hotel School
Ocean Coral Spring
Ocean Rivera Paradise
Oceanwide Expeditions
Offices de Tourisme de Normandie
OGC
Oku Japan
Olive Goidhoo
Omaguaco parador rural
One Traveller
Opinion Research Services
Oregon Coast Visitors Association
Organic Herb Garden Family
ORIENT HOTEL
Oriental Sky Travel
Our Jungle Resorts (Our Jungle Camp / Our Jungle House)
Outback New Zealand Limited
Pa Sak Tong
Pakistan Tourism Development Corporation (PTDC)
PALAI’S HOUYAM
Pao’s Sapa Leisure Hotel
PARADISE ISLAND RESORT
Park View Hotel
PARKROYAL Yangon
Parkroyal Yangon Hotel
PATA Malaysia Chapter
Peermont Global (Botswana) Limited
PEGE - Planetary Engineering Group Earth
Penguin Travel, The Falkland Islands Company
Peninsula Papagayo
PENINSULA EXCELSIOR HOTEL
Petra Fig Tree Villa
PHAN THIET OCEAN DUNES RESORT
Philippine Center for Environmental Protection and Sustainable Development, Inc.
Phumanee Lahu Home
Pilsen Region
Planet Happiness
Plantation Island Resort Pte Ltd
PLEASANT HOLIDAYS LLC
Plum Travel
Polestaradventures
Polwaththa Eco Lodges
PONANT
Ponte Travels
Pousada Serra Verde
Prefectura de Chimbordazo
Prefeitura Municipal de Miguel Pereira
Present
President’s Office

Preverisk
Promotoras de Simbolos ¡Ah Chihuahua!, S.C.
Promperú
Pronatura Península de Yucatán AC
Protect Our Winters UK
PT Meridian Capital Indonesia (Meridian Adventure Dive)
PT Goldenbird Bali
Pueblo Antiguo Reserva Natural
Puerto Rico Tourism Company
Pullman Kuala Lumpur City Centre Hotel & Residences
PULLMAN LUANG HOTEL
Pullman Luang Prabang
Pung-Waan Resort & Spa
Pure Peru
Pure! Colombia
Pure! Ecuador
Puri Sari Beach Hotel
Pusat Kajian Pariwisata Nusantara
PW Sustainable tourism development consultant & community
QUAN BA COMMUNITY - BASED TOURISM COOPERATIVE
Radha Phala Resort & Spa
Radisson Hotel Group
Radisson Jodhpur
Raja Travels
Rajasthan Routes Trails Pvt Ltd
Rama Shinta Hotel Candidasa
Ramayana Candidasa
Rambutan Hotel
RANA DORADA TOURS
RAOUĐAVOYAGE
Rasa Hospitality - Buri Rasa Resorts
Rayane Tours SARL
Rayavadee
RB RM Pvt Ltd
Recursos para el Turismo
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Red Rocks Initiative Sustainable For Development
Reforestamos México A.C.
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Région Grand Est
REGION OF CENTRAL MACEDONIA
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REGION OG ATTICA
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Resilienciate
Responsible Travel
Reverie Siam Resort
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Riad tfilag
RichEdu International Consult
Rico Resort
rida khalil travel & tourism
Rio Experience
RIU HOTELS AND RESORTS
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Riverside Impression Villa
Riveria Maya Sostenible, A.C.
Riviera Travel
RMTT
Roam and Roam travel and tours.
Rockes armed
Rocky Mountaineer
Rose Garden Hotel
Rosewood Luang Prabang
Roxy-Kyoto Hotel GK
Royal Mandalay group
Royal Mountain Travel
Royal Riverkwai Resort & Spa
ROYAL TULIP HOTEL MUSCAT
Royale Chulan Hotels & Resorts
S Loft Manado hotel
SA Expeditions
Saddle Skedaddle
Safari Destinations
Sahelplus sarl
Sakina voyages sarl
Sakmut Hotel & Spa
Sala Lodges Hotel
Sally Cairns & Associates Ltd
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Samoa Tourism Authority
Sands Suites Resort & Spa
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Sardegna Grand Hotel Terme
Sareeraya Villas & Suites
Sarinbuana Eco Lodge
Sarinbuana Eco Lodge (Bali Eco Lodge)
Satri House
Saudi Green Building Forum
Sawadee Reizen BV
Sawah Indah Villa
Scenery Adventures ltd
Scenic Air Safaris
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Seagull Hotel
Search Conversion
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guayusa ssdc
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Seed of Inundation
Selective Asia
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Sentosa Development Corporation
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SereS Springs Resort & Spa, Singakerta
Servicio Nacional de Turismo
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Seventeens Transfer
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Sheraton Maldives Full Moon Resort & SPA
Sheraton Montazah Hotel
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SkiBound
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Soneva
Soneva Fushi
Sonoma Sustainable Tourism
Soori Bali
SoulReps
Souphattra Hotel Luang Prabang
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South India Hotels and Restaurants Association
Southern Cross Kayaking
Southwest Ontario Tourism Corporation
Spa Village Resort Tembok, Bali - Indonesia
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SRV (Swiss Travel Association)
St. Eustatius Tourism Development foundation
STC Expeditions
Sté Chez Amaliya SA
STEAA Greek Car Rental Association
STELAR TRAVEL LIMITED
Stella’s Epic Travels
Steuben County Conference & Visitors Bureau
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Summit Air (P) Ltd.
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SUNx Malta
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Sustainable Tourism Partnership Programme
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Sutera Sanctuary Lodges
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Tabin Wildlife Holidays
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The Dewa Koh Chang
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The J Team
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The Nature Phuket
The Odys Boutique Hotel
The Old Inn
The Peninsula Bangkok
The Residence Maldives
The Sarojin
The Shellsea Krabi
The Sustainable Traveller
The Travel Corporation
The Traveling Panther
The Tubkaak Krabi Boutique Resort
The Tuk Tuk Club
Thierry Robinet
Thomas Cook
Thomascook India Ltd
Thompson Okanagan Tourism Association
THQP
Thuy Duong 3 Hotel
TIA Wellness Resort
Tierra del Volcan
Tierranjani Africa
Tiger Mountain Pokhara Lodge
Tillamook Coast Visitors Association
Tilma Group (rural tourism development consultancy)
Tirol Werbung
Top Resort
TOP10
Tour Operators Society of Kenya
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Tourism Alert and Action Forum
Tourism Canmore Kananaskis
Tourism Council of Bhutan
Tourism Department
Tourism Ethiopia
Tourism for Resilient Society and Environmental Sustainability (TREES)
Tourism Fund
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Tourism Industry Aotearoa
Tourism Malaysia
Tourism Noosa
Tourism regulatory Authority
Tourism Research Institute
Tourism Revelstoke
Tourisme Saguenay-Lac-Saint-Jean
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Tourismusverband Saalbach Hinterglemm
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TransMékong
Transport Ouhra
TRANSRUBIO
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Travel Answers Group
Travel Asia Adventure Pakistan
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Travel with David
Travelopia - Tailormade
Travelshoppe Company Ltd
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TravGanic
TreeHouse villas
TreeHouse Villas Koh Yao Noi
Trees4Travel
Trekking Collective
Trella Technologies Inc
TripnTap
Tripwizard Travel Solution Pvt Ltd
TRITHUNGA TOURS & TRAVELS PVT LTD
Trufflepig Travel Inc.
Trung Anh Transfer
Tsar Voyages
TTC Hotel - Ngoc Lan
TUI Care Foundation
Turismo & Conservación Consultores S.A.
TURISMO COLOMBIANO SAS
Turismo de Portugal, I.P.
TURISMO NUEVO viajes y excursiones
Turismo Rest
Turkish Ministry of Culture and Tourism/Directorate General of Promotion
TÜRSAB (Association of Turkish Travel Agencies)
Ubon Ratchathani University
Umundu
UN CC:COOL
UNDP

UNESCO
Union of Greek Cruise ship owners
Unitravel Group
Universidad Abierta Interamericana (UAI)
Universidad Anáhuac
Universidad de Deusto
UNIVERSIDAD MUNDIAL
Universidad San Sebastián
University College Birmingham
University of Chichester
University of Chichester Business School
University of Maribor
UNWTO Academy
URDAM TOURS & TRAVELS (PVT) LTD
Urdam Tours & Travels (Pvt.) Limited
USA Gateway DBA Majestic Vacations
USAIN’S Tourism For All Project
Vagatur Ida
Vanam seivom
Velassaru Maldives
Veranda High Resort Chiang Mai-MGallery
Viajes la Tuna sa de cv
Viajes Pacífico
Viajes Rutas y Recuerdos
VICE MINISTERIO DE TURISMO
Victoria Tourism Industry Council
Victoria West Tours (Pty) Ltd
Victory Tour
Vienna Tourist Board
Vietnam National Administration of Tourism (VNAT)
Viewpoint Ecolodge

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