



BASELINE REPORT ON CLIMATE ACTION IN TOURISM



BASELINE REPORT ON CLIMATE ACTION IN TOURISM

The World Tourism Organization (UNWTO), a United Nations

specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism.

It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 160 countries, 6 territories, 2 permanent observers and over 500 Affiliate Members.

World Tourism Organization
(UNWTO)
C/ Poeta Joan Maragall, 42
28020 Madrid, Spain

Tel.: (+34) 915 67 81 00
Fax: (+34) 915 71 37 33
Website: www.unwto.org
E-mail: info@unwto.org

Copyright © 2022, World Tourism Organization (UNWTO)
Copyright cover photo: © Zhukovsky | Dreamstime.com

Baseline Report on Climate Action in Tourism

ISBN (printed version): 978-92-844-2395-8
ISBN (electronic version): 978-92-844-2396-5
DOI: 10.18111/9789284423965

Published by the World Tourism Organization (UNWTO), Madrid, Spain.

First published: 2022

All rights reserved.

The designations employed and the presentation of material in this publication do not imply the expression of any opinions whatsoever on the part of the Secretariat of the World Tourism Organization (UNWTO) concerning the legal status of any country, territory, city or area, or of its authorities or concerning the delimitation of its frontiers or boundaries.

UNWTO does not guarantee the accuracy of the data included in this publication and accepts no responsibility for any consequence of their use. The mention of specific organizations, companies or products of manufacturers does not imply that they are endorsed or recommended by UNWTO in preference to others of a similar nature that are not mentioned.

Citation:

World Tourism Organization (2022), *Baseline Report on Climate Action in Tourism*, UNWTO, Madrid,
DOI: <https://doi.org/10.18111/9789284423965>.

All UNWTO publications are protected by copyright. Therefore, and unless otherwise specified, no part of a UNWTO publication may be reproduced, stored in a retrieval system or utilized in any form or by any means, electronic or mechanical, including photocopying, microfilm, scanning, without prior permission in writing. UNWTO encourages dissemination of its work and is pleased to consider permissions, licensing, and translation requests related to UNWTO publications.

Permission to photocopy UNWTO material in Spain must be obtained through:

Centro Español de Derechos Reprográficos (CEDRO)
Calle Alcalá, 26, 3º
28014 Madrid, Spain

Tel.: (+34) 913 08 63 30
Fax: (+34) 913 08 63 27
Website: www.cedro.org
E-mail: cedro@cedro.org

For authorization of the reproduction of UNWTO works outside of Spain, please contact one of CEDRO's partner organizations, with which bilateral agreements are in place (see: <https://www.cedro.org/english?lng=en>).

For all remaining countries as well as for other permissions, requests should be addressed directly to the World Tourism Organization. For applications see: <https://www.unwto.org/unwto-publications>.

TABLE OF CONTENT

	INTRODUCTION	4
1	SUMMARY OF RESULTS	5
2	CLIMATE CLIMATE ACTION PLANS	10
	2.1 Business Climate Action Plans	12
	2.2 Destination Climate Action Plans	16
	2.3 Supporting Organization Climate Action Plans	18
3	MEASUREMENT	19
	3.1 Business Measurement	21
	3.2 Destination Measurement	24
4	MITIGATION	26
5	ADAPTATION	38
6	ENGAGEMENT	43
	ANNEX 1 METHODOLOGY	45
	ANNEX 2 RESPONDENT PROFILE	48
	A 2.1 Business Profiles	50
	A 2.2 Destination Profile	56
	A 2.3 Supporting Organization Profile	59
	ANNEX 3 LIST OF RESPONDENTS	61

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.”¹ Despite this reality, GHG emissions have “continued to rise across all sectors and subsectors, and most rapidly in transport and industry.”² 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.³ In 2019, tourism emissions were forecasted to increase by at least 25% by 2030⁴ 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) and is released in collaboration with UN Climate Change (UNFCCC). 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 UNFCCC.

1 IPCC 6th Assessment Report Press Release, 4 April 2022, <https://www.ipcc.ch/report/ar6/wg3/resources/press/press-release>.

2 IPCC 6th Assessment Report, Technical Summary, page TS-23, https://report.ipcc.ch/ar6wg3/pdf/IPCC_AR6_WGIII_FinalDraft_TechnicalSummary.pdf

3 Lenzen, M.; Sun, Y.-Y.; Ting, Y.-P.; Geschke, A. and Malik A. (2018), ‘The carbon footprint of global tourism’, *Nature Climate Change*, volume 8, pp. 522–528, DOI: <https://doi.org/10.1038/s41558-018-0141-x>.

4 World Tourism Organization and International Transport Forum (2019), *Transport-related CO₂ Emissions of the Tourism Sector – Modelling Results*, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284416660>.

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 INTEGRATED IN CLIMATE PLANS

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 more than a quarter of respondents (27.8%) 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 REQUIRE MORE TECHNICAL SUPPORT TO PREPARE AND IMPLEMENT CLIMATE 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, 38.7% 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.

Some supporting organizations (28.7%) 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. TOURISM STAKEHOLDERS ARE NOT APPLYING 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

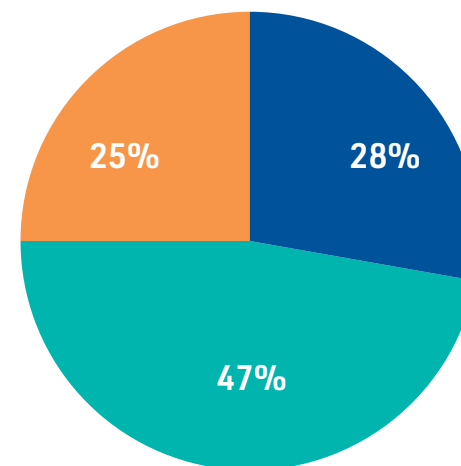
- **Guidance on climate action:** There is very likely more climate action being led by tourism stakeholders than is captured in this report. Raising awareness of what can fall inside “climate action” will help stakeholders realize of the potential of many initiatives that they already have in place. 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 CO₂ 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.

2 CLIMATE ACTION PLANS

This section focuses on organizations' strategies and plans to address climate change.

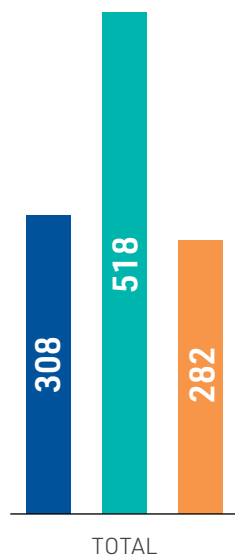
DO TOURISM
BUSINESSES,
DESTINATIONS
AND
ORGANIZATIONS
HAVE CLIMATE
STRATEGIES
OR PLANS?
(n=1108)

Nearly half of respondents (46.8%) indicated that they are taking climate action without the guidance of a formal plan. More than a quarter of respondents (27.8%) mentioned having a plan in place.



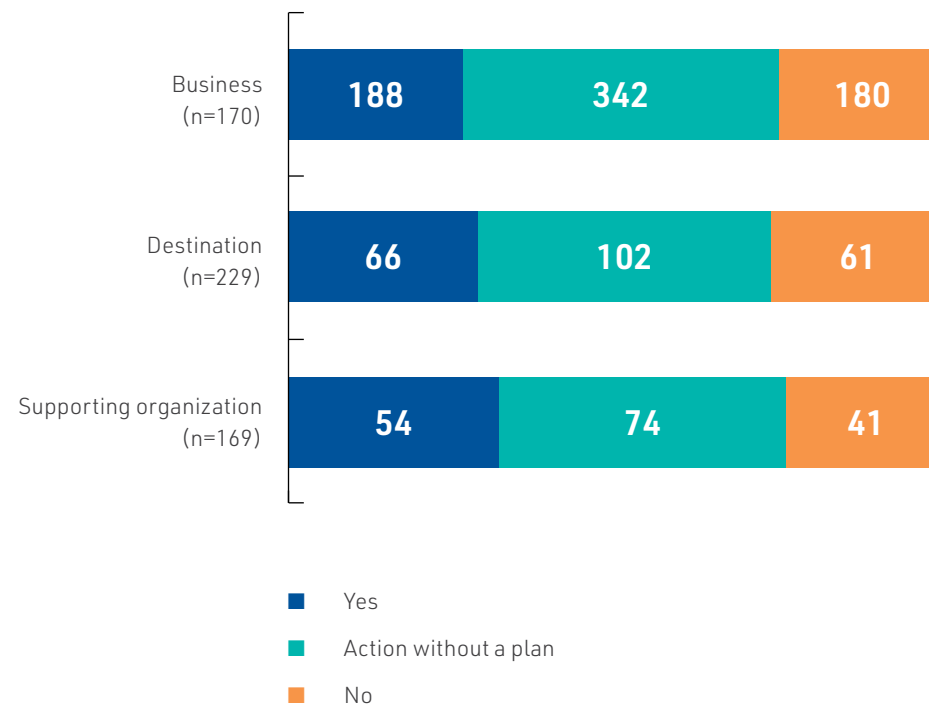
- Yes, we have a formalized plan or strategy
- We are implementing some action but no formalized plan or strategy
- No, we do not have a plan or strategy

WHAT TYPE OF STAKEHOLDERS HAVE CLIMATE ACTION PLANS? (n=1108)



Across all stakeholder types – Destination, Business, Supporting Organizations – the relative majority (46.8%) are taking action without a plan.

NOTE: To enable comparison across different sized organizations, responses were standardized to the number of respondents per category.



2.1 BUSINESS CLIMATE ACTION PLANS

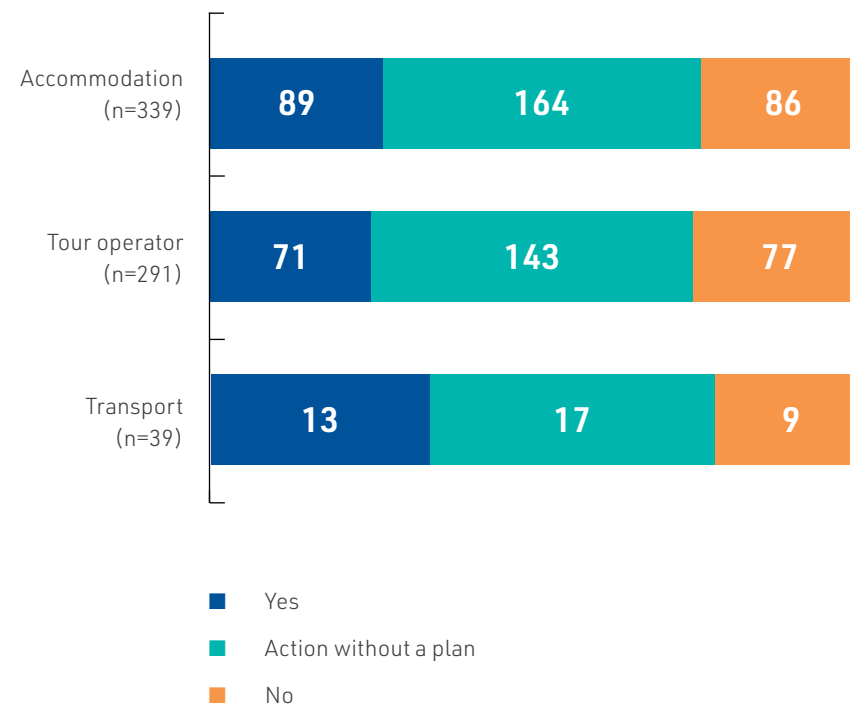
WHAT TYPE OF BUSINESSES HAVE CLIMATE ACTION PLANS? (n=669)



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.

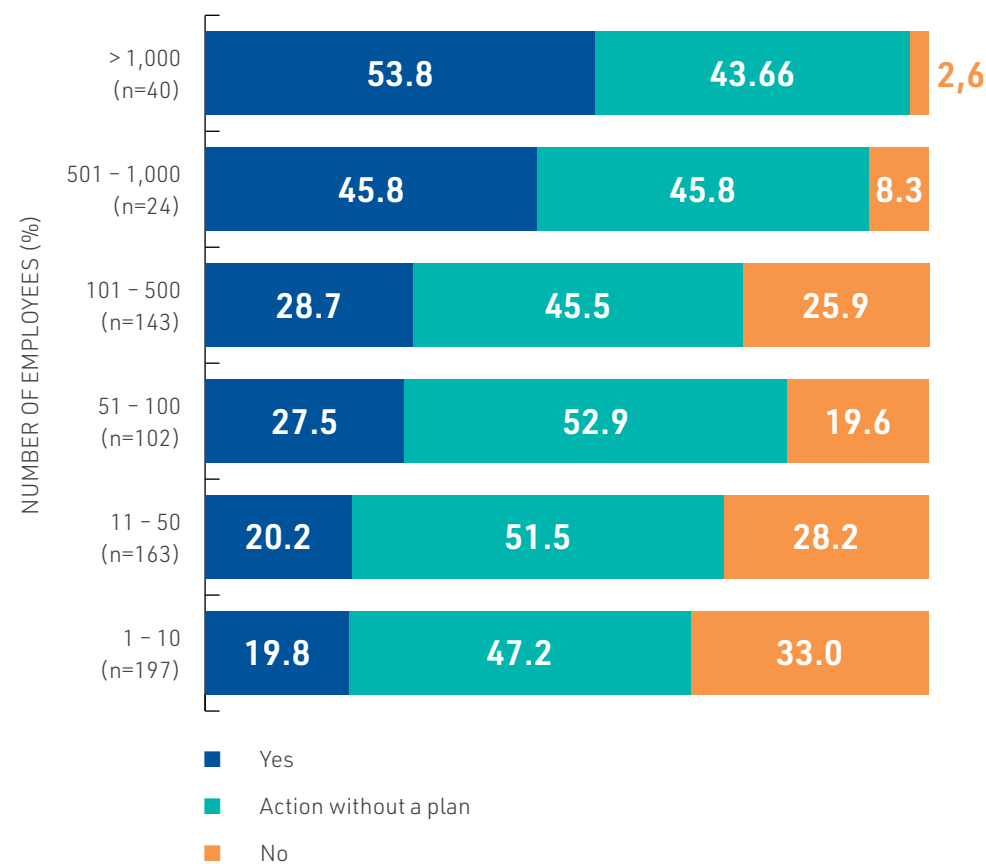
Businesses with a climate action plan represent about a quarter of each subsector (accommodation 26.2%, tour operators 24.3%, transport 33.3%) whereas businesses reporting implementing action without a formalized plan represent about half of each subsector.

NOTE: To enable comparison across different sized organizations, responses were standardized to the number of respondents per category.

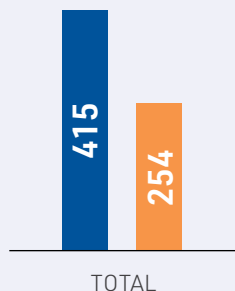


HOW MANY EMPLOYEES DO BUSINESSES WITH CLIMATE ACTION PLANS HAVE? (n=669)

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.

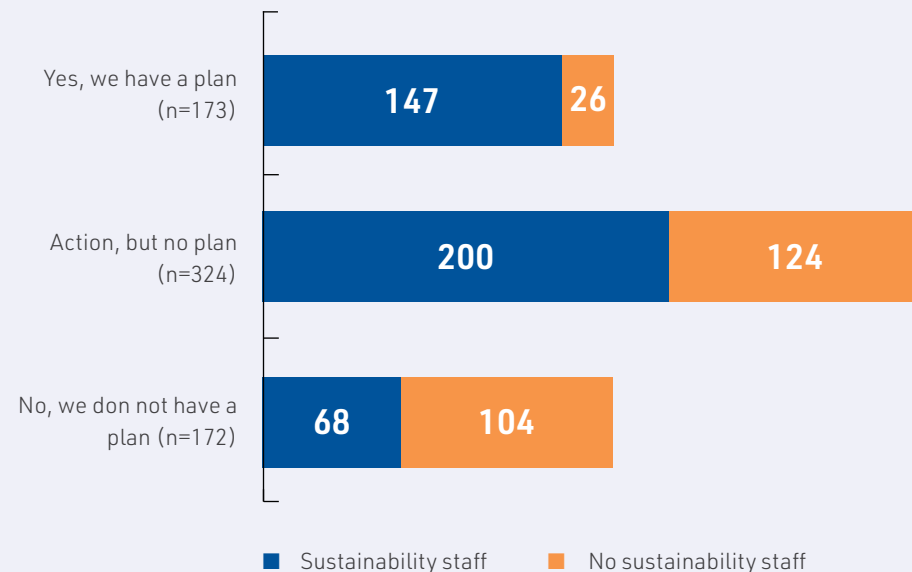


DO BUSINESSES WITH CLIMATE ACTION PLANS HAVE SUSTAINABILITY STAFF? (n=669)

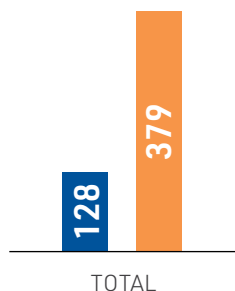


Businesses are more likely to both have a climate action plan (35.4%) and to be taking action without a plan (48.1%) when a sustainability staff member is in place.

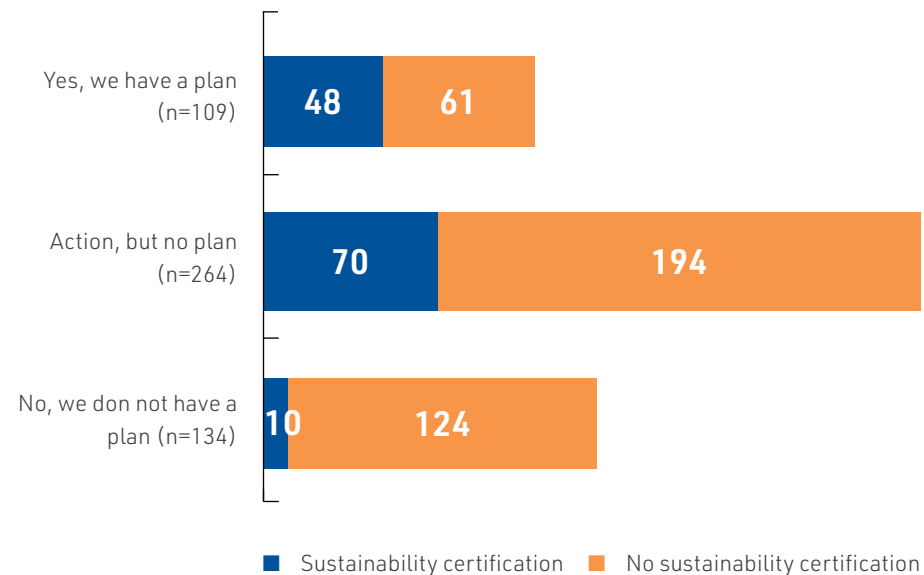
Businesses reporting not having a climate action plan are more likely not to have sustainability staff member.



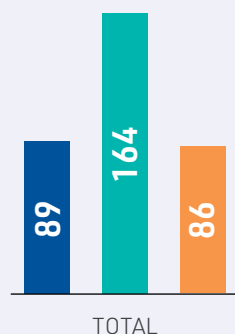
DO BUSINESSES WITH CLIMATE ACTION PLANS HAVE SUSTAINABILITY CERTIFICATIONS? (n=507)



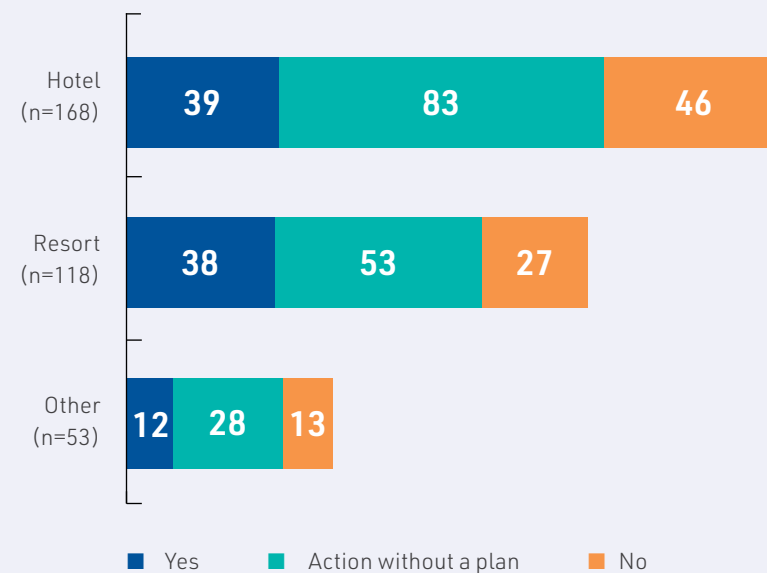
The majority of business respondents do not have any type of sustainability certification (74.8%). Of those which have a sustainability certification, 54.6% are taking action but have no plan.



WHAT TYPE OF ACCOMMODATIONS HAVE CLIMATE ACTION PLANS? (n=339)

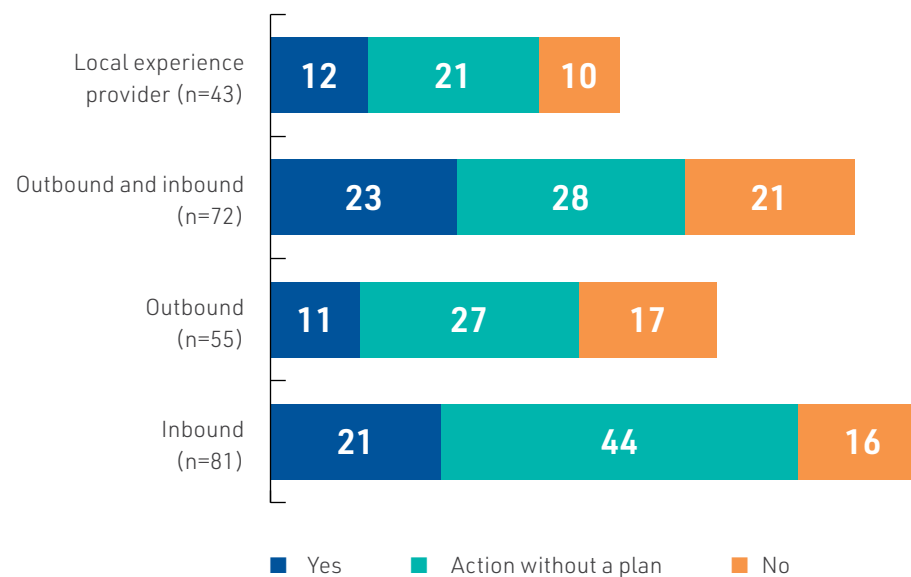


Only a quarter of accommodations (26.3%) of accommodations have climate action plans. Of those accommodations, hotels are most likely to have a climate action plan (43.5%), followed closely by resorts (42.7%). However, almost half of the hotels (49.4%) and resorts (44.9%) reported implementing climate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



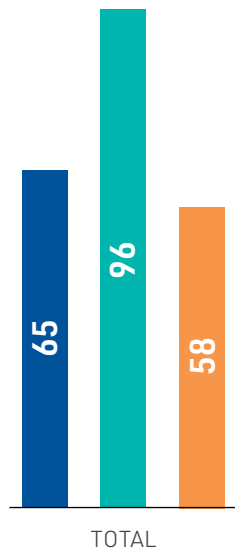
WHAT TYPE OF TOUR OPERATORS HAVE CLIMATE ACTION PLANS? (n=251)

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%).



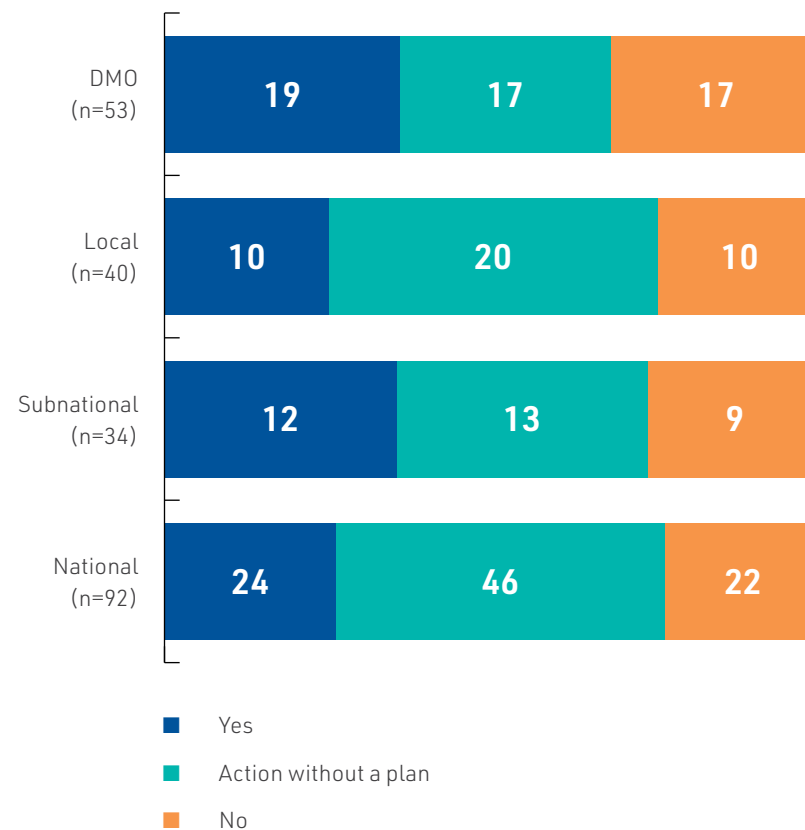
2.2 DESTINATION CLIMATE ACTION PLANS

WHAT TYPES OF DESTINATIONS HAVE CLIMATE ACTION PLANS? (n=219)

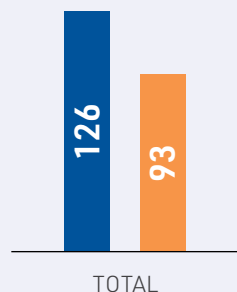


Almost one-third (29.7%) of destinations report having a climate action plan. National governments (36.9%) followed by Destination Management Organizations (DMOs; 29.2%) are most likely to have a climate action plan. However, the majority of responding destinations report that they are taking action without the guidance of a plan (43.8%).

NOTE: To enable comparison across different sized organizations, responses were standardized to the number of respondents per category.

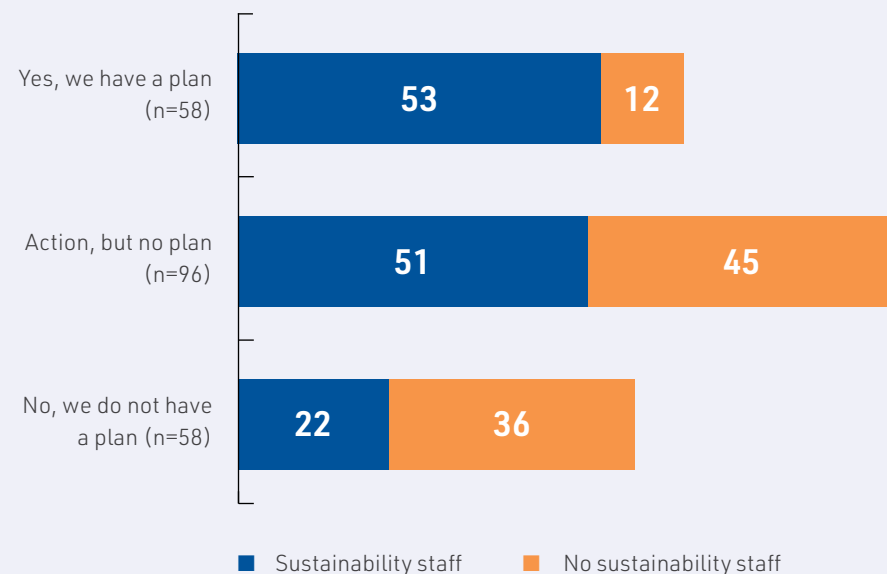


DO DESTINATIONS WITH PLANS HAVE SUSTAINABILITY STAFF? (n=219)

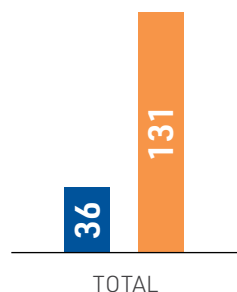


Destinations are more likely to have a climate action plan (42.0%) and to be taking action without a plan (40.4%) when a sustainability staff member is in place.

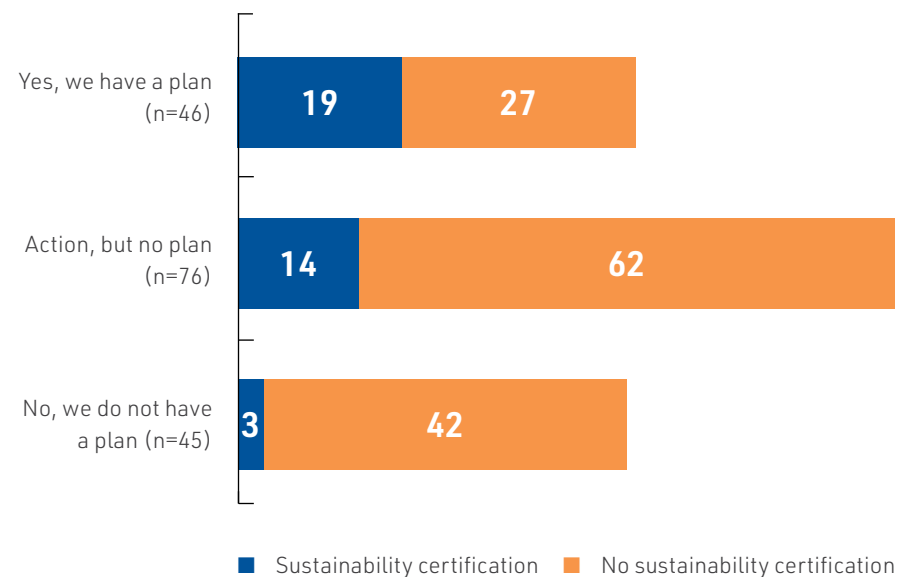
Destinations reporting not having a climate action plan are more likely to not have sustainability staff member.



DO DESTINATIONS WITH CLIMATE ACTION PLANS HAVE SUSTAINABILITY CERTIFICATIONS? (n=167)

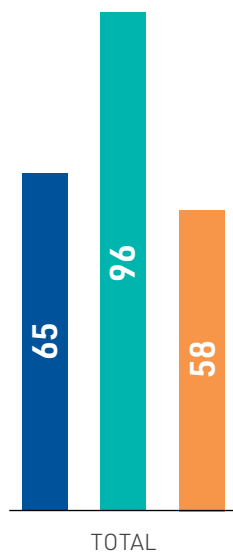


The majority of destination respondents do not have any type of sustainability certification (78.4%). Of those which do have a sustainability certification, 52.7% have a climate action plan.

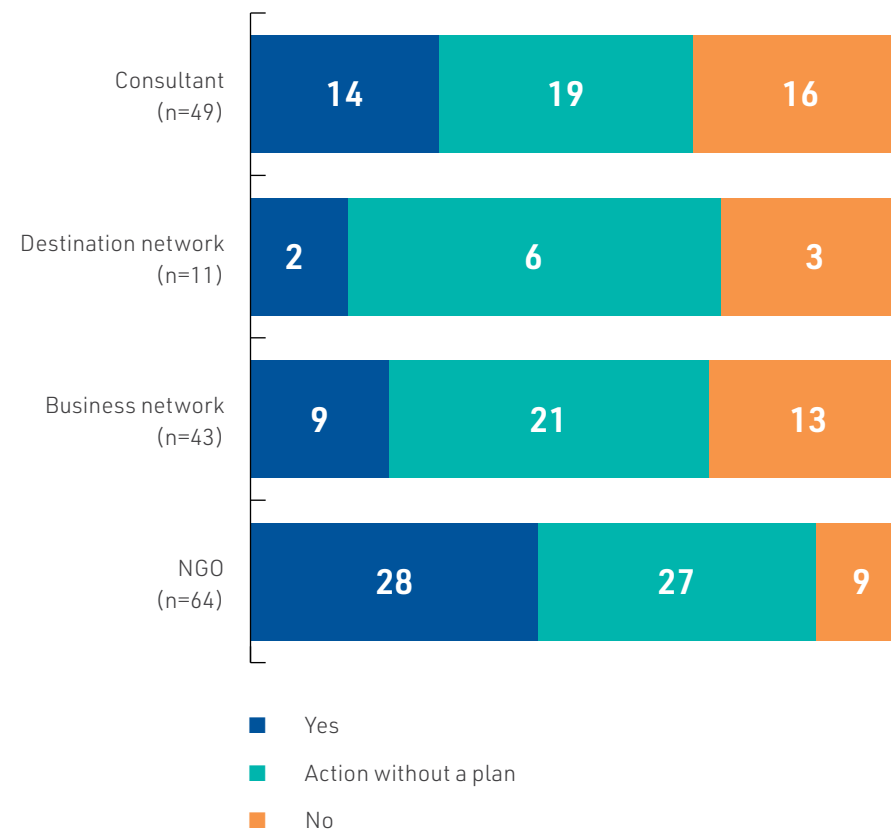


2.3 SUPPORTING ORGANIZATION CLIMATE ACTION PLANS

WHAT TYPES OF
SUPPORTING
ORGANIZATIONS
HAVE CLIMATE
ACTION PLANS?
(n=167)



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

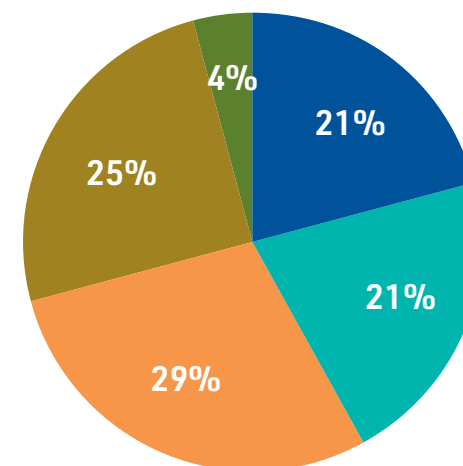


3 MEASUREMENT

This section focuses on the efforts from tourism stakeholders to 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.



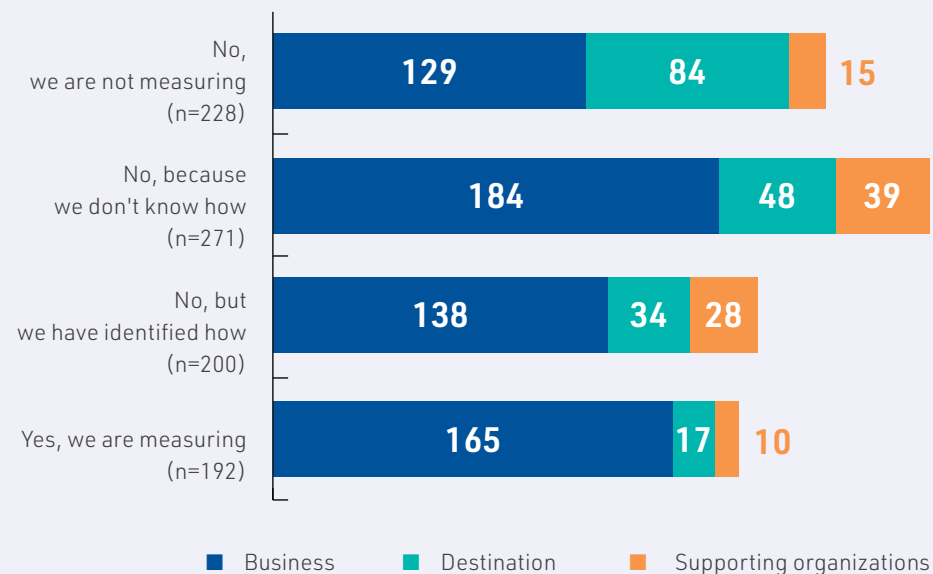
- Yes
- No, but identified how to measure
- No, we do not know how
- No
- We are supporting members efforts to measure*

* Response from supporting organization respondents such as business networks.

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.

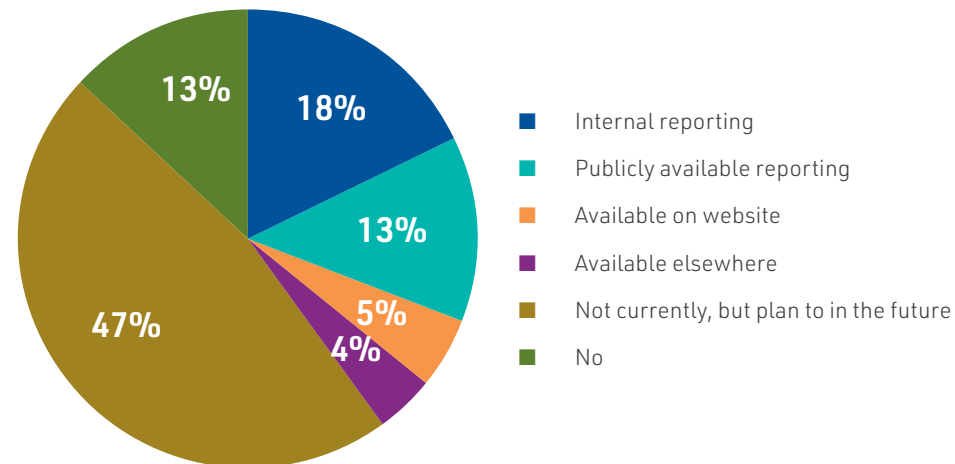
From the destination perspective, the vast majority (90.7%) are not measuring, with over a quarter (26.2%) observing they are not measuring because they do not know how.



ARE TOURISM STAKEHOLDERS DISCLOSING 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.

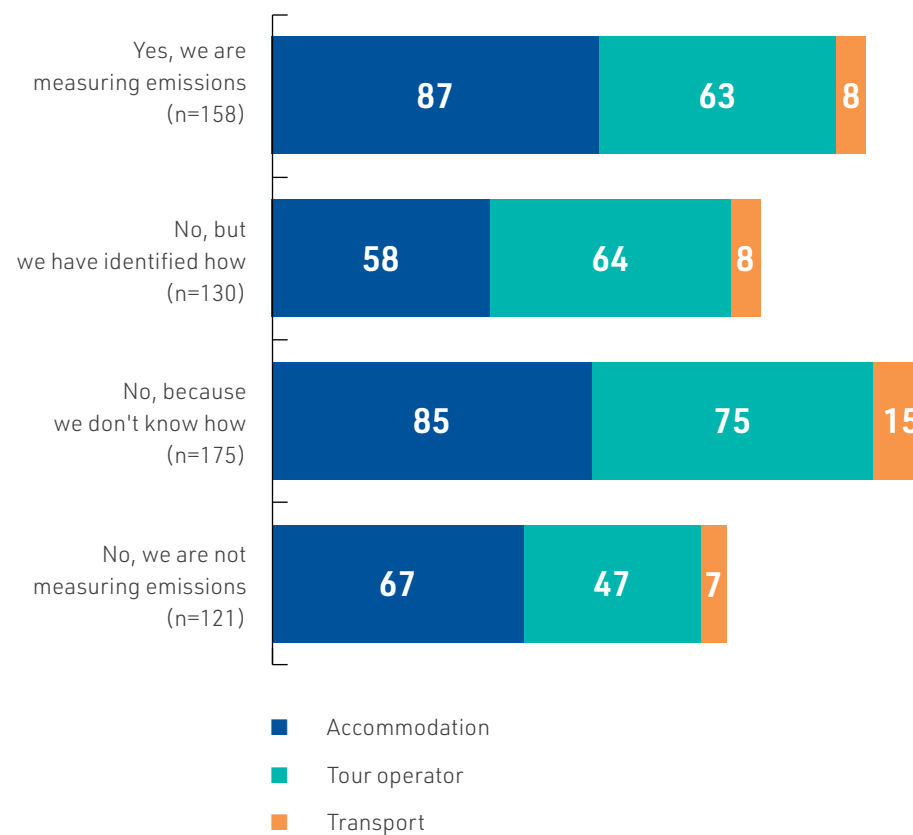
For those organizations that are disclosing information about emissions (40.9%), almost half are reporting their emissions internally and about one third have their emissions information publicly available.



3.1 BUSINESS MEASUREMENT

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

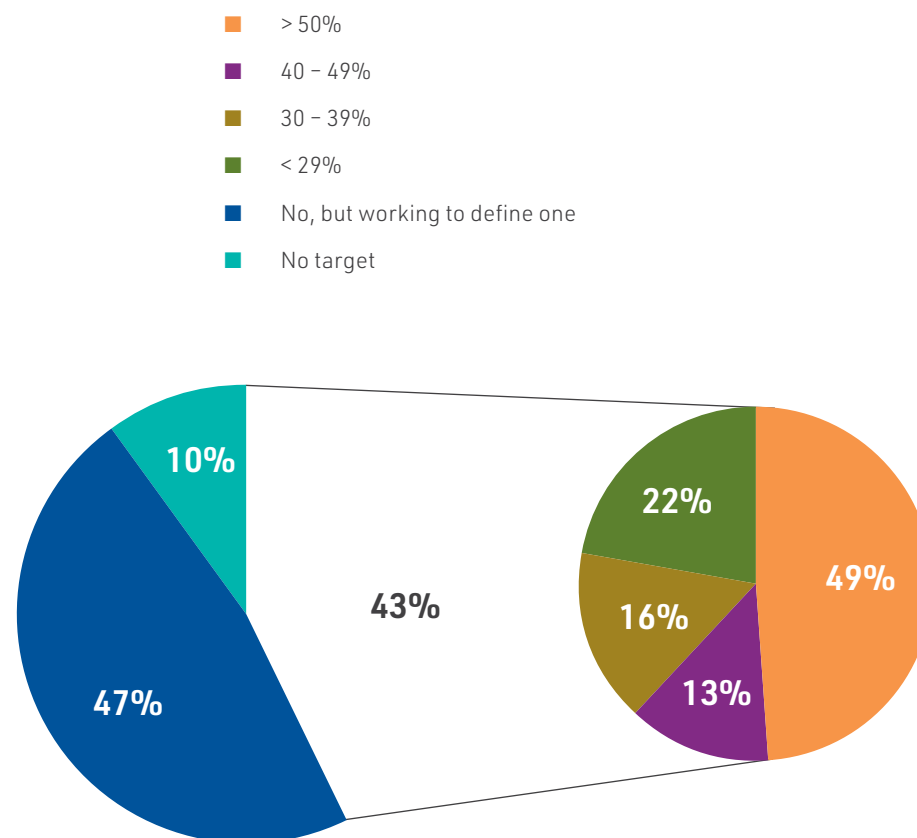
Across all business types, the majority of businesses (72.9%) are not measuring emissions. The relative majority of those not measuring (45.9%) reported not measuring emissions because they did not know how to measure. Accommodations were the most likely to be measuring emissions across businesses types.



WHICH 2030 REDUCTION TARGETS ARE BEING SET BY TOURISM BUSINESSES? (n=265)

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.

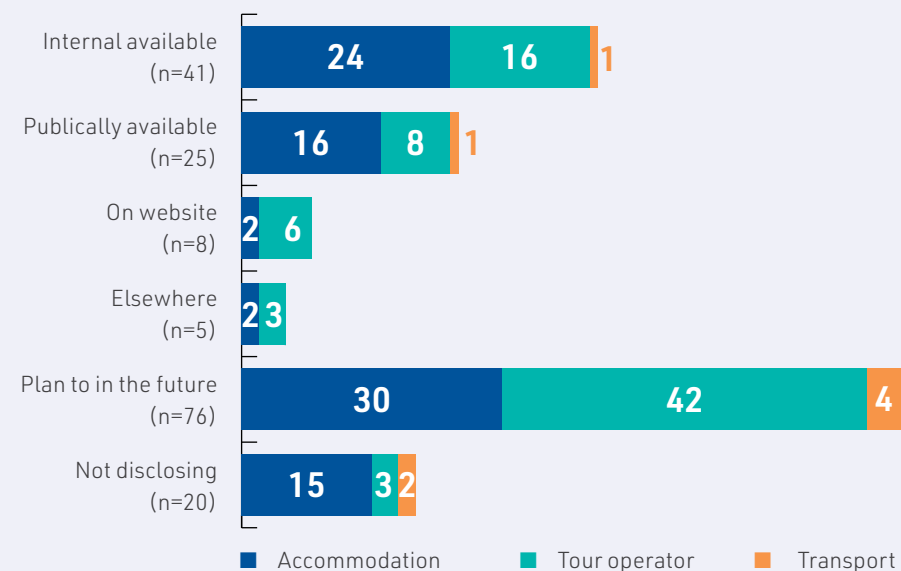
NOTE: This question was answered by those businesses who either reported they were measuring emissions or not yet measuring but had identified how to do it.



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.

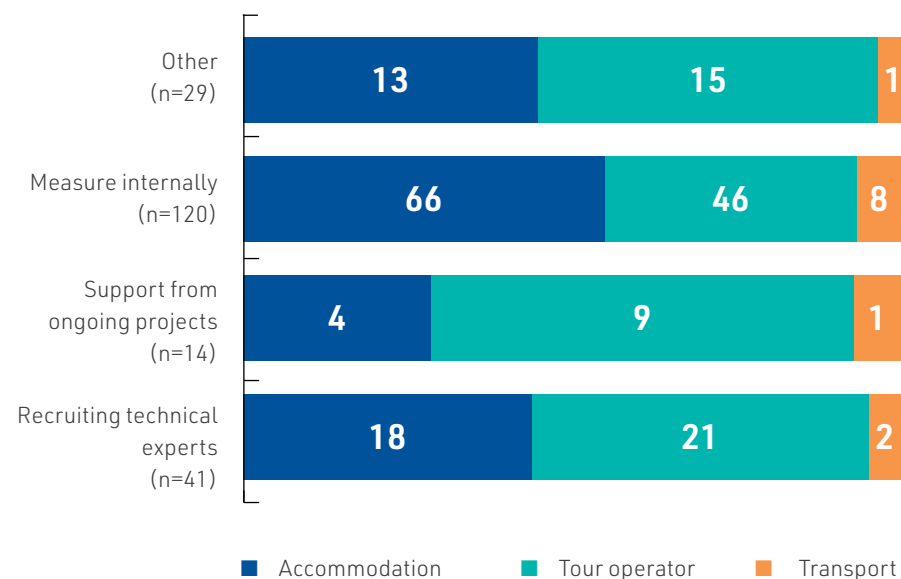
NOTE: This question was answered by those businesses who either reported they were measuring emissions or not yet measuring but had identified how to do it.



ARE TOURISM BUSINESSES OUTSOURCING EMISSIONS MEASUREMENT? (n=204)

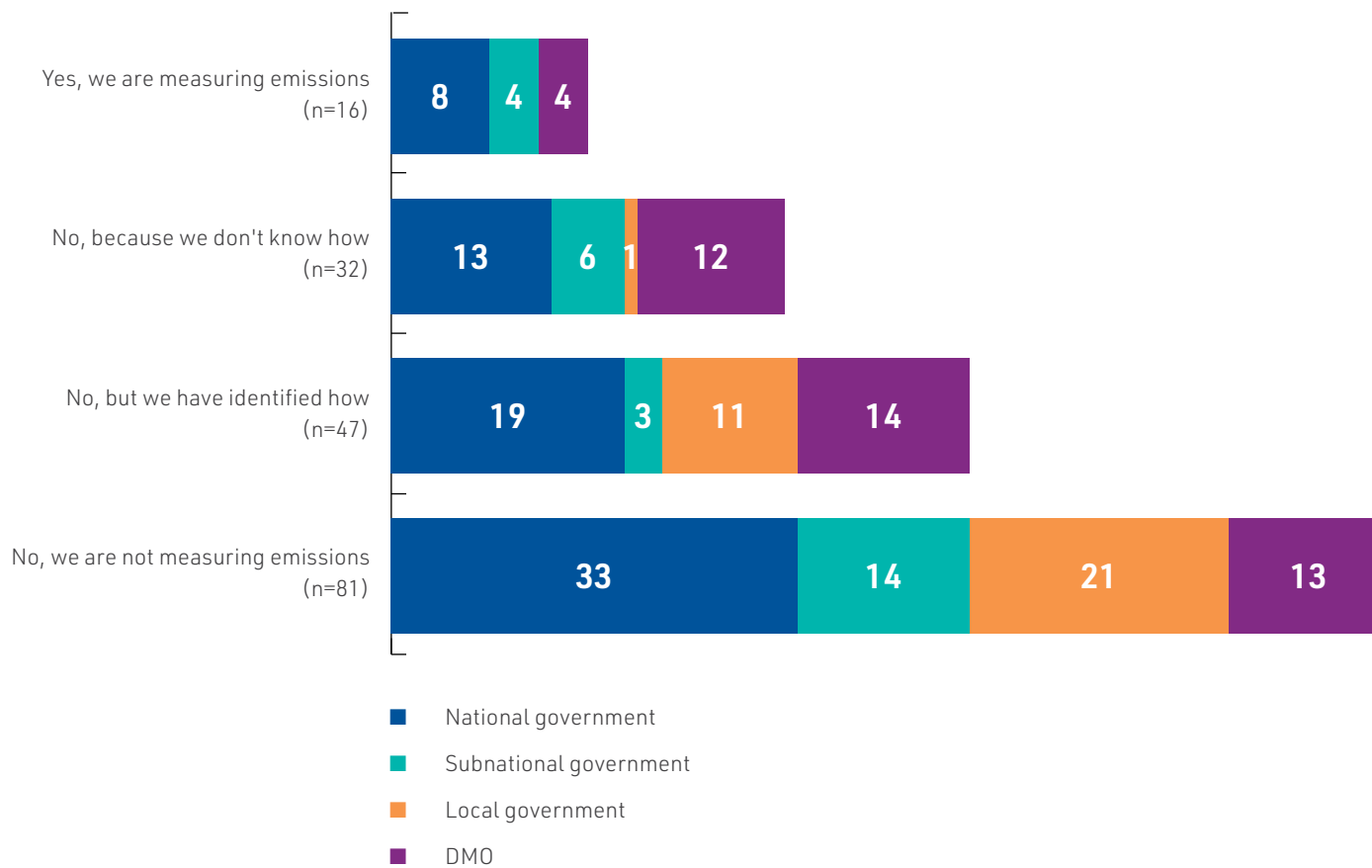
The majority of businesses (58.8%) indicated they are not outsourcing emissions measurement, instead preferring to measure internally. A few tour operators (23.1%) and a few accommodation providers (17.8%) reported recruiting technical experts to help with emissions measurement.

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.



3.2 DESTINATION MEASUREMENT

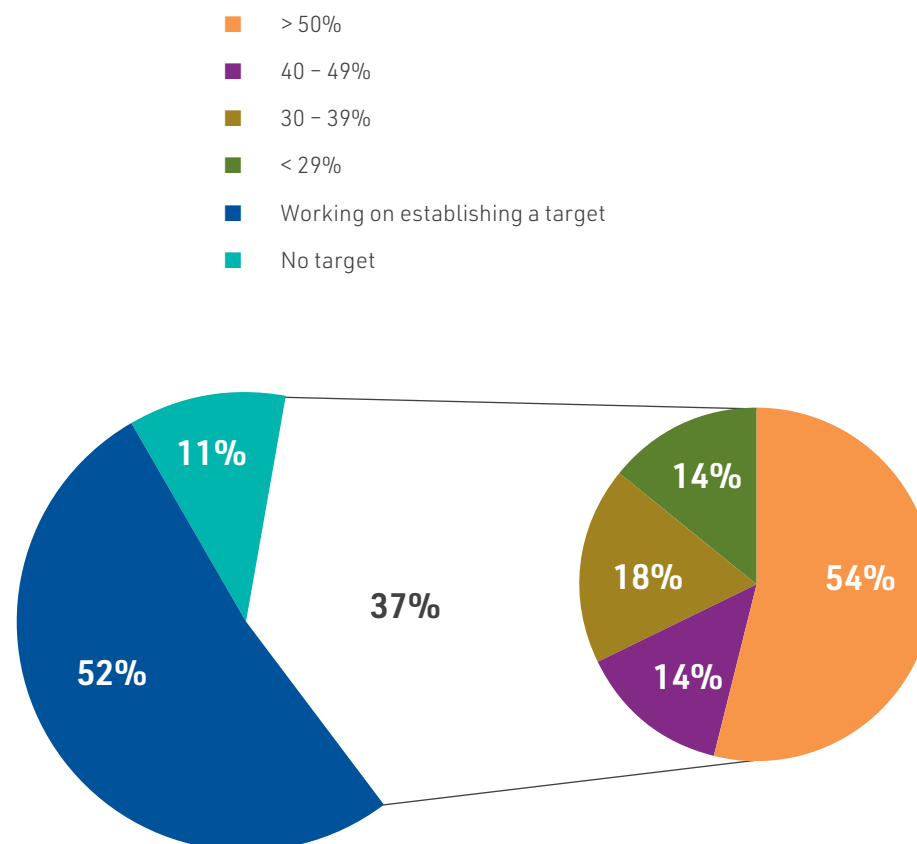
WHICH TYPES OF
DESTINATIONS
ARE
MEASURING
EMISSIONS?
(n=176)



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.

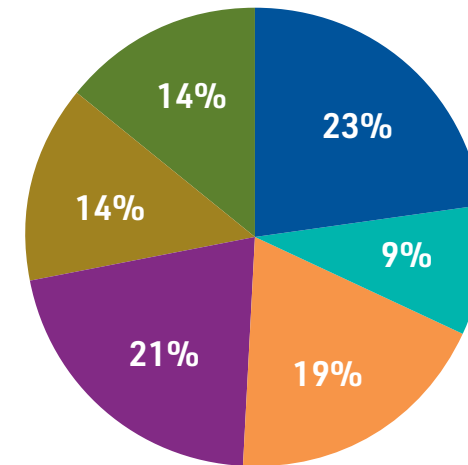


4 MITIGATION

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

WHICH MITIGATION ACTIVITIES ARE STAKEHOLDERS IMPLEMENTING? (n=245)

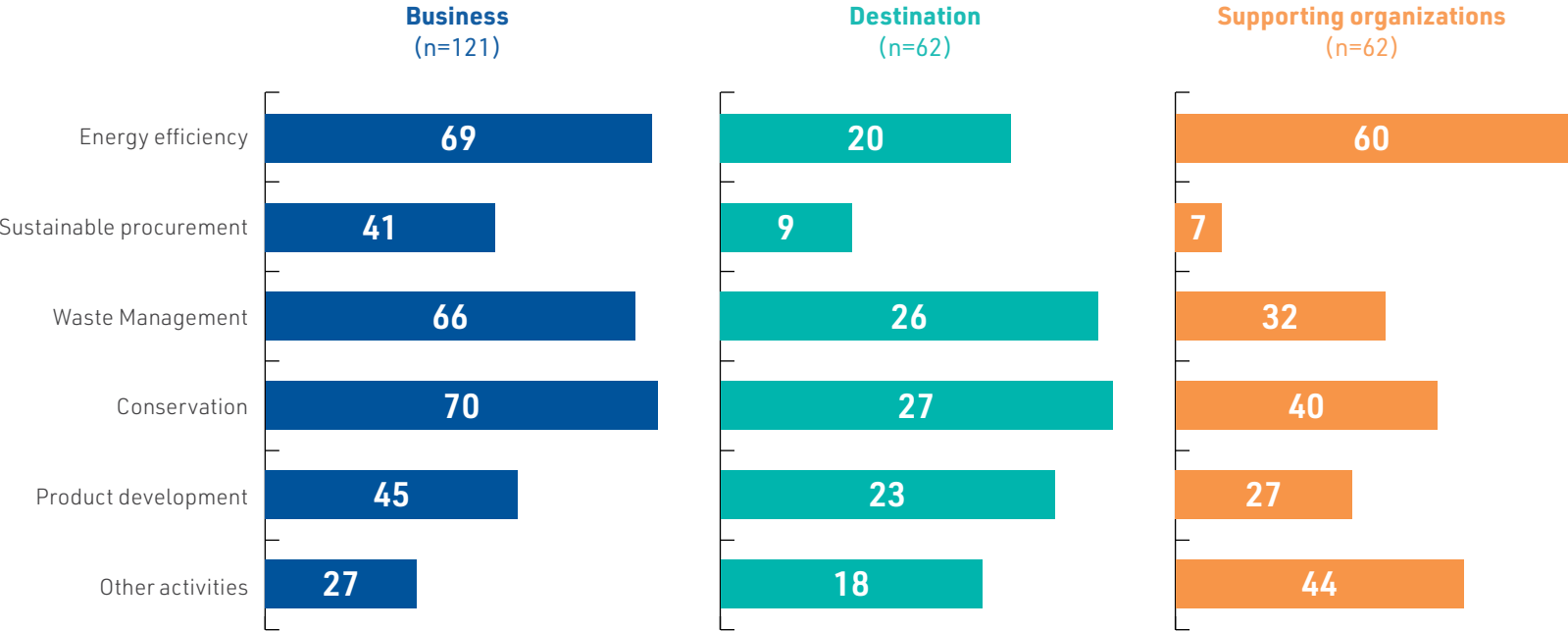
Overall, the most reported climate change mitigation activities were related to energy efficiency (22.9%) followed by conservation practices (21.0%) and waste management practices (19.0%). The specific practices varied widely across respondent type and organizational focus. Sustainable procurement was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



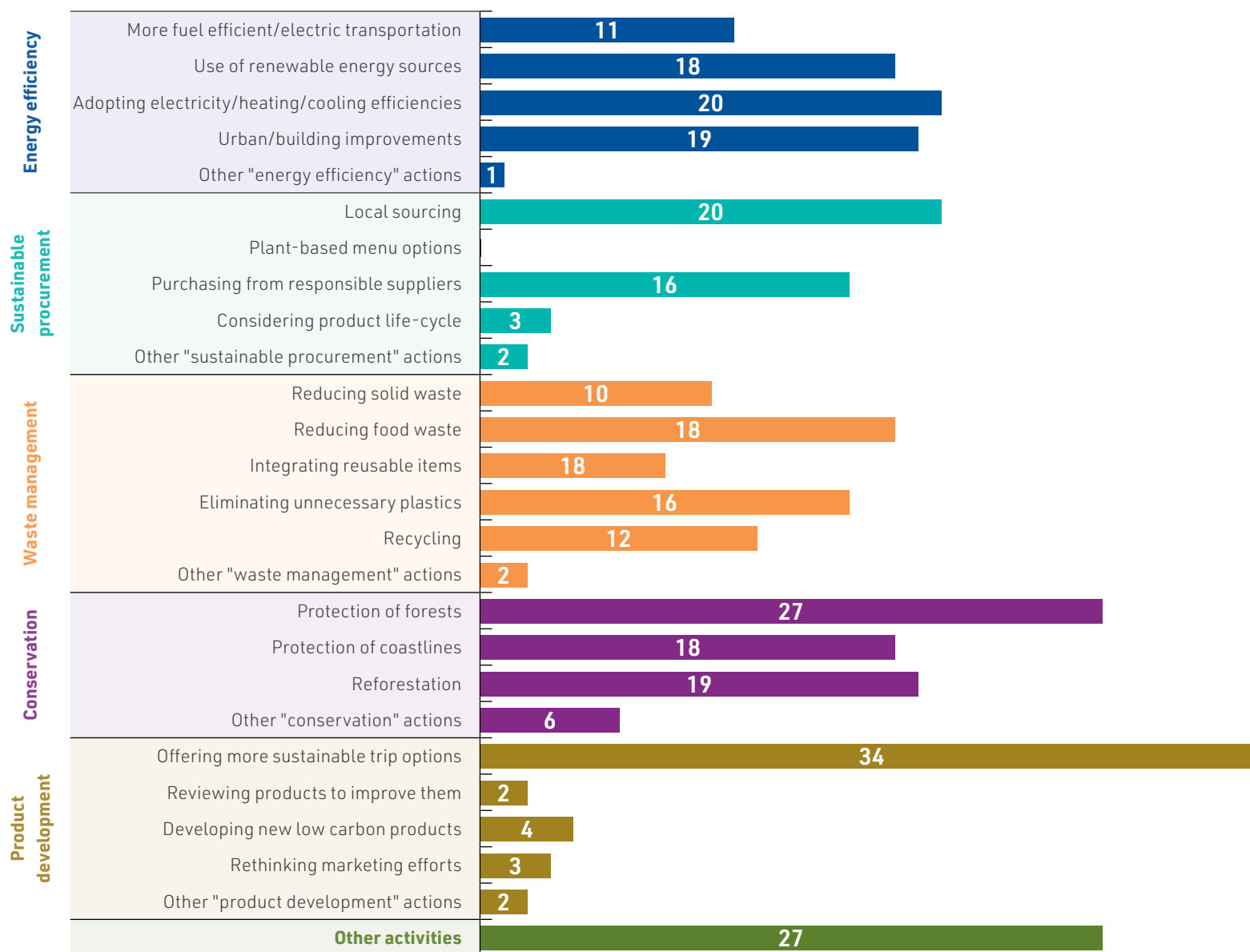
- Energy efficiency
- Sustainable procurement
- Waste management
- Conservation
- Product development
- Other activities

WHICH TYPE OF
STAKEHOLDERS
ARE
IMPLEMENTING
MITIGATION
ACTIVITIES?

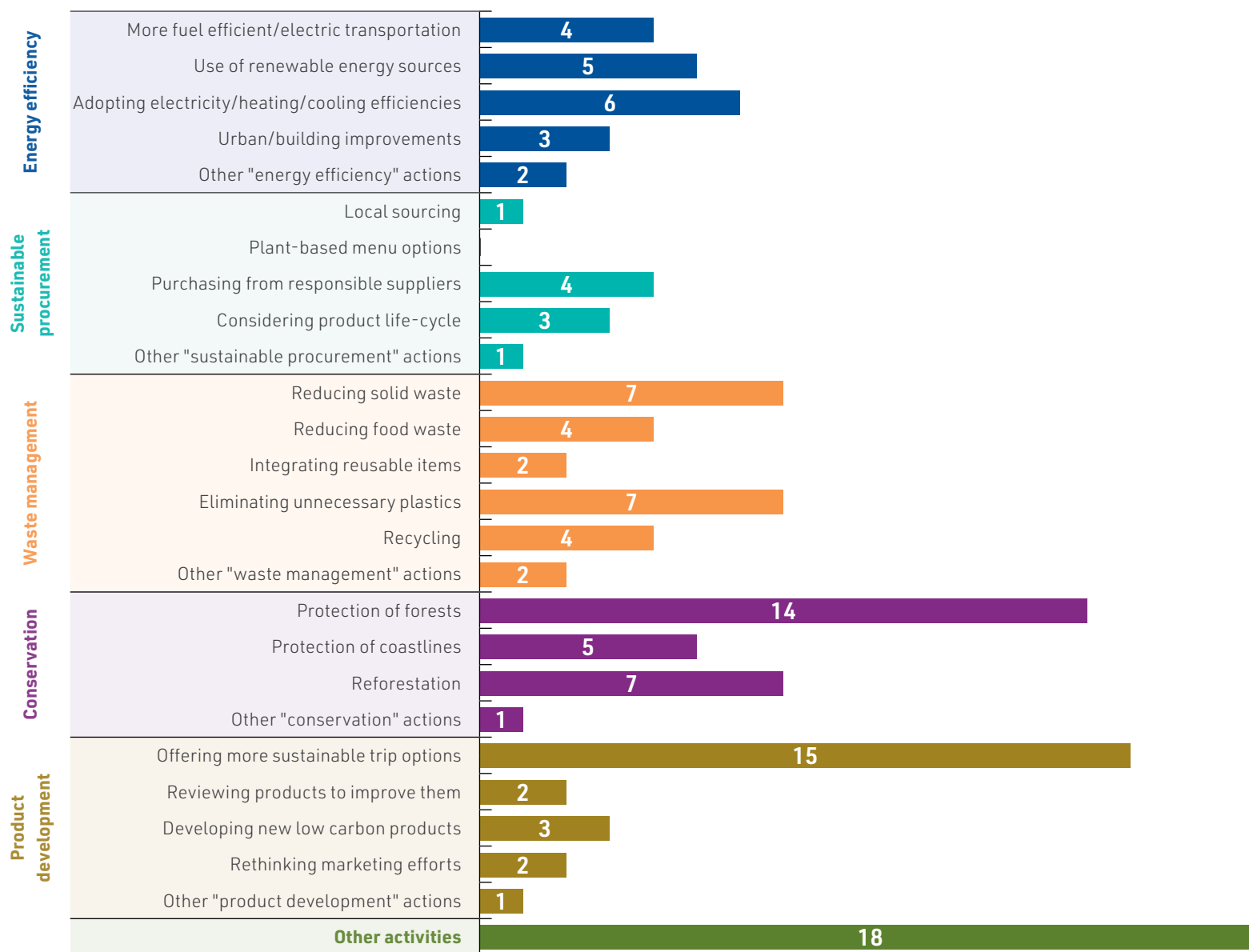
The distribution of mitigation activities were similar across respondent types. Organizations most readily utilized energy efficiencies, waste management and conservation practices to mitigate climate change.



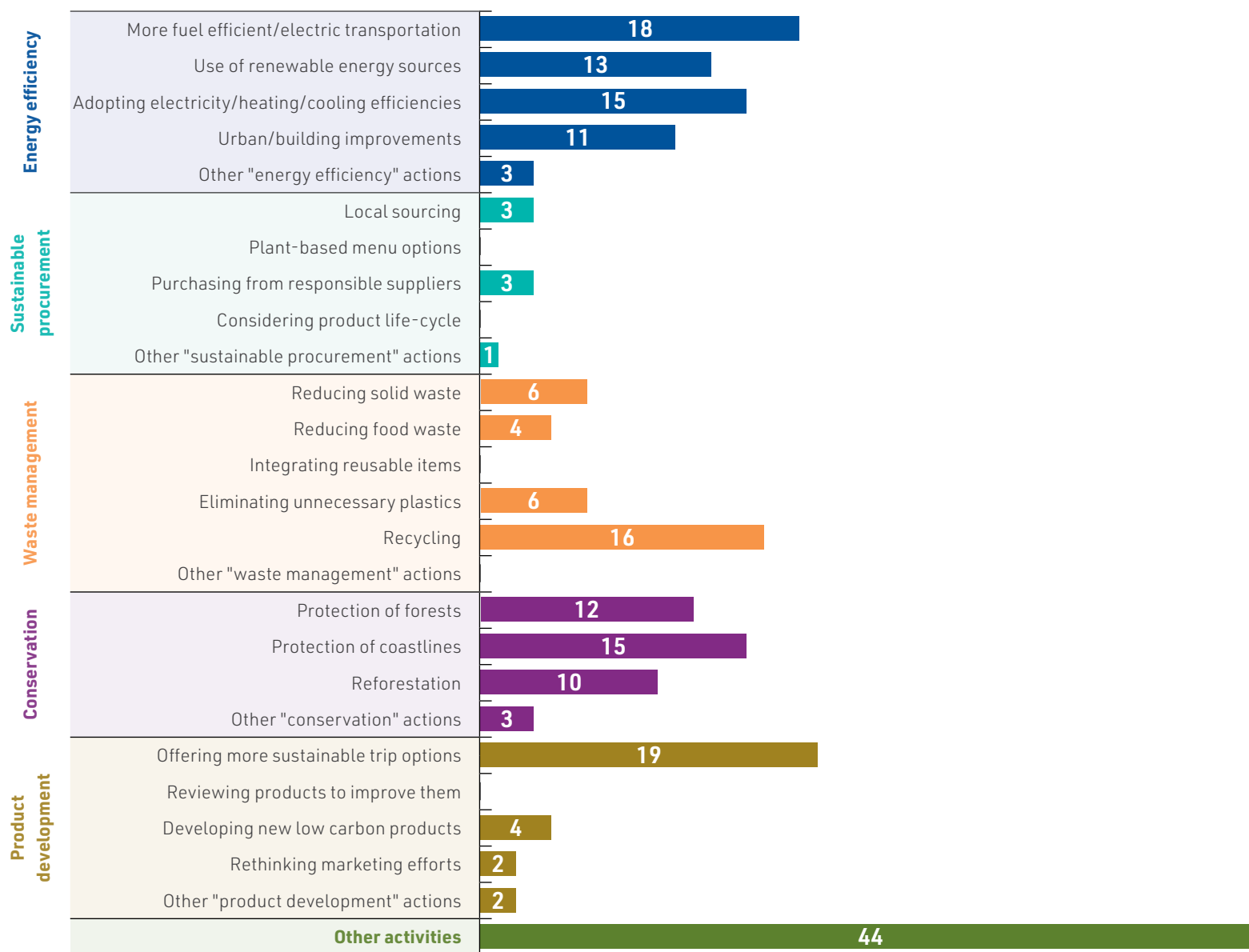
WHICH
MITIGATION
ACTIONS ARE
BUSINESSES
IMPLEMENTING?



WHICH
MITIGATION
ACTIONS ARE
DESTINATIONS
IMPLEMENTING?



WHAT MITIGATION
ACTIONS ARE
SUPPORTING
ORGANIZATIONS
IMPLEMENTING?



MITIGATION ACTIVITIES/ ACTIONS IN BUSINESS RESPONSES

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

MITIGATION ACTIVITIES/ ACTIONS IN BUSINESS RESPONSES

MITIGATION ACTIVITY	EXAMPLE
Product Development	
Offering/supporting more sustainable trip options	<ul style="list-style-type: none"> Promoting eco-tourism; offering low/no-emission transit; transparency about CO2 emissions
Reviewing products to make them more sustainable	<ul style="list-style-type: none"> Ensuring that suppliers are committed to sustainability; researching carbon neutral trips
Developing new low-carbon products	<ul style="list-style-type: none"> Low-carbon educational trips; purchase of carbon credits
Rethinking marketing efforts	<ul style="list-style-type: none"> Reducing paper marketing; rethinking which experiences should be advertised to travellers
Other "product development" actions	<ul style="list-style-type: none"> Environmental activities on resorts; organizing competitions related to sustainability efforts; storytelling and education

MITIGATION ACTIVITIES/ ACTIONS IN DESTINATION RESPONSES

Energy Efficiency	
More fuel efficient/electric transportation	<ul style="list-style-type: none"> Electric vehicle charging stations; public transportation; bicycling
Use of renewable energy sources	<ul style="list-style-type: none"> Renewable energy legislation
Adopting electricity, heating, and cooling efficiencies	<ul style="list-style-type: none"> Energy conservation incentive programs; educational tools on energy efficiency
Urban/building improvements	<ul style="list-style-type: none"> Recycled bricks; mitigation banking; environmental policy compliance in public buildings
Other "energy efficiency" actions	<ul style="list-style-type: none"> Free energy assessment; carbon accounting support; including sustainable tourism in national response to climate change
Sustainable Procurement	
Local sourcing	<ul style="list-style-type: none"> Local purchases by municipal ordinance
Purchasing from suppliers taking action to reduce their emissions	<ul style="list-style-type: none"> Green public procurement plans; sustainable supplier certifications
Considering product life-cycle in purchasing decisions	<ul style="list-style-type: none"> Creating and implementing guides for sustainable purchasing; buying biodegradable and recyclable products
Other "sustainable procurement" actions	<ul style="list-style-type: none"> Inclusion of environmental criteria in contractual processes

MITIGATION
ACTIVITIES/
ACTIONS IN
DESTINATION
RESPONSES

MITIGATION ACTIVITY	EXAMPLE
Waste Management	
Reducing solid waste	<ul style="list-style-type: none"> Comprehensive solid waste minimization plans; e-waste disposal plans and facilities
Reducing food waste	<ul style="list-style-type: none"> Food and durable good donations; composting; food digestors; zero waste initiatives
Integrating reusable items	<ul style="list-style-type: none"> Avoiding single-use plastic items; creating recyclable and re-usable brand-specific products
Eliminating unnecessary plastics	<ul style="list-style-type: none"> Choosing reusable over disposable items; advocating for the prohibition of single use plastics; reducing overall plastic use
Recycling	<ul style="list-style-type: none"> Upcycled materials; e-waste recycling; scrap metal recycling
Other "waste management" actions	<ul style="list-style-type: none"> Cleanliness-related awards; segregation programs
Conservation	
Protection of forests	<ul style="list-style-type: none"> Abiding by conservation legislation; payment for ecosystem services
Protection of coastlines (mangroves, corals marshes and wetlands)	<ul style="list-style-type: none"> Beach cleanup initiatives; peatland restoration projects; coral reef regeneration
Reforestation	<ul style="list-style-type: none"> Creating indoor green spaces; partnership with reforestation agencies; supporting city parks and forests
Other "conservation" actions	<ul style="list-style-type: none"> Awareness raising for communities; avoiding uncontrolled burning
Product Development	
Offering/supporting more sustainable trip options	<ul style="list-style-type: none"> Promoting ecotourism; incorporating sustainability into values; environmental certification
Reviewing products to make them more sustainable	<ul style="list-style-type: none"> Conducting environmental impact assessments before product development; diversifying tourism products
Developing new low-carbon products	<ul style="list-style-type: none"> Climate-friendly market calculations; digitizing marketing content
Rethinking marketing efforts	<ul style="list-style-type: none"> Emphasizing sustainable tourism; eco-tourism communication plans; encouraging engagement from customers
Other "product development" actions	<ul style="list-style-type: none"> Training and awareness tools aimed at investors

MITIGATION
ACTIVITIES/
ACTIONS IN
SUPPORTING
ORGANIZATION
RESPONSES

MITIGATION ACTIVITY	EXAMPLE
Energy Efficiency	
More fuel efficient/electric transportation	▪ Zero-emission vehicle investment; public transportation integration and incentives
Use of renewable energy sources	▪ Solar power; wind energy
Adopting electricity, heating, and cooling efficiencies	▪ Biofuel; towel re-use; dual-flush toilets
Urban/building improvements	▪ Offering community resources on green architecture; proposing alternative construction materials like bamboo; passive house construction
Other “energy efficiency” actions	▪ 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
Sustainable Procurement	
Local sourcing	▪ Partnering with community businesses; local-only product consumption policies
Purchasing from suppliers taking action to reduce their emissions	▪ Ensuring supplier sustainability before partnering; encouraging current partners to engage in sustainable behaviours
Other “sustainable procurement” actions	▪ Using chemical-free solutions
Waste Management	
Reducing solid waste	▪ Circular economy pilot programs; limits on paper and digital storage; solid and liquid waste management programs
Reducing food waste	▪ Composting; food waste management plans
Eliminating unnecessary plastics	▪ Plastic-free policies and legislation; plastic collection contests
Recycling	▪ Multi-stream recycling; waste reuse plans; community upcycling partnerships
Conservation	
Protection of forests	▪ Work with volunteer programs for forest conservation in natural parks; practice sustainable silviculture
Protection of coastlines (mangroves, corals marshes and wetlands)	▪ Coral reef rehabilitation programs; reef-safe sunscreen policies; mangrove preservation sites
Reforestation	▪ Creating and restoring public green spaces; planting mangroves and other trees; partnering with reforestation entities
Other “conservation” actions	▪ Conservation awareness; training guides on environmental issues

MITIGATION
ACTIVITIES/
ACTIONS IN
SUPPORTING
ORGANIZATION
RESPONSES

MITIGATION ACTIVITY	EXAMPLE
Product Development	
Offering/supporting more sustainable trip options	<ul style="list-style-type: none"> Car-free tours; ecotourism/educational travel promotion; leave-no-trace treks
Developing new low-carbon products	<ul style="list-style-type: none"> Low-carbon hospitality sector development; circular economy models in product development
Rethinking marketing efforts	<ul style="list-style-type: none"> Marketing conservation experiences; aiming to educate through marketing materials
Other "product development" actions	<ul style="list-style-type: none"> Offering the opportunity for guests to engage in sustainability related discussions; designing more sustainable travel experiences

ARE TOURISM STAKEHOLDERS PURCHASING OFFSETS/ CARBON CREDITS TO COMPENSATE FOR EMISSIONS? (n=746)

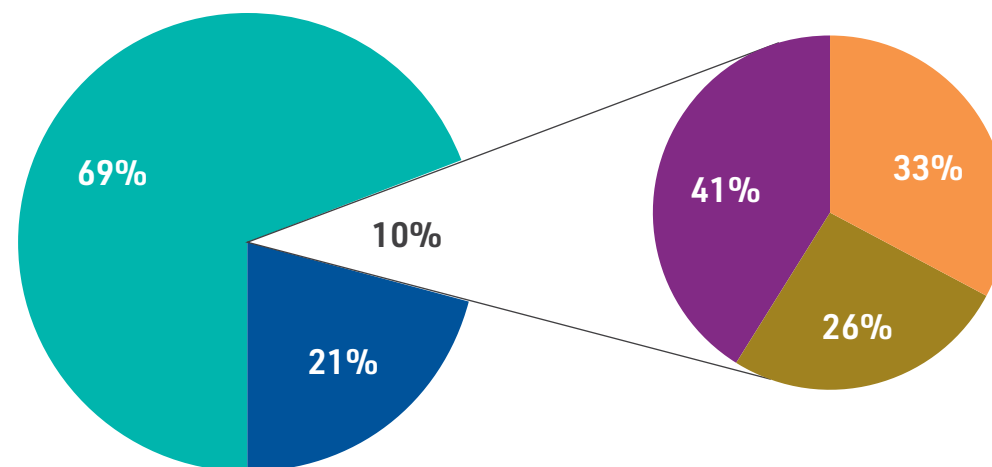
The majority (68.7%) of organizations responding are not purchasing offsets.

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 which are offsetting emissions are offsetting all emissions – internal emissions and emissions from tourism operations.

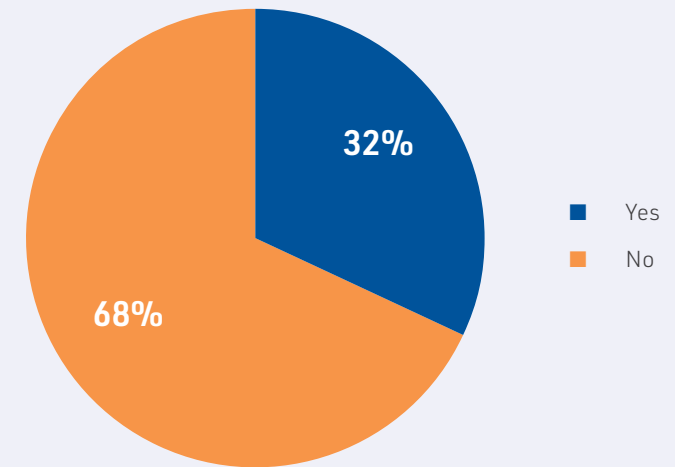
- Yes, offsetting internal emissions
- Yes, offsetting tourism operations emissions
- Yes, offsetting all emissions
- No, but we offer clients possibilities to offset their trips
- No, we are not purchasing offsets



ARE TOURISM
STAKEHOLDERS
INVESTING IN
NATURE-BASED
SOLUTIONS?
(n=832)

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

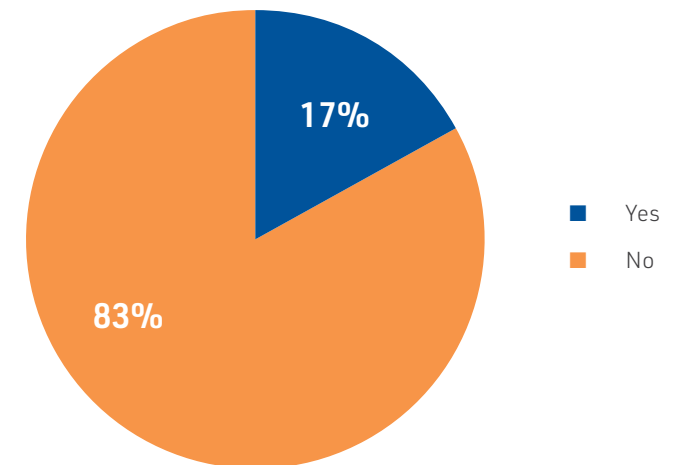
NOTE: Nature-based solutions encompass a wide range of approaches focusing on the protection, management and restoration ecosystems and habitats (e.g., forests, coral reefs, mangroves, wetlands, seagrass, etc.) to provide biodiversity benefits and human well-being, including through disaster risk reduction.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



5 ADAPTATION

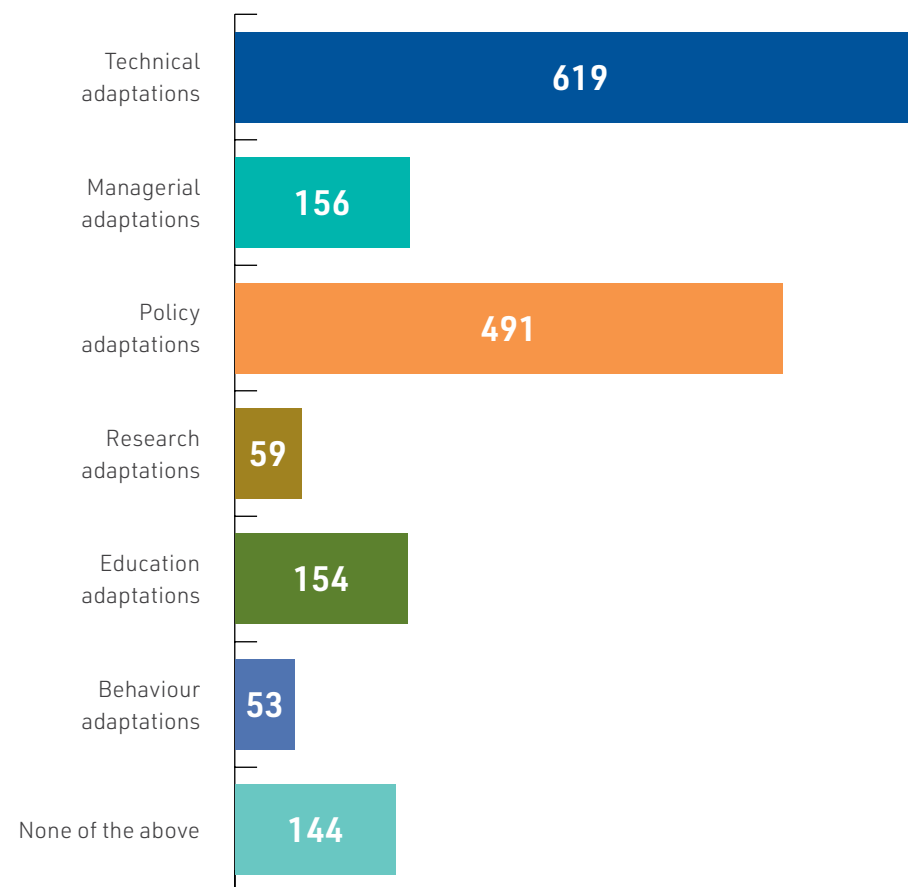
This section focuses on steps taken by tourism stakeholders to adapt to the impacts of climate change.

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.

NOTES:

- 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.



TECHNICAL
ADAPTATION
THEMES IN
BUSINESSES/
DESTINATIONS
RESPONSES

Theme	Definition	Example
Water recycling and reduction	<ul style="list-style-type: none"> Action to reduce the consumption of water resources 	<ul style="list-style-type: none"> Rainwater collection, desalination, filtering gardens
Energy reduction	<ul style="list-style-type: none"> Action to reduce the consumption of electricity 	<ul style="list-style-type: none"> Optimization of electricity usage, motion-lighting
Energy transition	<ul style="list-style-type: none"> Action to transition from fossil fuels to renewable energy sources 	<ul style="list-style-type: none"> Solar power, renewable energy supplement
Monitoring	<ul style="list-style-type: none"> Observing impacts and environment to identify issues 	<ul style="list-style-type: none"> Measuring water consumption, carbon footprint
Infrastructure	<ul style="list-style-type: none"> Actions that structurally reduce the susceptibility to climate change 	<ul style="list-style-type: none"> Anti-cyclonic designs, coastal structures

MANAGERIAL
ADAPTATION
THEMES IN
BUSINESSES/
DESTINATIONS
RESPONSES

Theme	Definition	Example
Program adaptation	<ul style="list-style-type: none"> Modifying programs and products offered to avoid or limit climate impacts 	<ul style="list-style-type: none"> Adjusting closed season, regenerative tourism, mode of transport changes
Resource management	<ul style="list-style-type: none"> Integrating resource-use awareness and management into planning 	<ul style="list-style-type: none"> Energy saving programs, utilizing monitoring reports to prepare for future resource use
Internal	<ul style="list-style-type: none"> Management of resource use for staff and internal operations 	<ul style="list-style-type: none"> No flying for staff
External	<ul style="list-style-type: none"> Management of resource use due to business operations 	<ul style="list-style-type: none"> Sustainable transportation, responsible tourism portfolio to map sustainable practices
Place-based activities	<ul style="list-style-type: none"> Strategic engagement with specific places and communities to address climate change 	<ul style="list-style-type: none"> Awareness of local community structures, local sourcing, monitoring local impacts
Education	<ul style="list-style-type: none"> Incorporating education in climate change management planning 	<ul style="list-style-type: none"> Providing educational programs and trainings on climate change
Guest	<ul style="list-style-type: none"> Educating guests or clients 	<ul style="list-style-type: none"> Guest education programming
Staff	<ul style="list-style-type: none"> Educating staff 	<ul style="list-style-type: none"> Climate action trainings

POLICY
ADAPTATION
THEMES IN
BUSINESSES/
DESTINATIONS
RESPONSES

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

RESEARCH
ADAPTATION
THEMES IN
BUSINESSES/
DESTINATIONS
RESPONSES

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

EDUCATION
ADAPTATION
THEMES IN
BUSINESSES/
DESTINATIONS
RESPONSES

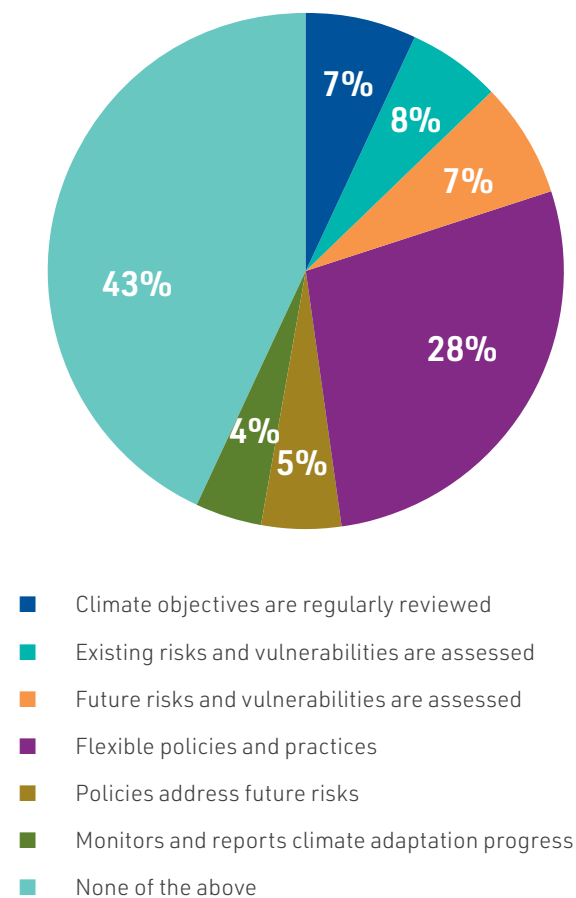
Theme		Definition	Example
Focus	Guest	▪ Direct education of guests about climate related topics	▪ Pre-trip, in-trip climate education experiences
	Staff	▪ Direct education of staff about climate related topics	▪ Climate change impact training, climate action training
	Community	▪ Direct education of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

BEHAVIORAL
ADAPTATION
THEMES IN
BUSINESSES/
DESTINATIONS
RESPONSES

Theme		Definition	Example
Direct action		▪ Engaging guests with action to direct address climate change	▪ Conservation, energy and water reduction
Indirect action		▪ Organizationally supporting direct action taken by other organizations	▪ Advocating for conservation action of local wildlife
Education		▪ Education focused on tangible actions to take	▪ Staff training on climate action in tourism, guest environmental education
Monitoring		▪ Monitoring the impacts of climate change to inform decision making	▪ Water level monitoring, biodiversity monitoring
Partnership		▪ Engaging in climate action with other organizations	▪ Engaging with stakeholders in climate action

WHICH
ADAPTATION
CHARACTERISTICS
APPLY TO A
BUSINESS AS IT
PREPARES FOR
CLIMATE CHANGE?
(n=353)

Most businesses (43.1%) lack the characteristics of an adaptive organization. Of adaptive capacity characteristics selected by respondents, flexible policies are the most often reported (28.3%).



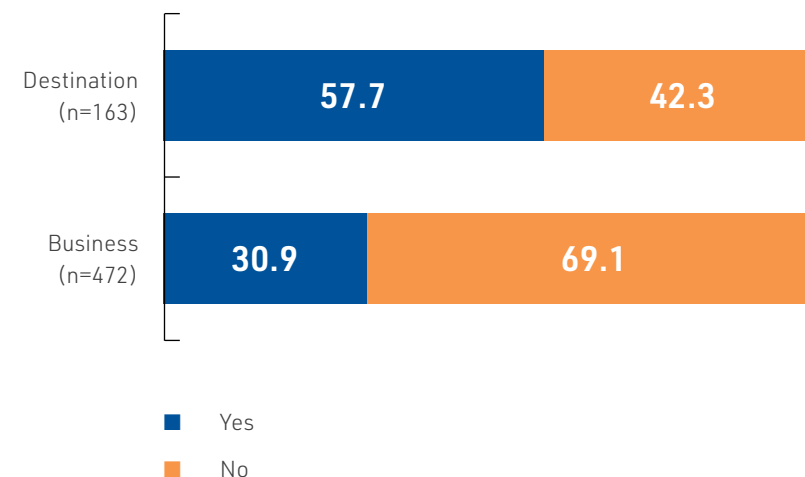
6 ENGAGEMENT

This section focuses 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
WITH ABOUT
CLIMATE
CHANGE?
(n=635)

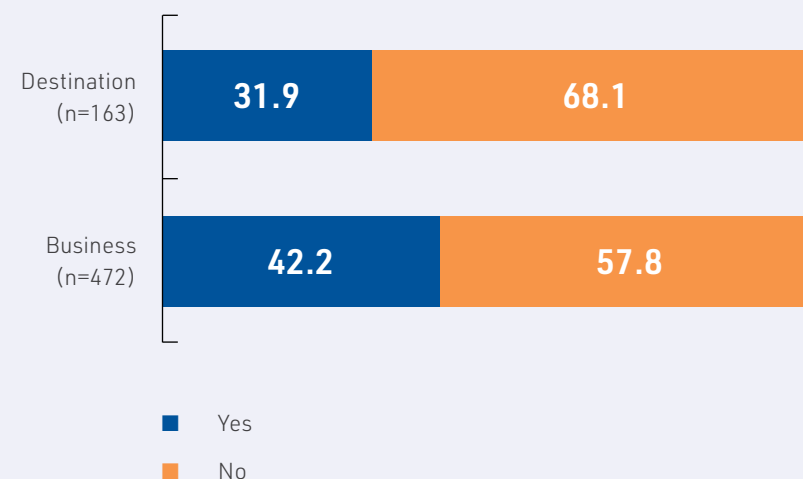
The majority of organizations (59.7%) are not addressing climate change when engaging with other organizations.

Destination respondents are more likely than not to be collaboratively addressing climate change, whereas the opposite is true business respondents.



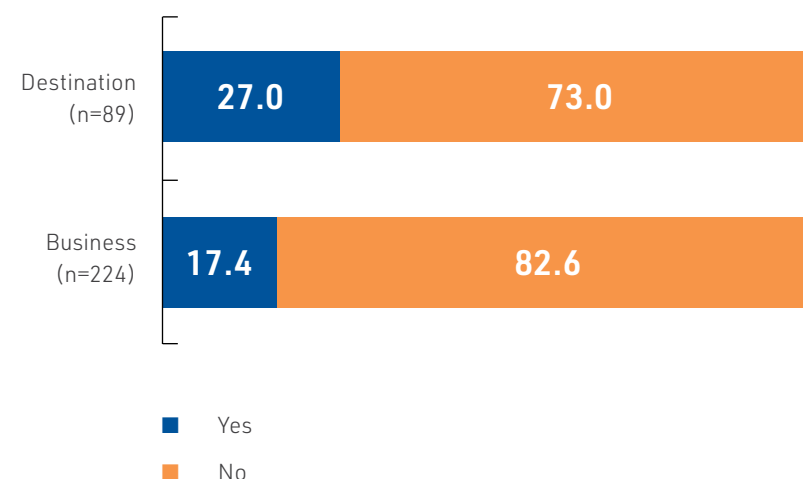
**DO TOURISM
STAKEHOLDERS
PROVIDE
GUIDANCE AND
TRAINING TO
OPERATIONAL
STAFF ON
CLIMATE
ACTION?
(n=635)**

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.



**DO TOURISM
STAKEHOLDERS
ENGAGE OR
SUPPORT
VISITORS IN
LOW-CARBON
INITIATIVES?
(n=313)**

There is a lack of engagement with visitors and guests with low-carbon initiatives. Destinations were slightly more likely to be engaging stakeholder in low-carbon initiatives, however, less than one third (27.0%) of destinations and less than one fifth (17.4%) of businesses reported engaging stakeholders in 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. Quantitative and qualitative 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.

SURVEY STRUCTURE

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.

ANALYSIS

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) under the supervision of Dr. Dirk Glaesser (UNWTO) and with the 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

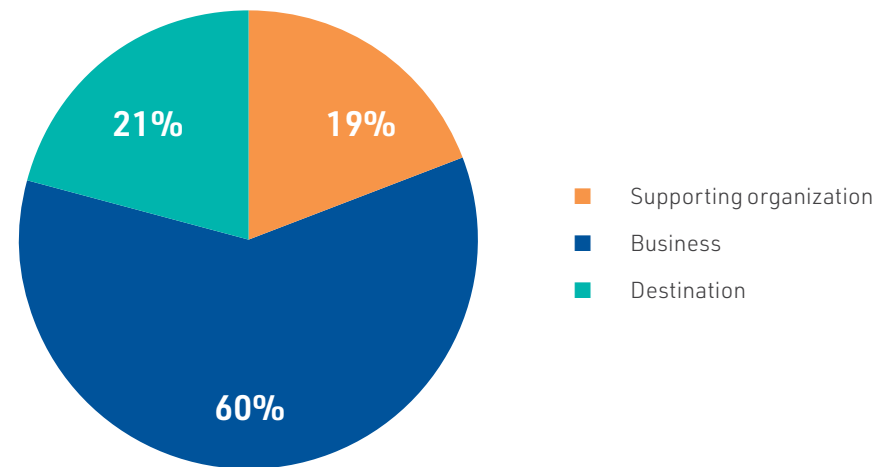
Destination/ Government

Supporting organization

- Business respondents include accommodation providers, tour operators and transport providers.
- Destination 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.

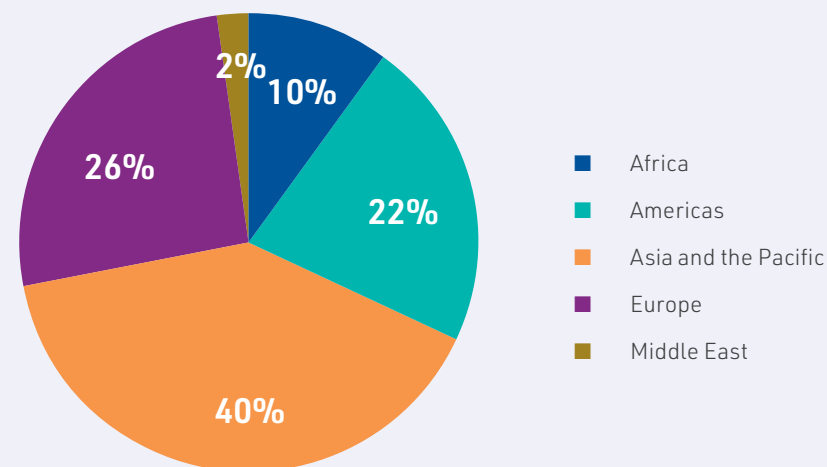
TOTAL RESPONDENTS BY TYPE OF STAKEHOLDER (n=1139)

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.



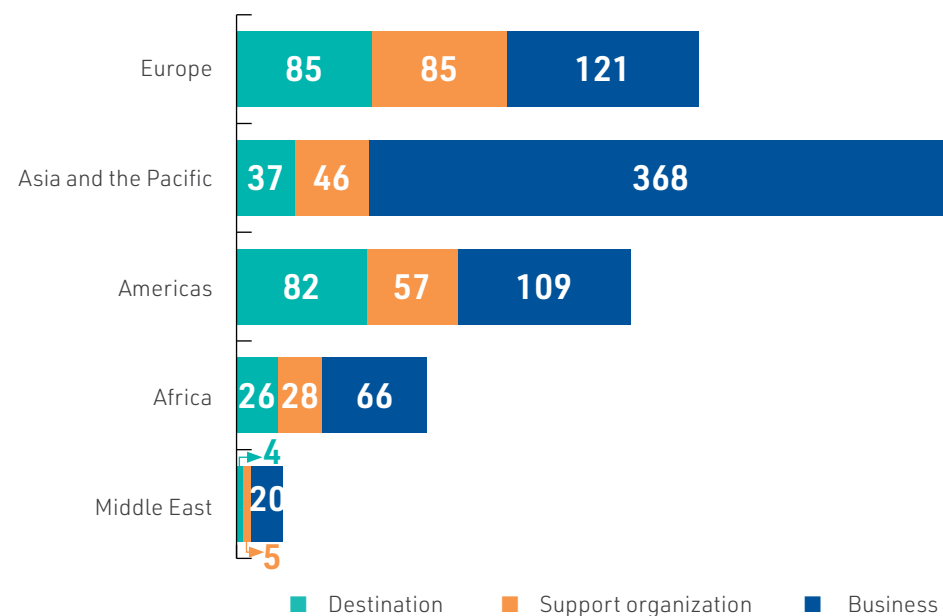
**TOTAL
RESPONDENTS
BY REGION
(n=1139)**

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).



**TOTAL
RESPONDENTS
BY TYPE OF
STAKEHOLDERS
AND REGION
(n=1139)**

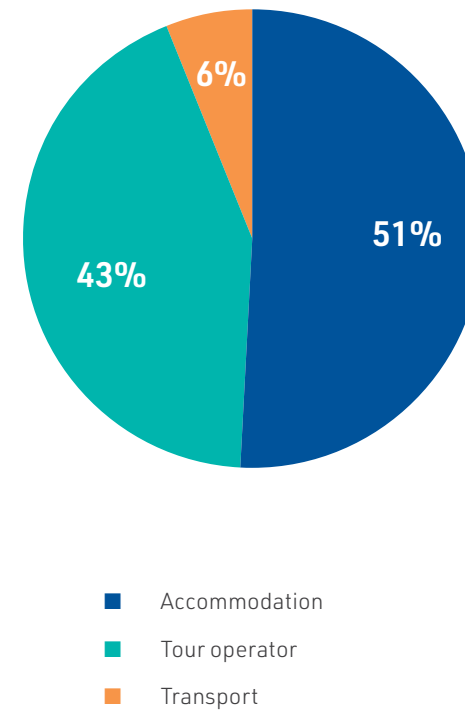
Across all regions, business stakeholders make up the majority of respondents. Businesses represent 81.5% of respondents from Asia and the Pacific; 68.9% of respondents from the Middle East and 55.0% of respondents from Africa. In Europe and the Americas, participation from destinations and supporting organizations was proportionally higher than in the rest of regions.



ANNEX 2.1 BUSINESS PROFILES

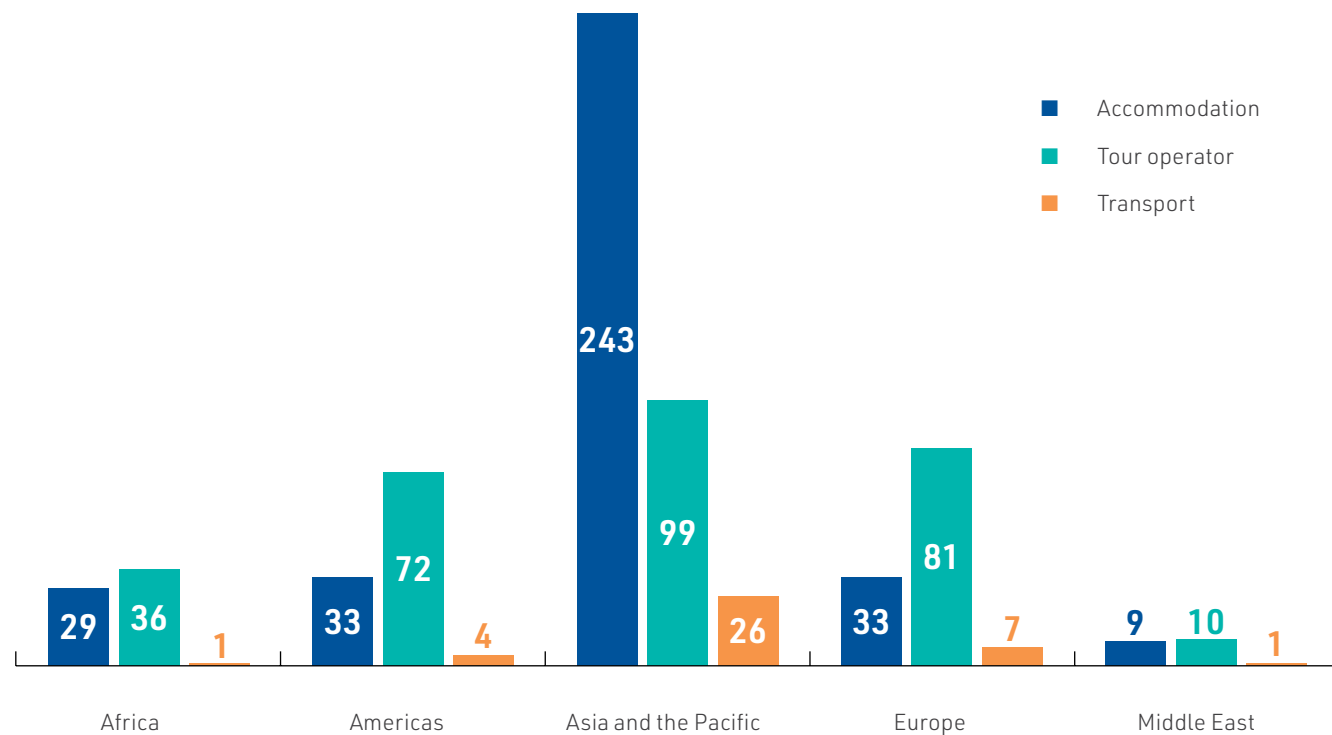
BUSINESS RESPONDENTS BY TYPE (n=684)

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.



**BUSINESS
RESPONDENTS
BY REGION**
(n=684)

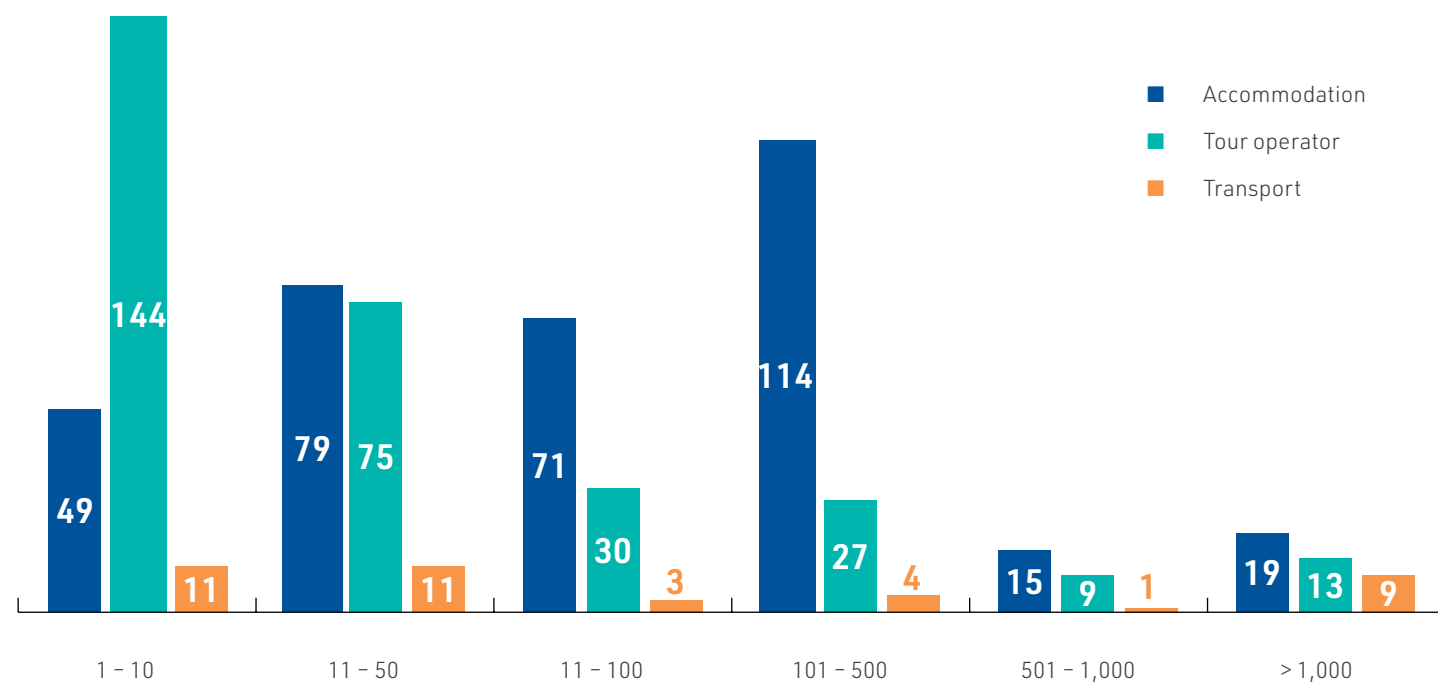
Respondents from the Asia and Pacific region made up the majority responses (53.8%) from the Business stakeholder type, followed by 17.6% of responses from Europe, 15.9% from Americas, 9.6% from Africa and 2.9% from the Middle East.



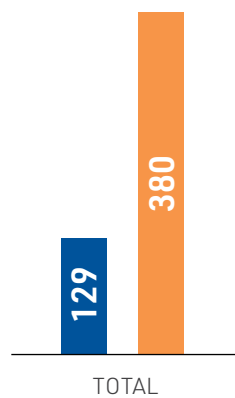
BUSINESS RESPONDENTS BY NUMBER OF EMPLOYEES (n=684)

Three types of businesses responded to the survey: tour operators, accommodation providers, and transport providers.

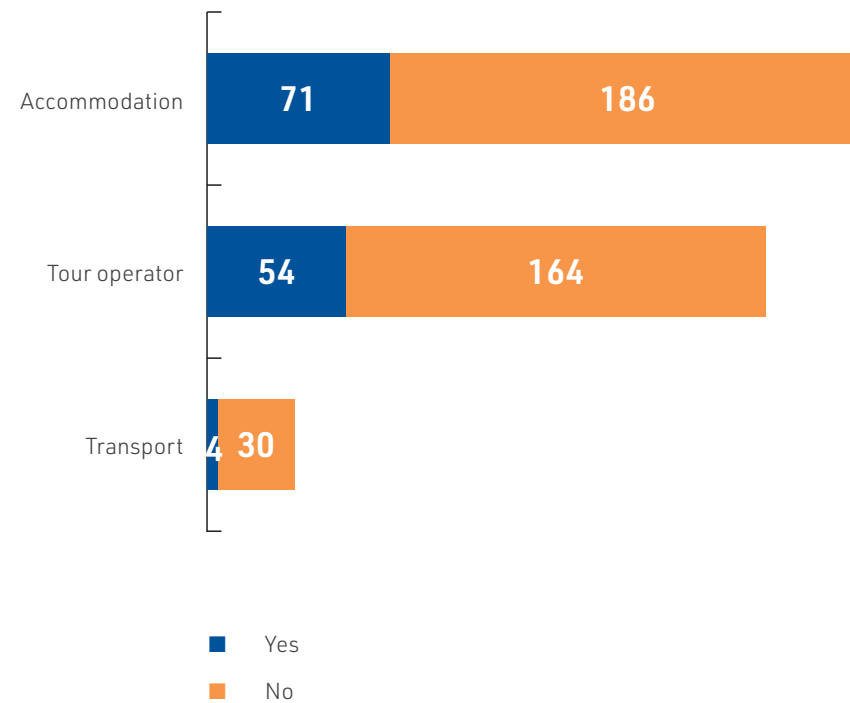
- Of tour operators, most work in organizations with fewer than 10 employees (21.0%).
- Of accommodations, most work in organizations with 101 – 500 employees (16.6%).
- Of transport, an equal number work in organizations with fewer than 10 employees and between 11 and 50 employees (1.6%).



**BUSINESS
RESPONDENTS
BY TYPE AND
SUSTAINABILITY
CERTIFICATION
(n=509)**

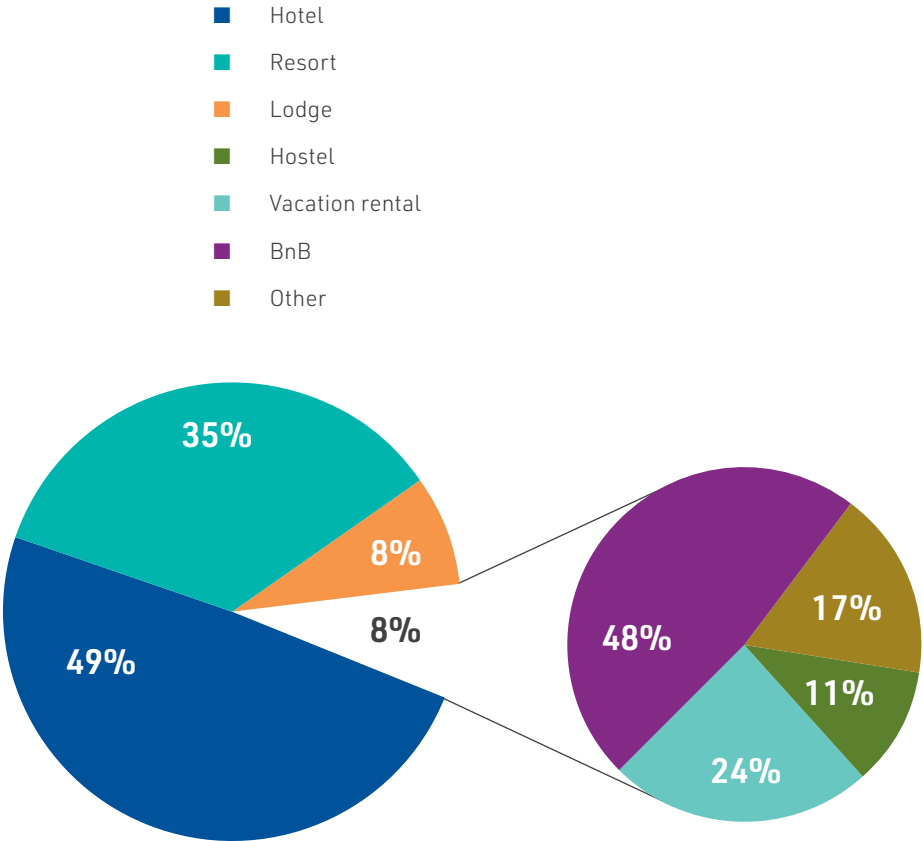


Out of the businesses which responded, a quarter (25.3%) reported holding a sustainability certification.



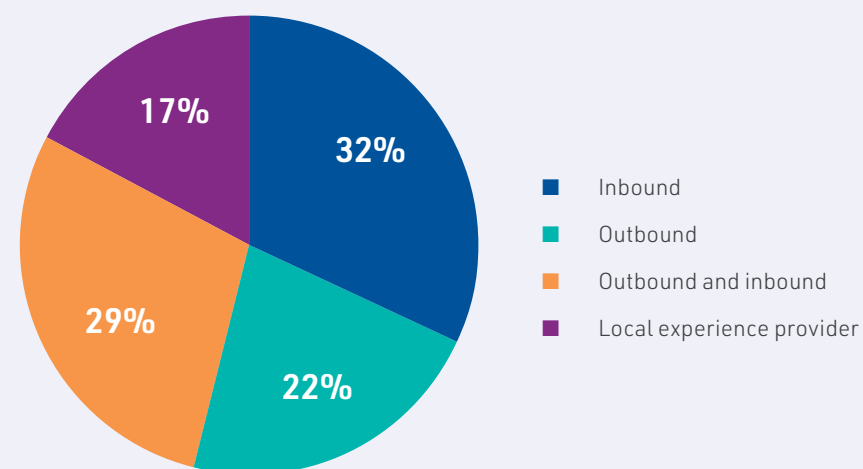
ACCOMMODATION
RESPONDENTS
BY TYPE
(n=363)

The majority of accommodation respondents are Hotels (48.2%) and Resorts (34.5%) 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%).



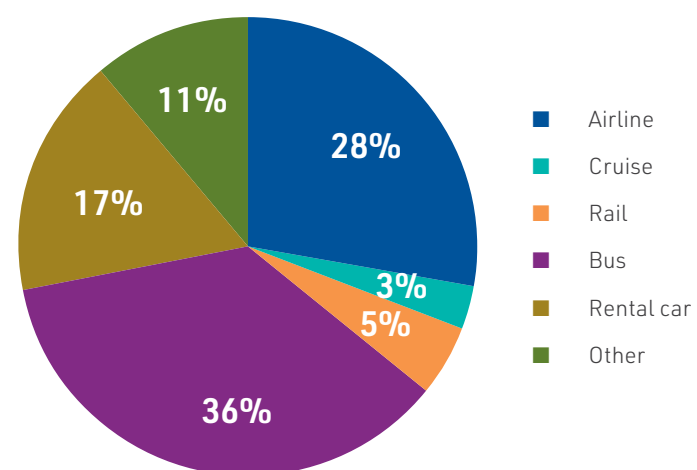
TOUR OPERATOR RESPONDENTS BY TYPE (n=254)

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.



TRANSPORT RESPONDENTS BY TYPE (n= 36)

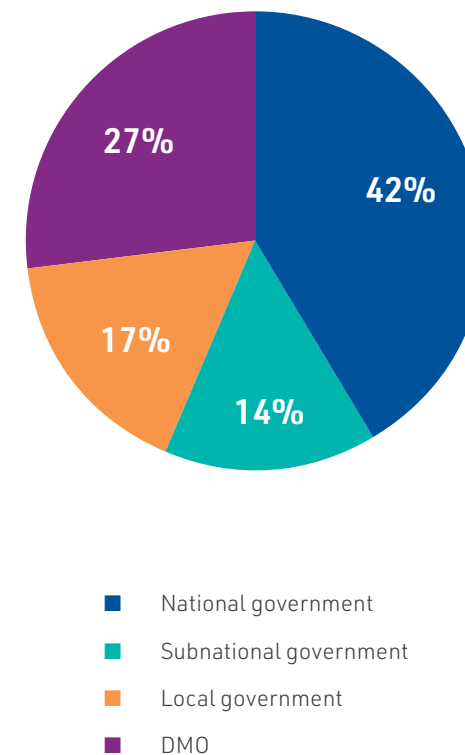
Responses from transport providers were limited and mainly came from airlines (27) and bus companies (13).



ANNEX 2.2 DESTINATION PROFILE

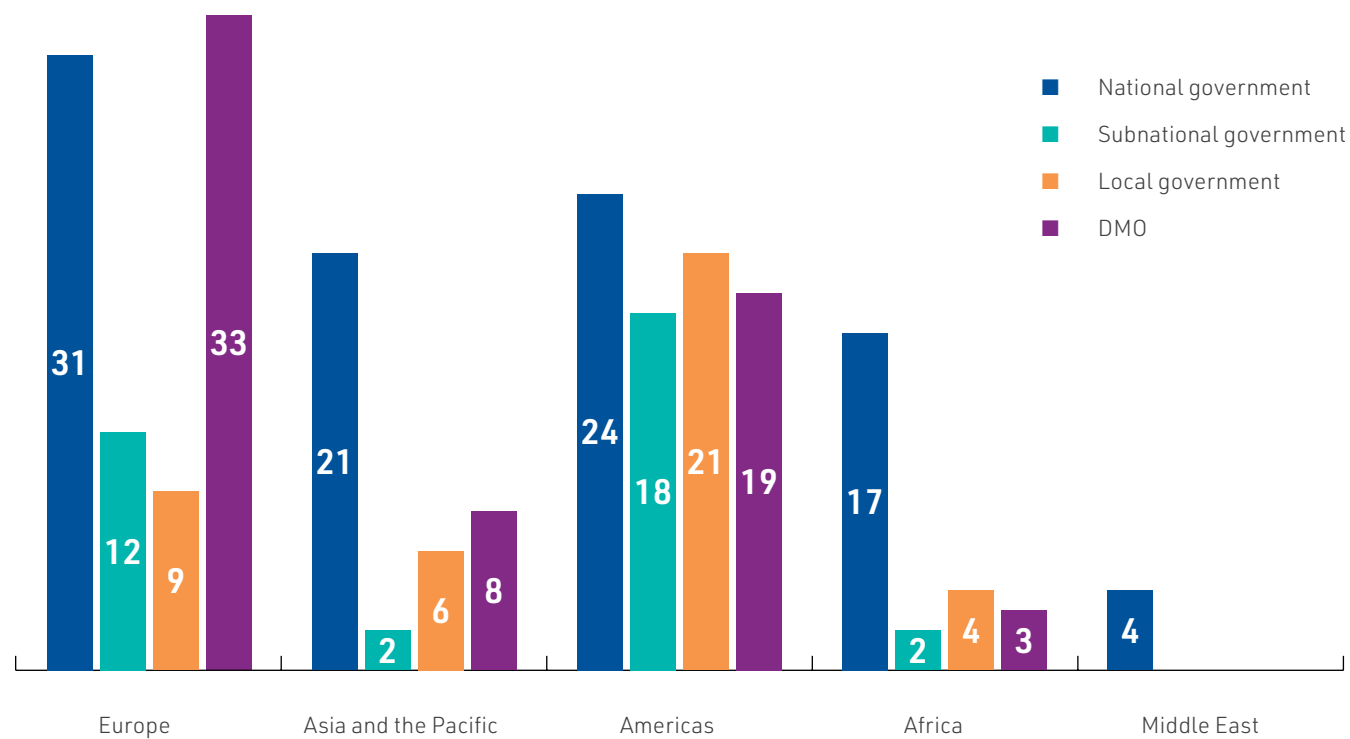
DESTINATION RESPONDENTS BY TYPE (n=234)

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).

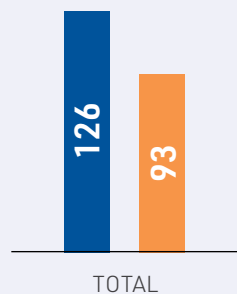


DESTINATION RESPONDENTS BY REGION (n=234)

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.

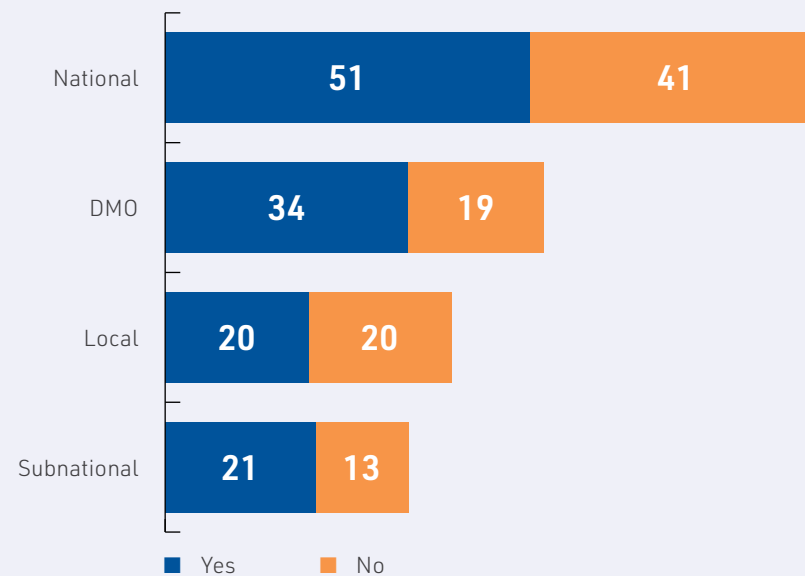


DESTINATION RESPONDENTS BY SUSTAINABILITY STAFF (n= 219)

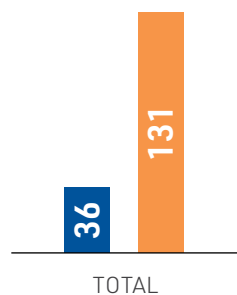


More than half of destination respondents (57.5%) indicated having sustainability staff.

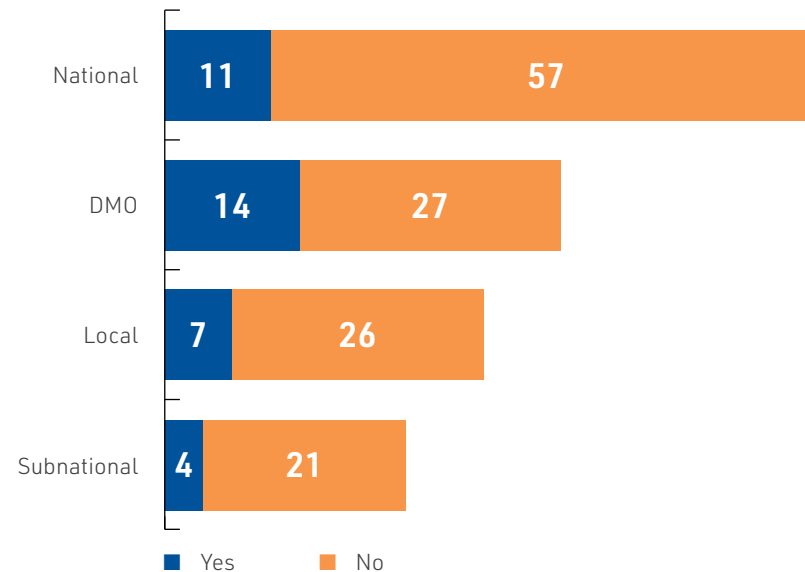
DMOs reported having sustainability staff in 64.2% of cases and National Governments in 55.4% of cases.



DESTINATION RESPONDENTS BY SUSTAINABILITY CERTIFICATION (n=167)



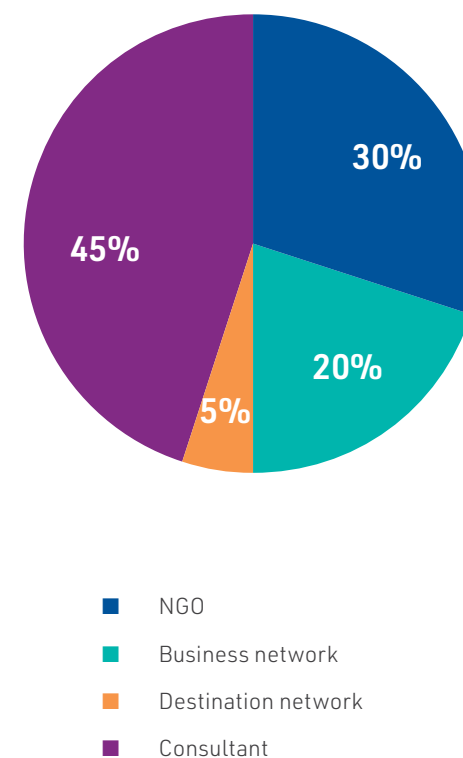
Less than a quarter (21.6%) of the destinations indicated holding a sustainability certification.



ANNEX 2.3 SUPPORTING ORGANIZATION PROFILE

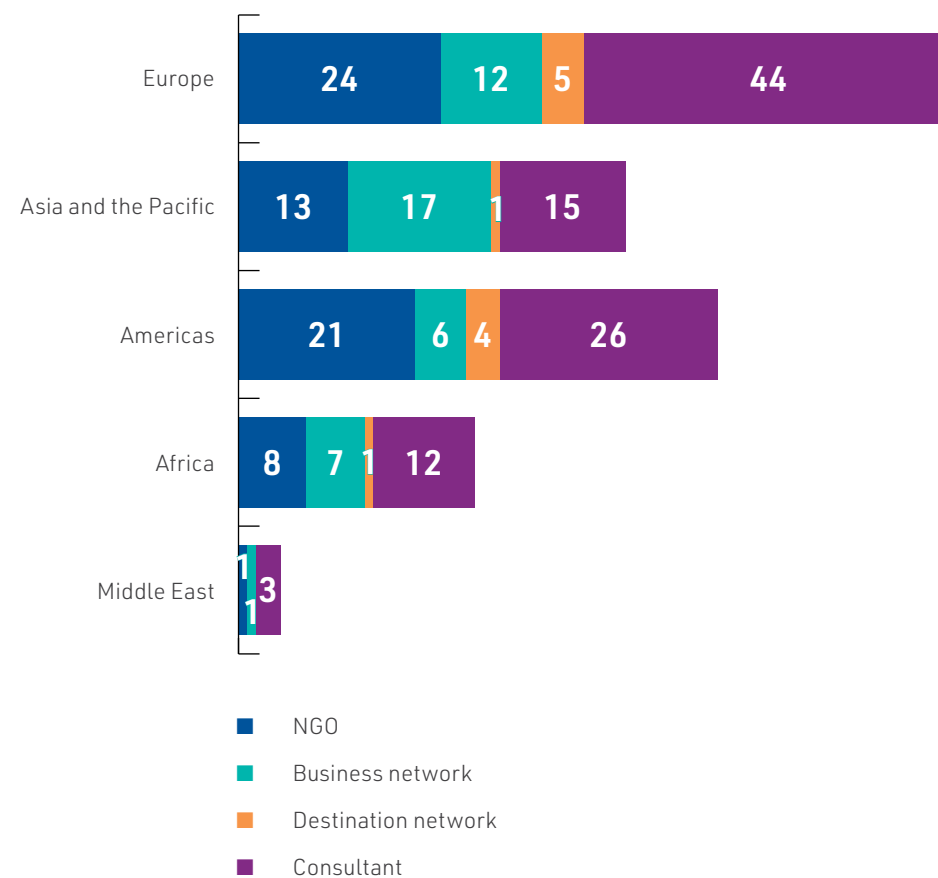
SUPPORTING ORGANIZATION RESPONDENTS BY TYPE (n=221)

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).



SUPPORTING ORGANIZATIONS BY REGION (n=221)

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

The mention of specific organizations, companies or products of manufacturers does not imply that they are endorsed or recommended by UNWTO in preference to others of a similar nature that are not mentioned.

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 SARA KOLE VOYAGES
AGENCE DE VOYAGES BARAKA TRAVEL SERVICES
AGENCE DE VOYAGES ET DE TOURISME 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 – Agência 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 Apartamentos Turísticos Extremadura
 Apumayo expediciones Peru
 ARAFAT VOYAGES
 Arborek Dive Shop
 Areindmar Hotel
 Arkansas Department of Parks, Heritage & Tourism
 Aseel Travel
 Asia Adventure
 Asia Green Travel
 Asian Trails
 Asociace českých cestovních kanceláří a agentur – Association of Tour Operators and
 Travel Agents of the Czech Republic
 Asociación de Municipalidades Ecuatorianas

Asociación Nacional de Agencias 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 CUISINE CHEF TARIK
 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 Quebec
 Away Bali Legian Camakila
 Ayala Land Inc. - Resorts Group - Ten Knots Group
 Ayodhyapuri buffer zone community home stay
 AYUNTAMIENTO CARRION DE LOS CONDES
 Ayuntamiento de Ticul, Yucatán. México
 Azad Jammu & Kashmir Tourism & Archaeology Department
 Azerai La Residence Hue
 Azerbaijan Hotel Association
 Bahrain Tourism and Exhibitions Authority
 Bambu hotel
 Bambuh
 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 (Cubanía 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

Cherish Hotel
 China Golden Bridge Travel Service Corp
 Chobe Holdings Limited
 Chobe River Lodge`
 CHONG FUI TRAVEL SDN BHD
 CIE Tours
 City of Bristol College
 Ciudadanos y Clima
 Clarin Tours
 Climate Change Management Department
 Club Criosière du Havre
 Club de la Croisière Marseille Provence
 Club Med
 Clube de Produtores de Monovarietais do Vinho Verde – Associação dos Vitivinicultores e
 Produtores de Uva, Mosto e Vinho da Região dos Vinhos Verdes
 CNH Tours
 Coco Palm Dhuni Kolhu, Coco Collection, Sunland Hotels Pvt. Ltd
 COCOHÛT HOMESTAY BEN TRE
 Cocoon Maldives Island Resort.
 Cognito
 Collette Travel Services
 Comisión de Turismo Sostenible de la Asociación Guatemalteca de Exportadores
 -COMITURS-
 Comité Régional du Tourisme et des Loisirs d’Occitanie
 Common Seas
 COMO Metropolitan Bangkok
 COMO Point Yamu
 Compagnie Bourlingue alias Freewheelin'tours
 Compañía de Turismo de Puerto Rico
 Concept Hospitality Pvt. Ltd. - The Fern Hotels & Resorts
 Confederação Nacional do Comércio de Bens, Serviços e Turismo

Confluence Sustainability
 Conrad Osaka
 Conseil Communal de la Société civile de Dialakorodji
 CONSEIL REGIONAL CENTRE - VAL DE LOIRE
 Conseil Regional de Tourisme de Marrakech
 Consejo Nacional de Áreas Protegidas
 Considerate Group
 Consultoría Turismo Rural Chiloe
 CONSULTORIA TURISTICA
 Contiki Holidays
 Copley Creative Solutions, LLC
 Coraggio Group
 Cosmic travel Organisation
 Cosmos
 Cove 55
 Crisis management Initiative Foundation
 Croix Du Sud Discovery
 Crossroads Maldives (Hard Rock Hotel and SAii lagoon Maldives)
 Crystal Cruises
 Cuba Private Travel
 Culinary Tourism Alliance
 Culture Tour Ltd
 Cycladic Development Association (KETAN) Non Profit Organization of Cyclades Chamber of
 Commerce
 CYPRUS SUSTAINABLE TOURISM INITIAT.
 Da Bac Community-based Tourism
 Da Nang Sky Transport Travel Company Limited
 Dai Thang Transfer
 Daluyon Beach and Mountain Resort
 DamaRose hotel
 Dark Sky Association

DE UNA Colombia Tours
 Decharme hotel chiangmai
 Decouvrir Co.Ltd
 DELHI UNIVERSITY
 Denpasar Institute
 Denzong Leisure Private Limited
 Department of Environment and Natural Resources - Biodiversity Management Bureau
 Department of Tourism
 DER Touristik Group GmbH
 Desa Trans
 Descubrir Tours
 Desert Camels Adventure Tours
 Destination management HRADECKO
 Destination Nord
 Destination NSW
 Destination Sherbrooke
 Dhigali Maldives
 Dialoog Hotel Banyuwangi
 Diamond Resorts Europe
 Dijiwa Sanctuaries
 Diputació de Barcelona. Oficina Tècnica de Turisme
 Diputación Provincial de Teruel
 Dirección de Turismo
 Dirección de Turismo del Consell de Mallorca
 DIRECCIÓN GENERAL DE MEDIO AMBIENTE
 Dirección General de Turismo. Intendencia de Maldonado
 DIRECTION DU TOURISME ET DES CONGRES
 Direction Nationale du tourisme et de l'Hôtellerie
 Dmo Albania
 dnata Travel
 Dolder Hotel AG

Dolomiti Paganella Tourism Board - Benefit Corporation
 Dolphin Bay Resort
 DTX HOTEL NHA TRANG
 Duavata Sustainable Tourism Collective
 Dunster Beach Huts
 Dusit Thani Maldives
 Duyen Doan
 Earth 3.0 think tank
 Earth Changers
 EarthCheck
 easyJet holidays
 Ebrd
 Echo Resorts Group
 Eco beach holidays Maldives Pvt Ltd
 Eco Team Pvt Ltd
 Eco-2md di Matteo Galeazzi
 Eco-Arts
 Ecocircuitos Panama
 Ecoclub.com
 ECOLLECTIVE TRAVEL LTD
 Ecolodge EL LAMEJAL
 EcoPreserve
 Ecotourism Australia
 Ecuador Tourism Board
 EF ECS
 Elefant Travel
 Elephant Hills Co., Ltd
 Elizabeth City Downtown, Inc.
 Embudu Village
 Emeraldal Resort Ninh Binh, Vietnam
 Emerging Tourism Enterprise Association

Encamp Adventures
 Environmental Habitat
 Epikurean Hospitality (Thailand) Co., Ltd.
 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
 Explorerist
 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 Toulou Ndong

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 Consultoría Turística
 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
 Gouvernemntale
 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

Hoi An Palmy Villa
 Hoi An Rose Garden Hotel
 Holiday Inn Amritsar
 HOLIDAY INN RESORT KANDOOMA MALDIVES
 Holidays Gb tours
 Homestays Morocco & Riad Kasbah Oliver
 HONG NGOC COCHINCHINE
 Hope Cruiser liveaboard
 Hotel Acqua Express
 Hotel Arya Niwas
 Hotel Barahi (P) Ltd
 Hotel de l'Opera Hanoi - MGallery Hotel Collection
 Hotel des Arts Saigon
 Hotel Holy Himalaya
 Hotel Ibis SLP
 Hotel Ibis Styles Mexico Zona Rosa
 Hotel IKON Phuket
 Hotel is arenas
 Hotel Kalehan
 Hotel Kasbah Lamrani
 HOTEL LA TERMINAL
 HOTEL LAS ARENAS BALNEARIO RESORT
 Hotel Les Saisons
 Hotel Manaslu Pvt.Ltd.
 Hotel Manuel Antonio Park
 Hotel Marshyangdi P. Ltd
 Hotel Melia Grand Hermitage
 HOTEL MORELOS
 Hotel Oms home, jomsom
 Hotel Quinta Mision Creel
 Hotel Saigon Morin

HOTEL SALENTO REAL
 Hotel Sandakan
 Hotel Shangri~La Pvt Ltd
 HOTEL SIERRA BUGAMBILIAS
 Hotel S-Plus Hiroshima Peace Park
 HOTEL SURYA INTERNATIONAL, NEW DELHI
 Hotel UTHGRA Los Cocos
 Hotel UTHGRA Presidente Perón
 Hotel UTHGRA Sasso
 Hotel Vila Lumbung
 Hulic Hotel Management Co., Ltd.
 Hungarian Tourism Agency
 Hurtigruten Expeditions
 HushTourism
 Huynh Gia Transport
 IBERIA LÍNEAS AÉREAS DE ESPAÑA
 IDOU ANFA HOTEL
 IHG
 Ilha blue
 IMPLAN LOS CABOS
 Impulse Travel
 In2Destination
 Inala Nature Tours
 Indigenous Kokoda Adventures
 Indochina Sails Hai phong Co., Ltd
 Iniziativa Cube s.r.l.
 Innovation Norway
 INSETE
 Inside Travel Group
 INSTITUTO CULTURA Y TURISMO
 INSTITUTO DE DERECHO AMBIENTAL DE LA REPÚBLICA DOMINICANA

Instituto Distrital de Turismo
 Instituto EPOMEX, Univ. Campeche, Mexico
 Instituto Guatemalteco de Turismo -INGUAT-
 Inteletravel
 InterContinental Danang Sun Peninsula Resort
 International Association of Antarctica 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
 KHMJIS 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

Kwando Safaris
 Kyoto hostel ZEN
 Kyushu Experience Walks
 La Belle Vie Hotel
 La palmeraie d'angkor
 La Residence Phou Vao, a Belmond Hotel
 La Residence, Bed and Breakfast
 La Veranda Resort Phu Quoc - MGallery Collection
 Laboratório da Paisagem de Guimarães
 Lafia voyages sarl
 LAGOON VILLA THODDOO
 LAKEVIEW HOTEL & RESTAURANT
 Lamphope
 LANDSCAPE SAFARI
 Lapwing Vacations Private Limited
 Latitude Group Travel
 Le Caramelle di Baratti
 Leave No Trace Ireland
 Lebanese Ministry of Tourism
 Legacy Vacation Resorts
 Legenda tours.com
 Legendary Adventure
 Legendary Experiences
 Lemon Tree Hotels
 Lenid Hotel Tho Nhuom
 Les jardins de Skoura
 Lets Go Maldives Pvt. Ltd.
 Let's Sea Hua Hin Al Fresco Resort
 L'hotel Mường Thanh Holiday Huế
 LIBERTY CENTRAL SAIGON CITYPOINT HOTEL
 Liberty TV and Radio Kano

Lifestyle Retreats
 Little holidays home stay / Ubique tours and treks
 Loikaw Travel
 Loligo
 Look4Portugal
 Loughborough College
 Love The Oceans
 Luau Beach Inn, Maldives
 Lunapaz ecoturismo
 M BOUTIQUE HOTEL
 Macao Government Tourism Office
 Maceos
 Mai Anh Company Limited
 Maison Dalabua
 Maistra dd
 Makers Global
 Malahini Kuda Bandos
 Malaysia Airlines Berhad
 Malaysia Tourist Guide Association
 MALAYSIAN ASSOCIATION OF WELLNESS & SPA
 Maldives Association of Tourism Industry
 Manchebo Beach Resort and Spa
 Mandala Ou Resort, Nong Khiaw
 MandaLao Elephant Tours & Conservation
 Mango Bay Resort
 Manryo Co., Ltd
 Marelen Hotel
 MARINA VOYAGES
 Marriott International
 Mascontour
 Mauritius Tourism Promotion Authority

McKinlay Kidd
 Meet and Greet
 MEET Network
 Mekong Eyes Cruise
 MekongKing One Member Comany...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
 Ministerio para la Transición Ecológica y el Reto Demográfico, España
 Ministry for Economic Development Labour and Technology, Poland
 Ministry of Cultural Heritage, Tourism and Handicrafts, I.R. of Iran
 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 Wildlife and Antiquities, Uganda
 Ministry of Tourism, Arts and Culture, Malaysia
 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
 Mountain Quests
 Movenpick Hotel Hanoi
 MUNICIPALIDAD DE ALAJUELA
 Municipalidad de Almafuerite
 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
 Mường Thanh Holiday Hue Hotel
 Musandam Discovery Diving
 Mwamfushi safari Lodge
 My Dream Boutique Resort & Spa
 Nagenahiru Foundation
 Nam Bộ 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)
 PALAIS 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 Chimborazo
 Prefeitura Municipal de Miguel Pereira
 Present
 President's Office

Preverisk
 Promotora de Símbolos ¡Ah Chihuahua!, S.C.
 Promperú
 Pronatura Península de Yucatán AC
 Protect Our Winters UK
 PT Meridian Capital Indonesia (Meridian Adventure Dive)
 PT. Goldenbird Bali
 Pueblito 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! Ecueador
 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
 RAOUDAVOYAGE
 Rasa Hospitality - Buri Rasa Resorts

Rayane Tours SARL
 Rayavadee
 RBRM Pvt Ltd
 Recursos para el Turismo
 Red Dot Foundation
 Red Rocks Initiative Sustainable For Development
 Reforestamos México A.C.
 Regent Holidays
 Région Grand Est
 REGION OF CENTRAL MACEDONIA
 REGION OF EASTERN MACEDONIA THRACE
 REGION OF WESTERN GREECE
 REGION OG ATTICA
 Regione Liguria
 RENAISSANCE RIVERSIDE HOTEL SAIGON
 Republic Of Turkey Ministry Of Culture and Tourism
 Réseau des Grands Sites de France
 Reserva Natural El Danubio
 Resilienciate
 Responsible Travel
 Reverie Siam Resort
 RIAD MAKTOUB
 Riad tfilag
 RichEdu International Consult
 Rico Resort
 rida khalil travel & tourism
 Rio Experience
 RIU HOTELS AND RESORTS
 Riverside Boutique Resort Vangvieng
 Riverside Impression Villa
 Riviera Maya Sostenible, A.C.

Riviera Travel
 RMTT
 Roam and Roam travel and tours.
 Roches 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
 Salzkammergut Touristik GmbH
 Samoa Tourism Authority
 Sands Suites Resort & Spa
 SANDYS TRAVEL ESCAPES
 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
 Schleswig-Holstein Tourism Board & Convention Bureau
 SEA LINKS CITY RESORT & GOLF
 Seagull Hotel
 Search Conversion
 Secretaría de Desarrollo Sustentable Yucatán
 Secretaría de Fomento Turístico del Gobierno del Estado de Yucatán
 Secretaria de Innovación y Desarrollo Económico
 SECRETARÍA DE TURISMO
 Secretaría de Turismo de Quintana Roo
 Secretaría de Turismo del Estado de Guanajuato
 Secretaria de Turismo del Estado de Jalisco
 Secretaria de Turismo del Estado de Querétaro
 SECRETARIA DE TURISMO DEL ESTADO DE SAN LUIS POTOSI
 Secretaria de Turismo del Estado de Tabasco
 Secretaría de Turismo del Gobierno del Estado de Hidalgo
 SECRETARÍA DE TURISMO DEL GOBIERNO DEL ESTADO DE TAMAULIPAS
 Secretaría de Turismo, Economía y Sustentabilidad
 Secretaría de Turismo, Economía y Sustentabilidad de Baja California Sur, México
 Secretaria Municipal de Turismo de Grão Mogol
 Seed of Inundation
 Selective Asia
 SENATUR
 Sentosa Development Corporation
 Sepilok tropical wildlife adventure sdn bhd
 SereS Springs Resort & Spa Singakerta
 SereS Springs Resort & Spa, Singakerta

Servicio Nacional de Turismo
 SETO
 Seven Women Nepal
 Seventeens Transfer
 Shangri-La Chiang Mai
 Shangri-La Tanjung Aru Kota Kinabalu
 Sheraton Damascus Hotel
 Sheraton Maldives FULL Moon Resort & SPA
 Sheraton Montazah Hotel
 Shorfet AL Alamin Hotel
 Siddhi Ganesh Transport Pvt. Ltd.
 SILA Urban Living
 Silk Path Hotels & Resorts
 SILVER COMPASS
 Silversea Cruises
 Simply Greece
 Six Senses Hotels Resorts Spas
 Six Senses Laamu
 Six Senses Ninh Van Bay
 SkiBound
 SL&A
 SNP Natuurreizen
 Socompa SRL
 Soksabike
 Soneva
 Soneva Fushi
 Sonoma Sustainable Tourism
 Soori Bali
 SoulReps
 Souphattra Hotel Luang Prabang
 South American Tours Chile

South India Hotels and Restaurants Association
 Southern Cross Kayaking
 Southwest Ontario Tourism Corporation
 Spa Village Resort Tembok, Bali - Indonesia
 SPTURIS
 SRV (Swiss Travel Association)
 St. Eustatius Tourism Development foundation
 STC Expeditions
 Sté Chez Amaliya SA
 STEEA Greek Car Rental Association
 STELAR TRAVEL LIMITED
 Stella's Epic Travels
 Steuben County Conference & Visitors Bureau
 Stone Horse Expeditions & Travel
 Sublime Expeditions
 Sumberkima Hill
 SummaCap
 Summit Air (P) Ltd.
 SUNNY SUITES MALDIVES PVT LTD
 SUNx Malta
 Super Travels (Pvt.) Ltd.
 Sur Plaza Hotel
 Sustainable Hospitality Alliance
 Sustainable Tourism Foundation Pakistan
 Sustainable Tourism Partnership Programme
 Sustentur
 Sutera Sanctuary Lodges
 Suzhou China Travel Service
 Swissotel Nankai Osaka
 TABAT VOYAGES SARL
 Tabin Wildlife Holidays

Tahoe Regional Planning Agency
 TAÏBAT VOYAGES SARL
 TAILORED LUXURY TRAVEL
 Taiwan Tourism Bureau London Office
 Tales from Africa Travel
 Tandobone Bungalows
 Taras Shevchenko National University of Kyiv
 Tatajuba Travel
 Tauck
 Tazsia International Management
 Taylor Dade consulting
 TDA Global Cycling
 Teardrop Hotels
 TERAGIR
 Thai Marano Travel
 Thang Long Espana Hotel
 Thanh Lich Hotel
 THE ANN HANOI HOTEL
 The Bahamas Ministry of Tourism and Aviation
 The Belle Rive Boutique Hotel
 The Bower at Broulee
 The Cateran Ecomuseum
 The Chamber of Diving and Water Sports - Egypt
 The Crewel Work Company
 THE DATAI LANGKAWI
 The Dewa Koh Chang
 The Famous Farm
 The Grand Luang Prabang
 The Haven Khao Lak
 The Hotel @ Tharabar Gate
 THE ISLAND LODGE

The J Team
THE LAPIS HOTEL
The Legend Chiang Rai Boutique River Resort & Spa
The LimeTree Hotel Kuching
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
THOP
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
TOURISM ADMINISTRATION
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
TOURISM GENERIS
Tourism Industry Aotearoa
Tourism Malaysia
Tourism Noosa
Tourism regulatory Authority
Tourism Research Institute
Tourism Revelstoke
Tourisme Saguenay-Lac-Saint-Jean
Tourismlovers25
TourismResults
Tourismus NRW e.V.
Tourismusverband Ausseerland Salzkammergut
Tourismusverband Saalbach Hinterglemm
Trafalgar
TRANSHOTEL LTDA
TransIndus Ltd
TransMékong
Transport Ouhra
TRANSRUBIO
Travel Agents Association of Pakistan
Travel Answers Group
Travel Asia Adventure Pakistan

TRAVEL CHRONIXX PAKISTAN (Private Limited)
 Travel the World by Angie LLC
 Travel with David
 Travelopia - Tailormade
 Travelshoppe Company Ltd
 TRAVERSE TOURS SDN BHD
 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 Reset
 Turkish Ministry of Culture and Tourism/Directorate General of Promotion
 TÜRSAB (Association of Turkish Travel Agencies)
 Ubon Ratchathani University
 Umundu
 UN CCOOL
 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
 USAID's Tourism For All Project
 Vagatur Ida
 Vanam seivom
 Velassaru Maldives
 Veranda High Resort Chiang Mai -MGallery
 Viajes la Tuna sa de cv
 Viajes Pacifico
 Viajes Rutas y Recuerdos
 VICEMINISTERIO DE TURISMO
 Victoria Tourism Industry Council
 Victoria West Tours (Pty) Ltd
 Victory Tour
 Vienna Tourist Board
 Vietnam National Administration of Tourism (VNAT)
 Viewpoint Ecolodge

Villa Song Saigon
Village Development Organization
Vine to Table Travel
Visit Calakmul
Visit Rangitikei
Visit València
VISITFLANDERS
Visitor Engagement Academy
Volunteer
Voyage Solidaire et Coopérative So-Leader
Waben S.A.
Walk on kunanyi
Wawa Creations
West Sweden Tourist Board
Weston College
WGD Donau Oberösterreich Tourismus GmbH
White Desert UK Ltd
WHITE ISLAND REALTY
Wiener Tourismusverband

Wilderness Safaris
Wildlife Management International
Wise Steps Travel
Wonderful Wonderful Walks Copenhagen
World Adventures Ltd.
World Cetacean Alliance
World Challenge
World Heritage Catalysis
X Events Hospitality
Xi'an Golden Bridge International Travel Service Co.,Ltd
Xian Tulv Self Driving club
Xinjiang Kanghui Nature International Travel Agency Co.,Ltd.
Y Quan Transfer
Youth Leaders
ZAHARA VOYAGE
Zamling Travels
Zazie hotel
Zeavola Resort Phi Phi Island
Zen Resort Bali



United Nations
Framework Convention on
Climate Change



California State University
MONTEREY BAY



TEXAS A&M
UNIVERSITY



SF STATE



**TOURISM DECLARES
CLIMATE EMERGENCY**