



Envisioning Tourism in 2030 and Beyond

Jeremy Sampson, CEO, the Travel Foundation

Picture: Timon Studler, Unsplash

**LET'S
START THE
JOURNEY**



Envisioning Tourism in 2030 and Beyond

The changing
shape of tourism in
a decarbonising world



Download the full report from:
www.thetravelfoundation.org.uk/envision2030



Glasgow Declaration

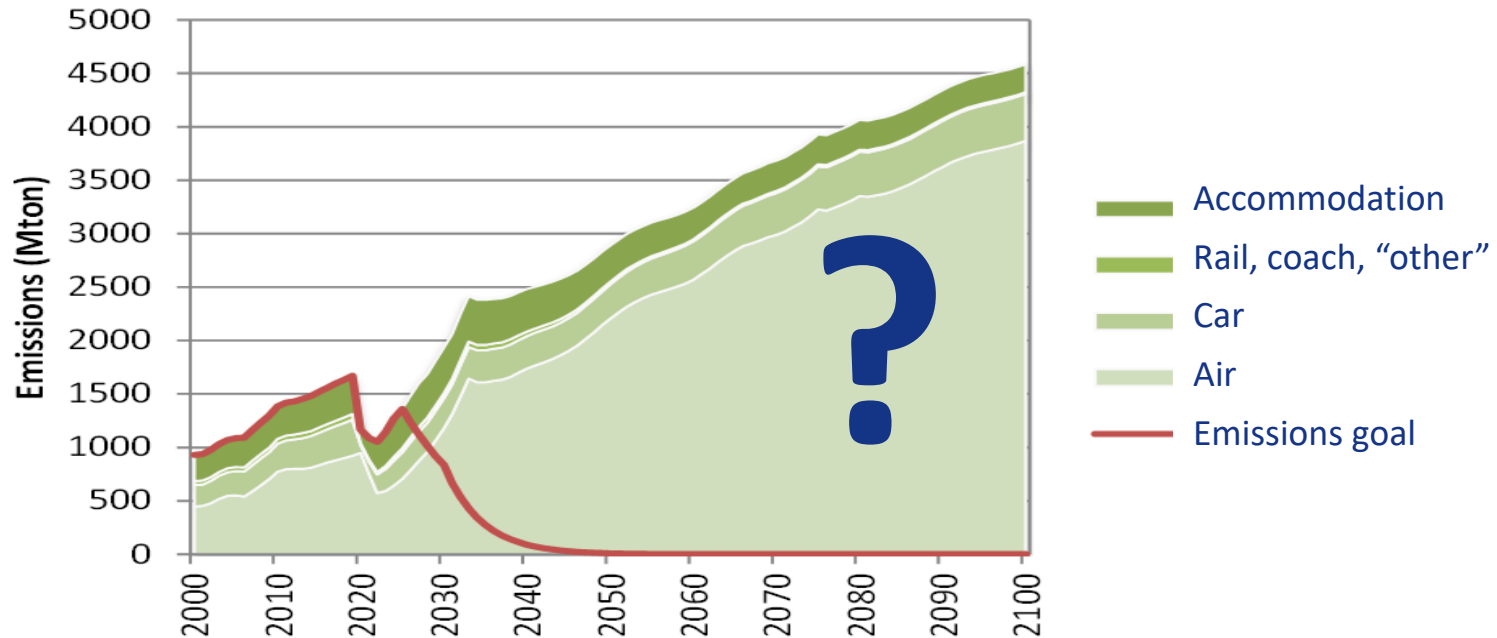
Climate Action in Tourism

oneplanetnetwork.org/glasgow-tourism-climate-declaration

Modelling the future

Scope: The **global** Travel and Tourism system – **transport** and **accommodations**.

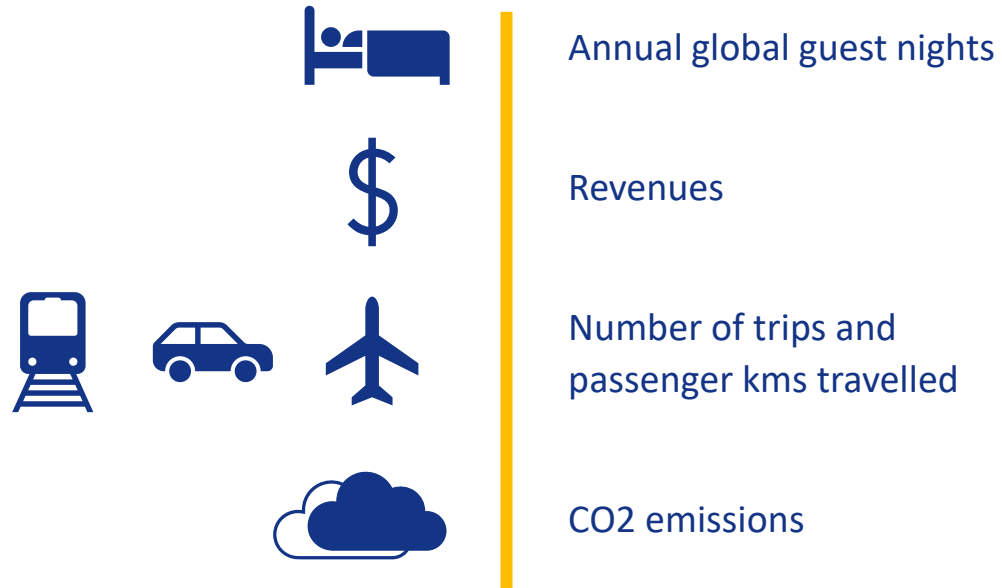
All trips of **at least one night away** from home (domestic or international), for holiday/leisure, business, visiting friends and family.



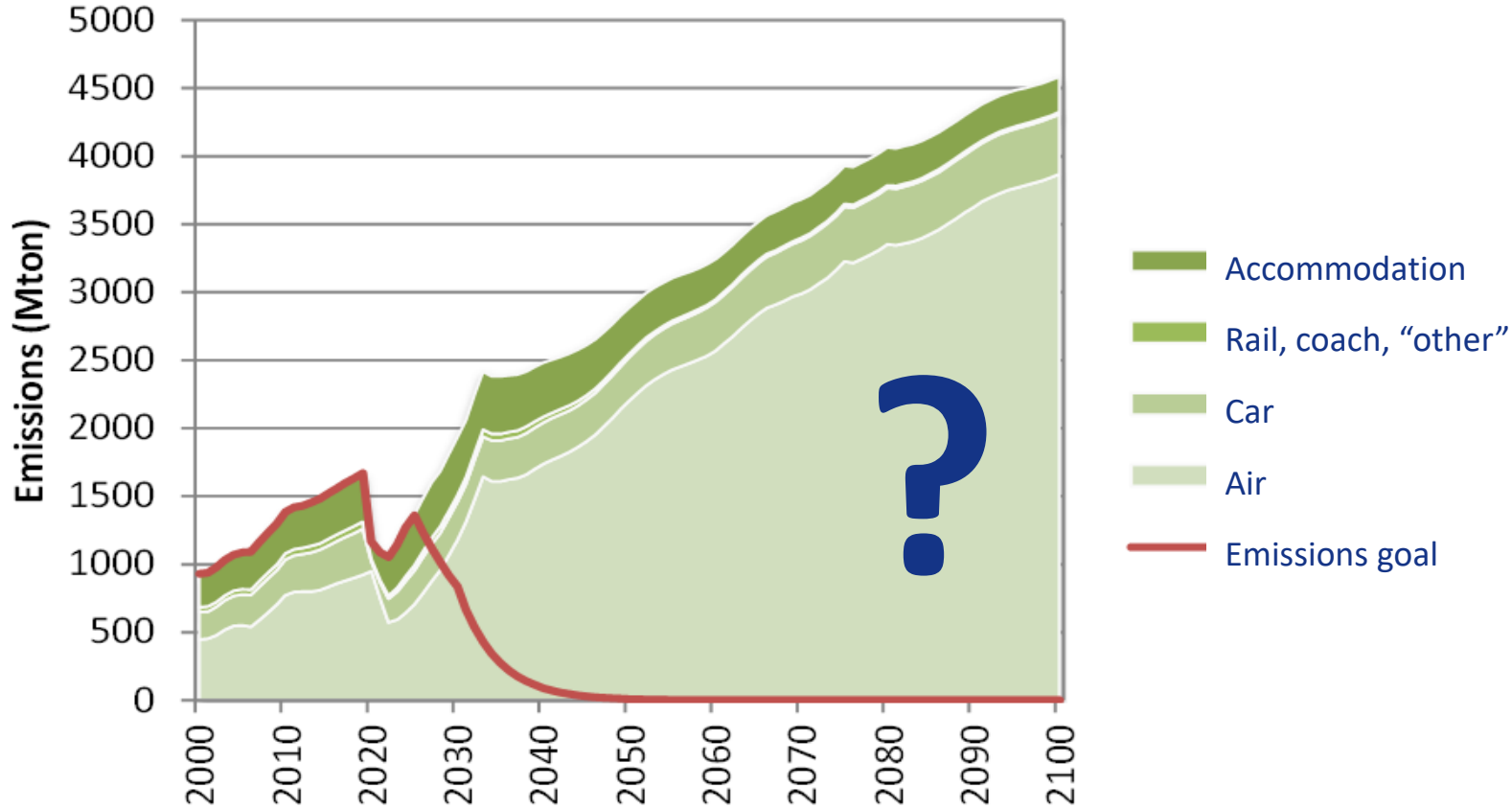
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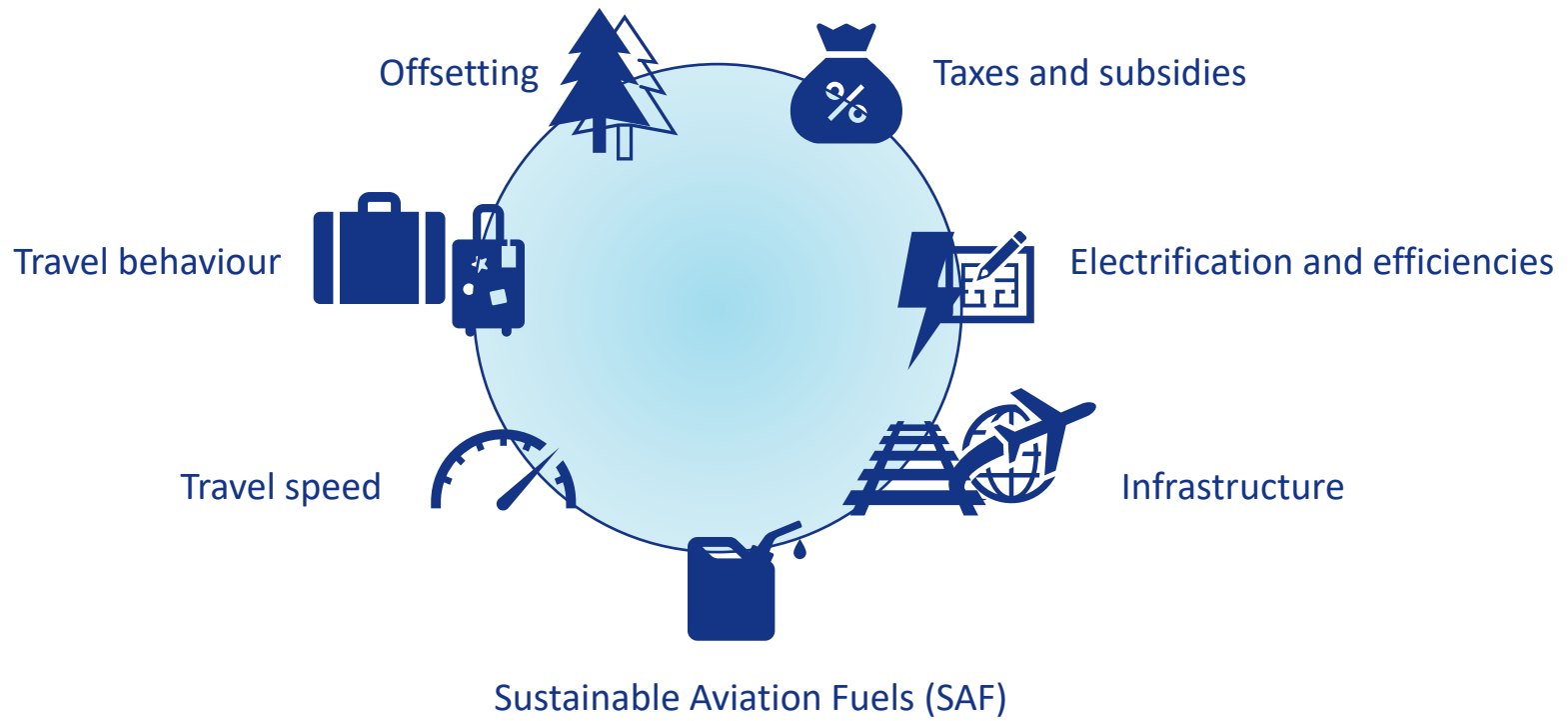


Business As Usual



40 different interventions

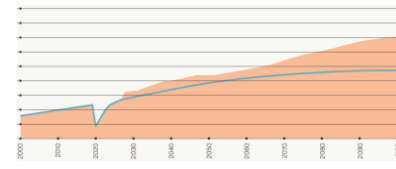
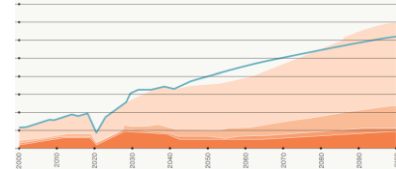
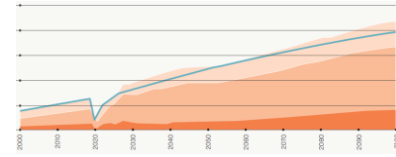
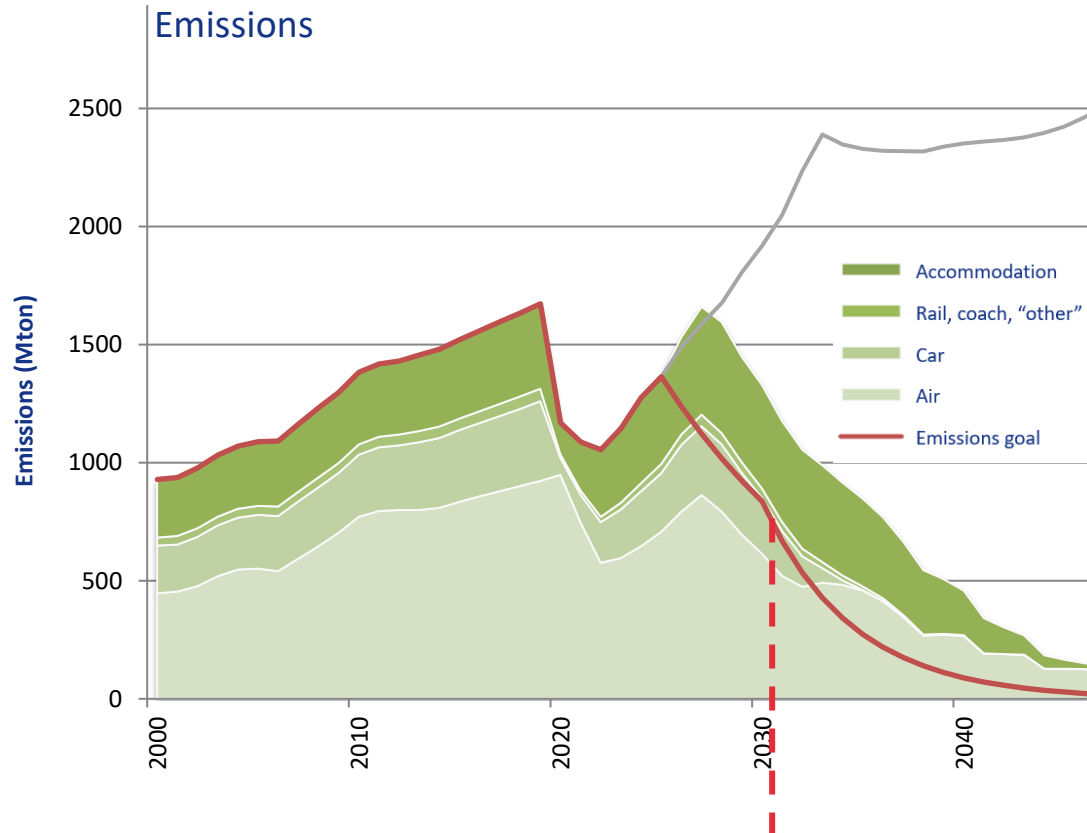
7 categories



The single decarbonisation scenario



The good news



So, what's the catch?



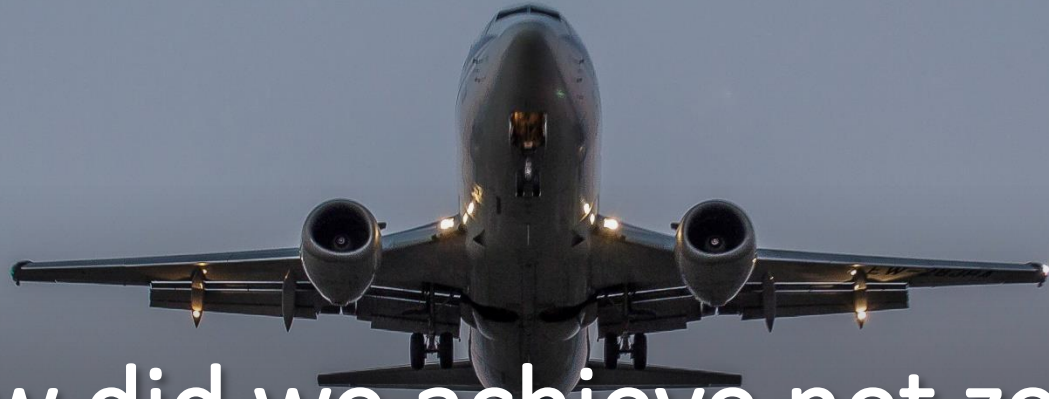
POLITICAL WILL



INDUSTRY
COMMITMENT



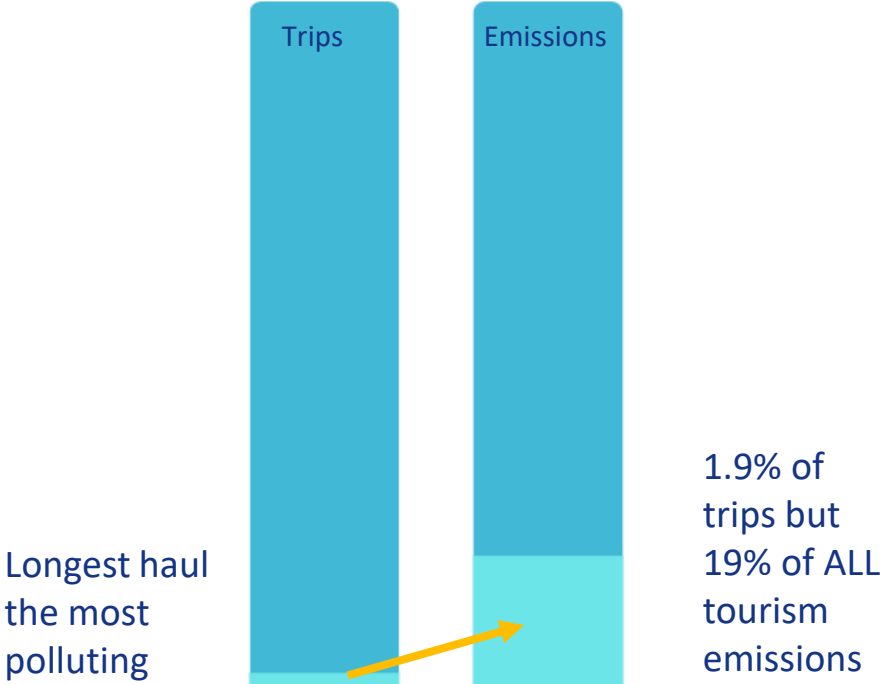
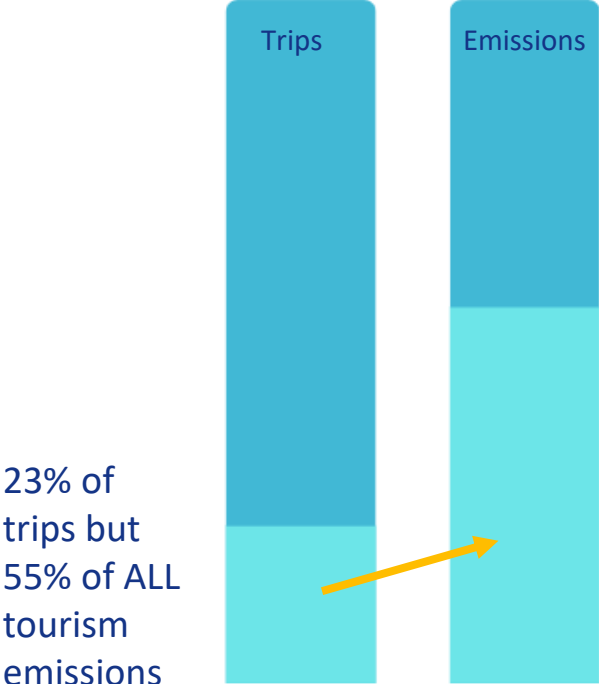
HUGE
INVESTMENTS



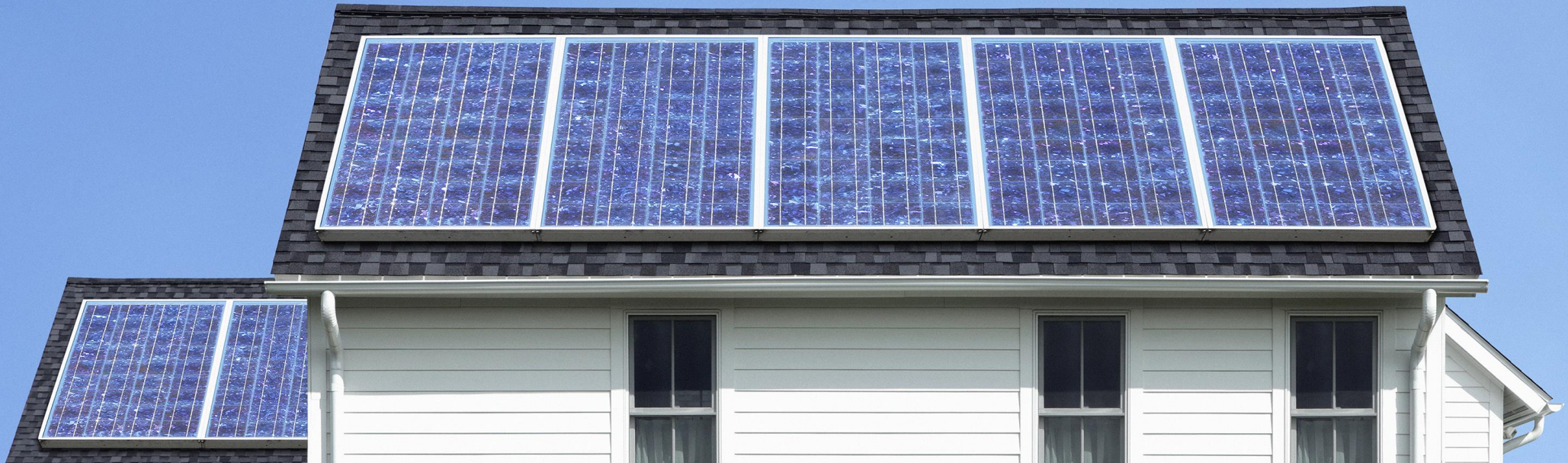
How did we achieve net zero?



Aviation is particularly polluting



Electrification



It's not easy to fly green

In 2019 the total amount of SAF produced globally would only be enough to power commercial aviation for less than 9 hours



(0.1% of fuel was SAF)

Offsetting



By 2050:

Aviation  99% E-fuels

Car  100% Electric

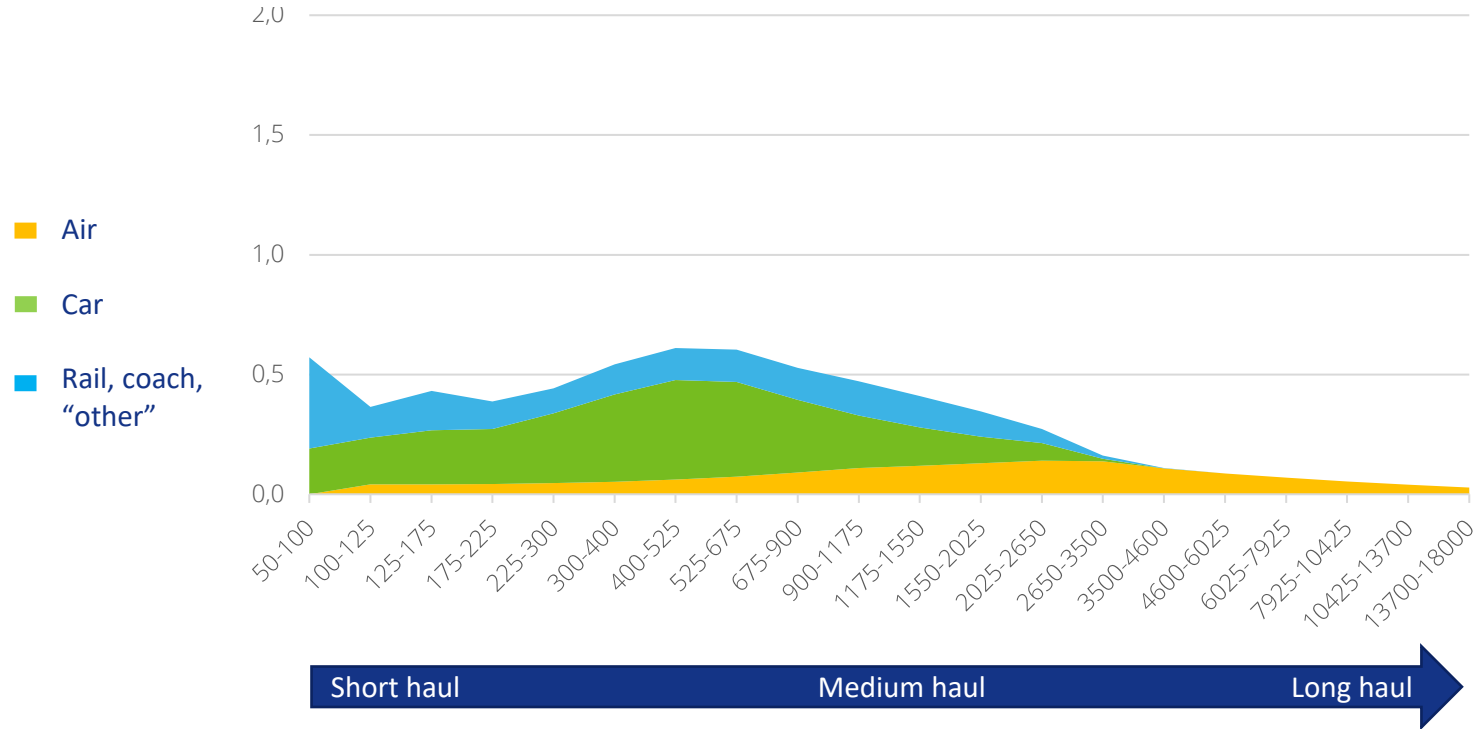
*Rail & other
transport*  10x High-speed
rail track

Accommodation  47% More energy
efficient

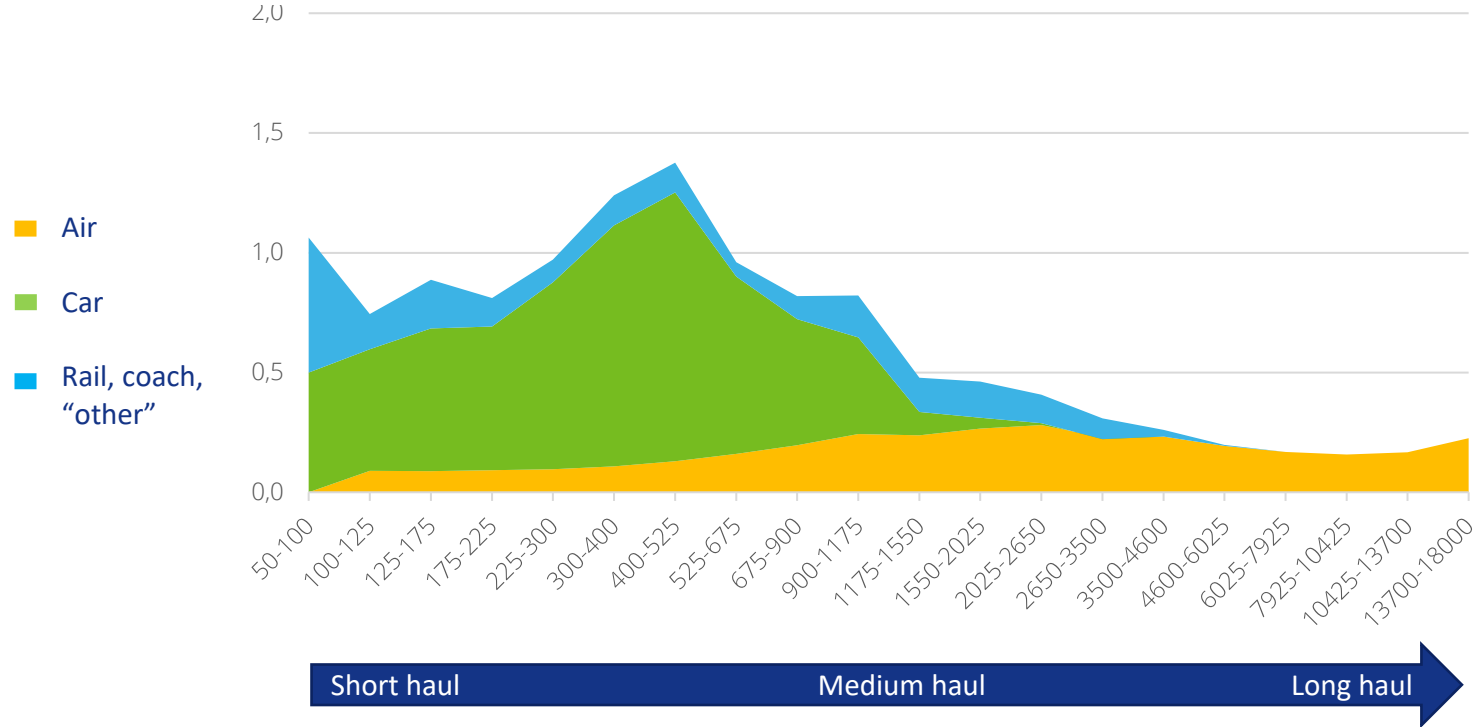


How does this change travel and tourism?

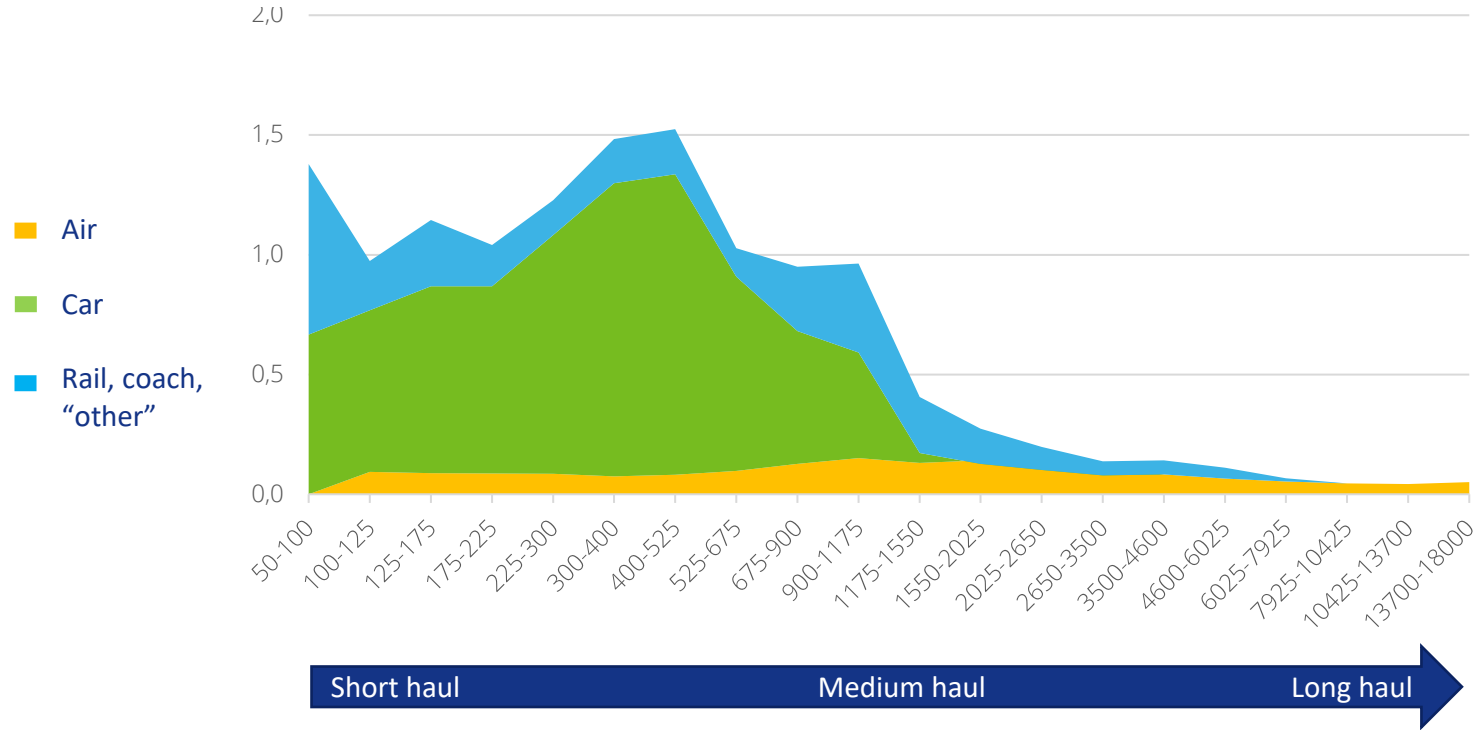
Distance and mode – 2019 trips



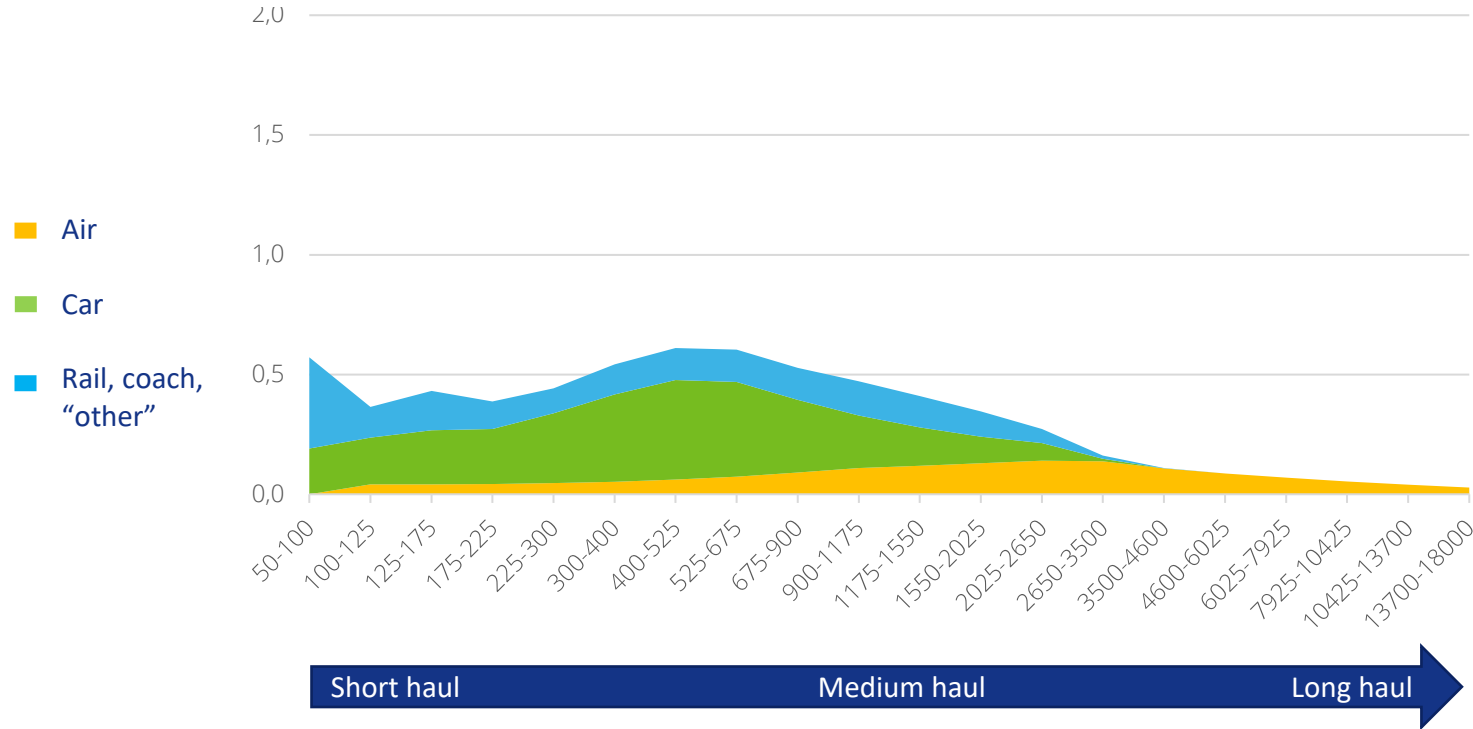
Distance and mode – 2050 (BAU)



Distance and mode – 2050 (net zero scenario)



Distance and mode – 2019 trips



A world where

- We can keep travelling and seeing the world
- Low carbon travel options are increasingly available/the default
- We discover new adventures closer to home
- Longer, slower holidays are usual
- Multi-modal, multi-stop travel is easy

Opportunities:

- New products
- New markets
- New places
- New solutions

**The world will
decarbonise with**

or without you

Emerging policies

France bans short-haul flights to cut carbon emissions

🕒 23 May

Germany plans to nearly double taxes on short-haul flights

Zero emissions in the world heritage fjords by 2026



PUBLISHED: 09/01/2023

Flight-free travel: The best new European train routes launching in 2023 and 2024



Degrowth era? Campaigners tell airlines battling the Schiphol Airport flight cap to “stop fighting” and start shaping the future.

The Dutch government is pressing ahead with a world-first plan to cap the number of flights at Schiphol Airport - despite kickback from the aviation industry.

If we can't grow tourism without growing emissions, then we should really question whether growth is what we need.

What can we do **collectively**?

We need
ACTION from
you!





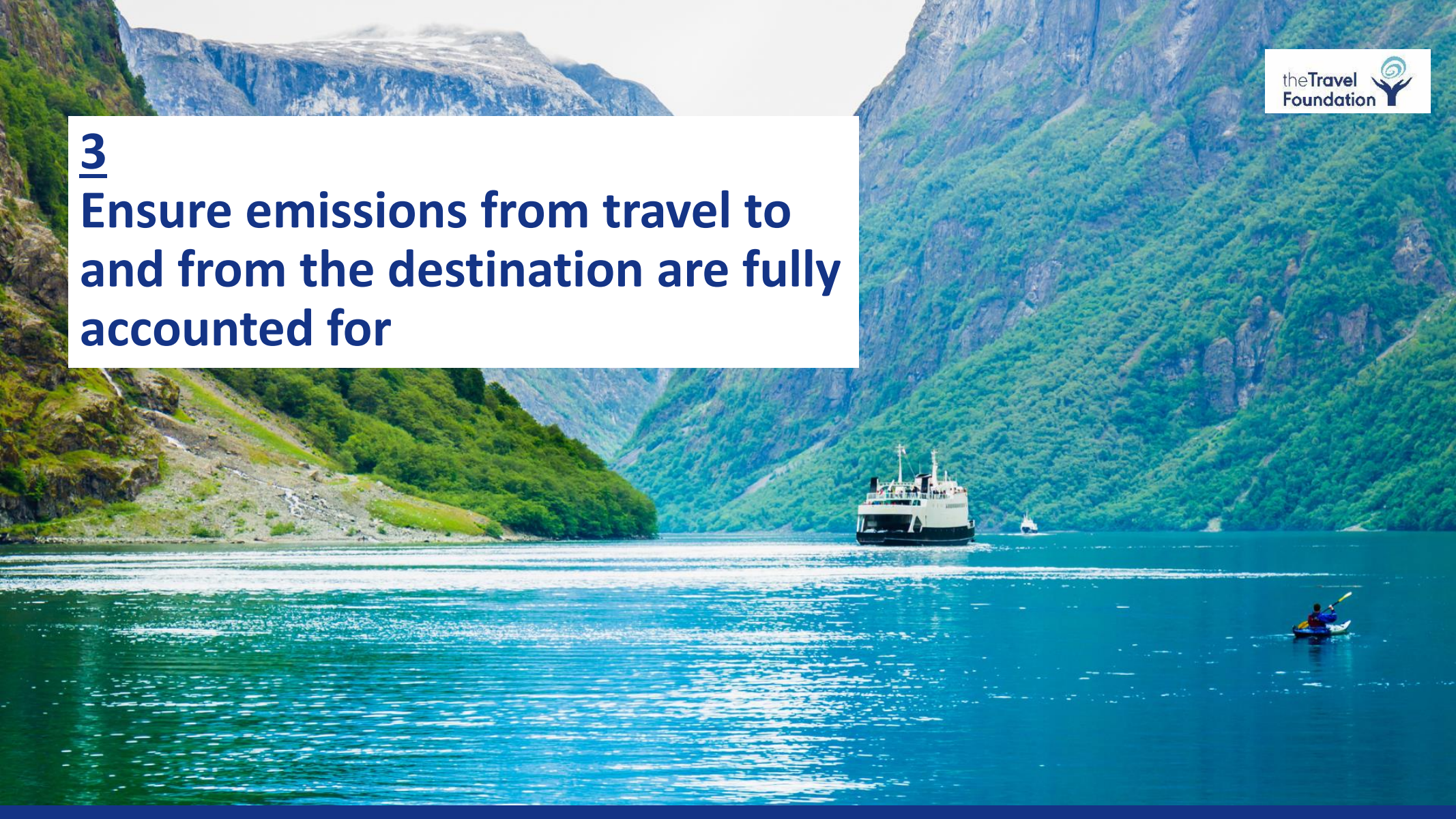
**Five practical things that
all of us working in travel
and tourism can do NOW.**

1
**Support the call for global
coordination of policies,
innovation, investment,
and data**



2
**Evaluate your long-term
planning against the
decarbonising scenario**

3
Ensure emissions from travel to
and from the destination are fully
accounted for



4
**Start identifying and providing
low and net-zero emissions
tourism options**



A wide-angle landscape photograph of a Scottish highland area at sunset. The scene features rolling green hills, a small loch (lake) in the middle ground, and a road winding through the terrain. The sky is filled with dramatic, dark clouds, with a bright orange and yellow glow from the setting sun on the left side. The overall mood is serene and majestic.

Lighthouse Example
**Visit Scotland & The Travel Corporation:
The road to net-zero in tourism**

**5
Sign and implement the
Glasgow Declaration**



Glasgow Declaration
Climate Action in Tourism

**From planning in silos,
to Collective Action.**



Delivering on transformation requires:

- Leadership
- Capacity
- Behavior Change
- Innovation
- Investment
- Solutions

Can this be fair & equitable?

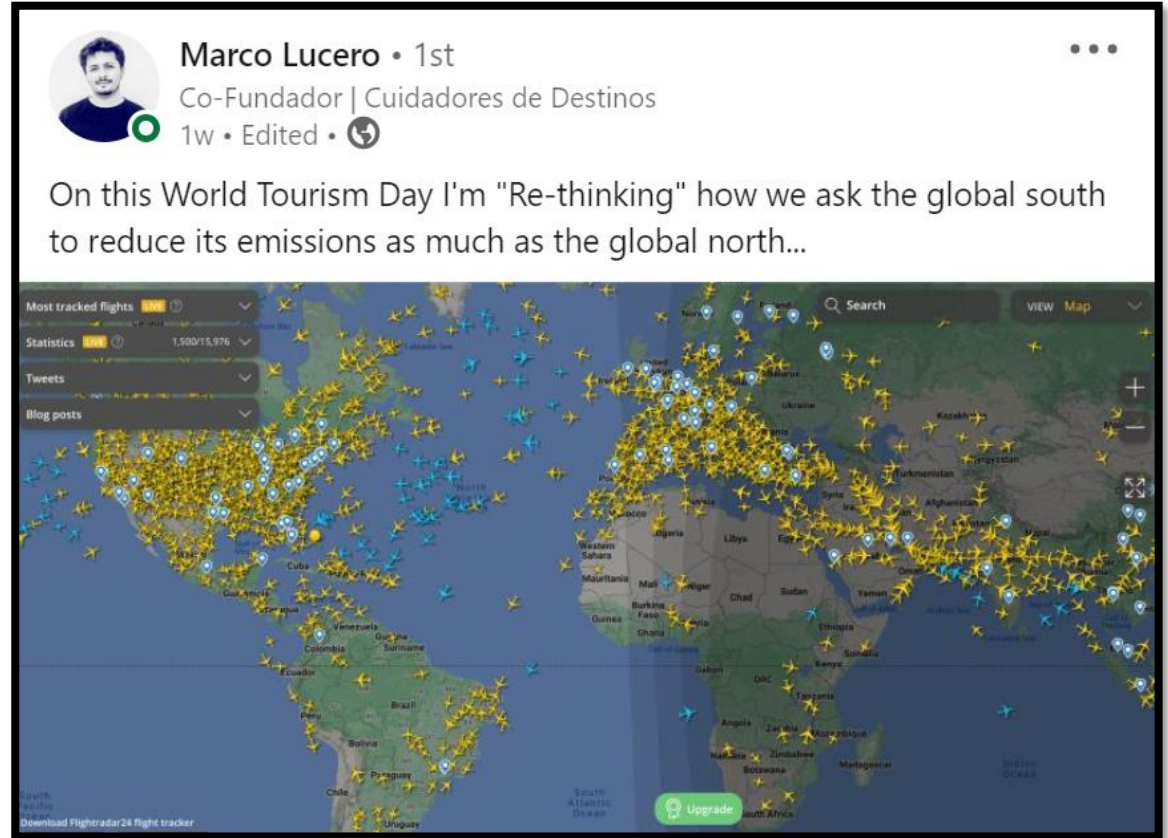


Global tourism as it stands
isn't equitable

Emissions sources today
are not equal

Climate change impacts
aren't equitable

Ability to invest and grow
isn't equal



**Tourism must adapt to
climate change itself**

Our challenge – to build greater fairness and resilience into the system

1

Exploring and addressing tourism's contributions to climate injustices.

2

Identifying and Rectifying injustices in the supply chain of tourism businesses.

3

Including diverse voices to inform fair tourism futures.

4

Collaborating to build a climate just tourism future.

5

Consolidating a social license to operate for tourism in a challenging future.

Without them, we are nothing



Thank you!

Podium: Climate action in an international perspective



Jeremy Sampson
The Travel Foundation



Dr. Jens Thraenhart
Formerly Barbados
Tourism Marketing



Dr. Dirk Glaeßer
UNWTO



Dirk Rogl
Kompetenzzentrum Tourismus des Bundes

Podium: Klimaschutz: Herausforderung und Lösungen in Deutschland, Österreich und Schweiz



Katrin Erben
Österreich Werbung



Swantje Lehnert
Futouris, KlimaLink



Peter Strub
Studiosus Reisen



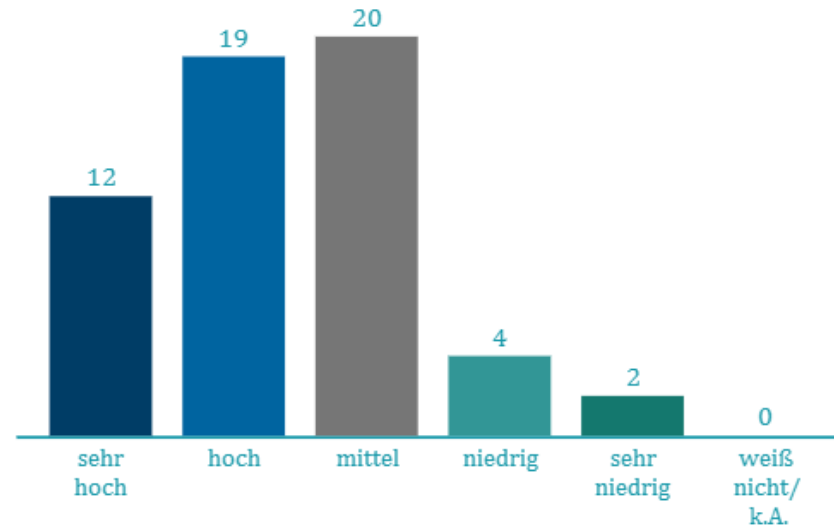
Prof. Dr. Wolfgang Strasdas
Zentrum für Nachhaltigen
Tourismus



Prof. Dr. Harald Pechlaner
Kompetenzzentrum Tourismus des Bundes

Besuchen Sie [menti.com](https://www.menti.com) und benutzen Sie den Code 1516 2466

Welchen Stellenwert hat das Thema Klimaschutz aktuell in Ihrer Organisation/ Destination?



JS

Account



Content



Design



Settings



Help & Feedback

Pause bis 13.45

Workshops: Strategien und Maßnahmen auf dem Weg zum klimaneutralen Tourismus

Nachhaltig - *Transparenz und Orientierung als Basis für klimaneutralen Tourismus*

Verantwortungsvoll - *Leadership und Unternehmenskultur auf dem Weg zum klimaneutralen Tourismus*

Innovativ - *Digitalisierung und Innovationen für klimaneutralen Tourismus*



Swantje Lehnert
Futouris, KlimaLink



Prof. Dr. Heinz-Dieter Quack
Kompetenzzentrum
Tourismus des Bundes



Reinhard Lanner
Workersonthefield



Dirk Rogl
Kompetenzzentrum
Tourismus des Bundes



Hartmut Wimmer
Outdooractive



Prof. Dr. Harald Pechlaner
Kompetenzzentrum
Tourismus des Bundes

Workshops: Strategien und Maßnahmen auf dem Weg zum klimaneutralen Tourismus

Welche konkreten Maßnahmen und Umsetzungen unterstützen auf dem Weg zum klimaneutralen Tourismus?

Runde 1: 14.00 Uhr
Raumwechsel: 14.45 Uhr
Runde 2: 14.55 Uhr

kurzfristig

mittelfristig

langfristig

Räume:

- Aufteilung der Workshops: siehe Postkarte

Workshop: Nachhaltig
Transparenz und Orientierung als Basis für klimaneutralen Tourismus



Workshop: Verantwortungsvoll
Leadership und Unternehmenskultur auf dem Weg zum klimaneutralen Tourismus



Workshop: Innovativ
Digitalisierung und Innovationen für klimaneutralen Tourismus

