



OVERTOURISM

A TICKING TIME BOMB?

ARADHANA KHOWALA

CEO & FOUNDER, APTAMIND PARTNERS

48HR FLASH SALE - FLY IN JUNE FROM £5

FLIGHTS FROM ONLY



£5

**PRICE
DROP
ALERT!**



IT HAS NEVER BEEN CHEAPER TO FLY

Book by 20 May. Travel in Jun.

Zero Change Fee is subject to T&Cs. Changes must be made at least 7 days pre-departure.

Fare and product price difference may apply.



VENICE

**50,000 RESIDENTS
20 MILLION TOURISTS ANNUALLY**

A wide-angle photograph of a crowded beach in Barcelona. The beach is filled with people, many sitting on towels or blankets. Numerous colorful beach umbrellas are open, providing shade. In the foreground, a red lifeguard stand is visible with the word 'RESCUE' written on it. The background shows a dense line of palm trees and buildings, indicating an urban beach setting. The overall scene is vibrant and busy, capturing a typical summer day in a popular tourist destination.

BARCELONA

**POPULATION OF 1.6 MILLION, HOSTS
OVER 30 MILLION VISITORS ANNUALLY**

A large crowd of tourists is seen walking through a stone archway in Dubrovnik, Croatia. The tourists are dressed in casual summer attire, including hats, sunglasses, and backpacks. The archway is made of dark stone and frames the path. The background shows more of the city's architecture and the continuation of the path.

**GAME OF THRONES EFFECT
DUBROVNIK**

**OVER 1.5 MILLION TOURISTS
ANNUALLY IN A CITY WITH JUST
43,000 RESIDENTS**

A wide-angle, high-angle photograph of a large, turquoise geothermal swimming pool. The water is a vibrant, milky blue-green color. In the foreground, a large crowd of people is gathered on a wooden walkway and stairs leading into the pool. Many people are wearing jackets and hats, suggesting a cool environment. In the background, more people are swimming in the pool, and a large plume of white steam rises from the water on the right side. The overall scene is busy and popular.

ICELAND

500,000 VISITORS IN 2010 TO OVER 2 MILLION IN 2018, OUTNUMBERING THE LOCAL POPULATION BY SIX TIMES

A photograph of a crowded terrace overlooking the sea in Santorini, Greece. The terrace is filled with people, many of whom are taking photos or videos. In the background, the sea is visible, along with a large, rocky island and a cruise ship. The sky is clear and blue.

SANTORINI, GREECE

**POPULATION OF 15,000, RECEIVES
2 MILLION TOURISTS A YEAR,
INCLUDING 800,000 CRUISE SHIP
PASSENGERS**

A photograph of a beach scene with people walking and mountains in the background. The text is overlaid in the center.

**TWO FRENCH TOURISTS TRIED TO
TAKE HOME 90 POUNDS OF SAND
FROM THE ITALIAN ISLAND OF
SARDINIA**

EGYPT IS FURIOUS OVER COUPLE'S 'NUDE PHOTOSHOOT' ON TOP OF THE GREAT PYRAMID



A photograph showing a woman in a red dress slapping an airline gate agent. The gate agent is wearing a white uniform and is looking down. The woman is standing over the agent, and her hand is raised to the agent's face. The scene is set in an airport terminal with a check-in counter visible in the background.

A WOMAN SLAPPED AN AIRLINE GATE AGENT AFTER SHE WAS TOLD CHECK-IN HAD CLOSED FOR HER FLIGHT.

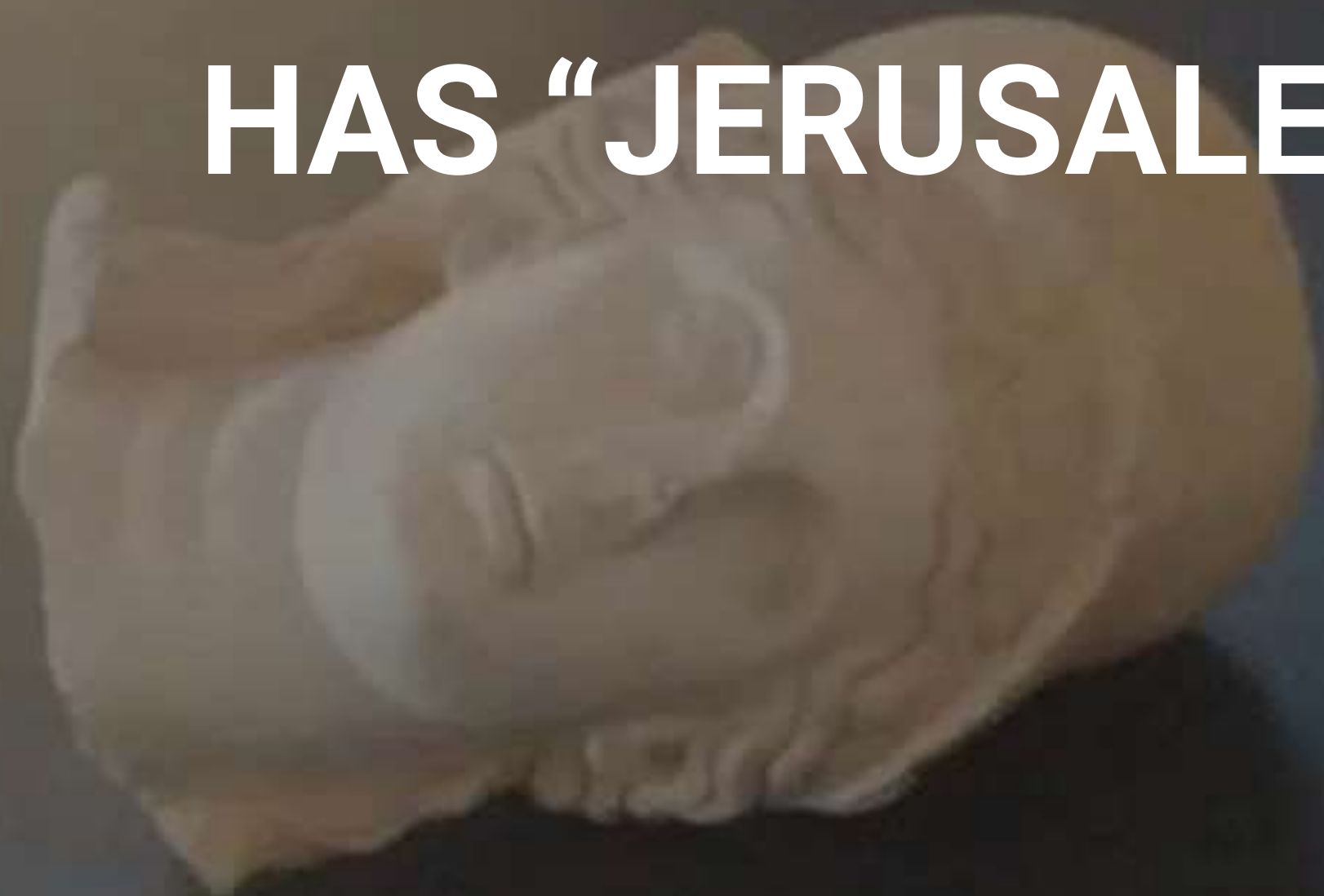


AN AIRLINE PASSENGER THREW COINS INTO A PLANE'S ENGINE FOR GOOD LUCK



CHINESE INFLUENCER FINED AFTER EATING PROTECTED GREAT WHITE SHARK ON VIDEO

**AMERICAN MAN ARRESTED IN ISRAEL FOR
SMASHING ROMAN STATUES SAYING HE
HAS “JERUSALEM SYNDROME”**





**A TOURIST AT ROME'S COLOSSEUM WAS
CAUGHT CARVING
"IVAN + HAYLEY 23"**



Reminder to all we are a family area and please keep your clothes on in the sunflowers! We are having an increase in people taking photos and making a scene and this must not happen during our public sessions please!

NAKED PEOPLE BECAME A PROBLEM ON A UK SUNFLOWER FARM





**PIERCE BRONSNAN PLEADED GUILTY TO
WALKING IN THERMAL AREAS IN YELLOWSTONE
NATIONAL PARK**



ARNOLD SCHWARZENEGGER HELD AT MUNICH AIRPORT AFTER FAILING TO DECLARE EXPENSIVE WATCH





LOCALS CRI DE COEUR

TOURIST:
YOUR LUXURY TRIP
MY DAILY MISERY

VENI
VIDI
VICI

JULIO CESAR
EVAN TET I
EL PROPER BARCELONA
A SUCUMBIR?

THIS ISNT TOURISM.
IT'S AN INVASION!

CE N'EST PAS LE TOURISME: C'EST UNE INVASION!

ESTO NO ES TURISMO: ES UNA INVASION!

QUESTO NON È IL TURISMO
È UN'INVASIONE!

DO YOU KNOW THE
DIFFERENCE?

DAS IST KEIN TOURISME:
ES IST EINE INVASION!

TURISME DE
BARCELONA
CONVERTEN LA
NOSTRA CIUTAT
EN EL SEU VULGAR
NEGOCI
OTICULAR



DEAR TOURIST



Did you know balconing...?

- Prevents gentrification
- Improves neighbours' quality of life
- Reduces the risk of heart disease
- Is LOTS of fun

#BALCONINGISFUN

TOURISTS
GO HOME!

AND PLEASE, PRACTICE
BALCONING!!

BUILDING WALLS

**JAPANESE TOWN OVERRUN WITH
TOURISTS PUTS UP VIEW-BLOCKING
BARRIER NEAR MOUNT FUJI**

BUILDING WALLS

**THE AUSTRIAN VILLAGE OF
HALLSTATT BUILT A FENCE TO STOP
SELFIE TAKERS**



ONLY IN
SLOVENIA

Learn more

ONLY IN
SLOVENIA

Learn more

I FEEL
SLOVENIA

ONLY IN
SLOVENIA

I FEEL
SLOVENIA

ONLY IN
SLOVENIA



JAPAN'S MAIN ISLAND
Least Visited
BY TOURISTS





NEW ZEALAND



“12 HIDDEN GEMS” CAMPAIGN, THAILAND

Thailand’s 12 hidden gems a treasure trove of Thai local experiences

 TAT Newsroom  • October 23, 2017  6,396  4 minutes read



10 NEW BALIS, INDONESIA

10 New Balis



QUOTA-BASED TOURISM EXPERIENCES

**MACHU PICCHU
400 TOURISTS PER DAY**



A group of people, including a woman in a blue shirt and a man in a dark shirt, are walking through a forest. In the foreground, a large gorilla is visible, looking towards the camera. The background is filled with green foliage and trees.

QUOTA-BASED TOURISM EXPERIENCES

**RWANDA ISSUES A TOTAL OF 96
PERMITS A DAY TO SEE THE
GORILLAS.**

LOCAL-ONLY DAYS





DESTINATION STEWARDSHIP



FROM QUANTITY TO QUALITY



PLACEMAKING



TECH TO THE RESCUE



LESSONS FROM OTHER INDUSTRIES



TRAFFIC CONGESTION IN URBAN AREAS

**DYNAMIC PRICING, VISITOR CAPS,
OFF-PEAK PROMOTION**



OVERFISHING AND RESOURCE DEPLETION

**VISITOR LIMITS, PROTECTED AREAS,
SUSTAINABLE PRACTICES**

A photograph of a forest where most trees have been cut down, leaving a dense field of tree stumps. The stumps are arranged in a somewhat regular pattern, suggesting a managed forest. The ground is covered with dry leaves and twigs. The background shows more stumps stretching into the distance under a clear sky.

DEFORESTATION AND HABITAT LOSS

**CONSERVATION EFFORTS, BALANCED
TOURISM, ENVIRONMENTAL
PRESERVATION**

A wide, shallow riverbed in a dry, hilly landscape. The river is a thin, winding stream of water in a vast, sandy and rocky bed. The surrounding terrain is arid, with sparse, dry vegetation. In the background, there are dark, rolling hills and mountains under a clear sky. Two power line towers are visible on the left side of the image.

WATER SCARCITY AND OVERUSE

**RESOURCE MANAGEMENT, PUBLIC
AWARENESS, CONSERVATION
TECHNOLOGIES**

The image shows a brick wall with two ornate doors. The door on the left is blue, and the door on the right is purple. Both doors have decorative glass panels with circular patterns. Above each door is a transom window with similar glass. The doors are set in a brick wall with a white railing in the foreground. The text "GENTRIFICATION AND HOUSING CRISES" is overlaid in red, and "COMMUNITY PROTECTION, CULTURAL PRESERVATION, REGULATED GROWTH" is overlaid in white.

GENTRIFICATION AND HOUSING CRISES

**COMMUNITY PROTECTION, CULTURAL
PRESERVATION, REGULATED GROWTH**

**WHAT ARE WE
GETTING WRONG?
STOP AND THINK!**