

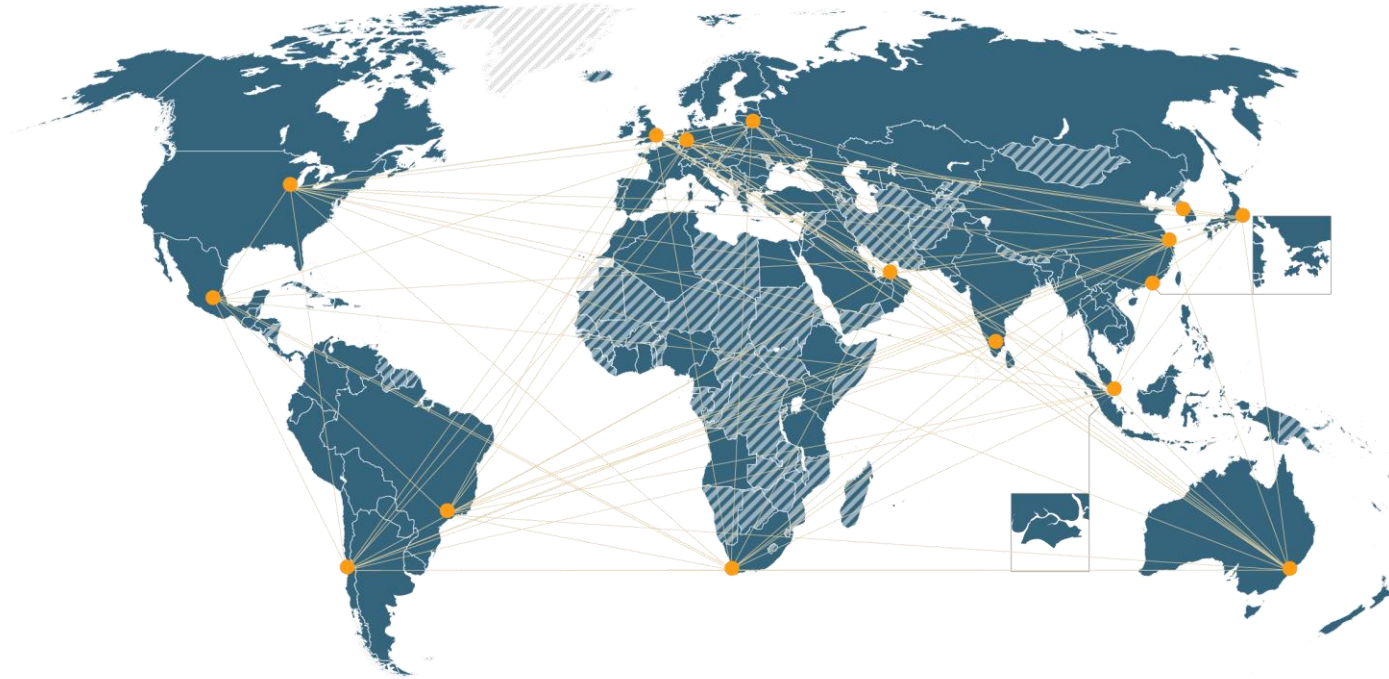
# Journey to a Sustainable Tourism Future

Paving the Way for Eco-Friendly Travel

October 2024



# Euromonitor International network and coverage



## 16 OFFICES

London	Tokyo
Chicago	Sydney
Singapore	Bangalore
Shanghai	São Paulo
Vilnius	Hong Kong
Santiago	Seoul
Dubai	Düsseldorf
Cape Town	Mexico City

## 100 COUNTRIES

in-depth analysis on  
consumer goods and  
service industries

## 210 COUNTRIES + TERRITORIES

demographic, macro- and  
socio-economic data on  
consumers and economies

## Key points

- Sustainability a key global trend
- Euromonitor Sustainability Index
- Most Sustainable markets
- Success stories for the pillars
- Driving positive change
- Conclusion



# Sustainability a key Global Trend

## 1 GROWING PRIORITY

Increasing interest and awareness among younger generations

## 2 PREFERENCE FOR GREEN ACCOMMODATION

Hotels with energy efficiency, waste reduction, and water conservation

## 3 INTEREST IN LOCAL EXPERIENCE

In the form of supporting local communities and culture preservation

## 4 TRANSPORTATION EXPERIENCE

Awareness of impact of air travel and seek lower emission alternatives

## 5 ECO-CONSCIOUS TRAVEL BRANDS

Becoming more loyal to brands that emphasis sustainability

## 6 OFF-SETTING CARBON FOOTPRINT

Willingness to pay for carbon offset programs





## Relationship between culture tourism and sustainable tourism

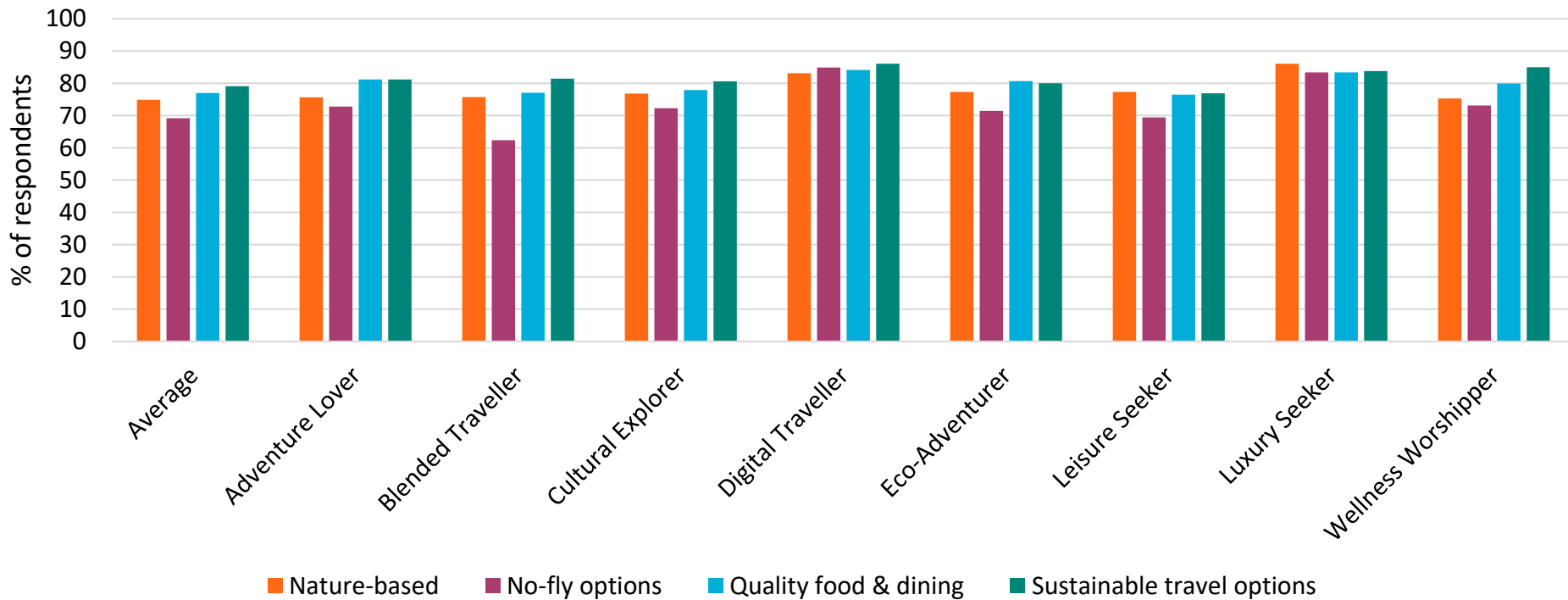
Immersion in local culture, communities and nature continue to drive strong interest in categories like:

- Guided tours (**8.8%** CAGR 2024/2029)
- Visits to museums and cultural sites (**8.1%** CAGR 2024/2029)
- National parks and nature reserves (**7.5%** CAGR 2024/2029)

*The stronger performance of these categories speaks to the ever-growing interest in more sustainable and nature-based travel.*

# Consumers increasingly put more trust in brands and businesses that use sustainability claims

## Willingness to Pay More than 10% for Select Sustainable Travel Features 2024



Source: Euromonitor International, Voice of the Consumer: Travel Survey 2023

“

- Rail is the stand-out performer (CAGR 12.7% CAGR 2024/2029)
- Value sales to account for 24% of travel modes by 2029. A way to accelerate decarbonization of transport to half emissions by 2030 and achieve net zero by 2050.
- Rail will steal value share from air travel as travelers increasingly look for no-fly or lower carbon alternatives.





## Sustainability - Led Travel

Nature-based travel and tourism leads the scene with a regenerative stance such as **rewilding destinations**, leaving places **better than when found**, **protecting** and **restoring biodiversity**

## Gen-Z lead the scene

**Gen Z Wellness Worshippers** are highly interested in sustainable travel features, **willing to pay a much higher premium** for sustainability such as **energy efficiency**, **local produce**, **vegetarian meals** and **low carbon transport**.

# Protecting the Blue Economy

MSC Europa is MSC Cruises first LNG-powered vessel, **reducing emissions by 25%** compared to fossil fuels

Including **tech to reduce underwater noise** pollution to protect biodiversity



Alaska Airlines encourages the use of sustainable aviation fuel (SAF) as an eco-friendlier substitute for jet fuel, which helps lower travelers' carbon footprints.

In exchange, passengers can achieve elite status more quickly within their Mileage Plan.



# Euromonitor Sustainable Travel Index



ENVIRONMENTAL SUSTAINABILITY	10%
ECONOMIC SUSTAINABILITY	10%
SUSTAINABLE TRANSPORT	20%
RISK	10%
SOCIAL SUSTAINABILITY	10%
SUSTAINABLE DEMAND	20%
SUSTAINABLE LODGING	20%

# Sustainable Index Findings



Europe leads the rank, and Uruguay entered the top 20, while Guatemala and Mexico are progressing



79% of consumers were willing to spend at least 10% more for eco-tourism in 2023\*



Australia, Iceland and New Zealand were market as the top 3 in sustainable tourism demand



New Zealand raised the flag for regenerative tourism, deepening the sustainability concept



Playbooks are being released to achieve net zero (WTTC's Hotel Basics for starters and Envision 2030 points)



Green technology and digitalizing the traveler journey through partnering with new start-ups



Source: Euromonitor International, Voice of the Consumer: Lifestyles Survey 2023

# Sustainable Index Findings

Region  
All

Country  
All

Year  
2023

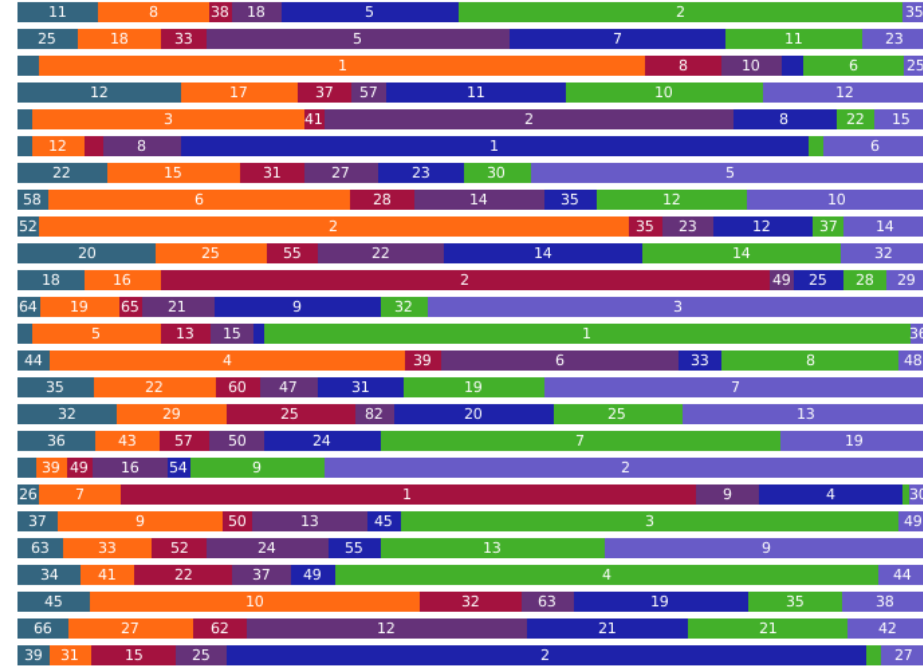
## Sustainable Travel Index Rank Breakdown across Countries by Pillars in 2023

Country Sustainable Travel Index Rank

Country	Rank	Rank Change Status
Slovakia	1	↑
Sweden	2	↓
Austria	3	↑
Slovenia	4	↑
Finland	5	↑
Norway	6	↓
France	7	↑
Denmark	8	↓
Switzerland	9	→
Romania	10	↑
Spain	11	↑
Germany	12	↑
Estonia	13	↓
Czech Republic	14	↑
Uruguay	15	↑
Portugal	16	↑
North Macedonia	17	↓
Lithuania	18	↑
Iceland	19	↓
Hungary	20	↓
Latvia	21	↓
Bulgaria	22	↑
Italy	23	↑
Poland	24	↓
Australia	25	↓

### Rank Change Status

- ↓ Decline in ranking
- ↑ Improvement in ranking
- Same rank as 3 years before



### Pillars

- Environmental Sustainability
- Social Sustainability
- Economic Sustainability
- Risk
- Sustainable Tourism Dema..
- Sustainable Transport
- Sustainable Lodging

Source: Euromonitor International from trade sources and national statistics.  
Please note that a larger bar on the chart indicates a higher rank.

# Croatia: Improving environmental stewardship makes its mark



**957**

thousand international arrivals to Dubrovnik, 2022



**68.5**

USD million visitor spending on national parks, 2027



**13.8**

PM10 concentration micrograms per cubic metre

Source: Travel 2023



Pillar 1: Environmental sustainability weightings

# Planeterra puts social impact for positive ripple effects



**761**

thousand international visitors to Naples, 2022



**2.8**

per thousand people, Italy net migration, 2022



**59.6%**

Employment rate Italy 15-64 years 2022

Source: Travel, Economies and Consumers



Pillar 2: Social sustainability weightings

# Spain is ranked the second in economic sustainability

Spain is forecast to welcome the most international arrivals in 2024 (**92.4 million trips**), generating USD130.3 billion, second only to Iceland of this pillar, outpacing 2019 levels.

**Growth** is expected to continue by **8.3%**



# Kazakhstan, Finland and Sweden are risk free for heritage sites

It is not only the culture risk, but also with the protection and conservation of biodiversity.

Other countries also started following **green strategy** such as Slovenia



# 4VI embraces a new social enterprise model for tourism



**1.7**  
million  
international  
arrivals, 2027



**71%**  
Consumer  
expenditure as  
% of GDP, 2040

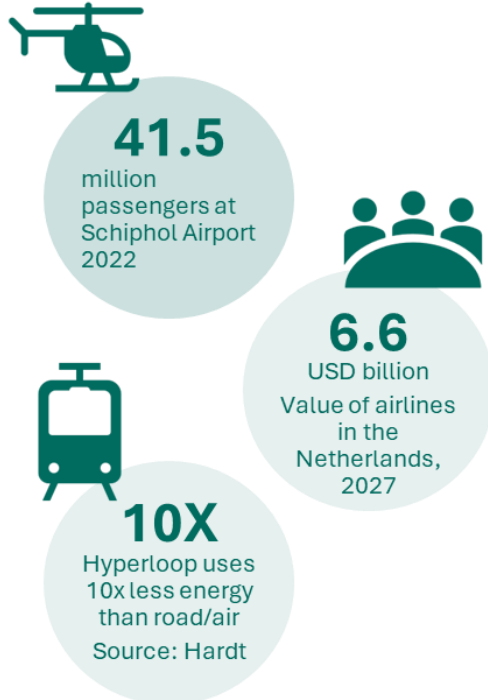


**2.8**  
million  
population in  
Vancouver,  
2022

Source: Consumers, Travel



# Net zero airport: Schiphol aims for 2030 and shares its long-term vision



Source: Travel 2023



Pillar 6: Sustainable transport weightings

# Iberostar: Sharp focus on decarbonization and nature-based solutions ahead of time



**0.2%**

Iberostar share of upscale hotels 2022



**70**

Iberostar beachfront hotels added to IHG



**115**

million IHG loyalty members

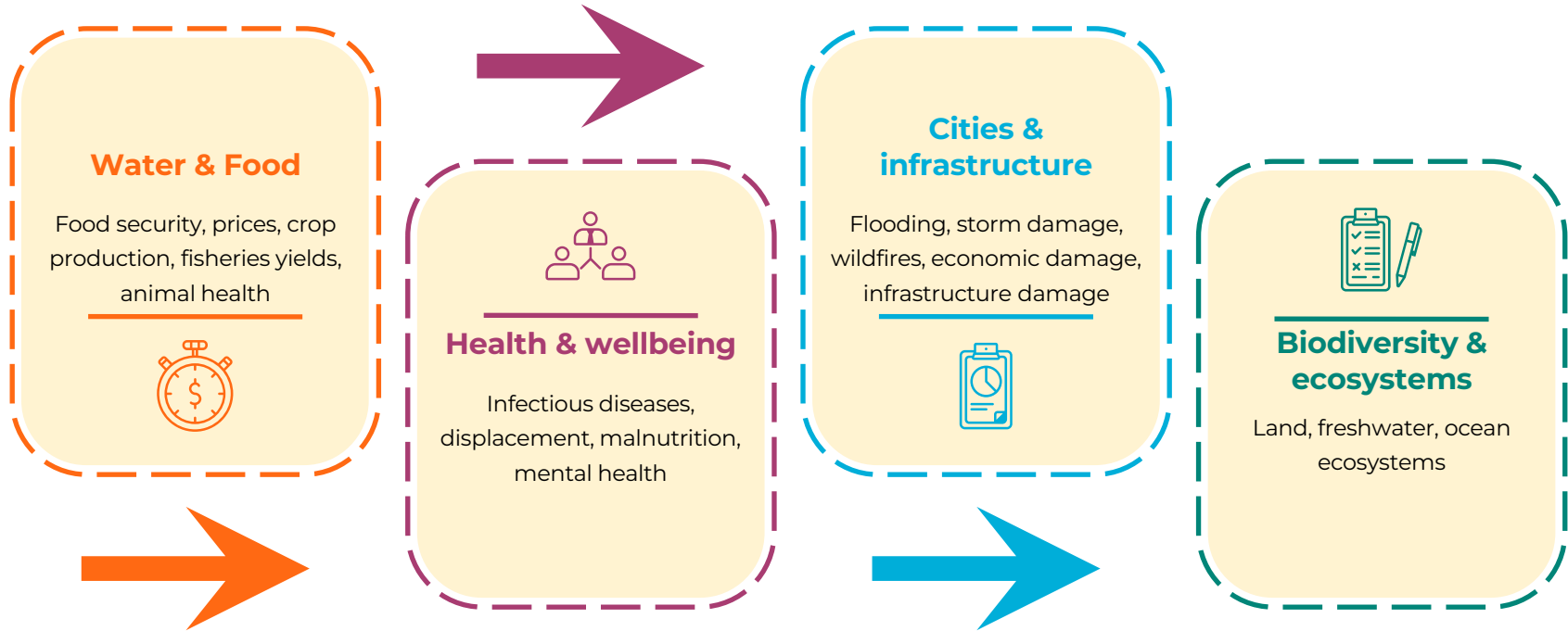
Source: Travel 2023, IHG



Pillar 7: Sustainable lodging weightings

# DRIVE POSITIVE CHANGE

## OBSERVED IMPACTS OF CLIMATE CHANGE



# DRIVE POSITIVE CHANGE



## Envision 2030: Tourism Decarbonization Scenario Interventions to Achieve Targets

### AIR

- Shift to SAF, near 100% e-fuels by 2050
- Temporary flight ticket tax to fund transition
- Limit airport capacity
- Fewer long-haul flights, with a longer length of stay

### RAIL

- Shift to electric, three times more high-speed rail by 2030, 10 times more by 2050, subsidise rail tickets

### CAR

- Increase electrification, 100% by 2050

### LODGING

- Shift to renewables, energy efficiency, longer stays
- Reduce scope 3 emissions

# CALL TO ACTION FOR SUSTAINABLE TRAVEL

Call to action for sustainable travel



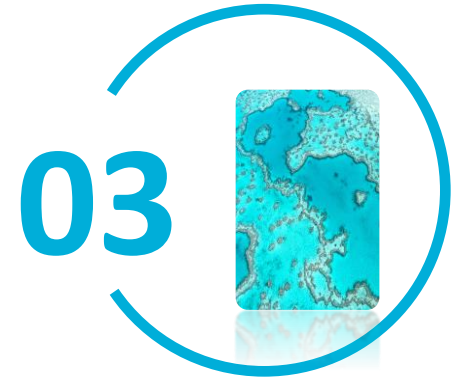
## STRATEGIC

1. Partners across the supply chain
2. Embrace technology
3. Transition to clean fuels
4. Reward consumers
5. Focus on local and authentic



## GOALS

1. Tackle overtourism
2. Emphasis on closer to home
3. Nurture domestic market
4. Communicate positive impacts
5. New niches to explore sustainability



## ACTIONS

1. Measurements and targets
2. Engage with accreditation bodies
3. Sign up for WTTC's hotel basics
4. Product/consumer alignment
5. Co-create local travel products

# FOCUS AREAS TO SUCCEED

- Measure success - Get into carbon measurements and tracking
- Educate the masses, focus on partnerships can encompass NGOs
- Pitch perfect to consumers about positive impact



# Sustainability Webinar

[Sustainable transformation: Aligning brand claims with positive change](#)



# Thank you

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