Measurement that Matters

Jeremy Sampson, CEO, the Travel Foundation
Seasonality
Economic leakage
Low margins
Overcrowding, Overconsumption, Overdependence
Fragile environments
Exclusion and inequity
Future crises
Climate emergency
Balanced measures
Balanced measures

- Communities
- Natural and built assets
- Equity, diversity and inclusion
- Risk
- Climate and ecological crisis
BUT AT WHAT COST?
Net impact
The unaccounted costs associated with the additional demand of visitors. E.g.

- additional infrastructure required to transport, feed, accommodate, provide energy and water, and manage the waste of tourists and those employed in the sector.
- protecting/maintaining shared environmental & cultural assets

www.invisibleburden.org
Holistic accounting

Energy & GHG
- Cost of infrastructure upgrades (including green technology)
- Cost of managing peak demand
- Increased reliance on non-renewables

Solid waste
- Cost of infrastructure upgrades (including green technology)
- Uncollected waste, unsanitary waste dumps and pollution (harm to human health and ecosystems)

Water
- Cost of infrastructure upgrades (including green technology)
- Cost of desalination
- Overexploitation (leaving residents without potable water resources)

Sewage
- Cost of infrastructure upgrades (including green technology)
- Untreated sewage (harm to human health and ecosystems)

Social capital
- Higher cost of living
- Amenities for residents displaced by tourism
- Undermined community values

Natural capital
- Costs to maintain biodiversity, green corridors and protected areas
- Loss of biodiversity and ecosystem services
Asset management
Impact and risk mapping

Identify issues and threats → Identify opportunities → Identify data gaps → Prioritise → Plan management strategies

<table>
<thead>
<tr>
<th>IMPACT questions</th>
<th>Already an issue</th>
<th>Likely to be a threat (more research needed)</th>
<th>Opportunities exist to enhance benefits</th>
<th>Sufficient data already exists?</th>
<th>Priority level for further action</th>
<th>Potential management strategy</th>
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<td>High / Medium / Low</td>
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Identifying impacts (questions) | Measuring impacts (indicators) | Managing impacts (strategies)
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To what extent does the tourism offer meet tourist demand?
- To what extent are tourists satisfied with different elements of the tourism product?
Tourist satisfaction surveys (exit surveys)
% of repeat visitors
# of tourist complaints / reported crimes / injuries / accidents / sickness
Ongoing research into tourism demand and trends
Product development, diversification and upgrading to enhance quality and competitiveness of the destination
To what extent are residents satisfied with the impact of tourism on their culture and wellbeing?
Resident satisfaction surveys (including perceptions of tourist intrusion of local private/social/sacred spaces)
Evidence of restrictions in local resident access to assets such as housing, healthcare, transport, natural assets, and fishing rights.
Community participation in decision-making regarding tourism developments
Ensure residents have equitable access to tourism-related benefits and opportunities.
Resident sentiment
Optimising added value tourism
Hotels generate more revenue and jobs (2.1 people per bed space compared to 0.78 for apartments) but Apartments/houses are more likely to be micro enterprises (76%) compared to hotels (35%)

Tourists in 5* hotels spent the most (EUR60 /day) but 1-2* apartments spend more on local bars, restaurants and shops

The higher the star rating, the greater the consumption of water and energy
Why do we want tourism?
New governance and business models

Better data on costs, impacts and risks

Community engagement & mandate

A shared public/private agenda and success indicators

Targeted investment and skills-building

Sustainable products, strong local supply chain, diverse livelihoods
Sector Wide Good Practice Stories

- Julián Guerrero-Orozco
  - Vice Minister Of Tourism, Colombia

- Bart Neuts
  - Research Expert, KU Leuven & VISITFLANDERS

- Idrissia E.Y. Thestrup
  - Senior Manager, Destination Development & Marketing, Visit Greenland

- Stephanie Jones
  - Founder, National Blacks in Travel & Tourism Collaborative
Panel Discussion

Masaru Takayama
Founding Chair, Asian Ecotourism Network

Mikey Sadowski
General Manager, Global PR & Communications, Intrepid Travel
## Contact us!

<table>
<thead>
<tr>
<th>Organization</th>
<th>Contact Details</th>
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<tbody>
<tr>
<td>CREST</td>
<td>responsibletravel.org / <a href="mailto:staff@responsibletravel.org">staff@responsibletravel.org</a></td>
</tr>
<tr>
<td>Destination Stewardship Center</td>
<td>destinationcenter.org / <a href="mailto:info@destinationcenter.org">info@destinationcenter.org</a></td>
</tr>
<tr>
<td>Green Destinations</td>
<td>greendestinations.org / <a href="mailto:contact@greendestinations.org">contact@greendestinations.org</a></td>
</tr>
<tr>
<td>Sustainable Travel International</td>
<td>sustainabletravel.org / <a href="mailto:info@sustainabletravel.org">info@sustainabletravel.org</a></td>
</tr>
<tr>
<td>Tourism Cares</td>
<td>tourismcares.org / <a href="mailto:info@tourismcares.org">info@tourismcares.org</a></td>
</tr>
<tr>
<td>The Travel Foundation</td>
<td>thetravelfoundation.org.uk / <a href="mailto:admin@thetravelfoundation.org.uk">admin@thetravelfoundation.org.uk</a></td>
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Contact cards from the organizations above. Click to go to the organization's website.
Not sure where to begin?

Contact the FoTC to discuss your destination’s unique needs

coalition@futureoftourism.org
www.futureoftourism.org
Join us for our next webinar

Local and Sustainable Supply Chains

Thursday, May 6
15:00-17:00 BST

futureoftourism.org/news-events
Thank you for joining us!

FutureofTourism.org

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Future of Tourism Coalition