Today’s Presenters

Paloma Zapata
CEO
Sustainable Travel International

Paula Vlamings
Chief Impact Officer
Tourism Cares
AGENDA

- Introduction to the FoTC
- Localizing and Decarbonizing Tourism Supply Chains Presentations
- Guest Speakers Introduction
- Panel Discussion and Q&A
- Upcoming FoTC Events & Closing
“RESET TOURISM” WEBINAR SERIES

1. Destination Stewardship & Stakeholder Engagement | Hosted by CREST and the Destination Stewardship Center
2. Managing Tourism’s Impacts | Hosted by Green Destinations and The Travel Foundation
3. Local and Sustainable Supply Chains | Hosted by Sustainable Travel International and Tourism Cares
**Mission**

To create an inclusive, multisector global movement

**Vision**

That puts destination needs at the center of tourism for a sustainable future.
13 GUIDING PRINCIPLES

1. See the whole picture
2. Use sustainability standards
3. Collaborate in destination management
4. Choose quality over quantity
5. Demand fair income distribution
6. Reduce tourism’s burden
7. Redefine economic success
8. Mitigate climate impacts
9. Close the loop on resources
10. Contain tourism’s land use
11. Diversify source markets
12. Protect sense of place
13. Operate business responsibly
INTRA-SECTOR & CROSS SECTOR

**Public Sector**
- Destination Mgmt
- Economic Dev.
- Local/National Policy
- Marketing
- Conservation
- Land Use/Water

**Private Sector**
- Product Dev.
- Supply Chain
- Policy Influence
- Marketing

**Civil Sector**
- Collaboration
- Advocacy
- Tools
- Community Linkages
- Research/Academia

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**Intra-sector & Cross Sector**
NEARLY 500 SIGNATORIES

- Businesses and Associations
- Destinations
- Civil Society Organizations
- Media and Public Relations
- Donors and Investors
- Academic Institutions
The path to localizing and decarbonizing tourism supply chains
Tourism is responsible for **8%** of global greenhouse gas emissions.

Data source: Nature Climate Change (2018)
The pandemic resulted in the largest decline in emissions since WWII

-6%

...but this drop was temporary

Source: International Energy Agency (2021)
“We need a **structural transformation** that achieves global emission reductions of this scale **every** year, not through crisis, but through a well-managed transition that protects livelihoods and builds a resilient, healthy, prosperous zero-carbon economy.”

NIGEL TOPPING,
UNITED NATIONS FRAMEWORK CONVENTION ON CLIMATE CHANGE (UNFCCC) HIGH LEVEL CHAMPION
Three-prong approach to tackling the climate crisis

1. Reduce
carbon emissions by minimizing fossil fuel use

2. Restore
the world’s natural capacity to balance emissions

3. Innovate
to develop new and improved technologies and solutions
First, uncover your business emissions (direct + indirect)

**Scope 1**
Direct emissions
Fuel consumption (gas, diesel, coal) for company-owned generators, vehicles, boats, cookstoves, etc.

**Scope 2**
Purchased energy
Electricity from grid for light, heat, cooling, etc.

**Scope 3**
Value chain emissions
Procurement of supplies, service providers, corporate travel, etc (upstream and downstream)
Become a carbon neutral business

Set your direction

1. Determine your emissions baseline
2. Set ambitious and holistic reduction targets
Become a carbon neutral business

Optimize for CO2

3. Revisit product design and choices

4. Reconsider sourcing strategy - localize
Become a carbon neutral business

Engage suppliers

5. Set ambitious procurement standards

6. Work with local suppliers to address emissions
Become a carbon neutral business

Change at scale

7. Work with peers to align targets across sector

8. Drive “responsible” tourism demand
Become a carbon neutral **business**

**Embed carbon neutral company policies**

9. Introduce low-carbon governance and align incentives with emission targets

10. Compensate for your carbon emissions
Become a carbon neutral destination

Mitigate tourism’s emissions and stimulate climate action.

- Calculate destination carbon footprint
- Protect and restore ecosystems that act as carbon sinks
- Offset tourist carbon emissions
- Encourage energy efficient practices
- Expand clean energy infrastructure
Become a carbon neutral destination

Create strong and efficient local supply systems.

- Strengthen local production
- Include and empower vulnerable groups
- Integrate local products into the tourist experience
- Promote sustainable resource use
Become a carbon neutral destination

Neutralize tourism’s contribution to climate change

Improve the livelihoods of local producers

Increase women’s empowerment & gender equality

Increase local food security

Enhance destination positioning & allure

Preserve local techniques & cultural traditions

Reduce food & packaging waste

Improve resident health

Improve habitat productivity & biodiversity

Increase coastal protection

Climate-Resilient Destinations and Communities
Accelerate carbon removal through innovative solutions
The time to act is now.
LOCAL TOURISM SUPPLY CHAINS:

AT THE INTERSECTION OF PURPOSE AND PRODUCT
EVERY TRAVELER... EATS
SLEEPS
SHOPS
TRANSPORT
Impact Expeditions to Electrify Remote Himalayan Villages
Given the COVID-19 Outbreak, we urge you to stay tuned for future travel, Read More.
The Galápagos Islands are fighting a new invasive species: the world's trash

Wave After Wave of Garbage Hits the Dominican Republic

Pregnant whale washed up in Italian tourist spot had 22 kilograms of plastic in its stomach
Deze boot is gemaakt van gerecycled plastic.

Liefde voor de oceaan en duurzaamheid.
CARIBBEING
Little Caribbean is an initiative spearheaded by Caribbeing, a Flatbush-based cultural hub and leading presenter of all things Caribbean. Caribbeing stimulates the promotion and development of food, culture and small businesses in the Brooklyn neighborhoods of Flatbush, East Flatbush, and Prospect L...

CASA BORREGA
At Casa Borrega you will find the chefs’ best rendering of food sold on street corners, fondas and mercados in Mexico City adding flavors from the streets of Puebla, Vera Cruz, Oaxaca, Jalisco and Yucatan all within a green, historical renovation of a 1891 Greek Revival home. The bar features over 1...
CONTINUOUS IMPACT LOOP

Stage 1
Community Impact

Stage 2
Transparent & ongoing consultation on all phases of tourism product development with community stakeholders.

Stage 3
Facilitate skills development + Enable self-governance + Provide market feedback

Stage 4
Support equitable and transparent partnerships with community enterprises. Contract fairly and include into itineraries.

Stage 5
Travelers visiting.

Stage 6
Continuous dialogue to ensure tourism continues to have positive impacts.
SHARED IMPACT, SHARED BENEFIT

1. Community
   - Sustainable income for local organizations & businesses
   - Cultural exchange & preservation
   - Conservation & nature

2. Local Connection
   - Authenticity
   - Participation: “part of the solution”
   - Transformational experiences

3. Sustainable Destination
   - Integrated social purpose
   - Marketing story
   - Differentiated products & services

4. Product Differentiation
   - Social Impact, Shared Benefit

- Authenticity
- Participation: “part of the solution”
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- Social Impact, Shared Benefit
Panel Discussion

John De Fries
CEO, Hawaii Tourism Authority

Beth Markham
Environmental Sustainability Coordinator, Town of Vail, CO
John De Fries
President & Chief Executive Officer
Strategic Plan 2020-2025

Natural Resources

Hawaiian Culture

Community

Brand Marketing

Responsible Tourism
Mālama

The Organizing Principle For Our Work
10,400,000 VISITOR ARRIVALS 2019
Global Pandemic Hits
ECONOMIC COLLAPSE BEGINS
Strategic Plan 2020-2025

Global Pandemic + Economic Collapse

Natural Resources  Hawaiia n Culture  Community  Brand Marketing

Regenerative Tourism
Destination Management Action Plan Process

mālama
KUʻU HOME
A Mindset and a Call to Action
MĀLAMA HONUA
Caring for Island Earth
To navigate toward a healthy and sustainable future for ourselves, our home, and our Island Earth through voyaging and new ways of learning.
A Voyage of Recovery & Rediscovery
For The Next Seven Generations
VAIL DESTINATION BOUNDARY- 70,000 acres
“Change is hard.....
Sustainability change is even harder”

— Consultancy UK, 2017
Challenges of Mountain Resort Communities

Tourism Impacts:
- Carbon emissions:
  - hotels
  - transportation
  - snowmelt systems
  - snowmaking operations

- Waste Reduction
- Trail usage
- Wildlife impacts

Supply Chain Challenges

Housing and Cost of Living
2015 Vail/Beaver Creek
FIS Alpine World Ski Championships
FINAL REPORT

A LEGACY...
ACTIVELY GREEN CERTIFIED BUSINESS PROGRAM
17 Baseline Criteria

- Regulatory Compliance
- Business Plan
- Green Team
- Sustainability Policy and Action Plan
- Sustainable Destination Development
- Waste Management
- Water Use and Management
- Energy Use and Management
- CO2 Emissions
- Sustainable Transportation
- Responsible Purchasing
- Giving Back Programs
- Community and Ecosystem impacts
- Customer Communication

"You can’t manage what you don’t measure."
Supply Chain

- Develop purchasing guidelines that give preference to sustainable and responsible sourcing of goods and services.

- Encourage the purchase of local, fair-trade, and environmentally friendly goods and services.

- Documented responsible purchasing clause within the procurement policy, and a dedicated staff member to implement and monitor plan.

- Reduce food related waste – eliminate single use plastics, plastic water bottles, excessive packaging, and Styrofoam; use compostable products, buy in bulk, donate leftover food, etc.
Benefits and Stats

Benefits of the Actively Green program:

- Reduce Environmental Impacts
- Educate Visitors
- Increase Social Equity
- Save Money
- Increase Marketing Power
- Stakeholder Engagement
- Transparency & Accountability
- Engage employees in Meaningful Initiatives
- Enhance marketing and success stories
- Be a community leader

2020 By the Numbers:

- 52 businesses engaged in Vail
- 500 hours of one-on-one coaching
- 10 trainings (virtual) with 160 participants
To become a Certified Sustainable Destination, Vail had to meet, and will continue to improve on 44 sustainability criteria including:

- Environmental Stewardship
- Year-round economic development
- Cultural heritage protection
- Low impact transportation
- Energy efficiency
- Waste reduction
- Public health and safety
- Workforce housing
- Climate change mitigation and adaptation
- Sustainability education
Targets for Carbon Emissions Reduction

Climate Action Plan – 2016

- 25% by 2025
- 35% by 2035
- 80% by 2050

Climate Action Plan – 2020 Update

- 25% by 2025
- 50% by 2030
- 80% by 2050

Vail Resorts Commitment to Zero Goals

- zero net emissions
- zero waste to landfill
- zero net operating impact on forests and habitat by 2030.
Sustainability Initiatives

- Beneficial Electrification
- EV Infrastructure
- Waste Reduction
- Habitat Restoration
- Seasonal Trail Closures
- Leave No Trace Education
- Sole Power Green Commuting Challenge
- eBikes for Eagle County Essentials
- Business Recycling Challenge
- Celebrate Green! Special Events Program
- Housing Initiatives- Vail InDEED Program
- Cultural Heritage Committee
Questions? Contact:
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Town of Vail
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bmarkham@vailgov.com
Panel Discussion

Kirsten Bain
VP of Operations
Contiki

Rodrigo Atuesta
CEO & Co-Founder
Impulse Travel

Malia Everette
CEO & Founder
Altruvistas
JOIN US ON
THIS JOURNEY

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

FutureofTourism.org
#FutureofTourism

Future of Tourism Coalition