



FUTURE OF TOURISM

Reset Tourism Webinar Series



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*

**CHOOSING
A BETTER**

FUTURE OF TOURISM

THE COALITION



Center for Responsible Travel



MISSION & VISION



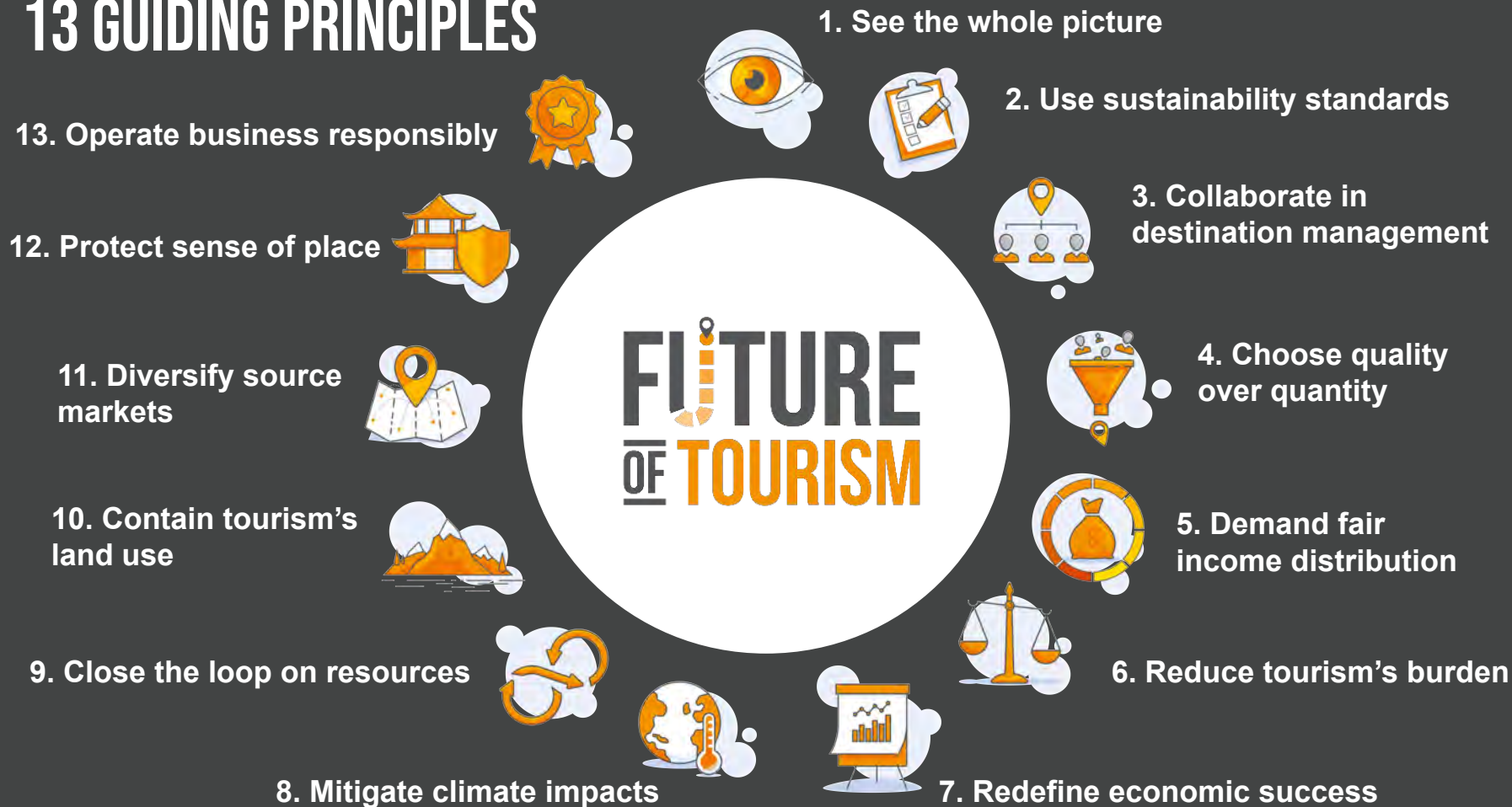
Mission

To create an inclusive,
multisector global
movement

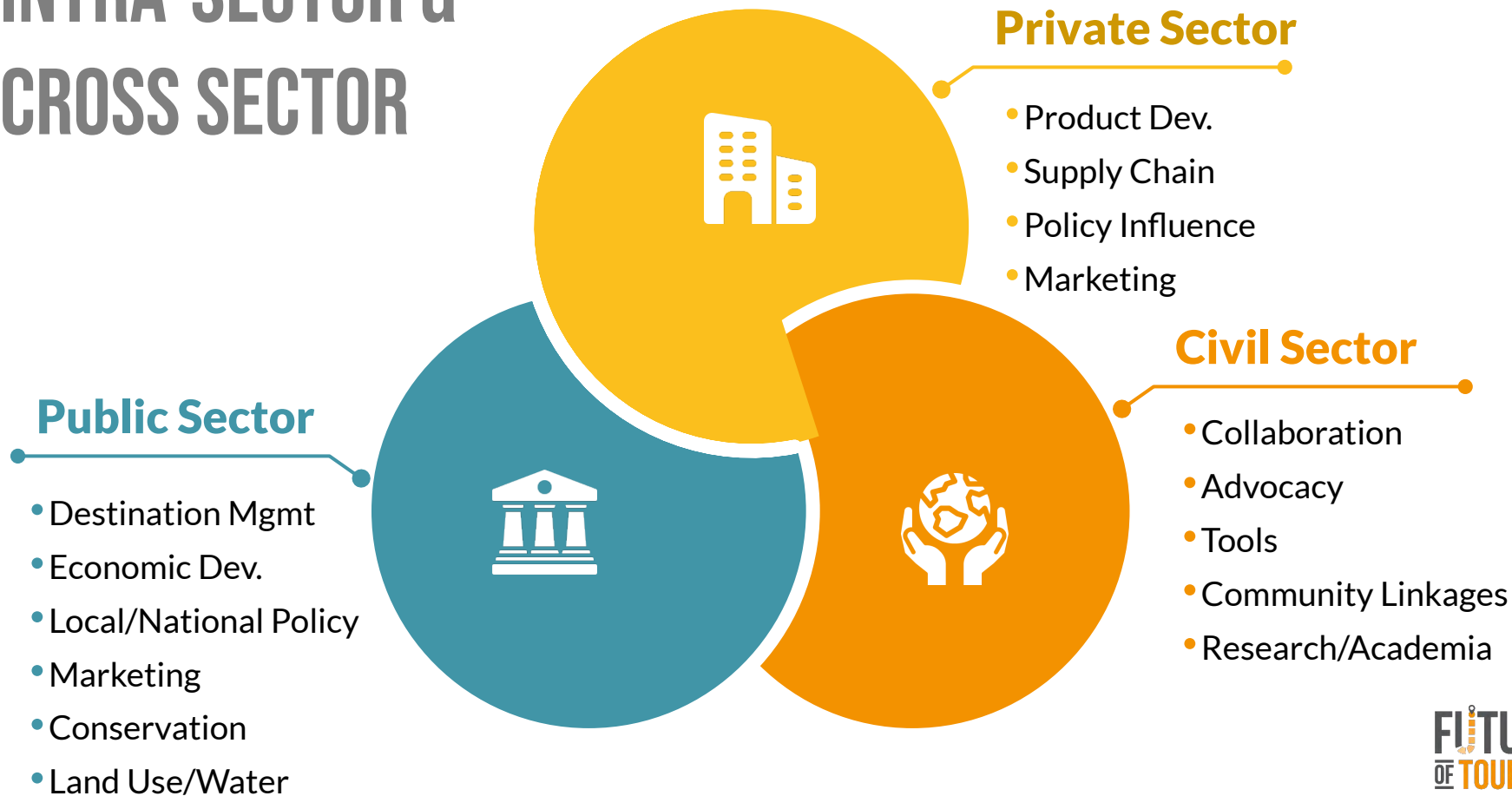
Vision

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

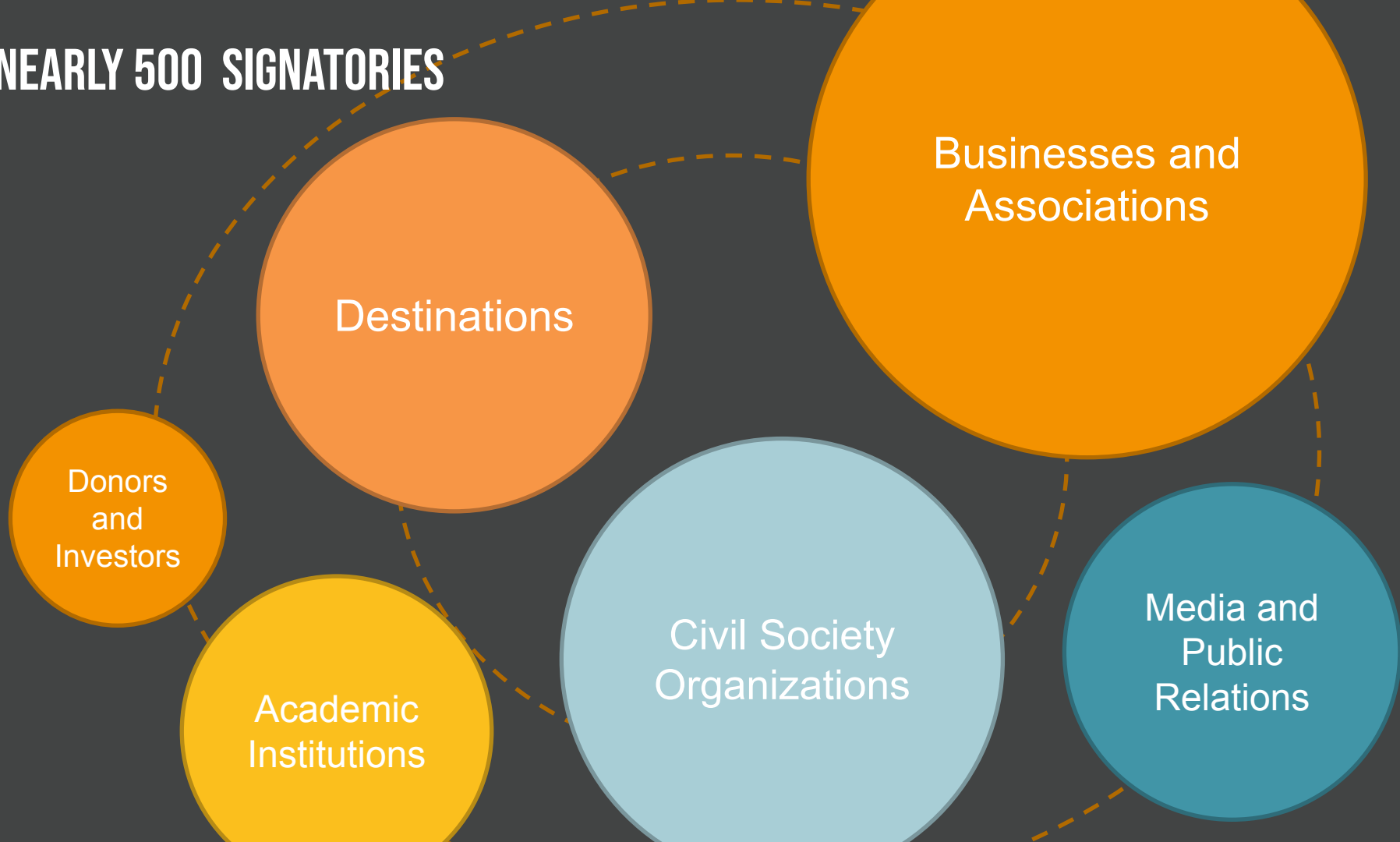
13 GUIDING PRINCIPLES



INTRA-SECTOR & CROSS SECTOR



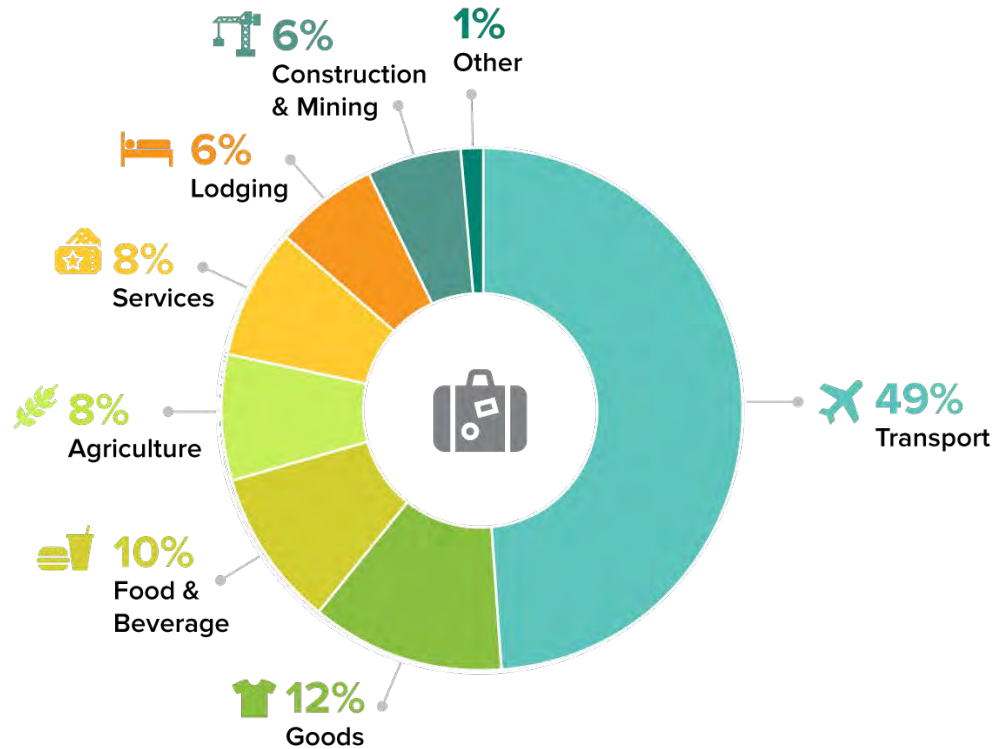
NEARLY 500 SIGNATORIES



The path to localizing and decarbonizing tourism supply chains

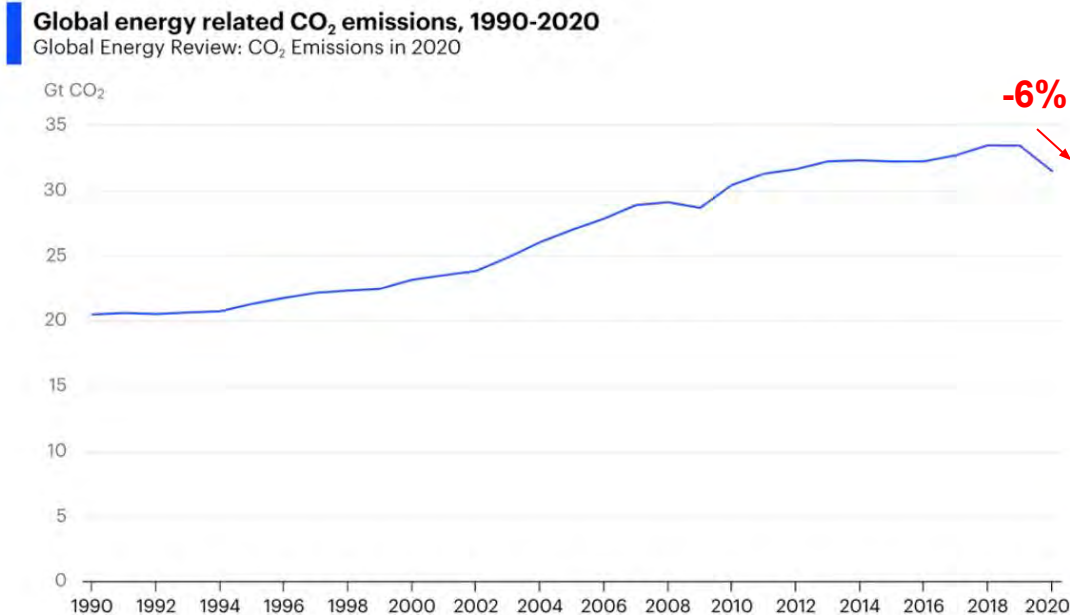


Tourism is responsible for **8%** of global greenhouse gas emissions



Data source: Nature Climate Change (2018)

The pandemic resulted in the largest decline in emissions since WWII



...but this drop
was temporary

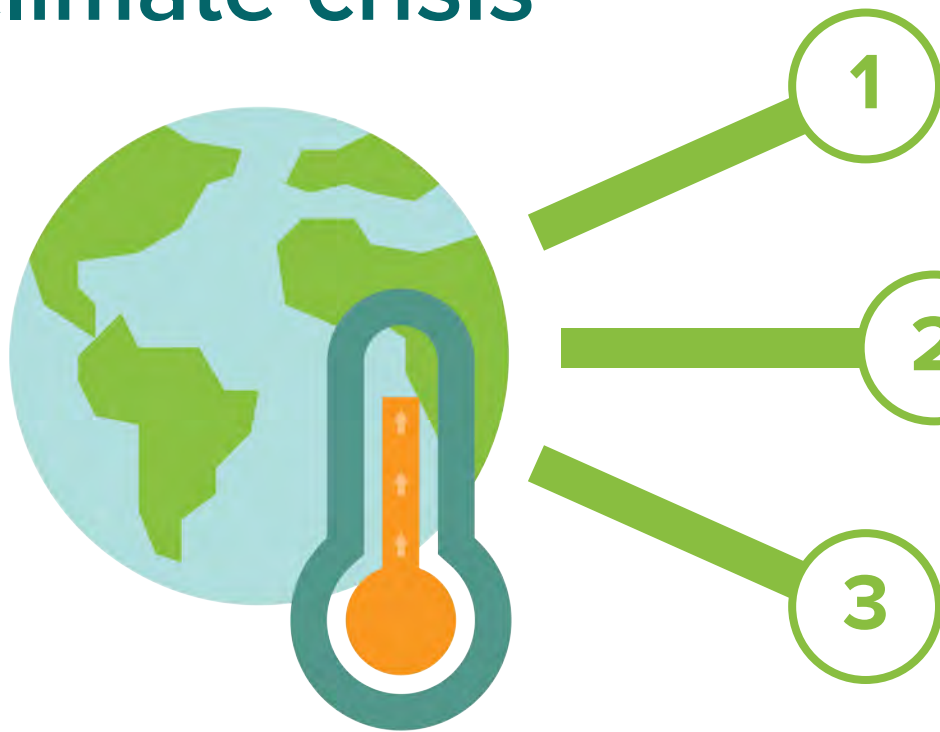
Source: [International Energy Agency \(2021\)](#)

“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

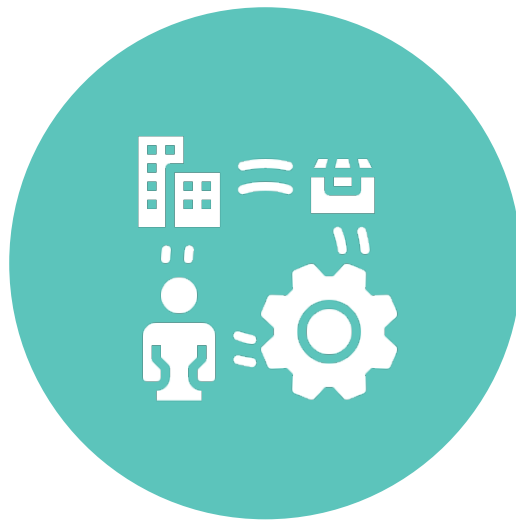
3. Revisit product design and choices
4. Reconsider sourcing strategy - localize



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



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Become a carbon neutral destination



Mitigate tourism's emissions and stimulate climate action.



Calculate destination carbon footprint



Encourage energy efficient practices



Protect and restore ecosystems that act as carbon sinks



Expand clean energy infrastructure



Offset tourist carbon emissions



Become a carbon neutral destination



Create strong and efficient local supply systems.



Strengthen local production



Integrate local products into the tourist experience



Include and empower vulnerable groups



Promote sustainable resource use



Become a carbon neutral destination



**CHOOSING
A BETTER**

FUTURE OF TOURISM

THE COALITION



Center for Responsible Travel



Accelerate
carbon removal
through
innovative
solutions



An hourglass with a dark metal frame and glass bulbs is positioned on the right side of the image. It sits on a patch of green grass. The background is a soft-focus sunset or sunrise scene with a bright sun low on the horizon, creating a warm, golden glow. A semi-transparent teal rectangular box is centered horizontally across the middle of the image, containing white text. The word 'now' in the text is underlined.

The time to act is now.

LOCAL TOURISM SUPPLY CHAINS:

AT THE INTERSECTION OF
PURPOSE AND PRODUCT



**EVERY
TRAVELER...**

EATS

SLEEPS

SHOPS

TRANSPORT



GLOBAL HIMALAYAN EXPEDITION

Impact Expeditions to Electrify Remote Himalayan Villages



[Destinations](#)[Experiences](#)[Homestays](#)[Astrostays](#)[Blogs](#)[Impact](#)[About us](#)

Given the COVID-19 Outbreak, we urge you to stay tuned for future travel, [Read More.](#)

COMMUNITY RUN Homestays





People pick up trash on Ecuador's Galápagos Islands. The world famous reserve is at the confluence of three sea currents that drag the world's garbage to its shores. Mariana Vera - Courtesy: Conservation International

AMERICAS

The Galápagos Islands are fighting a new invasive species: the world's trash



Wave After Wave of Garbage Hits the Dominican Republic



The Telegraph

HOME NEWS

News

UK World Politics Science Education Health Brexit Royals Investigat

News

Balearic Islands to ban plastic by 2020 in bid to clean its beaches



The Telegraph

HOME NEWS 81

News Science

News Science

Paradise lost: hotels bury waste plastic in the sand to keep tourists happy



CNN

World • Pregnant whale washed up in Italian tourist spot had 22 kilograms of plastic in its stomach

International Edition

Pregnant whale washed up in Italian tourist spot had 22 kilograms of plastic in its stomach

By Giuseppa Modugno, CNN

Updated 0954 GMT (1754 HKT) April 1, 2019







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Refill Your Bottle

View a map of refill and bottle purchase locations:



**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...

On Map

**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...

On Map



RESET MAP >

Map Satellite



TourismCares® with 
Jordan



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



Panel Discussion

John De Fries



CEO
Hawaii Tourism Authority

Beth Markham



Environmental
Sustainability
Coordinator,
Town of Vail, CO

HAWAII TOURISM



AUTHORITY

John De Fries

President & Chief Executive Officer



Strategic Plan 2020- 2025

**Natural
Resources**

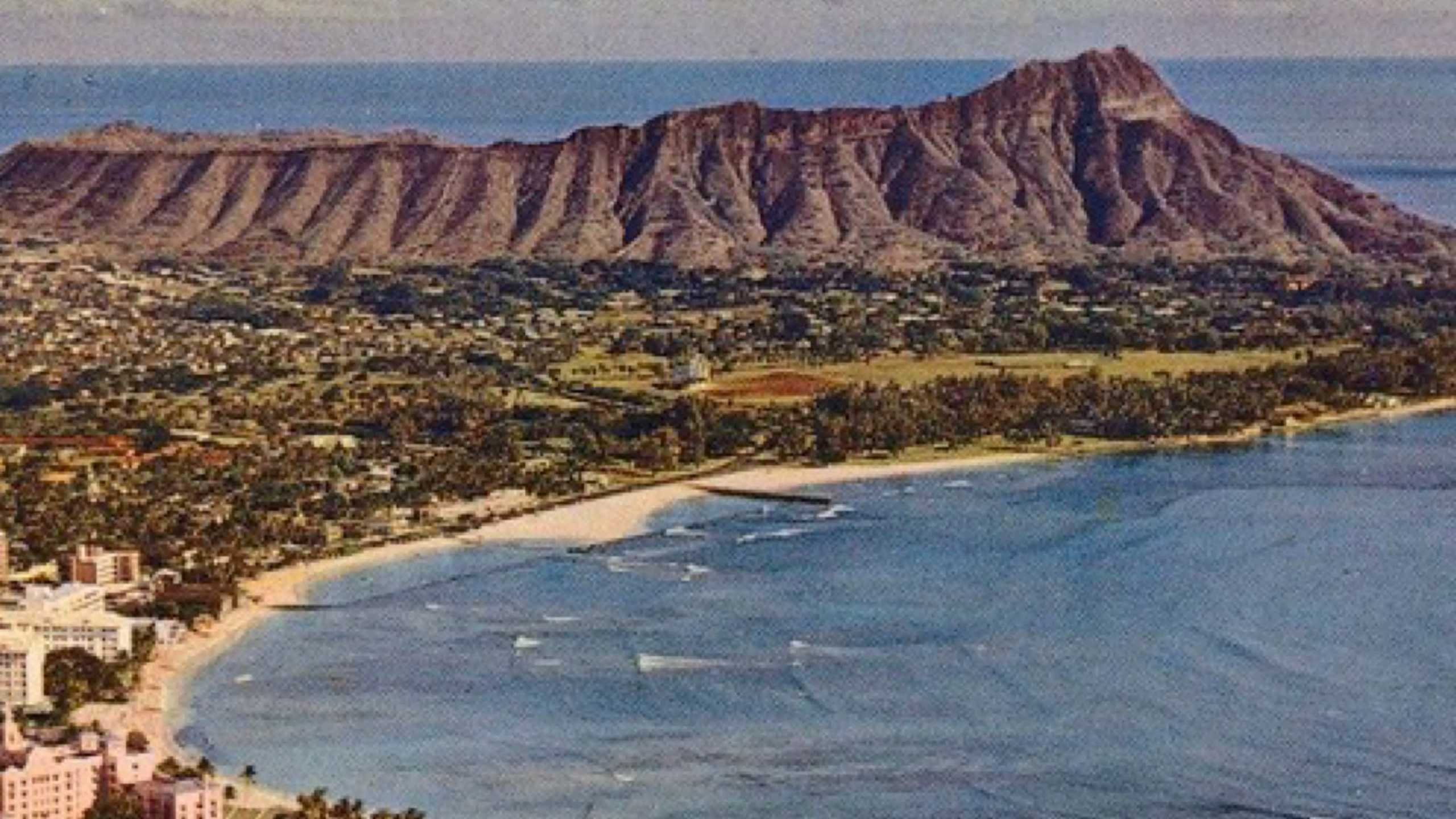
**Hawaiia
n
Culture**

Community

**Brand
Marketin
g**

Responsible Tourism







Mālama

**The Organizing
Principle For
Our Work**



mālama
KU'U HOME

Caring for My Beloved Home



Waikiki Beach, December 2018

10,400,000

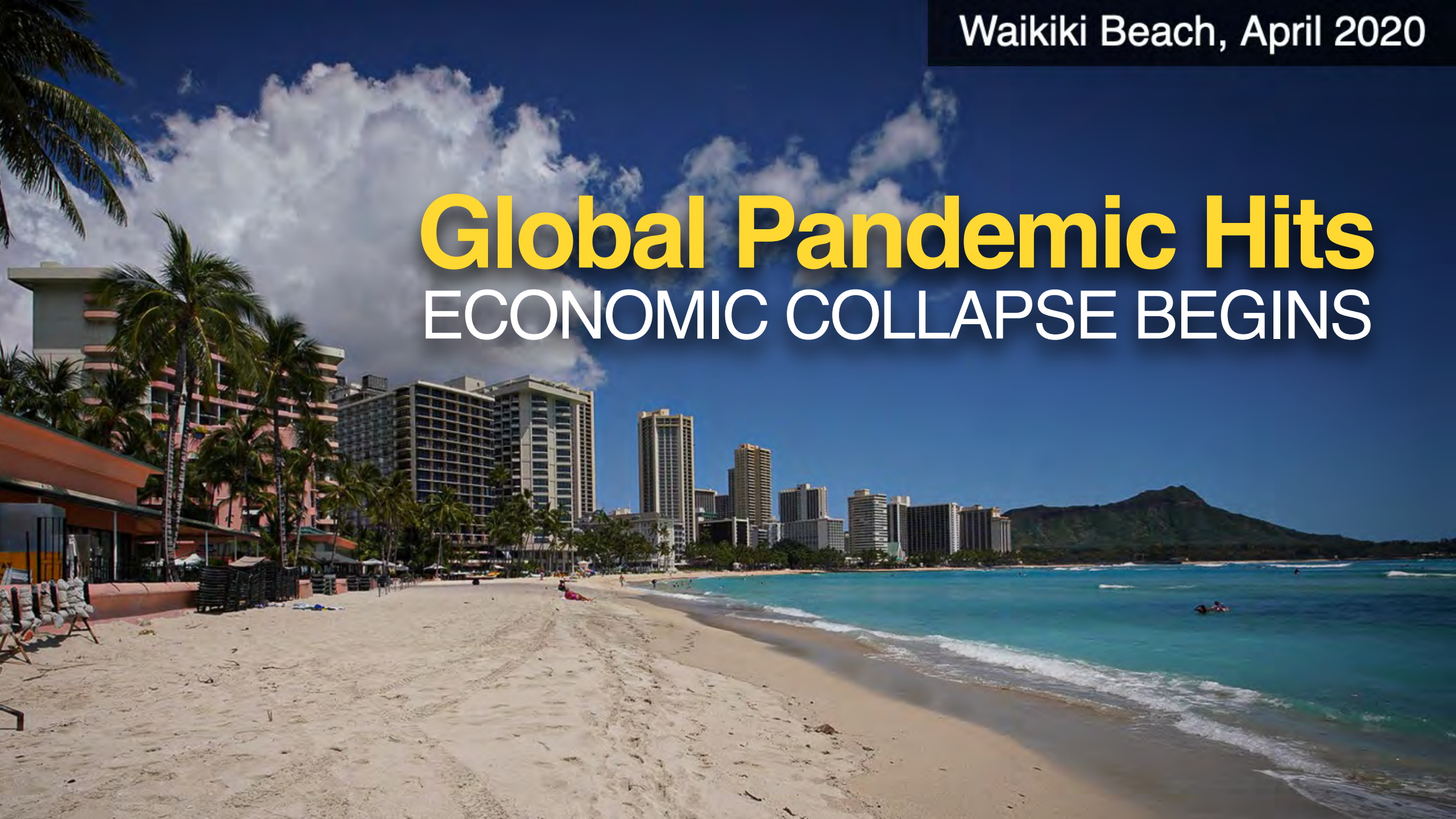
VISITOR ARRIVALS 2019



Waikiki Beach, April 2020

Global Pandemic Hits

ECONOMIC COLLAPSE BEGINS





Strategic Plan 2020-2025

Global Pandemic + Economic Collapse

**Natural
Resources**

**Hawaiian
Culture**

Community

**Brand
Marketing**

Regenerative Tourism



Destination Management Action Plan Process

mālama
KU‘U HOME

A Mindset and a Call to Action

A two-masted sailing ship with red sails is sailing on a deep blue ocean. The sky is filled with dramatic, dark clouds, and the sun is visible on the horizon, creating a warm glow. The ship is moving from the bottom left towards the center of the frame, leaving a white wake behind it. Several people can be seen on the deck of the ship.

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



mālama
KU'U HOME
Caring for My Beloved Home

For The Next Seven Generations



mālama
KU'U HOME
Caring for My Beloved Home

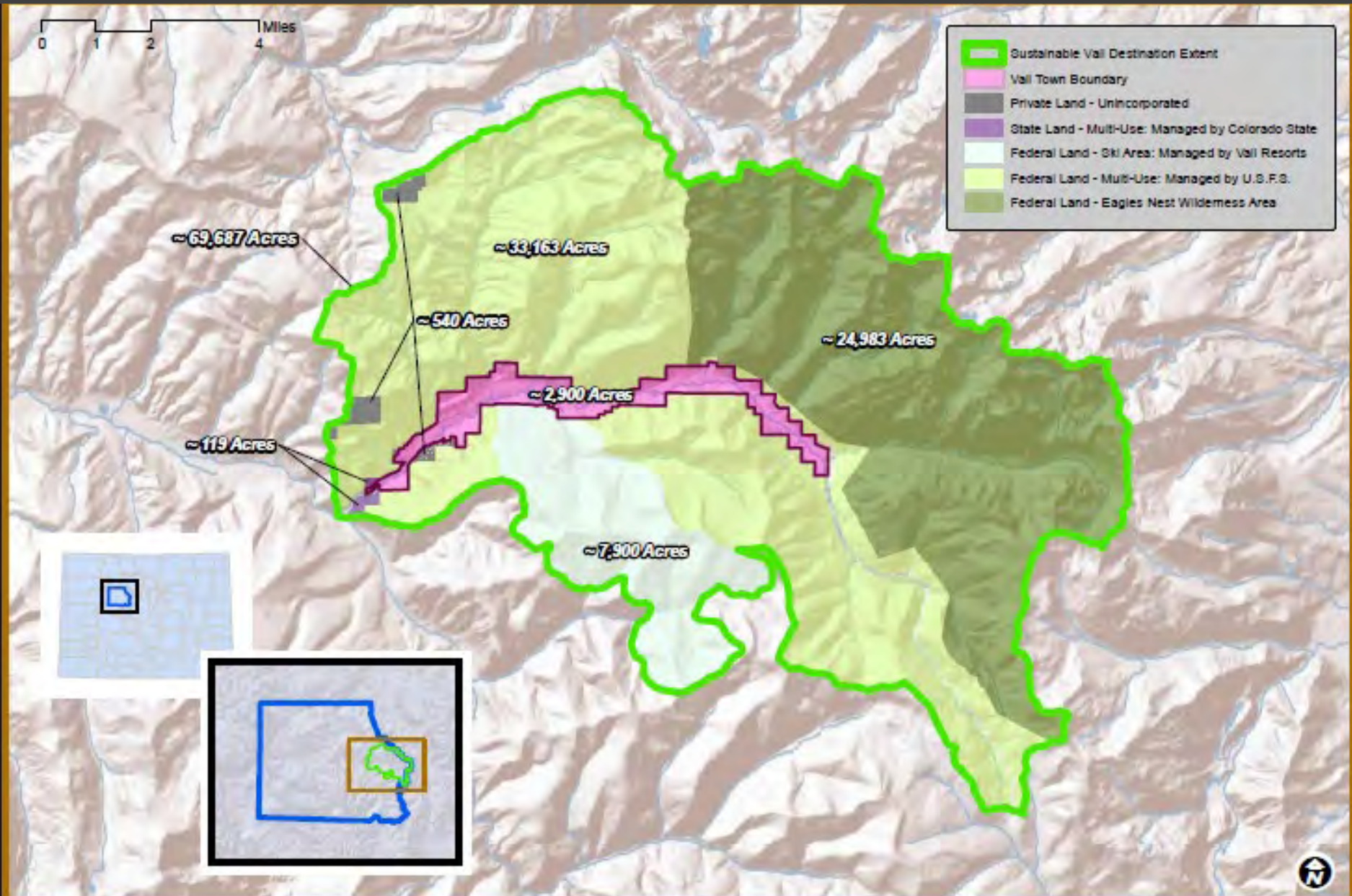
Star Compass by Leighton Lam

Sustainability & Mountain Resort Communities



Photo: Jack Affleck

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

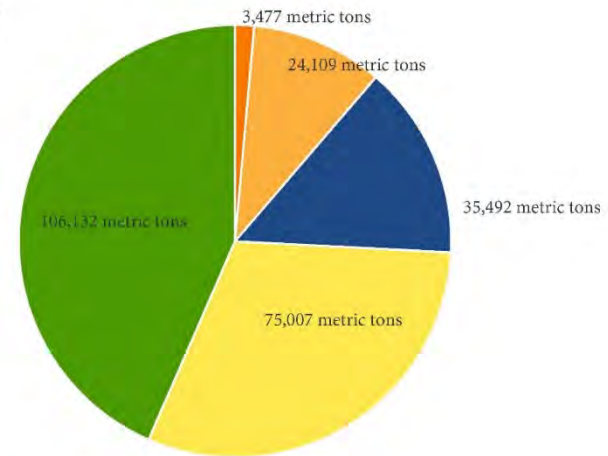
Supply Chain Challenges

Housing and Cost of Living

Town of Vail GHG Inventory- 2018

CO2e By Category

Total CO2e - 244,217 metric tons



Industrial Energy Water & Wastewater Solid Waste
Residential Energy Transportation & Mobile Sources Commercial Energy

2015
VAIL-BEAVER CREEK

FIS ALPINE WORLD SKI CHAMPIONSHIPS

presented by

Audi
Vorsprung durch Technik



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

THE MOUNTAIN IDEAL

The Journey to the Mountain IDEAL

Innovation
Diversity
Education
Authenticity
Leadership



GLOBAL SUSTAINABLE
TOURISM COUNCIL

SUSTAINABILITY | SUSTAINABLE DESTINATION

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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Environmental Sustainability
Coordinator
Town of Vail
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bmarkham@vailgov.com

walking mountains®
science center

VAIL



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

