

Envisioning Tourism in 2030 and beyond

"When it comes to the issue of climate neutrality, we still have a long road ahead of us. But while this all won't be easy, there is a lot of hope as well. In the Envisioning 2030 scenario, we see growth for the sector as a whole, both in number of trips and revenue. This scenario vehemently refutes the notion that tourism must cease to exist or that we should stop flying all together. This is important: we have to safeguard the values and positive impact travel can bring for future generations as well. This also means, however, that we need to start asking the right questions. Not if or what we should do, but how we can create the right incentives and transition as fairly and equitably as possible."

Ewout Versloot

Strategist, Netherlands Board of Tourism and Conventions (NBTC)

"Reports and research like this from the Travel Foundation and its collaborators are critical calls to action for governments, investors, consumers and donors. We all need to be on the same page. Collective actions and coalitions of the willing are fundamental building blocks for tourism futures."

Shaun Mann

Senior Tourism Specialist, World Bank Group

"There is so much at stake if we continue with a business-as-usual approach to development. For small island developing states like those in the Pacific Island region, it is as simple as ensuring that regional, national and business level climate resilience targets and actions are integrated into tourism policy and plans and are well funded. This is a good starting point."

Christina Leala Gale

Pacific Tourism Organisation (SPTO)

"The report makes it very clear how deeply each sector of the industry is connected to one another and how we, by working together and by taking the lead as individuals and as companies in each sector, could transform the industry and the way we travel."

Sofya Muhrer-Muromets

Sustainability Lead, TourRadar

"This new research helps us better understand our collective path forward and align around action. At Expedia Group, we are committed to mobilizing our vast global network of travelers, partners, and peers to raise awareness for more sustainable and responsible travel choices. Our social impact and sustainability strategy aims to address ways the industry mitigates and adapts to climate change and travel."

Tessa Lee

Senior Manager, Climate and Sustainability, Expedia Group

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"This report will act as a catalyst for a very important conversation that we as an industry must have: how can growth and Net Zero targets align? We share a view of the value of the travel and tourism industry, and a desire to ensure it can continue to grow in an equitable way. But this report makes it clearer than ever: we must keep asking ourselves the hard questions and pursuing urgent and transformative solutions in order to reach our very ambitious - but critically important - goals for 2030."

Alix Farr
Sustainability Lead, Skyscanner

"Iberostar's ambition to reach Carbon Neutrality by 2030 requires unprecedented public-private partnerships and industry collaboration. For example, Iberostar will need to work with governments and energy providers to add up to 220 megawatts of new renewable energy in its destinations. Envisioning Tourism 2030 further emphasizes the need for more dialogue between the sub-sectors that make up the traveler journey. In order to increase stays or alter modes of transportation to destinations, businesses will need to collaborate in platforms that either don't exist or are currently limited in fostering cross-sector dialogue. In order to ensure equity can translate to business decisions, there must be a platform for the sector and its destinations to speak and be heard."

Megan Morikawa
Global Director of Sustainability Office, Iberostar

"The report challenges all tour operators to move faster on decarbonizing our businesses. Intrepid is already the first global tour operator with science-based carbon emissions targets and we're working to reduce the impact of transport in the trip emission profile; strengthen our domestic and regional travel offering; and promote longer trips in destinations that require long-haul flights. Decarbonizing our supply chain relies on different players, including governments, prioritising the phasing out of fossil fuels in favour of clean technologies. This is not going to be easy and no business can act alone."

Dr Susanne Etti
Global Environmental Impact Manager, Intrepid Travel

"We call on the entire tourism industry to coordinate efforts, work together and seek the most successful tools worldwide to advance in the task of reducing emissions. The task is enormous, but taking action as soon as possible will allow effective results to be achieved in the medium and long term."

Verónica Kunze
Undersecretary of Tourism, Government of Chile

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"Envisioning Tourism in 2030" is a vital piece of work which strongly aligns with Scotland's goals. It pushes tourism, along with many interrelated industries, to face up to the changes we need to make now. Research, including this report, will help Scotland's tourism sector to make a full contribution to our national ambition to become a net zero society by 2045."

Aileen Lamb

Programme Manager - Destination Net Zero, Scottish Enterprise

"The findings and solutions outlined in this research make clear that we must ensure that the global tourism industry responds and shifts away from a status quo that is focused only on economic growth. We need to collectively see the opportunity in approaching the inputs and outcomes of our industry in a new way; one that focuses on putting residents and communities at the centre of the conversation and one that protects the natural spaces that are critical to life on our planet. This report shows a path forward where we can meet the challenges before us. A focus on reduction, mitigation, and reporting will allow our industry to be champions and leaders on a global scale."

Anthony Everett

President and CEO, 4VI

"Tourism is no different to any other sector when it comes to taking practical steps to reduce our climate impact. This unflinching research charts one path for the tourism sector to meet our carbon reduction commitments. The findings show that it won't be easy. Difficult trade-offs will need to be made, but by working together to drive new innovations and formulate new practices and policies, we can transform tourism for the better"

Joshua Ryan-Saha

Director, Traveltech for Scotland

"Rigorous and realistic science-based analysis of the challenges and opportunities to decarbonise the tourism industry."

Xavier Font

Professor of Sustainability Marketing, University of Surrey

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Sustainability Lead, Skyscanner

"The Port of Seattle embraces the findings of the Travel Foundation's report, Envisioning Tourism 2030 and Beyond – The changing shape of tourism in a decarbonizing world. We understand that combating climate change is fundamental to preserving our quality of life as well as the economic benefits associated with providing opportunities for visitors to experience earth's natural and cultural diversity,"

Fred Felleman, Port of Seattle Commissioner and US Department of Commerce's Travel and Tourism Advisory Board Member.

"I'm proud that the Port is already advancing the use of sustainable aviation fuels among other findings identified in the report to decarbonize travel."

David Yeaworth

Strategic Advisor, Port of Seattle Commission Office

"The Envisioning Tourism in 2030 report is challenging destinations to consider their role, as part of the broader tourism and travel system and the emissions associated with travel to the destination.

The decarbonization scenario challenges destinations to connect much more closely with their neighbours. Destinations will need to collaborate and become champions of enabling developments like these and advocating for timelines that match the 2030 and 2050 climate goals."

Gwendal Castellan,

Manager, Sustainable Destination Development, Destination Vancouver

"Barbados fully supports and embraces the "Envisioning Tourism 2030" report and stresses the importance of the vital document for the travel and tourism industry to have a roadmap for a path toward a sustainable and net zero future. Decarbonization is critical, especially for small island developing states."

Dr. Jens Thraenhart

Chief Executive Officer, Barbados Tourism Marketing Inc. (BTMI)