



**United Nations**  
Framework Convention on  
Climate Change

# BASELINE REPORT ON CLIMATE ACTION IN TOURISM





# **BASELINE REPORT ON CLIMATE ACTION IN TOURISM**

### The World Tourism Organization (UNWTO), a United Nations

specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism.

It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 160 countries, 6 territories, 2 permanent observers and over 500 Affiliate Members.

World Tourism Organization  
(UNWTO)  
C/ Poeta Joan Maragall, 42  
28020 Madrid, Spain

Tel.: (+34) 915 67 81 00  
Fax: (+34) 915 71 37 33  
Website: [www.unwto.org](http://www.unwto.org)  
E-mail: [info@unwto.org](mailto:info@unwto.org)

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### Baseline Report on Climate Action in Tourism

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# INTRODUCTION

In an era of continuous crises— namely, the climate crisis, global pandemic, and political turbulence – leaders in the travel and tourism sector find themselves managing a complex set of dynamics.

As the findings of the most recent Intergovernmental Panel on Climate Change reports make clear, in order to limit warming to around 1.5 degrees Celsius, “global greenhouse gas emissions must peak before 2025 at the latest, and be reduced by 43% by 2030.”<sup>1</sup> Despite this reality, GHG emissions have “continued to rise across all sectors and subsectors, and most rapidly in transport and industry.”<sup>2</sup> Clearly, the importance of reinventing global industries is paramount.

Travel and tourism, with its vast network of stakeholders which includes transportation, hospitality and tour operators, among others, has been estimated to represent around 8% of global greenhouse emissions.<sup>3</sup> In 2019, tourism emissions were forecasted to increase by at least 25% by 2030<sup>4</sup> under a business as usual scenario. As such, an immediate and determined effort at transforming the sector will contribute to meaningful climate benefits and addressing the climate crisis.

In an effort to support tourism stakeholders accelerate climate action to ensure a responsible recovery from COVID-19 through a green transition, a global survey – the first of its kind – was undertaken during the months of June and August, 2021 to better understand the ongoing climate action efforts in the tourism sector.

The milestone survey was completed by 1,139 representatives from destinations, businesses (mainly accommodation and tour operators), and supporting organizations from 131 countries.

This report provides a summary of the findings and insights gathered from these respondents on the state of climate action planning, mitigation efforts, measurement of emissions, adaptation and engagement of stakeholders.

The results confirm that destinations and the businesses operating within them are experiencing multiple climate change related impacts across a wide variety of contexts and locations – from reduced snowpack to increased wildfire activity in mountain areas, to floods and drought in coastal and desert areas.

The findings also reveal an activist spirit within the sector, where for example a majority of respondents say they are ‘taking climate action’, even without the guidance of a plan. The sense of urgency is apparent among respondents, yet most lack an emissions measurement approach and report needing additional support to take consistent action.

The results of the global survey provide the basis for this Baseline Report on Climate Action in Tourism, from which the tourism sector can chart a course forward and point clearly to the need for the rapid development of tools and education to support stakeholders.

This report was led by the World Tourism Organization (UNWTO) and the Adventure Travel Trade Association (ATTA) and is released in collaboration with UN Climate Change (UNFCCC). A team of researchers from California State University, Monterey Bay, San Francisco State University, and Texas A&M University designed the survey and provided results and analysis along with Tourism Declares a Climate Emergency. The survey was implemented within the framework of the Sustainable Tourism Programme of the One Planet Network and in collaboration with UNFCCC.

1 IPCC 6th Assessment Report Press Release, 4 April 2022, <https://www.ipcc.ch/report/ar6/wg3/resources/press/press-release>.

2 IPCC 6th Assessment Report, Technical Summary, page TS-23, [https://report.ipcc.ch/ar6wg3/pdf/IPCC\\_AR6\\_WGIII\\_FinalDraft\\_TechnicalSummary.pdf](https://report.ipcc.ch/ar6wg3/pdf/IPCC_AR6_WGIII_FinalDraft_TechnicalSummary.pdf)

3 Lenzen, M.; Sun, Y.-Y.; Ting, Y.-P.; Geschke, A. and Malik A. (2018), ‘The carbon footprint of global tourism’, *Nature Climate Change*, volume 8, pp. 522–528, DOI: <https://doi.org/10.1038/s41558-018-0141-x>.

4 World Tourism Organization and International Transport Forum (2019), *Transport-related CO<sub>2</sub> Emissions of the Tourism Sector – Modelling Results*, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284416660>.



# 1 SUMMARY OF RESULTS

This section summarizes the main takeaways from the Global Survey on Climate Action in Tourism.

## 1. RESPONDENT PROFILE

The survey was completed by 1139 respondents representing businesses, destinations and supporting organizations.

The majority of respondents (60%) were from travel businesses, especially accommodation providers with between 101 and 500 employees and tour operators with fewer than 10 employees. Transport providers made up just 6% of business responses with the majority of transport providers offering bus services (36%) followed by airlines (28%). Businesses headquartered in the Asia Pacific region made up 53.8% of respondents, followed by European businesses (17.6%) and businesses located in the Americas (15.9%).

National governments (42%) supplied most of the destination perspectives. Weighing in from Supporting Organizations were consultants (45%), NGOs (30%), and business networks (19%).

## 2. THE IMPACTS OF CLIMATE CHANGE ARE BEING FELT BY TOURISM DESTINATIONS AND BUSINESSES GLOBALLY

As part of their narrative inputs, many respondents reported impacts from climate change having affected their businesses, environment, and livelihoods. For example, businesses indicated that it is now more expensive to operate a tourism business due to closures induced by extreme events or given the changing prices of scarce resources such as water. They also indicated difficulty in planning operations to integrate variations in seasonality and that the effects of climate are impacting key assets of destinations. Destinations also reported experiencing multiple environmental impacts (e.g., connected to snow, beaches, fires, floods, drought, and flora) across a wide variety of contexts and locations. On the positive side, both businesses and destinations reported that guests and visitors are gaining awareness of climate issues and expressing increased concern.

### 3. TOURISM STAKEHOLDERS ARE ENGAGING IN CLIMATE ACTION, HOWEVER THEIR ACTIONS ARE NOT INTEGRATED IN CLIMATE PLANS

The majority of respondents (75%) reported engaging in climate action, with or without the guidance of a plan. Almost half of the respondents (47.3%) reported taking climate related action without the guidance of a formal plan, while more than a quarter of respondents (27.8%) mentioned having a plan in place.

Across business subsectors (accommodation, tour operator, transport), a quarter (25.8%) of respondents reported having formalized climate action in a plan and accommodation providers were those most likely to have a climate plan. For businesses with a climate plan, it is common that climate considerations are embedded in corporate social responsibility strategies and sustainability strategies rather than presented in specific climate action plans. Also, businesses with 500 employees or more are more likely to have a climate plan than smaller ones.

Destinations reported a similar distribution of formalized climate action plans across sub-types (DMO, local government, subnational government, national government), with DMOs being those most likely to have a climate plan. For destinations with a climate plan, such plan is commonly outlined in environmental policies and does not target climate action in tourism specifically.

Supporting organizations which reported having a climate plan are mainly NGOs (52.8%).

### 4. TOURISM STAKEHOLDERS REQUIRE MORE TECHNICAL SUPPORT TO PREPARE AND IMPLEMENT CLIMATE PLANS

The results also show that many organizations lack the expertise to advance in the development and implementation of climate action. Although more than half of responding businesses (62.0%) and destinations (57.5%) indicated having sustainability staff, most report taking action without a plan – 48.1% of businesses and 43.8% of destinations.

The majority of organizations with a climate action plan reported having sustainability staff (91.2%).



## 5. EMISSIONS MEASUREMENT IS A KEY CHALLENGE, WITH TARGET SETTING AND DISCLOSURE ALSO TO BE ADDRESSED

Only a fifth (20.7%) of the respondents reported measuring emissions. Of those who say they are not measuring, 38.7% say they are not because they don't know how. Out of those who are measuring, the majority (60%) are not disclosing progress, although 47% of those not disclosing report planning to do so in the future.

Among the business respondents in this survey, only 26.8% indicated they are measuring emissions. Despite this fact, business stakeholders make up the majority of respondents who indicated they are measuring emissions (86%). Half of these businesses (56.6%) reported that they have not set a 2030 emission reduction target, but 82.3% indicated that they are working to define one. The most common metric for accommodation businesses appears to be CO<sub>2</sub> or GHG per room per night. For tour operators, the most common metric would appear to be emissions per customer per trip.

From the destination perspective, there is a reported lack of measurement with less than 10% of destinations measuring emissions. Of those, more than half (63.7%) say they do not yet have an emissions reduction target, however 82.1% report that they are working on establishing one.

Some supporting organizations (28.7%) indicated that they were supporting their members' measurement efforts.

## 6. A BROAD RANGE OF MITIGATION ACTIONS ARE IMPLEMENTED, YET NOT NECESSARILY SELECTED BY THEIR MITIGATION POTENTIAL

The survey pre-identified the following types of mitigation activities for stakeholders to cluster their ongoing efforts: energy efficiency, sustainable procurement, waste management, conservation and product development. Overall, the most reported types of mitigation activities were related to energy efficiency (22.9%), conservation (21.0%) and waste management (19.0%), with a similar distribution across types of respondents.

A variety of actions were reported under each block of mitigation activities, including for instance offering and supporting more sustainable trip options, the protection of forests, eliminating unnecessary plastics, reducing food waste, or adopting electricity, heating and cooling efficiencies. Nevertheless, respondents did not make references to the process being followed to identify and prioritize such actions, leading to think that most of actions are currently selected on an ad hoc basis rather than based on evidence or their mitigation/adaptation potential.

## 7. TOURISM STAKEHOLDERS ARE NOT APPLYING COMPENSATION MECHANISMS, WHETHER TRADITIONAL OFFSETTING OR CARBON REMOVAL

Most of respondents (69%) reported that they do not purchase offsets and 20.6 % indicated that they offer clients the option to compensate their emissions.

Out of the 10% of respondents which are purchasing offsets, 32% say they are supporting nature-based solutions; 17% are supporting technology-based solutions. From those investing in nature-based solutions, the majority support reforestation projects and conservation and some support coral restoration and mangrove protection, while just one mentioned biochar production and another one mentioned kelp farming.

## 8. TOURISM STAKEHOLDERS ARE NOT FULLY ENCOMPASSING APPROACHES TO REDUCE THEIR VULNERABILITY TO CLIMATE CHANGE IMPACTS

To capture ongoing adaptation efforts, the survey proposed different types of adaptation actions including technical adaptations, managerial adaptations, policy adaptations, research adaptations, education adaptations and behavior adaptations. While many respondents indicated to be taking adaptive measures in technical and policy categories – for example implementing energy efficiencies and creating mechanisms to develop sustainability policies with local partners-, most (43.1%) indicated that they are not routinely reviewing climate objectives, they are not routinely assessing present or future risks and vulnerabilities, nor monitoring adaptation progress or establishing policies to support such activity.

## 9. COLLABORATION AMONG TOURISM STAKEHOLDERS AND ENGAGEMENT OF INDUSTRY PARTNERS, INTERNAL TEAMS AND GUESTS IS STILL TO BE PROMOTED

While 57.5% of destinations say they are addressing climate change with other organizations, nearly 70% of businesses say they are not. With respect to training, businesses reported slightly higher levels of organizational training and guidance on climate relative to destinations, but in both categories, the majority of respondents selected 'no' when asked if they are providing training to staff on climate. Destinations and businesses are also not yet engaging their clients and guests with low-carbon initiatives.



## 10. THE WAY FORWARD REQUIRES CAPACITY BUILDING AND PRACTICAL APPROACHES

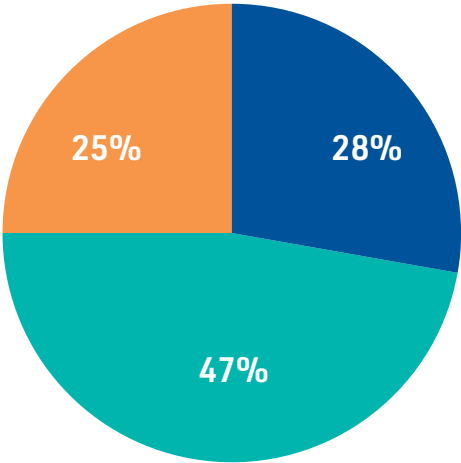
- **Guidance on climate action:** There is very likely more climate action being led by tourism stakeholders than is captured in this report. Raising awareness of what can fall inside “climate action” will help stakeholders realize of the potential of many initiatives that they already have in place. Guidance for climate plans is very much needed and it needs to be tailored to the needs of smaller organizations, including those that do not have sustainability staff, as well as focus on both mitigation and adaptation elements.
- **Capacity building on measurement of emissions:** Reliably tracking emissions reductions requires measurement, yet measurement remains a challenge for all types of stakeholders. There is a need to build knowledge on measurement methodologies and on techniques to define targets, as well as a need to enhance the understanding of the mitigation potential of ongoing initiatives.
- **Streamlined reporting mechanisms:** Promoting the disclosure of data on emissions needs to be supported through simplified processes and building on existing platforms. It would seem strategic to consider measuring the number of “changes in practices” implemented by tourism stakeholders in connection to mitigation and adaptation efforts, in parallel to advancing the complex task of measuring CO<sub>2</sub> emissions. Such approach could encourage action at scale, as every effort counts.
- **Uptake of carbon removal:** The prevalence of offsetting appears to be limited and thus, there is an opportunity to promote investments in carbon removal (as a complement to conventional offsets) across tourism stakeholders. Investing in removals will be necessary to ensure that net zero can be met. The compensation of emissions shall be reserved for residual emissions (i.e. those left after implementing reduction efforts).
- **Collaboration platforms:** Gaining a further understanding of climate policy frameworks at country and regional level and identifying opportunities for tourism to take part could support ensuring that all relevant players are involved and the necessary support for implementation is mobilized. At the business level, collaboration across the value chain would be essential to accelerate sustainable consumption and production.

# 2 CLIMATE ACTION PLANS

This section focuses on organizations' strategies and plans to address climate change.

DO TOURISM  
BUSINESSES,  
DESTINATIONS  
AND  
ORGANIZATIONS  
HAVE CLIMATE  
STRATEGIES  
OR PLANS?  
(n=1108)

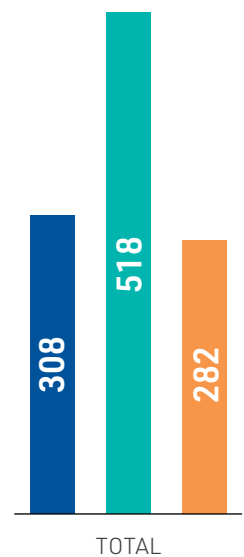
Nearly half of respondents (46.8%) indicated that they are taking climate action without the guidance of a formal plan. More than a quarter of respondents (27.8%) mentioned having a plan in place.



- Yes, we have a formalized plan or strategy
- We are implementing some action but no formalized plan or strategy
- No, we do not have a plan or strategy

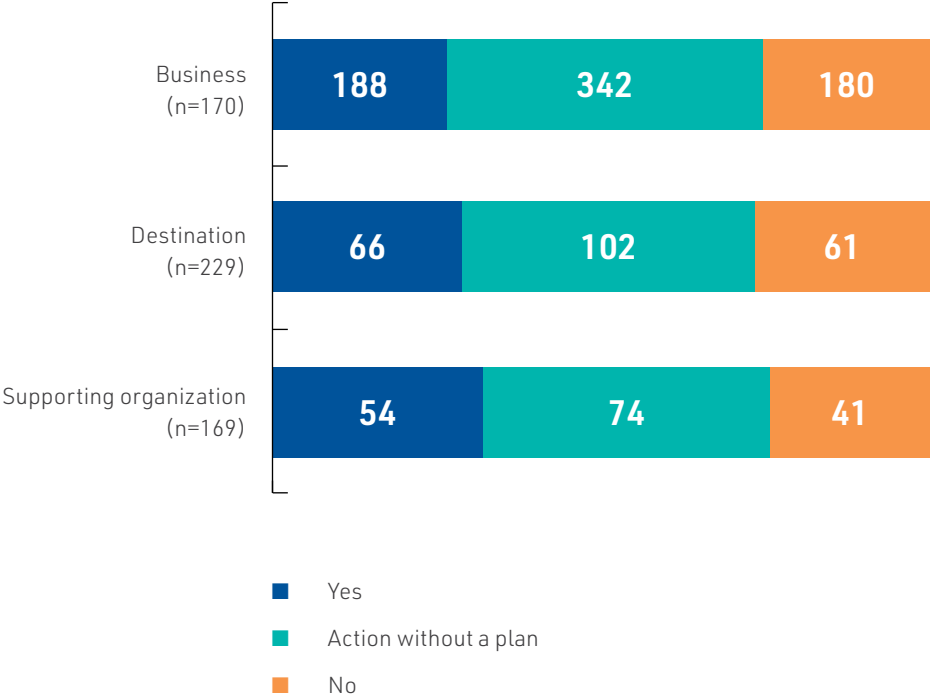


WHAT TYPE OF  
STAKEHOLDERS  
HAVE CLIMATE  
ACTION PLANS?  
(n=1108)



Across all stakeholder types – Destination, Business, Supporting Organizations – the relative majority (46.8%) are taking action without a plan.

NOTE: To enable comparison across different sized organizations, responses were standardized to the number of respondents per category.



2.1  
BUSINESS  
CLIMATE  
ACTION  
PLANS

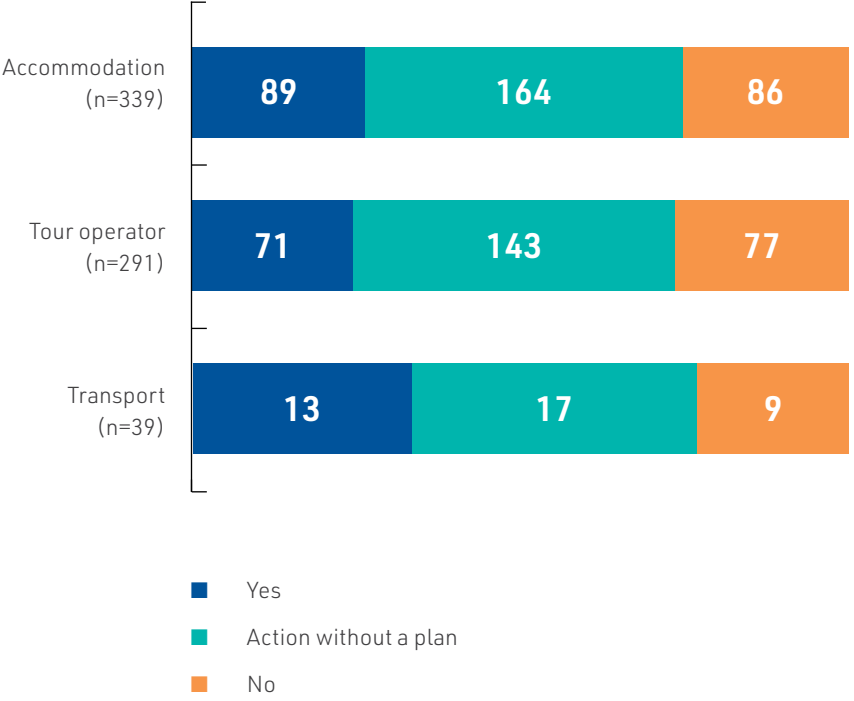
WHAT TYPE OF  
BUSINESSES  
HAVE CLIMATE  
ACTION PLANS?  
(n=669)



The distribution of responding businesses that have a plan, are implementing action, and not having a plan are similar across business subsectors: accommodation, tour operators and transport.

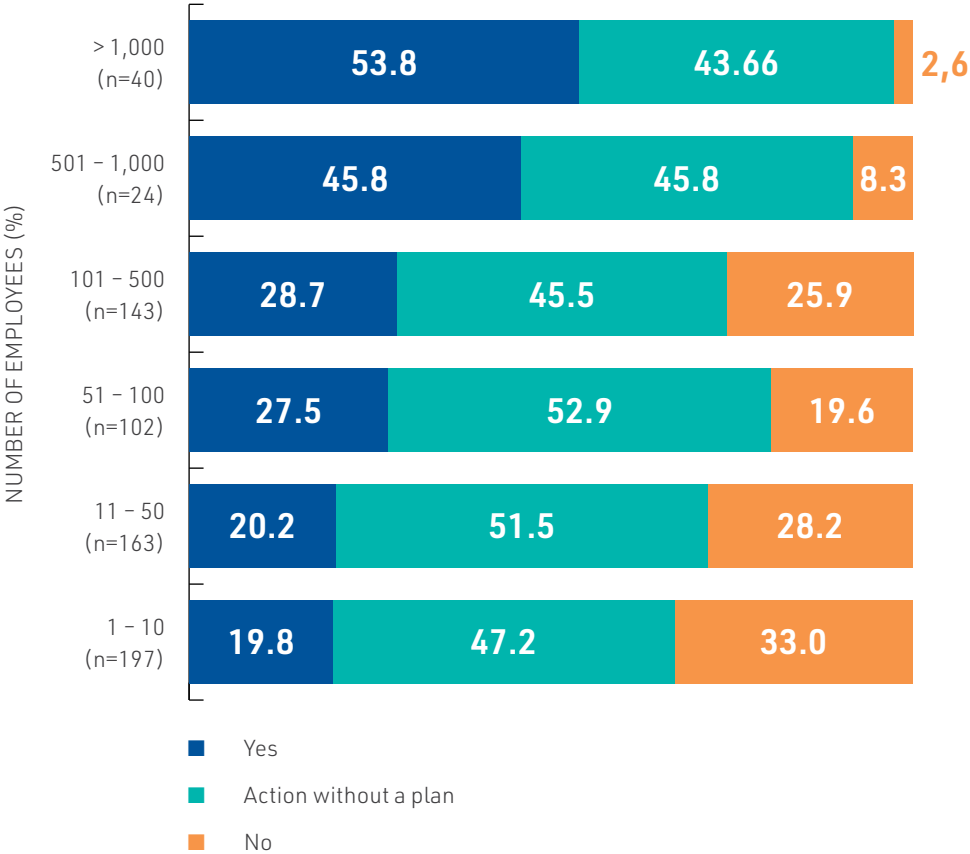
Businesses with a climate action plan represent about a quarter of each subsector (accommodation 26.2%, tour operators 24.3%, transport 33.3%) whereas businesses reporting implementing action without a formalized plan represent about half of each subsector.

NOTE: To enable comparison across different sized organizations, responses were standardized to the number of respondents per category.

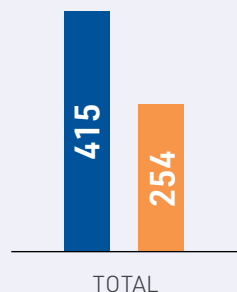


HOW MANY  
EMPLOYEES  
DO BUSINESSES  
WITH CLIMATE  
ACTION PLANS  
HAVE?  
(n=669)

Businesses with more than 500 employees are more likely to have a plan and less likely to take action without a plan, relative to smaller organizations. Organizations with between 51 and 100 staff members were most likely to report taking action without a plan.

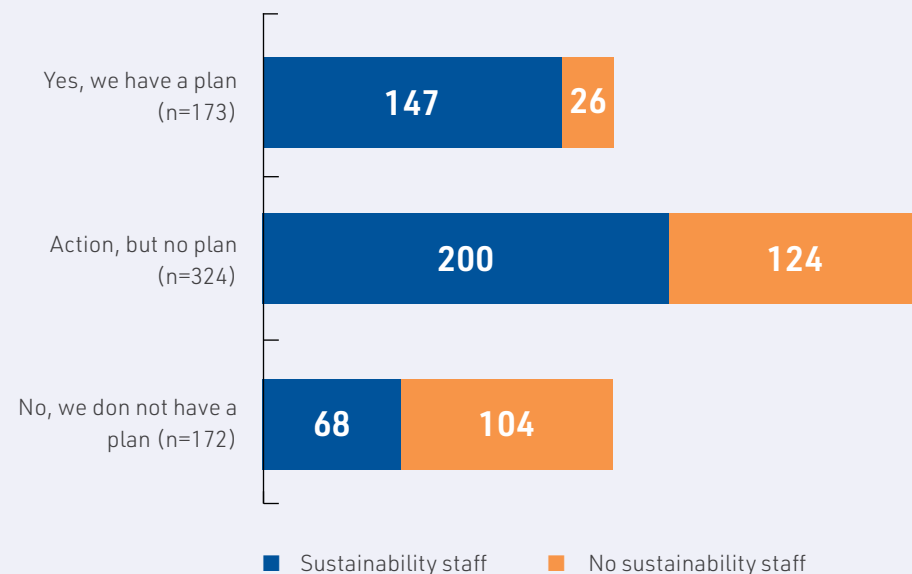


## DO BUSINESSES WITH CLIMATE ACTION PLANS HAVE SUSTAINABILITY STAFF? (n=669)

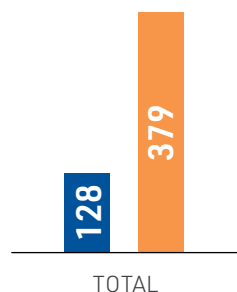


Businesses are more likely to both have a climate action plan (35.4%) and to be taking action without a plan (48.1%) when a sustainability staff member is in place.

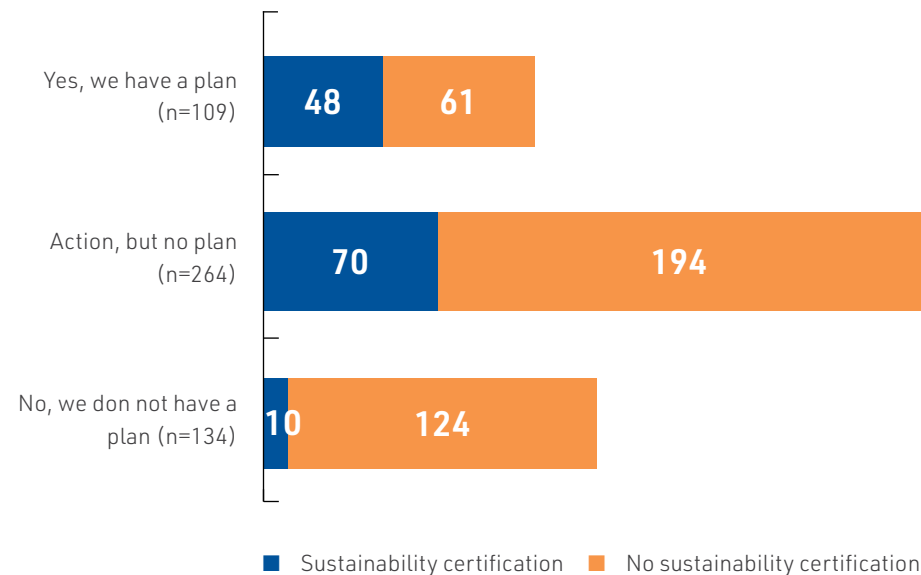
Businesses reporting not having a climate action plan are more likely not to have sustainability staff member.



## DO BUSINESSES WITH CLIMATE ACTION PLANS HAVE SUSTAINABILITY CERTIFICATIONS? (n=507)

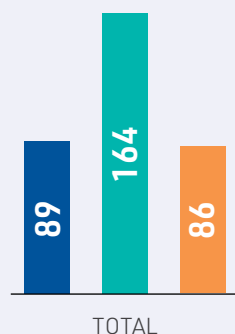


The majority of business respondents do not have any type of sustainability certification (74.8%). Of those which have a sustainability certification, 54.6% are taking action but have no plan.

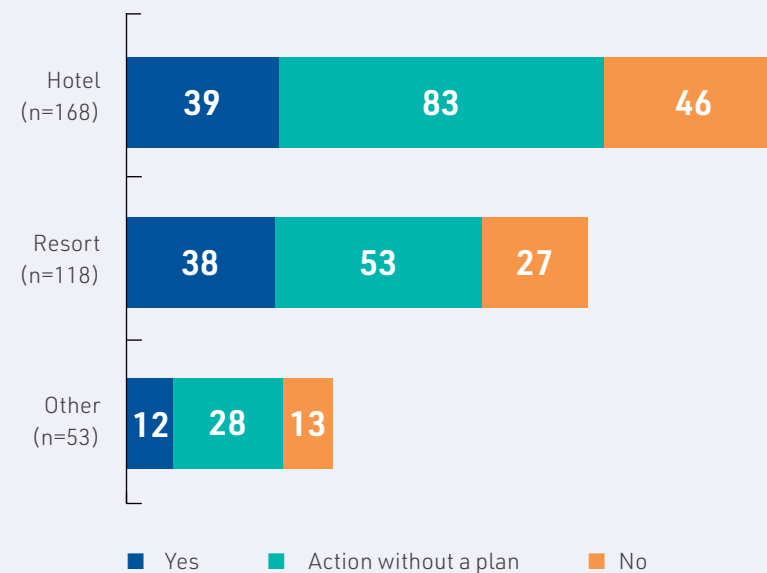




### WHAT TYPE OF ACCOMMODATIONS HAVE CLIMATE ACTION PLANS? (n=339)

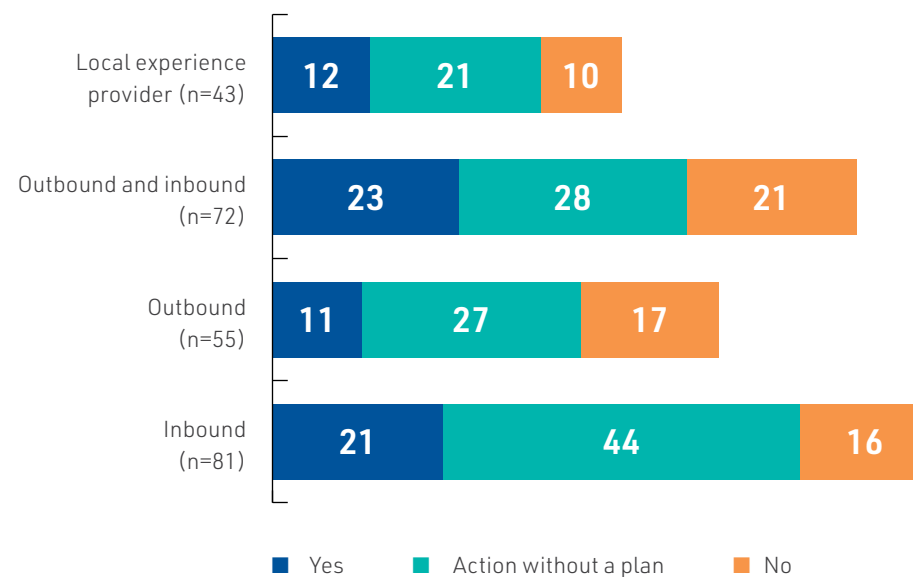


Only a quarter of accommodations (26.3%) of accommodations have climate action plans. Of those accommodations, hotels are most likely to have a climate action plan (43.5%), followed closely by resorts (42.7%). However, almost half of the hotels (49.4%) and resorts (44.9%) reported implementing climate action without climate action plan.



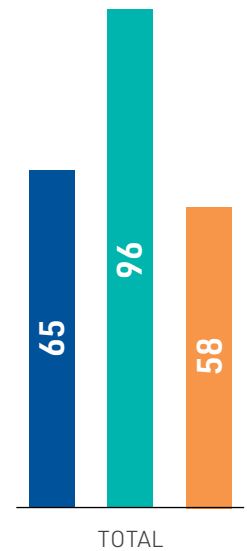
### WHAT TYPE OF TOUR OPERATORS HAVE CLIMATE ACTION PLANS? (n=251)

A quarter of tour operators (26.7%) report having a climate action plan. Of those tour operators with action plans, mostly are inbound and outbound operators (34.3%) and inbound only (31.3%). The majority of operators, regardless of business type, indicated taking action with no plan (47.8%).



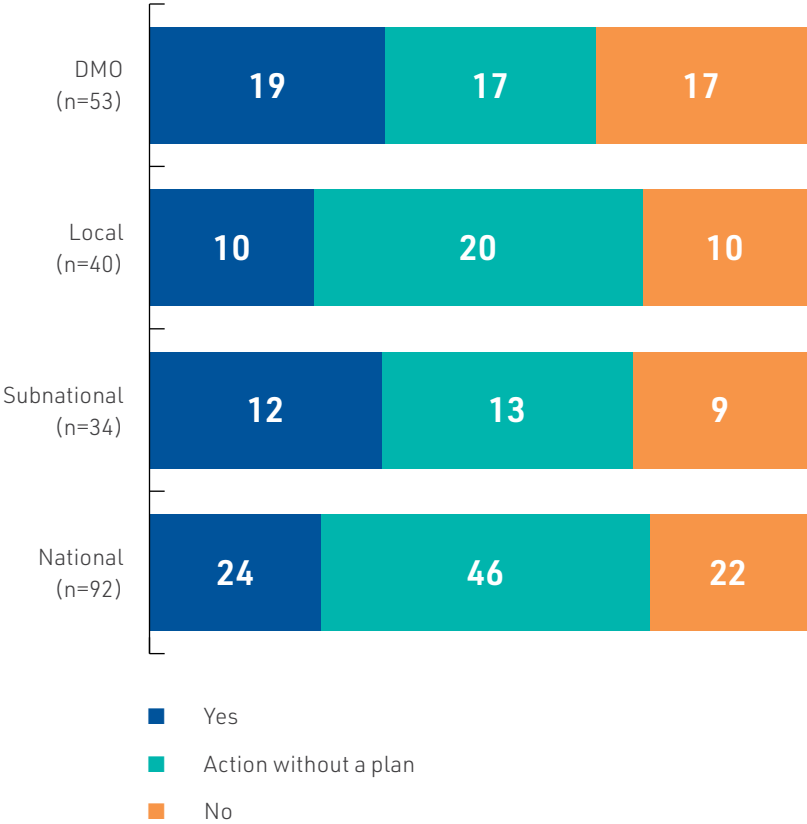
## 2.2 DESTINATION CLIMATE ACTION PLANS

### WHAT TYPES OF DESTINATIONS HAVE CLIMATE ACTION PLANS? (n=219)

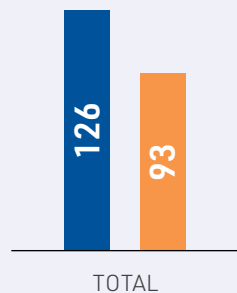


Almost one-third (29.7%) of destinations report having a climate action plan. National governments (36.9%) followed by Destination Management Organizations (DMOs; 29.2%) are most likely to have a climate action plan. However, the majority of responding destinations report that they are taking action without the guidance of a plan (43.8%).

NOTE: To enable comparison across different sized organizations, responses were standardized to the number of respondents per category.

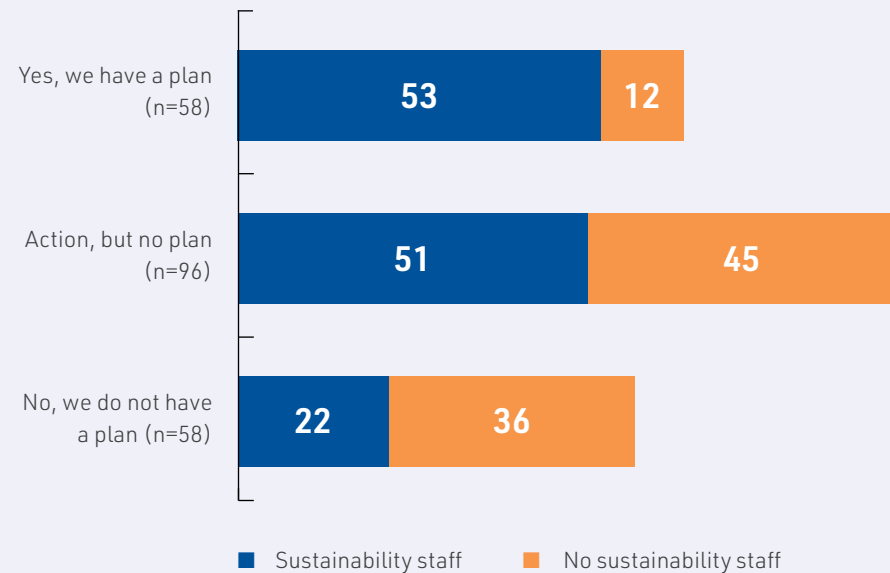


### DO DESTINATIONS WITH PLANS HAVE SUSTAINABILITY STAFF? (n=219)

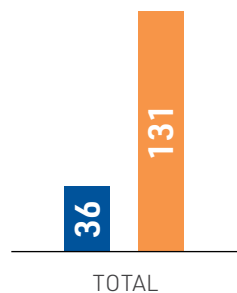


Destinations are more likely to have a climate action plan (42.0%) and to be taking action without a plan (40.4%) when a sustainability staff member is in place.

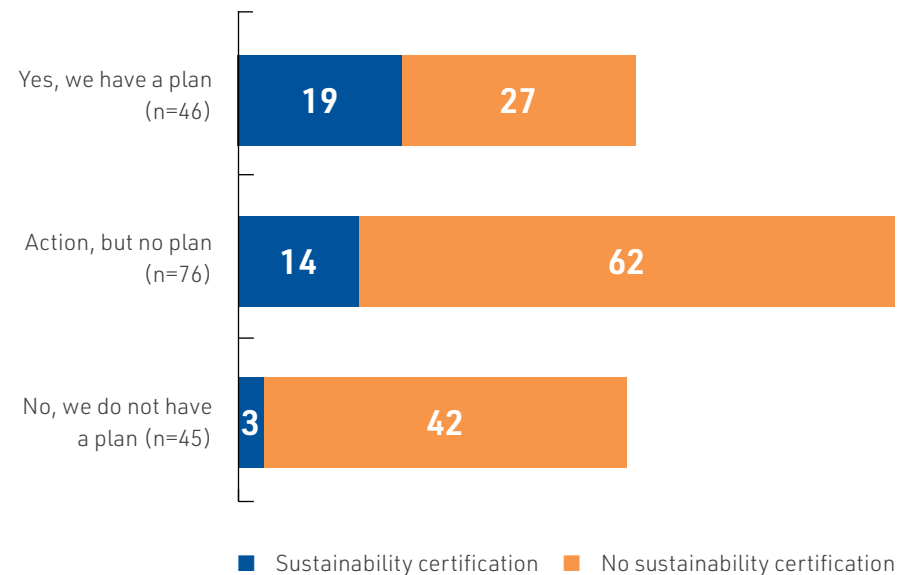
Destinations reporting not having a climate action plan are more likely to not have sustainability staff member.



### DO DESTINATIONS WITH CLIMATE ACTION PLANS HAVE SUSTAINABILITY CERTIFICATIONS? (n=167)

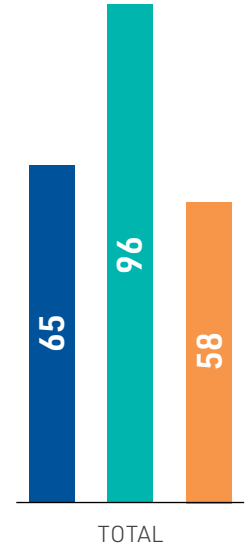


The majority of destination respondents do not have any type of sustainability certification (78.4%). Of those which do have a sustainability certification, 52.7% have a climate action plan.

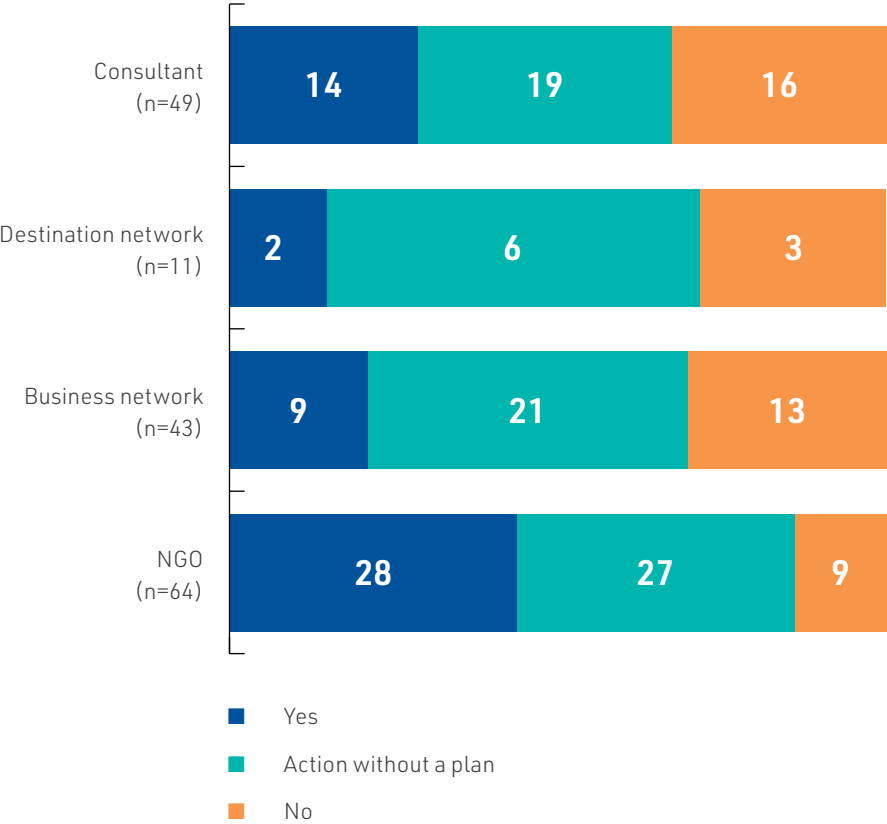


## 2.3 SUPPORTING ORGANIZATION CLIMATE ACTION PLANS

WHAT TYPES OF  
SUPPORTING  
ORGANIZATIONS  
HAVE CLIMATE  
ACTION PLANS?  
(n=167)



Supporting organizations which reported having a climate plan are mainly NGOs (52.8%)



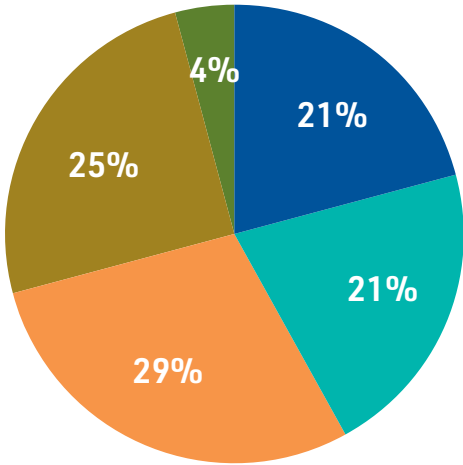


# 3 MEASUREMENT

This section focuses on the efforts from tourism stakeholders to measure greenhouse gas emissions from tourism operations.

## ARE TOURISM STAKEHOLDERS MEASURING EMISSIONS? (n=927)

Three quarters of respondents (75.4%) said their organizations are not measuring emissions. There are multiple reasons for not measuring emissions. Of those not measuring emissions, the most reported reason for not measuring was because their organization does not know how to measure (38.7%). An additional 28.6% of organizations not measuring reported they have identified how to measure but have not implemented measurement strategies yet.



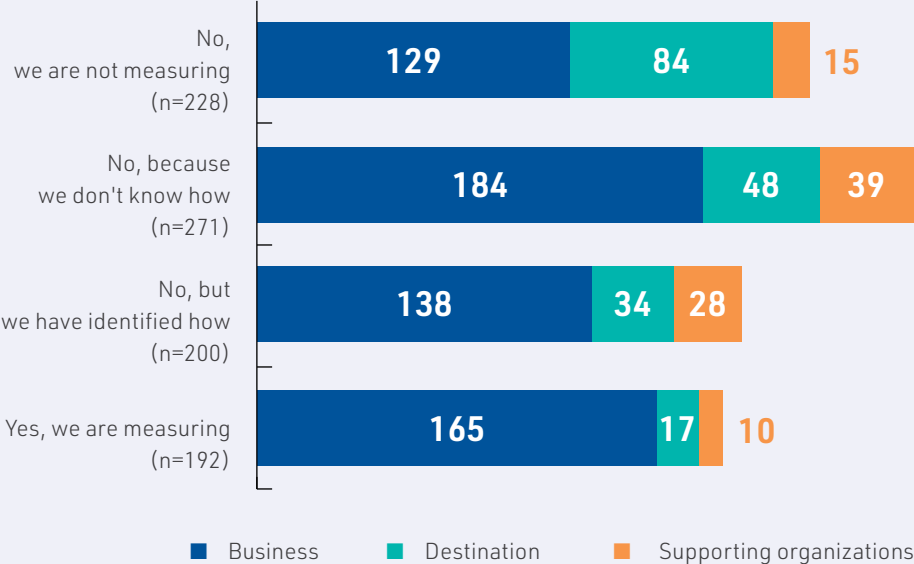
- Yes
- No, but identified how to measure
- No, we do not know how
- No
- We are supporting members efforts to measure\*

\* Response from supporting organization respondents such as business networks.

WHICH TYPES  
OF TOURISM  
STAKEHOLDERS  
ARE MEASURING  
EMISSIONS?  
(n=891)

Business stakeholders make up the majority (85.9%) of respondents who indicated they are measuring emissions. Businesses also make up the majority (69.0%) of those organizations that are not measuring because they do not know how.

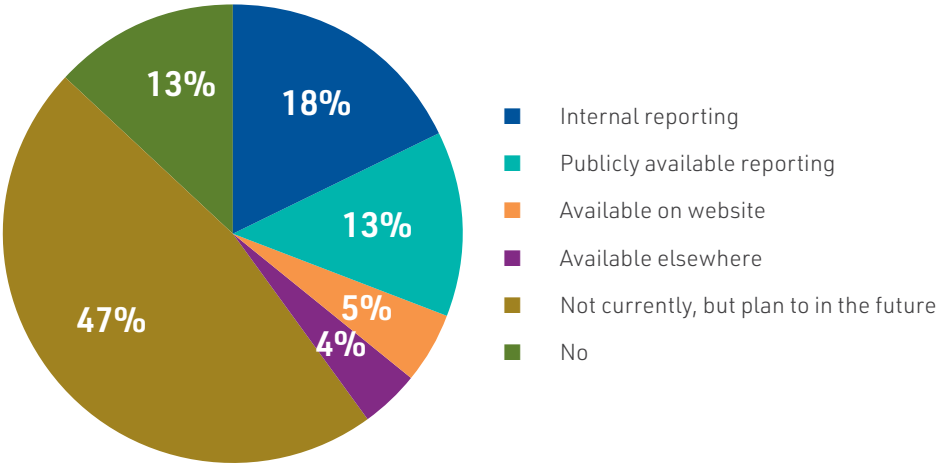
From the destination perspective, the vast majority (90.7%) are not measuring, with over a quarter (26.2%) observing they are not measuring because they do not know how.



ARE TOURISM  
STAKEHOLDERS  
DISCLOSING  
INFORMATION  
ABOUT EMIS-  
SIONS FROM  
OPERATIONS?  
(n=286)

Almost two-thirds (60.1%) of organizations reported they are not disclosing information about their emissions. The majority of those organizations, however, plan to disclose emissions information in the future.

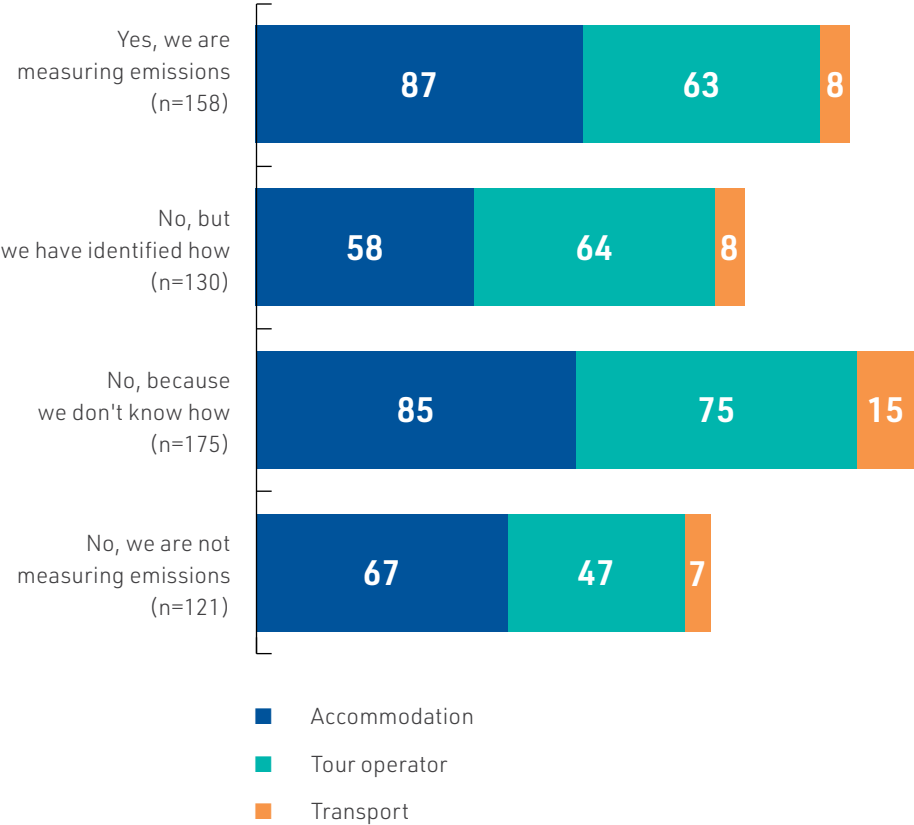
For those organizations that are disclosing information about emissions (40.9%), almost half are reporting their emissions internally and about one third have their emissions information publicly available.



### 3.1 BUSINESS MEASUREMENT

#### WHICH TYPES OF TOURISM BUSINESSES ARE MEASURING EMISSIONS? (n=584)

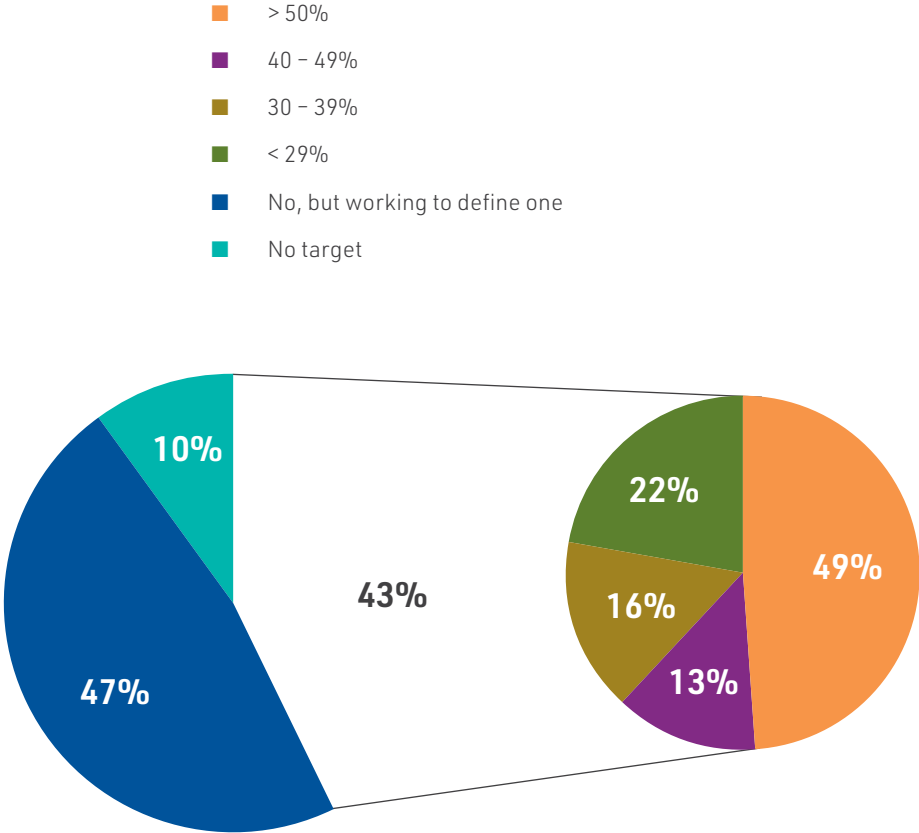
Across all business types, the majority of businesses (72.9%) are not measuring emissions. The relative majority of those not measuring (45.9%) reported not measuring emissions because they did not know how to measure. Accommodations were the most likely to be measuring emissions across businesses types.



WHICH 2030  
REDUCTION  
TARGETS ARE  
BEING SET  
BY TOURISM  
BUSINESSES?  
(n=265)

Over half of businesses (56.6%) report they have not set 2030 reduction targets but they are working to define them. Of those that have an interim emissions reduction target, almost half (48.7%) report that their target is 50%+ reduction in emissions. Additionally, 63.3% of businesses indicate the source for target emissions reduction is greenhouse gases, while just over a third (36.7%) are focused on only carbon dioxide emissions reductions for their interim targets.

NOTE: This question was answered by those businesses who either reported they were measuring emissions or not yet measuring but had identified how to do it.

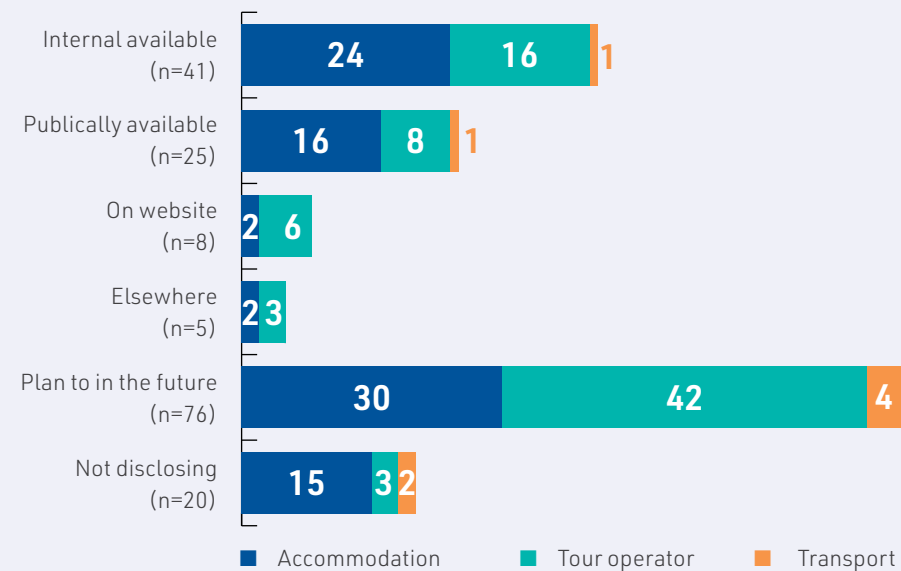




## HOW ARE TOURISM BUSINESSES DISCLOSING EMISSIONS? (n=175)

Generally, businesses, regardless of type, are not currently disclosing emissions information, but plan to in the future. For those businesses, that are disclosing accommodations are most likely to report both internally and publicly.

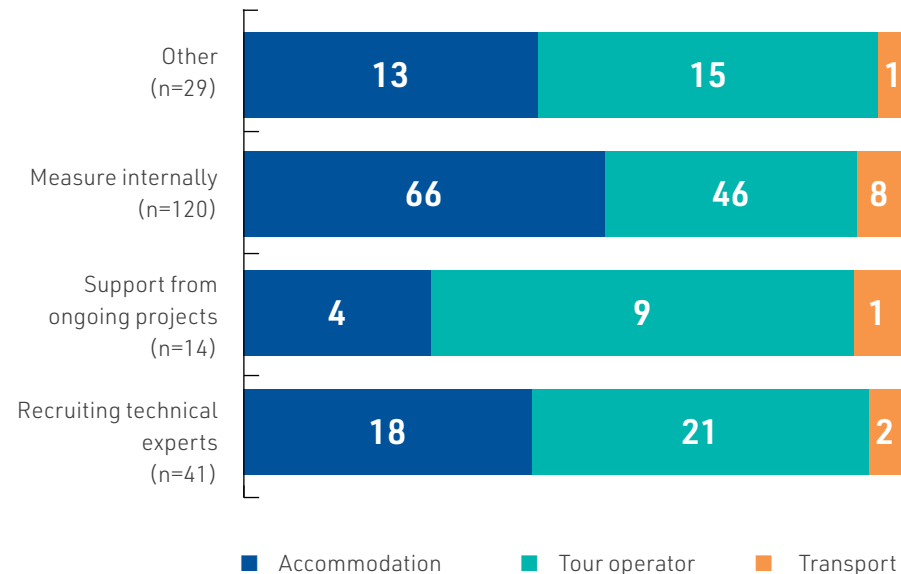
NOTE: This question was answered by those businesses who either reported they were measuring emissions or not yet measuring but had identified how to do it.



## ARE TOURISM BUSINESSES OUTSOURCING EMISSIONS MEASUREMENT? (n=204)

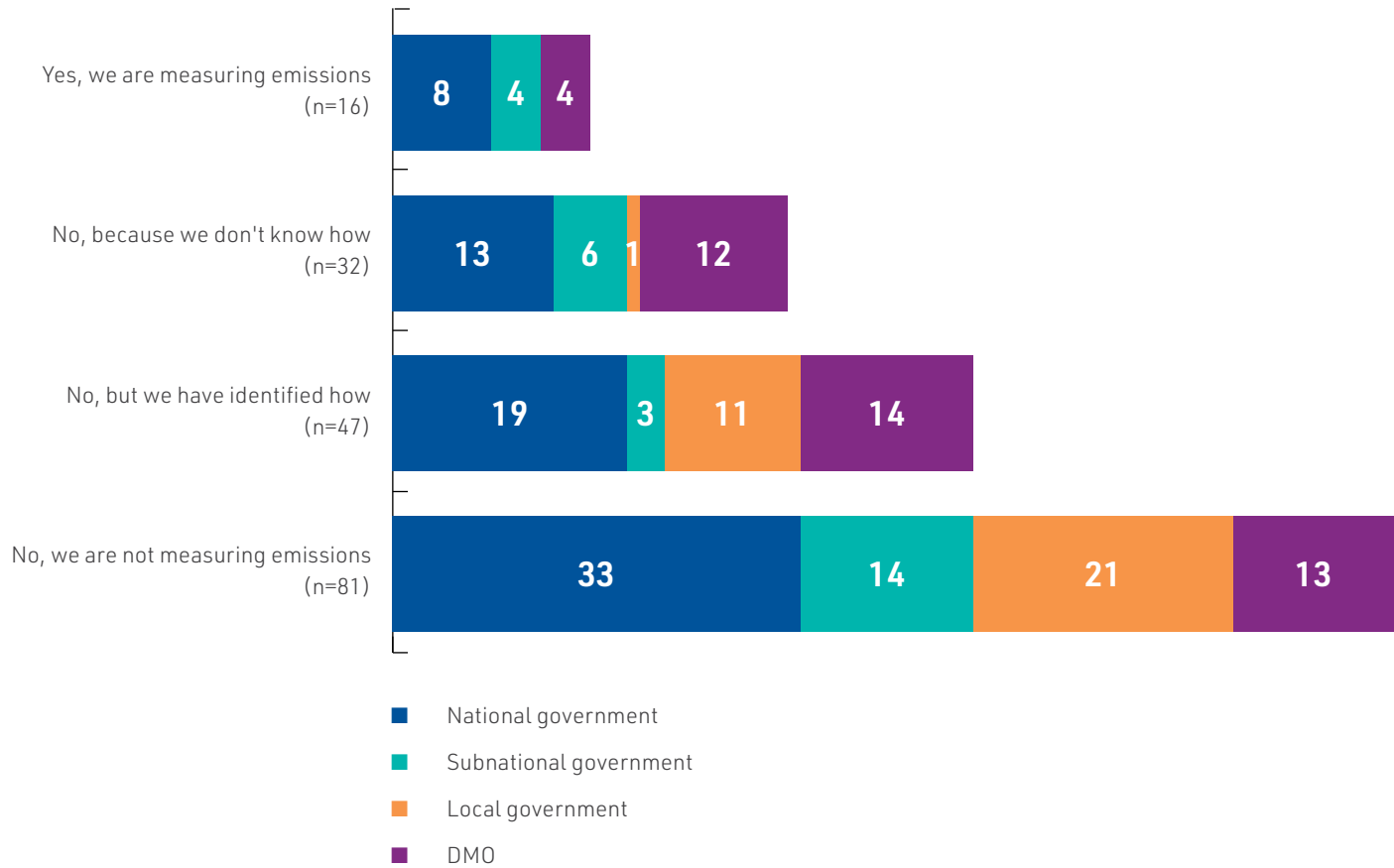
The majority of businesses (58.8%) indicated they are not outsourcing emissions measurement, instead preferring to measure internally. A few tour operators (23.1%) and a few accommodation providers (17.8%) reported recruiting technical experts to help with emissions measurement.

NOTE: This question was answered by those businesses who either reported they were measuring emissions or not yet measuring but had identified how to do it.



### 3.2 DESTINATION MEASUREMENT

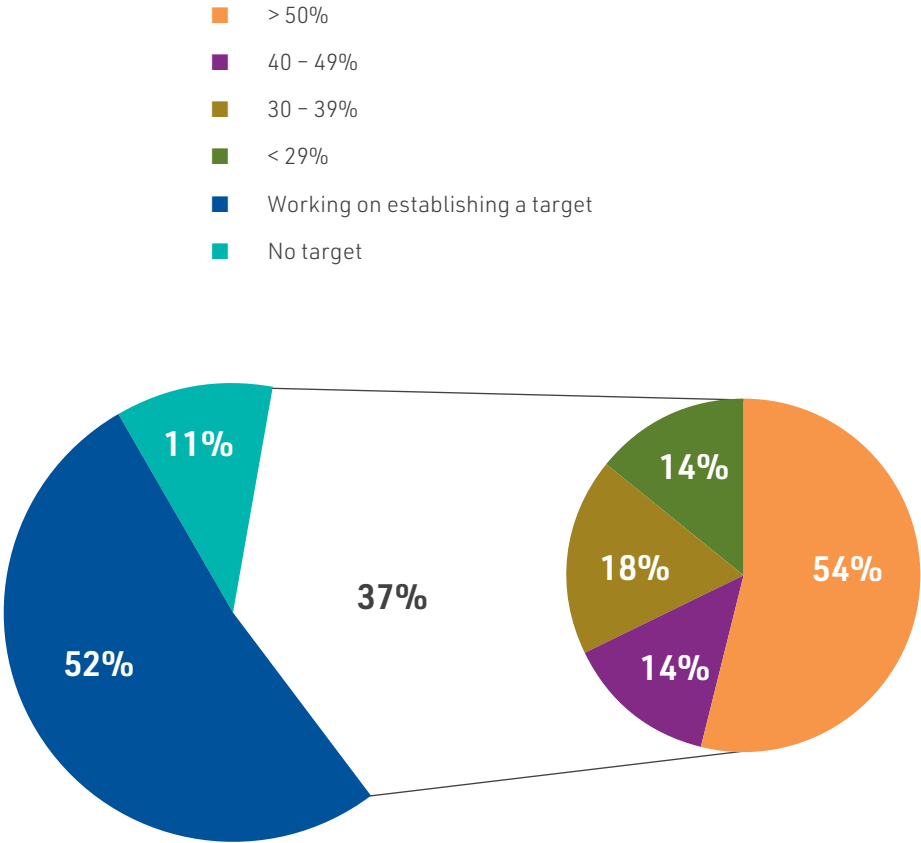
WHICH TYPES OF  
DESTINATIONS  
ARE  
MEASURING  
EMISSIONS?  
(n=176)



WHICH 2030  
REDUCTION  
TARGETS ARE  
BEING SET  
BY TOURISM  
DESTINATIONS?  
(n=44)

Over half of responding destinations (52.3%) reported that they are working on establishing a 2030 interim reduction target. Of those that do have a emissions reduction target, 54% reported their target is to reduce emissions by 50% or more.

NOTE: This question was answered by those businesses who either reported they were measuring emissions or not yet measuring but had identified how to do it.

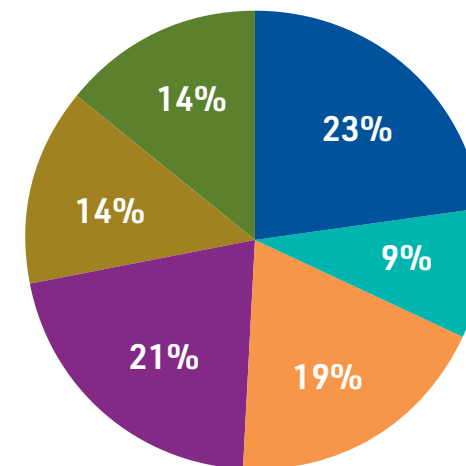


# 4 MITIGATION

This section focuses on steps and actions undertaken by tourism stakeholders to reduce greenhouse gas emissions from tourism operations.

## WHICH MITIGATION ACTIVITIES ARE STAKEHOLDERS IMPLEMENTING? (n=245)

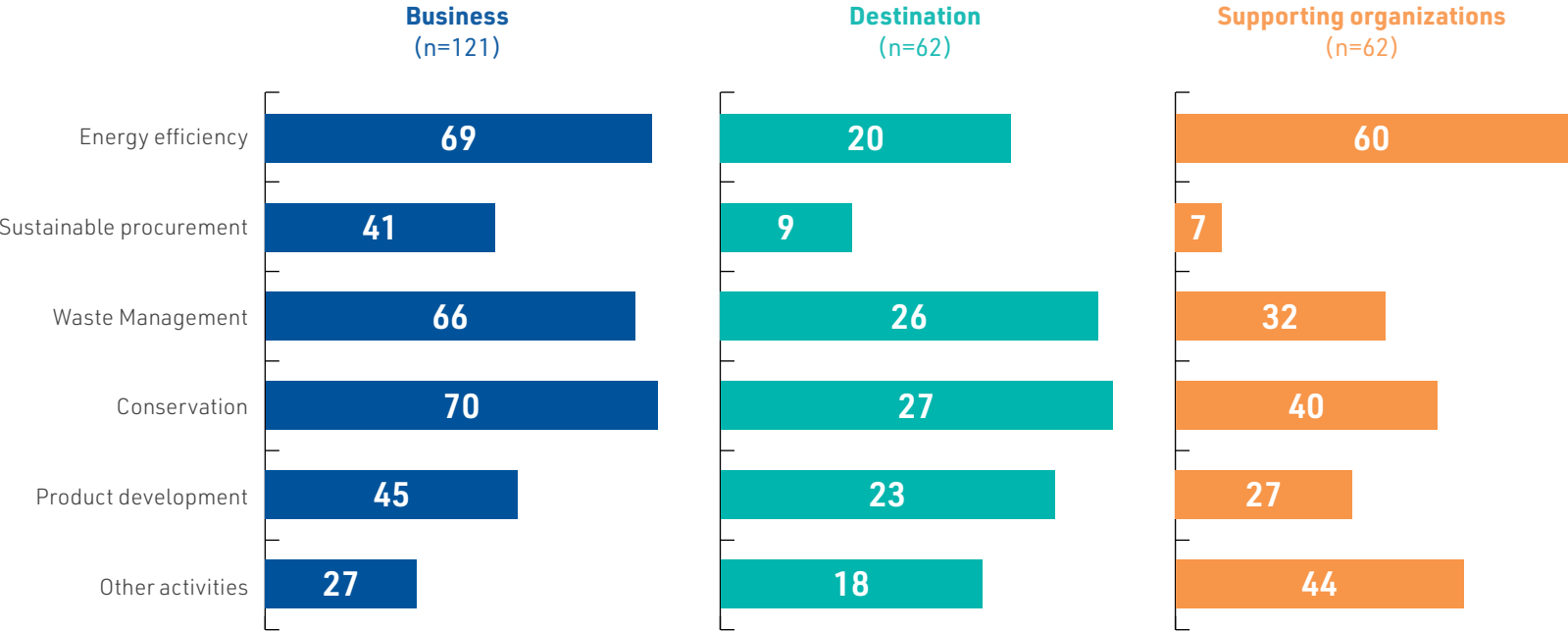
Overall, the most reported climate change mitigation activities were related to energy efficiency (22.9%) followed by conservation practices (21.0%) and waste management practices (19.0%). The specific practices varied widely across respondent type and organizational focus. Sustainable procurement was the least represented mitigation activity (8.8%).



- Energy efficiency
- Sustainable procurement
- Waste management
- Conservation
- Product development
- Other activities

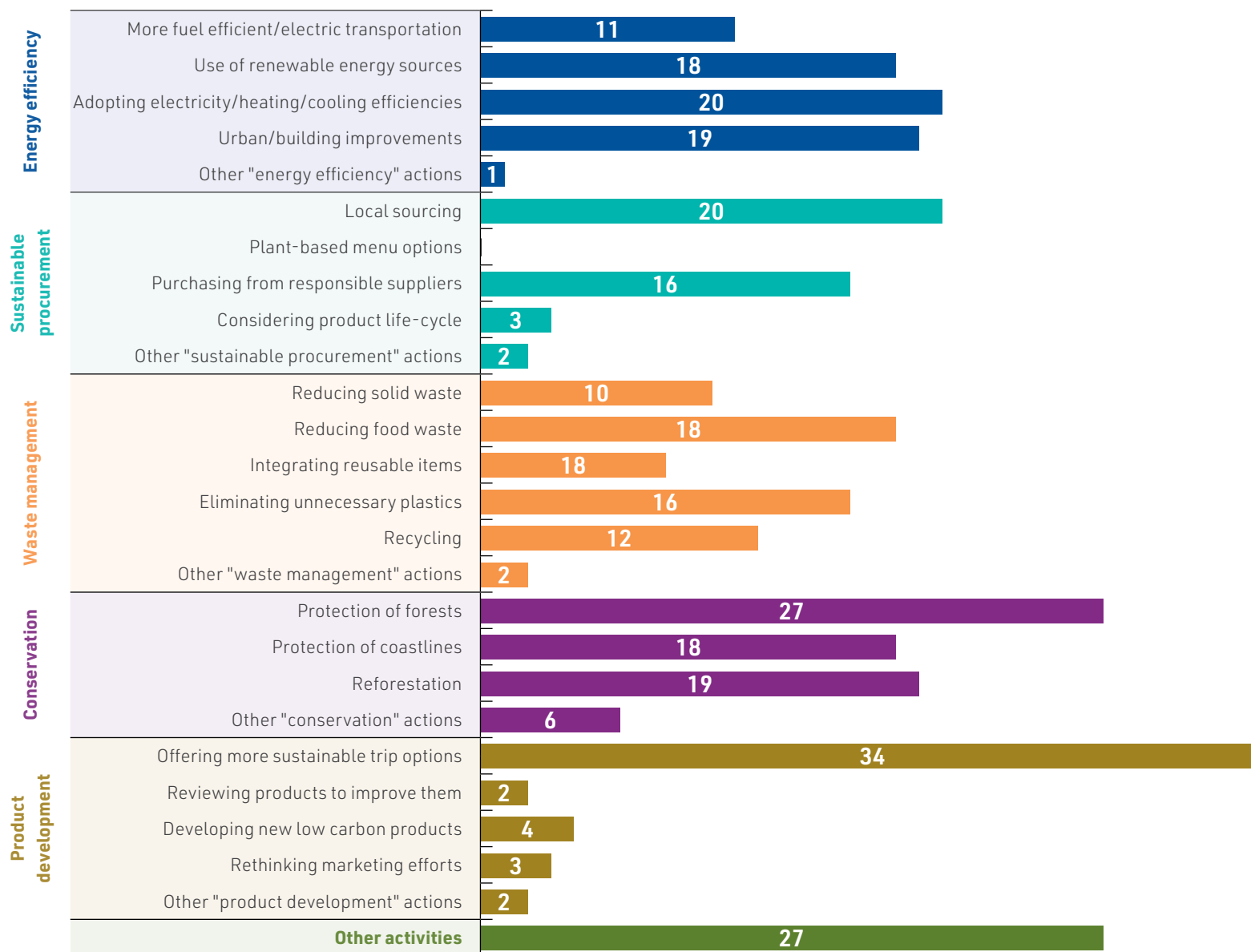
WHICH TYPE OF  
STAKEHOLDERS  
ARE  
IMPLEMENTING  
MITIGATION  
ACTIVITIES?

The distribution of mitigation activities were similar across respondent types. Organizations most readily utilized energy efficiencies, waste management and conservation practices to mitigate climate change.

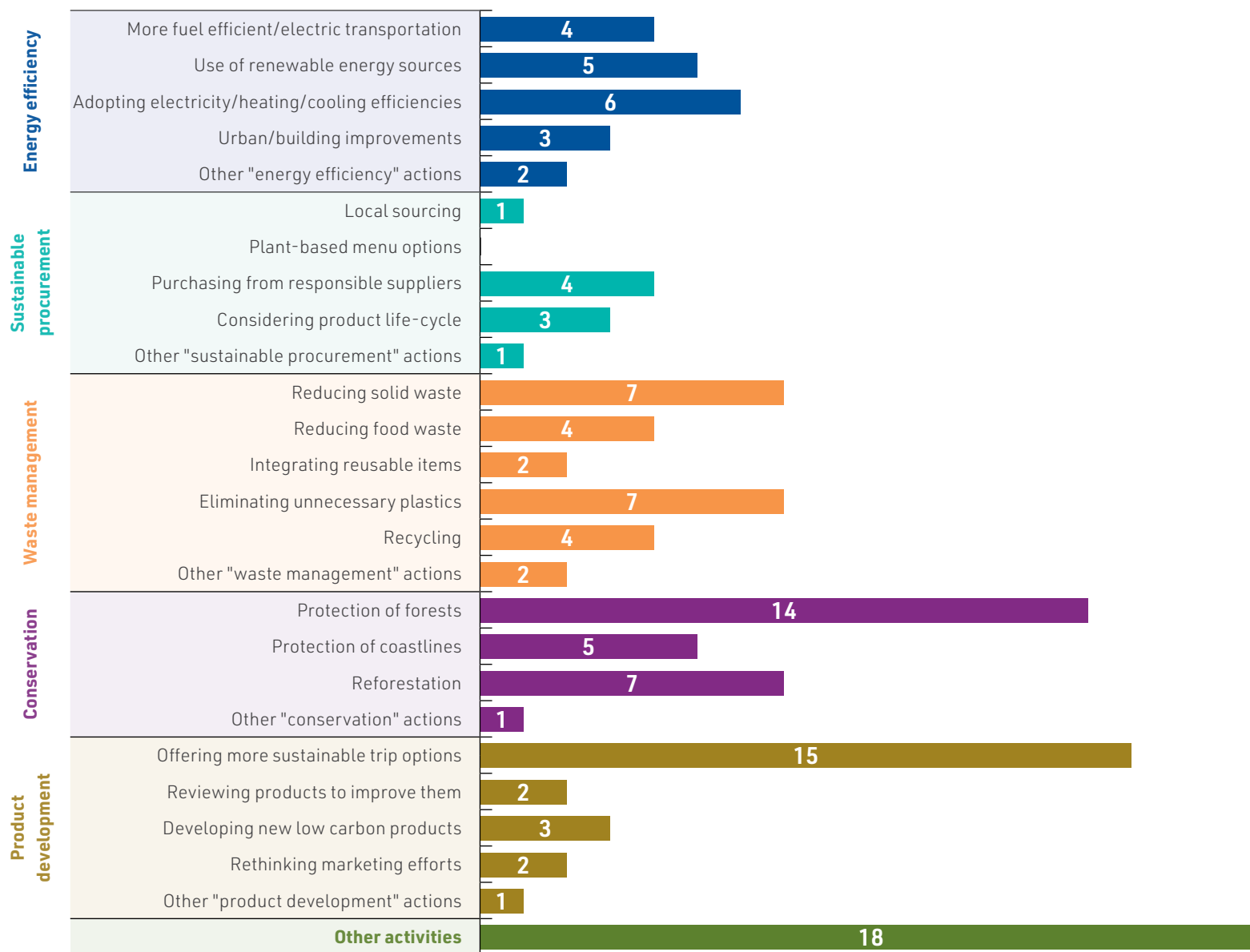




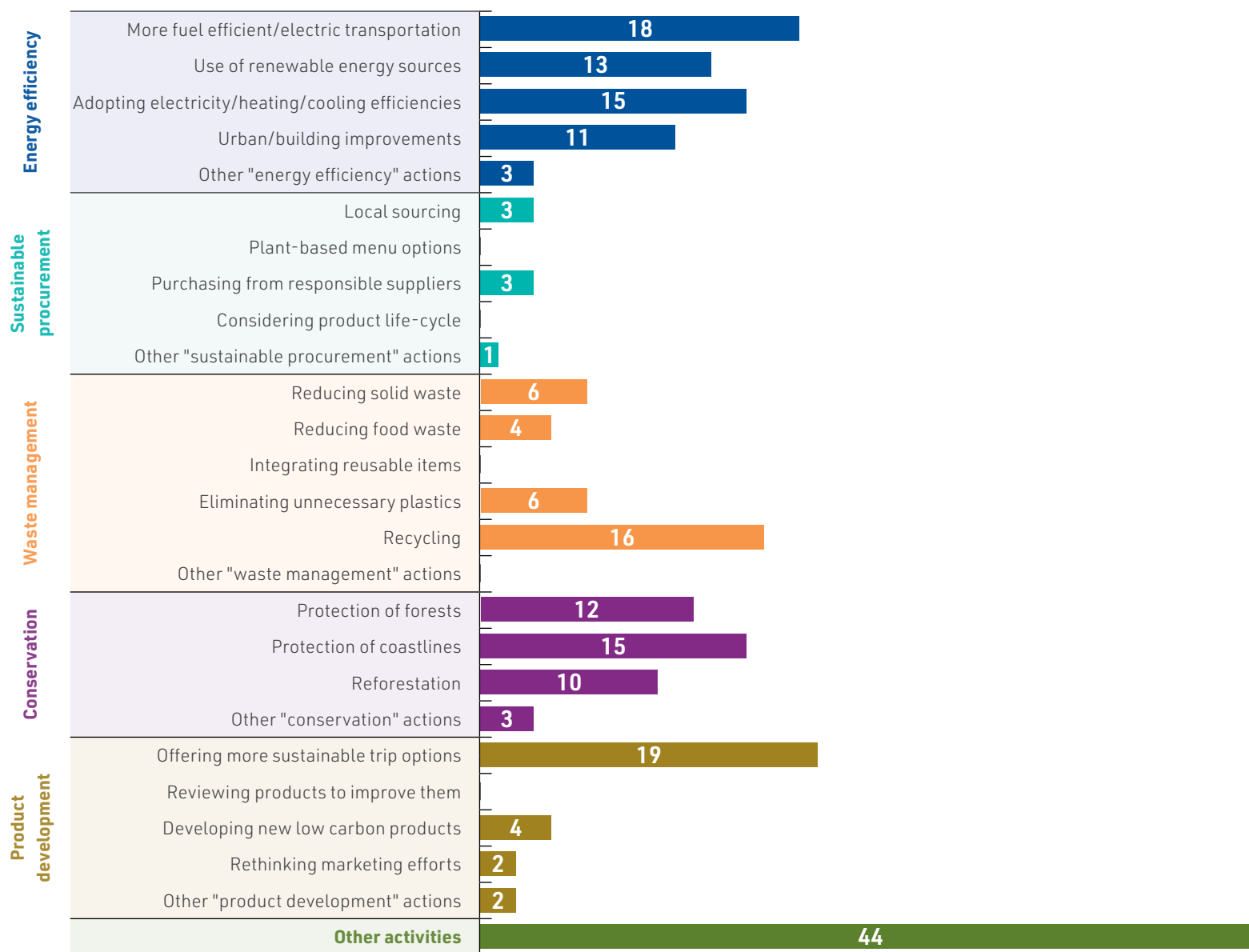
## WHICH MITIGATION ACTIONS ARE BUSINESSES IMPLEMENTING?



## WHICH MITIGATION ACTIONS ARE DESTINATIONS IMPLEMENTING?



## WHAT MITIGATION ACTIONS ARE SUPPORTING ORGANIZATIONS IMPLEMENTING?



## MITIGATION ACTIVITIES/ ACTIONS IN BUSINESS RESPONSES

MITIGATION ACTIVITY	EXAMPLE
<b>Energy Efficiency</b>	
More fuel efficient/electric transportation	▪ Electric vehicle charging stations implementation; green fuel sources for air travel; public transport integration
Use of renewable energy sources	▪ Solar power; wave energy; biofuel
Adopting electricity, heating, and cooling efficiencies	▪ LED lights; water collection
Urban/building improvements	▪ Energy-efficient insulation and lighting; locally-sourced construction materials
Other "energy efficiency" actions	▪ Electronic check-in; documents on cloud
<b>Sustainable Procurement</b>	
Local sourcing	▪ Food sourced from local organic farms; in-house fruit and vegetable production; seasonal ingredients
Purchasing from suppliers taking action to reduce their emissions	▪ Partnering with sustainable transportation providers; researching supplier Carbon Disclosure Project (CDP) scores
Considering product life-cycle in purchasing decisions	▪ Implementing life-cycle assessments
Other "sustainable procurement" actions	▪ Bulk purchasing; water purification using desalination and reverse osmosis
<b>Waste Management</b>	
Reducing solid waste	▪ Paper usage reduction; multi-stream and e-waste recycling
Reducing food waste	▪ Composting; anaerobic food digestion; food waste donations to local farms
Integrating reusable items	▪ Water bottle refill stations; reusable shipping crates
Eliminating unnecessary plastics	▪ Policies against single-use plastic; stopping the use of plastic bags; ceasing to provide single-use toiletry items
Recycling	▪ Seven-stream recycling; working with local recycling partners; circular economy models
Other "waste management" actions	▪ Modernizing waste treatment plants onboard older vessels and new; waste tracking through dedicated staff
<b>Conservation</b>	
Protection of forests	▪ Monetary support of conservation agencies; active engagement with natural resource policy makers
Protection of coastlines (mangroves, corals marshes and wetlands)	▪ Beach cleanups; coral regeneration programs; partnering with ocean conservation entities
Reforestation	▪ Planting trees; using local vegetation species in landscaping; avoiding cutting down natural vegetation when possible
Other "conservation" actions	▪ Promoting environmental care through community activities; anti-poaching; human-wildlife conflict mitigation; environmental education; rewilding

## MITIGATION ACTIVITIES/ ACTIONS IN BUSINESS RESPONSES

### MITIGATION ACTIVITY

### EXAMPLE

#### Product Development

Offering/supporting more sustainable trip options

- Promoting eco-tourism; offering low/no-emission transit; transparency about CO2 emissions

Reviewing products to make them more sustainable

- Ensuring that suppliers are committed to sustainability; researching carbon neutral trips

Developing new low-carbon products

- Low-carbon educational trips; purchase of carbon credits

Rethinking marketing efforts

- Reducing paper marketing; rethinking which experiences should be advertised to travellers

Other "product development" actions

- Environmental activities on resorts; organizing competitions related to sustainability efforts; storytelling and education

## MITIGATION ACTIVITIES/ ACTIONS IN DESTINATION RESPONSES

### Energy Efficiency

More fuel efficient/electric transportation

- Electric vehicle charging stations; public transportation; bicycling

Use of renewable energy sources

- Renewable energy legislation

Adopting electricity, heating, and cooling efficiencies

- Energy conservation incentive programs; educational tools on energy efficiency

Urban/building improvements

- Recycled bricks; mitigation banking; environmental policy compliance in public buildings

Other "energy efficiency" actions

- Free energy assessment; carbon accounting support; including sustainable tourism in national response to climate change

### Sustainable Procurement

Local sourcing

- Local purchases by municipal ordinance

Purchasing from suppliers taking action to reduce their emissions

- Green public procurement plans; sustainable supplier certifications

Considering product life-cycle in purchasing decisions

- Creating and implementing guides for sustainable purchasing; buying biodegradable and recyclable products

Other "sustainable procurement" actions

- Inclusion of environmental criteria in contractual processes

## MITIGATION ACTIVITIES/ ACTIONS IN DESTINATION RESPONSES

MITIGATION ACTIVITY	EXAMPLE
<b>Waste Management</b>	
Reducing solid waste	<ul style="list-style-type: none"> <li>Comprehensive solid waste minimization plans; e-waste disposal plans and facilities</li> </ul>
Reducing food waste	<ul style="list-style-type: none"> <li>Food and durable good donations; composting; food digestors; zero waste initiatives</li> </ul>
Integrating reusable items	<ul style="list-style-type: none"> <li>Avoiding single-use plastic items; creating recyclable and re-usable brand-specific products</li> </ul>
Eliminating unnecessary plastics	<ul style="list-style-type: none"> <li>Choosing reusable over disposable items; advocating for the prohibition of single use plastics; reducing overall plastic use</li> </ul>
Recycling	<ul style="list-style-type: none"> <li>Upcycled materials; e-waste recycling; scrap metal recycling</li> </ul>
Other "waste management" actions	<ul style="list-style-type: none"> <li>Cleanliness-related awards; segregation programs</li> </ul>
<b>Conservation</b>	
Protection of forests	<ul style="list-style-type: none"> <li>Abiding by conservation legislation; payment for ecosystem services</li> </ul>
Protection of coastlines (mangroves, corals marshes and wetlands)	<ul style="list-style-type: none"> <li>Beach cleanup initiatives; peatland restoration projects; coral reef regeneration</li> </ul>
Reforestation	<ul style="list-style-type: none"> <li>Creating indoor green spaces; partnership with reforestation agencies; supporting city parks and forests</li> </ul>
Other "conservation" actions	<ul style="list-style-type: none"> <li>Awareness raising for communities; avoiding uncontrolled burning</li> </ul>
<b>Product Development</b>	
Offering/supporting more sustainable trip options	<ul style="list-style-type: none"> <li>Promoting ecotourism; incorporating sustainability into values; environmental certification</li> </ul>
Reviewing products to make them more sustainable	<ul style="list-style-type: none"> <li>Conducting environmental impact assessments before product development; diversifying tourism products</li> </ul>
Developing new low-carbon products	<ul style="list-style-type: none"> <li>Climate-friendly market calculations; digitizing marketing content</li> </ul>
Rethinking marketing efforts	<ul style="list-style-type: none"> <li>Emphasizing sustainable tourism; eco-tourism communication plans; encouraging engagement from customers</li> </ul>
Other "product development" actions	<ul style="list-style-type: none"> <li>Training and awareness tools aimed at investors</li> </ul>

## MITIGATION ACTIVITIES/ ACTIONS IN SUPPORTING ORGANIZATION RESPONSES

MITIGATION ACTIVITY	EXAMPLE
<b>Energy Efficiency</b>	
More fuel efficient/electric transportation	▪ Zero-emission vehicle investment; public transportation integration and incentives
Use of renewable energy sources	▪ Solar power; wind energy
Adopting electricity, heating, and cooling efficiencies	▪ Biofuel; towel re-use; dual-flush toilets
Urban/building improvements	▪ Offering community resources on green architecture; proposing alternative construction materials like bamboo; passive house construction
Other "energy efficiency" actions	▪ Equipment of quays dedicated to cruises for connection to the quay (port authority); implementing energy efficiency strategies; training staff on resource efficiency and calculating GHG emissions
<b>Sustainable Procurement</b>	
Local sourcing	▪ Partnering with community businesses; local-only product consumption policies
Purchasing from suppliers taking action to reduce their emissions	▪ Ensuring supplier sustainability before partnering; encouraging current partners to engage in sustainable behaviours
Other "sustainable procurement" actions	▪ Using chemical-free solutions
<b>Waste Management</b>	
Reducing solid waste	▪ Circular economy pilot programs; limits on paper and digital storage; solid and liquid waste management programs
Reducing food waste	▪ Composting; food waste management plans
Eliminating unnecessary plastics	▪ Plastic-free policies and legislation; plastic collection contests
Recycling	▪ Multi-stream recycling; waste reuse plans; community upcycling partnerships
<b>Conservation</b>	
Protection of forests	▪ Work with volunteer programs for forest conservation in natural parks; practice sustainable silviculture
Protection of coastlines (mangroves, corals marshes and wetlands)	▪ Coral reef rehabilitation programs; reef-safe sunscreen policies; mangrove preservation sites
Reforestation	▪ Creating and restoring public green spaces; planting mangroves and other trees; partnering with reforestation entities
Other "conservation" actions	▪ Conservation awareness; training guides on environmental issues



MITIGATION  
ACTIVITIES/  
ACTIONS IN  
SUPPORTING  
ORGANIZATION  
RESPONSES

MITIGATION ACTIVITY	EXAMPLE
<b>Product Development</b>	
Offering/supporting more sustainable trip options	▪ Car-free tours; ecotourism/educational travel promotion; leave-no-trace treks
Developing new low-carbon products	▪ Low-carbon hospitality sector development; circular economy models in product development
Rethinking marketing efforts	▪ Marketing conservation experiences; aiming to educate through marketing materials
Other "product development" actions	▪ Offering the opportunity for guests to engage in sustainability related discussions; designing more sustainable travel experiences

ARE TOURISM  
STAKEHOLDERS  
PURCHASING  
OFFSETS/  
CARBON CREDITS  
TO COMPENSATE  
FOR EMISSIONS?  
(n=746)

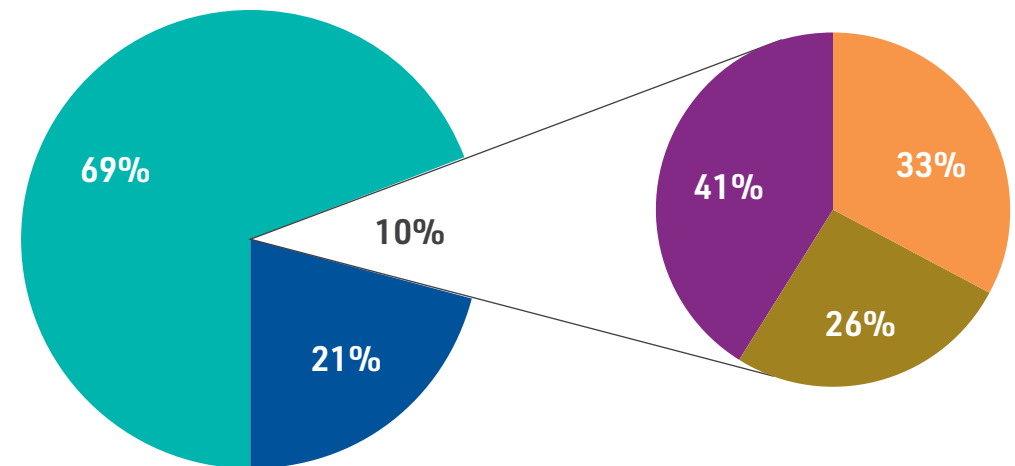
The majority (68.7%) of organizations responding are not purchasing offsets.

One in five (20.6%) do offer their clients the option to purchase offsets.

Of those who are offsetting emissions (10.7%), most (41.1%) are offsetting their tourism operations emissions only.

Almost a third (32.7%) of organizations which are offsetting emissions are offsetting all emissions – internal emissions and emissions from tourism operations.

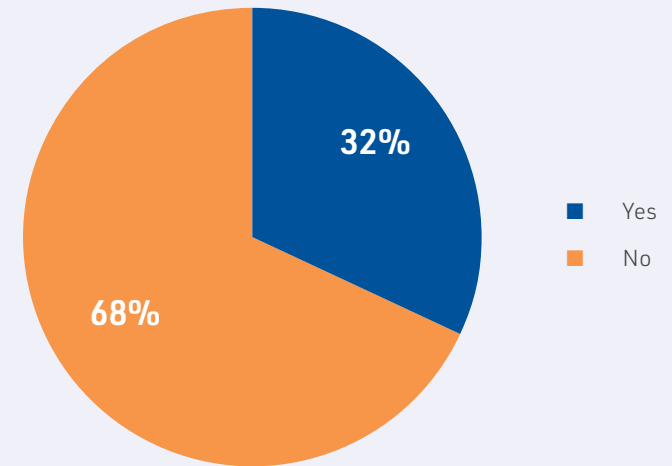
- Yes, offsetting internal emissions
- Yes, offsetting tourism operations emissions
- Yes, offsetting all emissions
- No, but we offer clients possibilities to offset their trips
- No, we are not purchasing offsets



### ARE TOURISM STAKEHOLDERS INVESTING IN NATURE-BASED SOLUTIONS? (n=832)

Most organizations say they are not investing in nature-based solutions (68.0%).

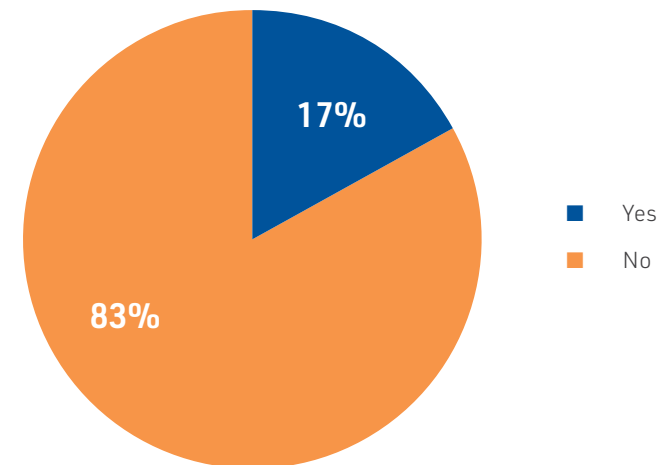
NOTE: Nature-based solutions encompass a wide range of approaches focusing on the protection, management and restoration ecosystems and habitats (e.g., forests, coral reefs, mangroves, wetlands, seagrass, etc.) to provide biodiversity benefits and human well-being, including through disaster risk reduction. Nature-based solutions can contribute to climate change mitigation through carbon dioxide removal, and provide differing levels of carbon dioxide storage.



### ARE TOURISM STAKEHOLDERS INVESTING IN TECHNOLOGY- BASED SOLUTIONS? (n=787)

The majority of respondents (83%) are not investing in technology-based solutions.

NOTE: In addition to nature-based solutions for carbon removal such as forest restoration and agricultural soil management, technological strategies for carbon removal also exist. These include technologies such as direct air capture and enhanced mineralization, and hybrid strategies like enhanced root crops, bioenergy with carbon capture and storage, and ocean-based carbon removal.



# 5 ADAPTATION

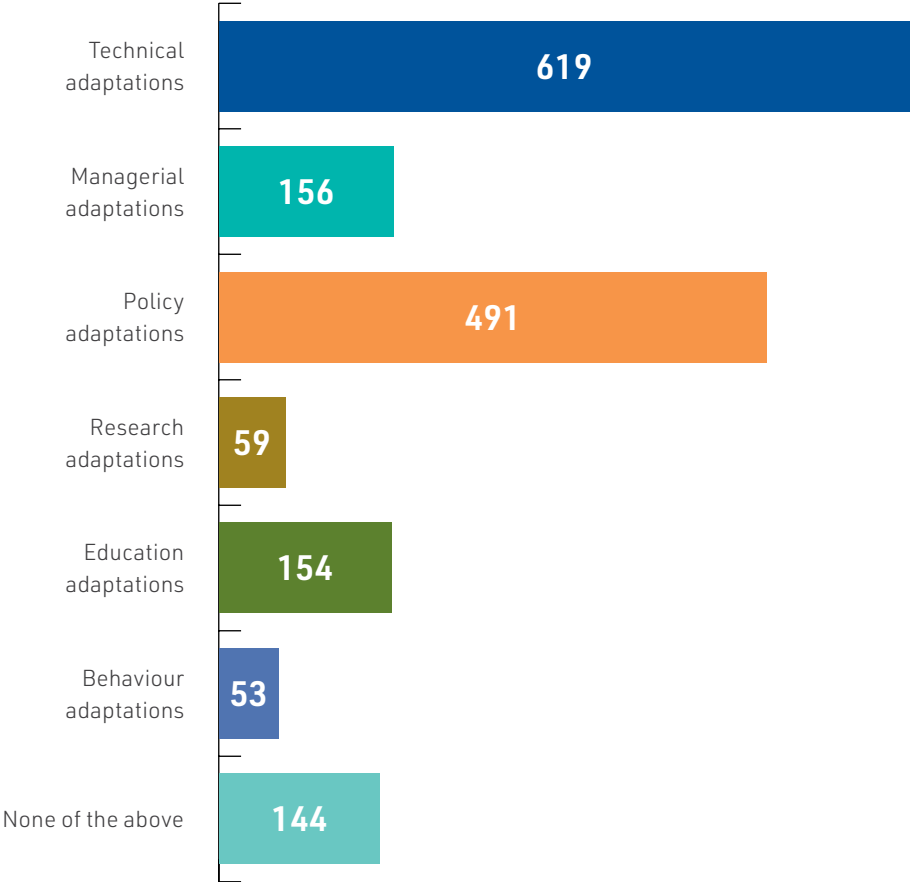
This section focuses on steps taken by tourism stakeholders to adapt to the impacts of climate change.

WHICH  
ADAPTATION  
TECHNIQUES  
ARE TOURISM  
STAKEHOLDERS  
USING?  
(n=341)

The majority businesses reported using technical adaptation techniques such as energy and water efficiency technologies. Policy adaptation techniques, such as regulating organizational emissions and incorporating future climate risk into policy decisions, were also commonly reported being used by businesses.

NOTES:

- Technical adaptations include for example rainwater collection, and energy efficiencies. Managerial adaptations include administrative actions such as product diversification and low season closures.
- Policy adaptations might mean for example partnering with local tourism councils to develop sustainable policies.
- Research adaptations mean using science-based practices to inform decision-making.
- Education adaptations means staff education promoting practices internally and guest education to promote long-term impact.
- Behaviour adaptations include for example conservation, energy and water reduction.



## TECHNICAL ADAPTATION THEMES IN BUSINESSES/ DESTINATIONS RESPONSES

Theme	Definition	Example
Water recycling and reduction	<ul style="list-style-type: none"> <li>Action to reduce the consumption of water resources</li> </ul>	<ul style="list-style-type: none"> <li>Rainwater collection, desalination, filtering gardens</li> </ul>
Energy reduction	<ul style="list-style-type: none"> <li>Action to reduce the consumption of electricity</li> </ul>	<ul style="list-style-type: none"> <li>Optimization of electricity usage, motion-lighting</li> </ul>
Energy transition	<ul style="list-style-type: none"> <li>Action to transition from fossil fuels to renewable energy sources</li> </ul>	<ul style="list-style-type: none"> <li>Solar power, renewable energy supplement</li> </ul>
Monitoring	<ul style="list-style-type: none"> <li>Observing impacts and environment to identify issues</li> </ul>	<ul style="list-style-type: none"> <li>Measuring water consumption, carbon footprint</li> </ul>
Infrastructure	<ul style="list-style-type: none"> <li>Actions that structurally reduce the susceptibility to climate change</li> </ul>	<ul style="list-style-type: none"> <li>Anti-cyclonic designs, coastal structures</li> </ul>

## MANAGERIAL ADAPTATION THEMES IN BUSINESSES/ DESTINATIONS RESPONSES

Theme	Definition	Example
Program adaptation	<ul style="list-style-type: none"> <li>Modifying programs and products offered to avoid or limit climate impacts</li> </ul>	<ul style="list-style-type: none"> <li>Adjusting closed season, regenerative tourism, mode of transport changes</li> </ul>
Resource management	<ul style="list-style-type: none"> <li>Integrating resource-use awareness and management into planning</li> </ul>	<ul style="list-style-type: none"> <li>Energy saving programs, utilizing monitoring reports to prepare for future resource use</li> </ul>
Internal	<ul style="list-style-type: none"> <li>Management of resource use for staff and internal operations</li> </ul>	<ul style="list-style-type: none"> <li>No flying for staff</li> </ul>
External	<ul style="list-style-type: none"> <li>Management of resource use due to business operations</li> </ul>	<ul style="list-style-type: none"> <li>Sustainable transportation, responsible tourism portfolio to map sustainable practices</li> </ul>
Place-based activities	<ul style="list-style-type: none"> <li>Strategic engagement with specific places and communities to address climate change</li> </ul>	<ul style="list-style-type: none"> <li>Awareness of local community structures, local sourcing, monitoring local impacts</li> </ul>
Education	<ul style="list-style-type: none"> <li>Incorporating education in climate change management planning</li> </ul>	<ul style="list-style-type: none"> <li>Providing educational programs and trainings on climate change</li> </ul>
Guest	<ul style="list-style-type: none"> <li>Educating guests or clients</li> </ul>	<ul style="list-style-type: none"> <li>Guest education programming</li> </ul>
Staff	<ul style="list-style-type: none"> <li>Educating staff</li> </ul>	<ul style="list-style-type: none"> <li>Climate action trainings</li> </ul>

## POLICY ADAPTATION THEMES IN BUSINESSES/ DESTINATIONS RESPONSES

Theme	Definition	Example
Collaboration	▪ Policies to address climate change with partners	▪ Collective advocacy, Sustainability programs
	▪ Partnering with local communities	▪ Partnering with local tourism councils to develop sustainable policies
	▪ Partnering with national entities	▪ Developing sustainability policies within a national framework
	▪ Partnering with other members of the tourism industry	▪ Sourcing travel from sustainable travel providers
Compliance	▪ Policies that align with stated requirements	▪ Following county and national policies
Management	▪ Policies aimed at managing impacts and informing future decision making	▪ Monitoring and measurement mandates, sustainability policies
Membership	▪ Membership in climate action organizations	▪ Asia Europe People's Forum, Association of Responsible Tourism
Certification	▪ Achieving structured certifications	▪ Green hotel, LEED
Education	▪ Policies requiring education and training	▪ Staff education on climate action and impacts

## RESEARCH ADAPTATION THEMES IN BUSINESSES/ DESTINATIONS RESPONSES

Theme	Definition	Example
Education	▪ Utilizing research to develop curriculum and educational programming	▪ Programs to address knowledge gaps within the local community, science-based staff training programs
Assessment	▪ Research-informed assessment and evaluation practices	▪ Ecological impact monitoring, annual business review and evaluation
Support	▪ Supporting the research process	▪ Providing opportunities for place-based research, providing environmental data
Collaboration	▪ Engaging with researchers and other organizations in the research process	▪ Collaborating with experts in the field of sustainability
Direct research	▪ Directly conducting research	▪ Wildlife research monitoring, information taskforces

EDUCATION  
ADAPTATION  
THEMES IN  
BUSINESSES/  
DESTINATIONS  
RESPONSES

Theme		Definition	Example
Focus	Guest	▪ Direct education of guests about climate related topics	▪ Pre-trip, in-trip climate education experiences
	Staff	▪ Direct education of staff about climate related topics	▪ Climate change impact training, climate action training
	Community	▪ Direct education of community members about climate related topics	▪ Addressing climate change gaps in the local community
Topic	Impacts	▪ Education focusing on the impacts of climate change	▪ Impacts to the community, impacts to the destination
	Action	▪ Education focusing on action to take to address climate change	▪ Collective action, water saving techniques
Partnership		▪ Education through engaging with other industries or providers	▪ Education with NGOs in the field
Programming		▪ Development of sustained programs focused on education	▪ Trained staff members developing education focal points

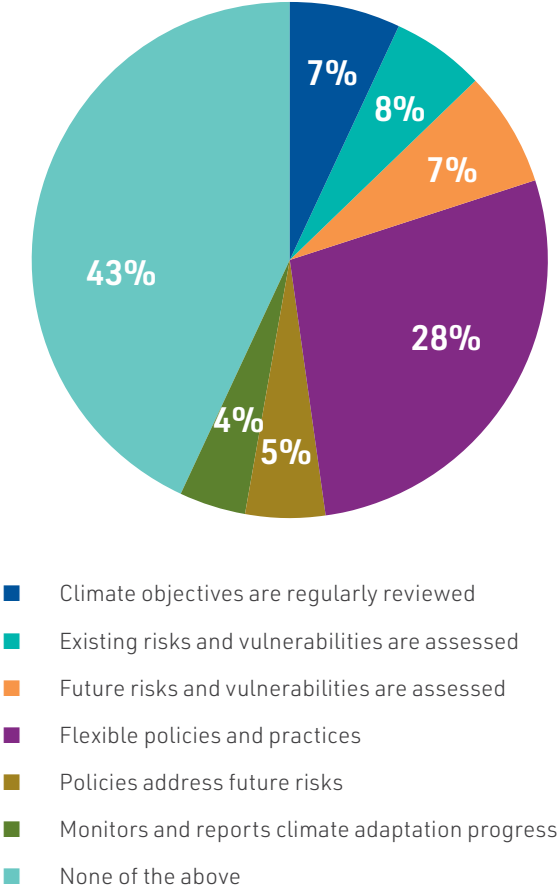
BEHAVIORAL  
ADAPTATION  
THEMES IN  
BUSINESSES/  
DESTINATIONS  
RESPONSES

Theme	Definition	Example
Direct action	▪ Engaging guests with action to direct address climate change	▪ Conservation, energy and water reduction
Indirect action	▪ Organizationally supporting direct action taken by other organizations	▪ Advocating for conservation action of local wildlife
Education	▪ Education focused on tangible actions to take	▪ Staff training on climate action in tourism, guest environmental education
Monitoring	▪ Monitoring the impacts of climate change to inform decision making	▪ Water level monitoring, biodiversity monitoring
Partnership	▪ Engaging in climate action with other organizations	▪ Engaging with stakeholders in climate action



WHICH  
ADAPTATION  
CHARACTERISTICS  
APPLY TO A  
BUSINESS AS IT  
PREPARES FOR  
CLIMATE CHANGE?  
(n=353)

Most businesses (43.1%) lack the characteristics of an adaptive organization. Of adaptive capacity characteristics selected by respondents, flexible policies are the most often reported (28.3%).



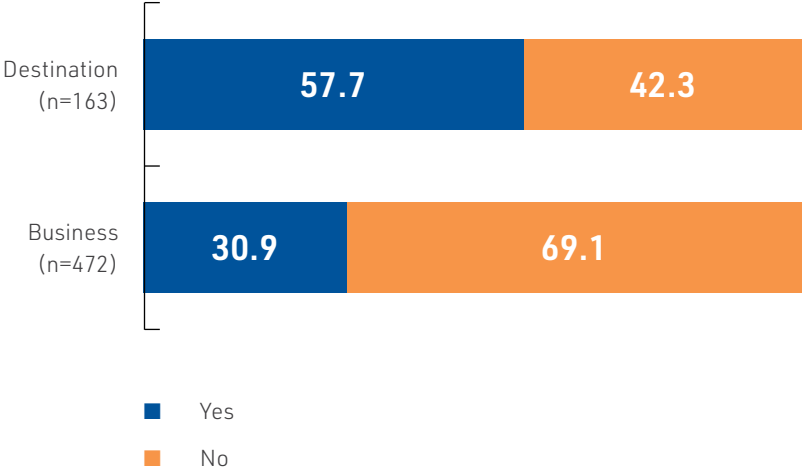
# 6 ENGAGEMENT

This section focuses on how tourism stakeholders engage with travellers, staff and other partners about climate change.

DO TOURISM  
STAKEHOLDERS  
HAVE PARTNER  
ORGANIZATIONS  
WITH WHOM  
TO SHARE  
INFORMATION  
AND RESOURCES  
WITH ABOUT  
CLIMATE  
CHANGE?  
(n=635)

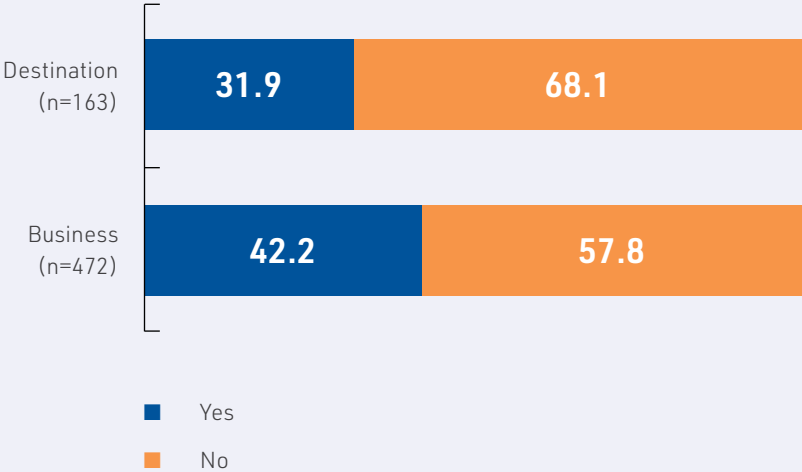
The majority of organizations (59.7%) are not addressing climate change when engaging with other organizations.

Destination respondents are more likely than not to be collaboratively addressing climate change, whereas the opposite is true business respondents.



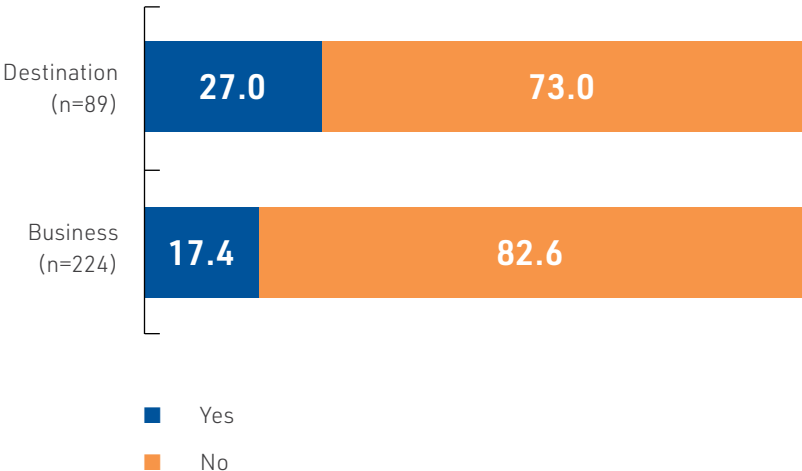
DO TOURISM  
STAKEHOLDERS  
PROVIDE  
GUIDANCE AND  
TRAINING TO  
OPERATIONAL  
STAFF ON  
CLIMATE  
ACTION?  
(n=635)

Almost two-thirds of organizations (63.6%) of organizations reported not providing guidance and training to operational staff of climate actions the organization is taking. Businesses reported slightly higher levels of organizational training and guidance on climate change, relative to destinations.



DO TOURISM  
STAKEHOLDERS  
ENGAGE OR  
SUPPORT  
VISITORS IN  
LOW-CARBON  
INITIATIVES?  
(n=313)

There is a lack of engagement with visitors and guests with low-carbon initiatives. Destinations were slightly more likely to be engaging stakeholder in low-carbon initiatives, however, less than one third (27.0%) of destinations and less than one fifth (17.4%) of businesses reported engaging stakeholders in low-carbon initiatives. This represents another significant gap in climate action agency within the tourism and travel industry.



# ANNEX 1 | METHODOLOGY

## RESEARCH METHOD

To gain a further understanding of the state of climate action in tourism, a survey was developed and distributed among three key stakeholder types: businesses, destinations, and supporting organizations. Quantitative and qualitative data from the survey were analyzed and results are compiled in this Baseline Report.

## DATA COLLECTION

Data were collected using a non-random chain-referral sample with the UNWTO database as a sample frame stratified by UNWTO regions. Surveys were sent to the Directors of each UNWTO region to further disperse to tourism organizations within their respective regions.

This approach to identifying potential participants was used for two primary reasons. First, to allow access to a global-level sample of the tourism industry through the UNWTO network. Second, to utilize UNWTO Regional Directors as key stakeholders within the surveying process to leverage existing relationships with organizations.

Although this method has disadvantages in generalizing from results, it does provide a baseline for the examination of climate action within the tourism industry across the UNWTO regions. A total of 1,139 unique and complete responses were recorded.

## SURVEY STRUCTURE

The survey was organized into three sections for relevance to key industry stakeholder respondent groups: businesses, destinations, and supporting organizations.

The following organizations provided inputs during the preparation of the survey: ABTA, ANVR, Booking.com, ETOA, France, Green Initiative, Hostelworld, ITF, IUCN TAPAS, PATA, SHA, UNEP, UNFCCC, and the University of Surrey.

In the first section of the survey, organizations were asked to report information about their organizational structure including the size of an organization, location, and primary stakeholder type.

Within each of the stakeholder categories, specific questions addressed five general topics related to climate action in tourism: climate action planning, greenhouse gas reduction, measurement of emissions, climate adaptation, and engagement of travellers in climate action.

Specific questionnaire items were tailored to the respondent type (e.g., business, destination, and supporting organization) and specific stakeholder characteristics (e.g., accommodation, tour operator, DMO, national government). Each section provided opportunities for the organization to clarify responses and provide examples of their efforts to address climate change.

## ANALYSIS

Data were cleaned to remove incomplete and duplicate responses. Duplicates were identified by organization name. Quantitative data as well as qualitative data from open-ended questions were collected. Quantitative data analysis occurred at multiple levels; globally, stakeholder type (e.g., business, destination, and supporting organization), and organizational type (e.g., tour operator, accommodation). Due to the descriptive nature of the study, descriptive statistics were primarily used across all levels of analysis to understand the distributions of climate action throughout the tourism industry.

Qualitative data were used in two ways: to supplement quantitative data in our understanding and to validate quantitative data findings. The qualitative analysis focused on content analysis. When qualitative data were used to supplement quantitative data, inductive coding was used to allow categories to emerge within the data. These categories were then validated across analyses conducted by individual team members. Conversely, when qualitative data were used to validate quantitative findings, deductive coding was used to identify predetermined frameworks within the organizational responses.

## LIMITATIONS

As with any original research, limitations of design or methodology influence the interpretation of the findings from the research. For this study key limitations are:

- The non-random chain-referral sample impacts the capacity for the findings to be generalizable beyond this group of respondents
- A lack of response from transportation stakeholders leads to a large section of the tourism industry (and a significant emitter) not being included in our baseline

## TEAM

The report was coordinated by Virginia Fernández-Trapa (UNWTO) and Christina Beckmann (ATTA) under the supervision of Dr. Dirk Glaesser (UNWTO) and with the support from Roxana Ashtari (UNWTO). Dr. Paige Viren (California State University), Daniel Pilgreen (Doctoral Candidate, Texas A&M University) and Aritree Samanta and Pavlina Laktova (San Francisco State University) designed the survey, along with Jeremy Smith (Tourism Declares), and provided results and analysis.

# ANNEX 2 | RESPONDENT PROFILE

## Business

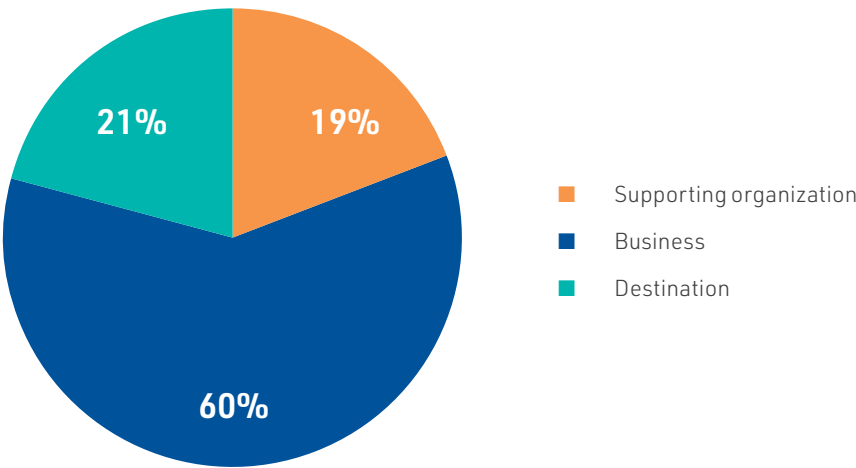
## Destination/ Government

## Supporting organization

- Business respondents include accommodation providers, tour operators and transport providers.
- Destination respondents include national, subnational and local governments or destination management organizations.
- Supporting organization respondents include associations, NGOs, networks and other entities such as consultancies which although do not have a relevant footprint from their tourism operations *per se* (as they are not operators), can create multiplier effects by supporting other stakeholders advance climate action.

## TOTAL RESPONDENTS BY TYPE OF STAKEHOLDER (n=1139)

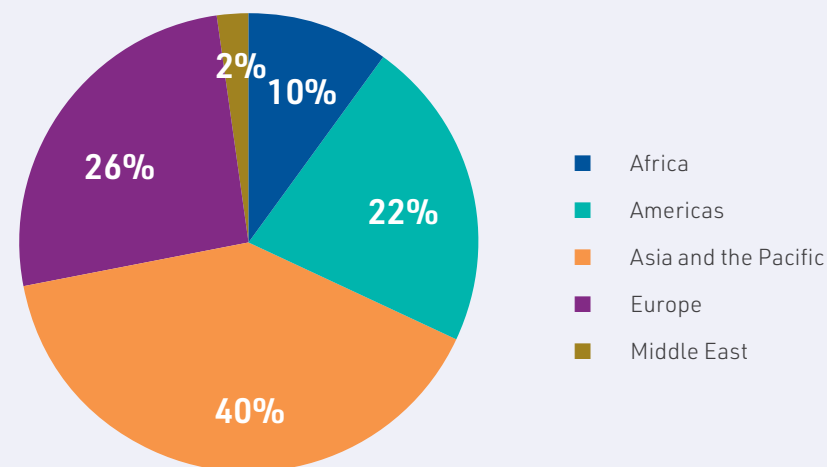
Most of the respondents to the Global Survey were businesses (684), followed by destinations (234) and supporting organizations (234) such as associations and non-Governmental Organizations.





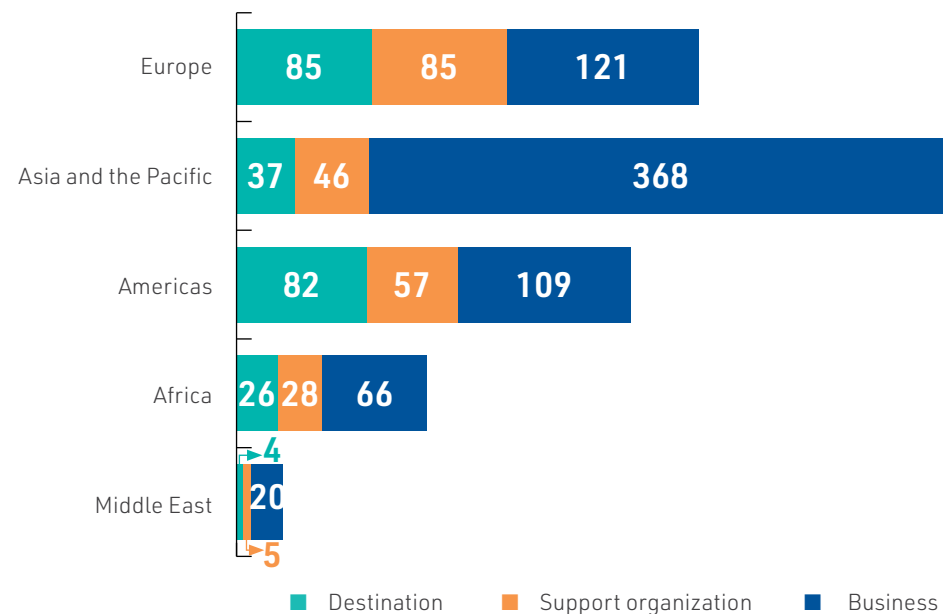
### TOTAL RESPONDENTS BY REGION (n=1139)

The majority of respondents were from Asia and the Pacific (451), followed by Europe (291), the Americas (248), Africa (120) and with the lowest response from the Middle East region (29).



### TOTAL RESPONDENTS BY TYPE OF STAKEHOLDERS AND REGION (n=1139)

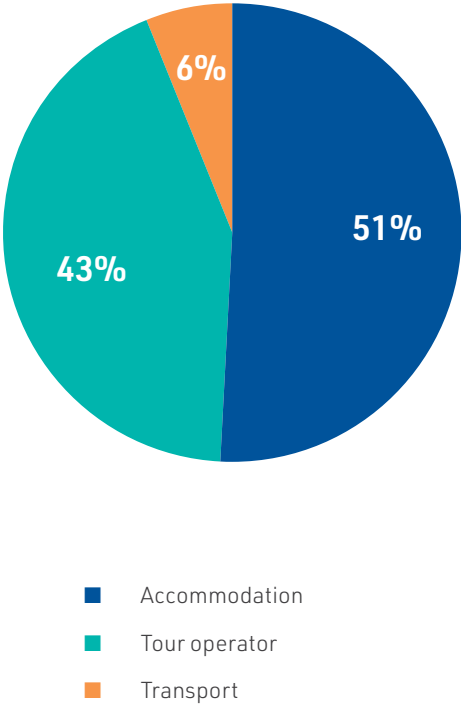
Across all regions, business stakeholders make up the majority of respondents. Businesses represent 81.5% of respondents from Asia and the Pacific; 68.9% of respondents from the Middle East and 55.0% of respondents from Africa. In Europe and the Americas, participation from destinations and supporting organizations was proportionally higher than in the rest of regions.



# ANNEX 2.1 BUSINESS PROFILES

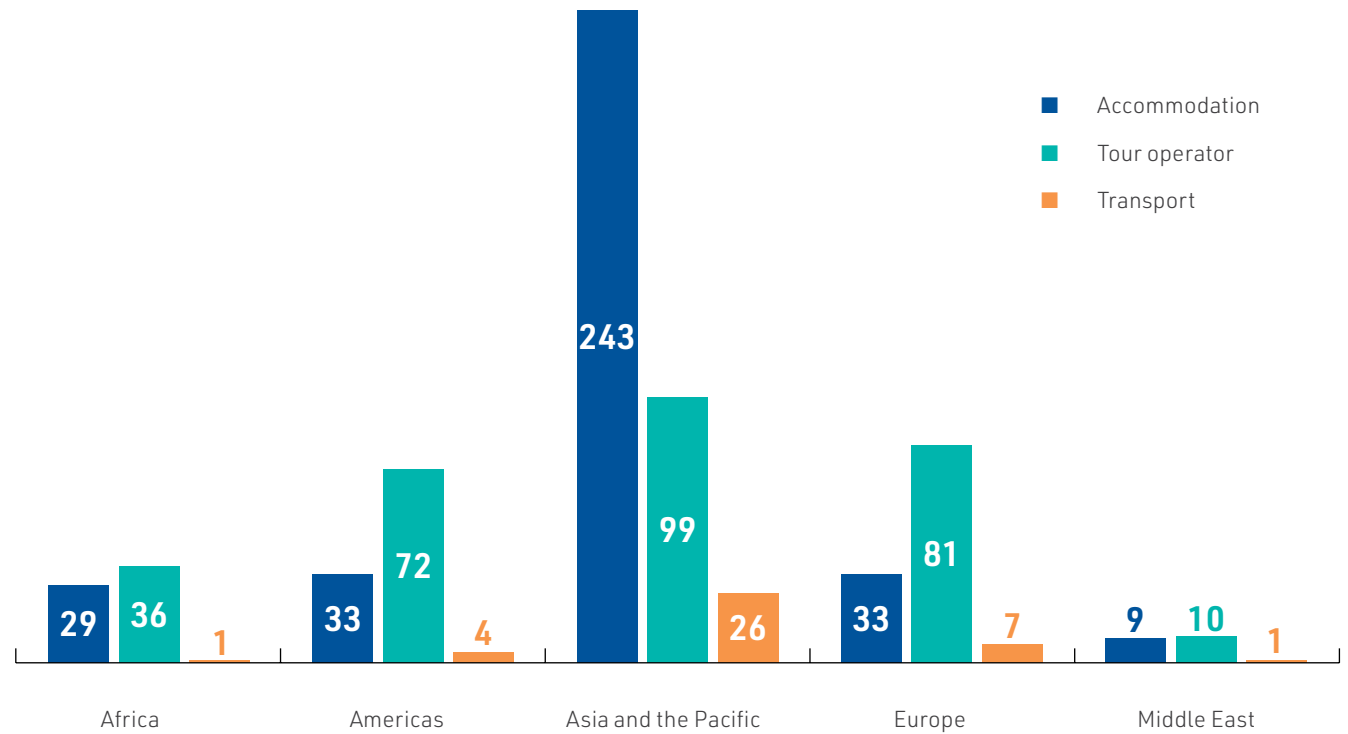
## BUSINESS RESPONDENTS BY TYPE (n=684)

Within the stakeholder category of Business, accommodation providers (347) followed by tour operators (298) were the dominant respondents to the Global Survey. The perspective of Transport providers is not well represented in these results.



**BUSINESS  
RESPONDENTS  
BY REGION  
(n=684)**

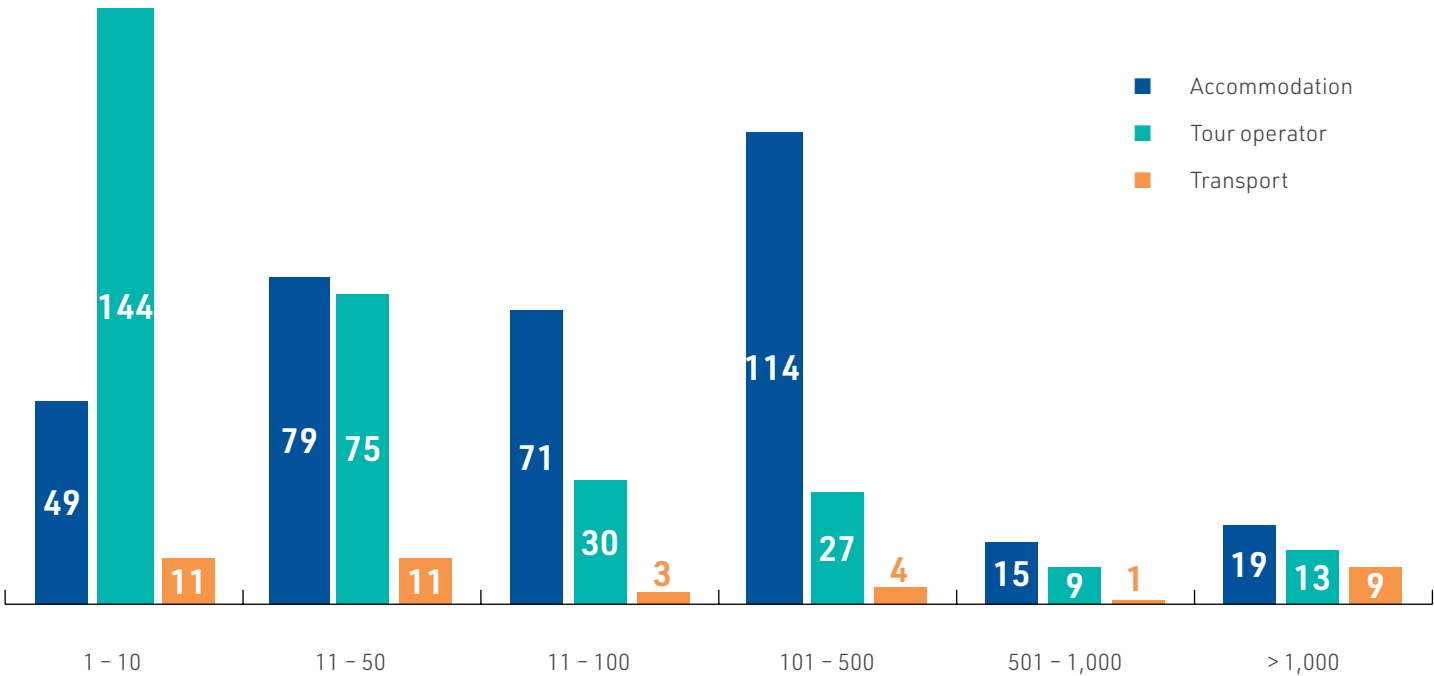
Respondents from the Asia and Pacific region made up the majority responses (53.8%) from the Business stakeholder type, followed by 17.6% of responses from Europe, 15.9% from Americas, 9.6% from Africa and 2.9% from the Middle East.



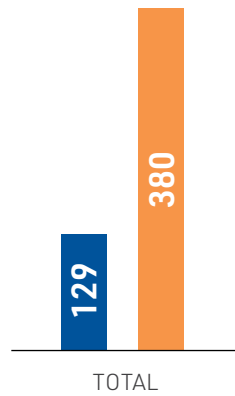
**BUSINESS  
RESPONDENTS  
BY NUMBER OF  
EMPLOYEES  
(n=684)**

Three types of businesses responded to the survey: tour operators, accommodation providers, and transport providers.

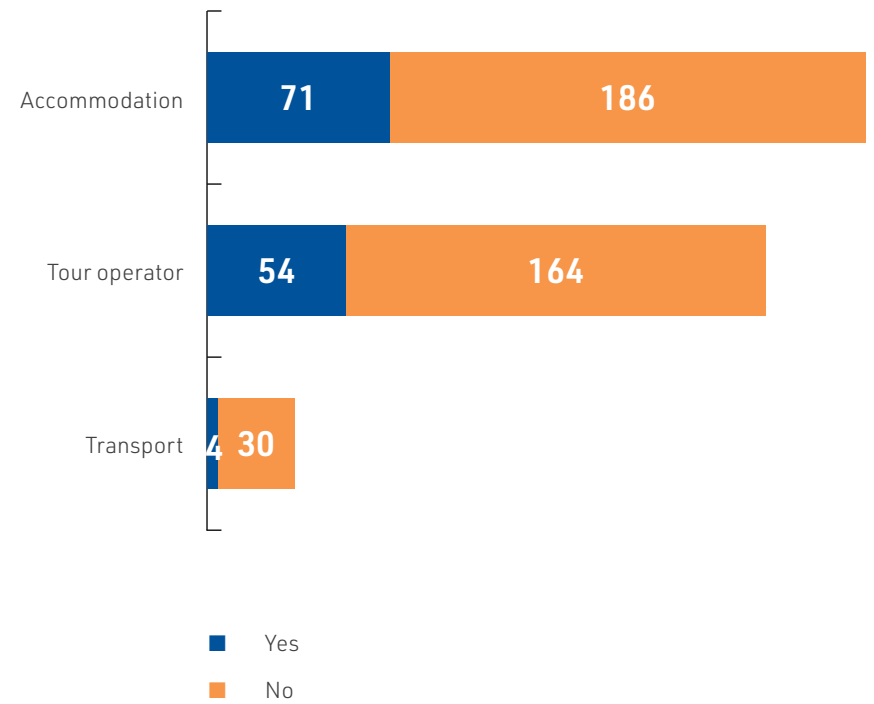
- Of tour operators, most work in organizations with fewer than 10 employees (21.0%).
- Of accommodations, most work in organizations with 101 – 500 employees (16.6%).
- Of transport, an equal number work in organizations with fewer than 10 employees and between 11 and 50 employees (1.6%).



### BUSINESS RESPONDENTS BY TYPE AND SUSTAINABILITY CERTIFICATION (n=509)

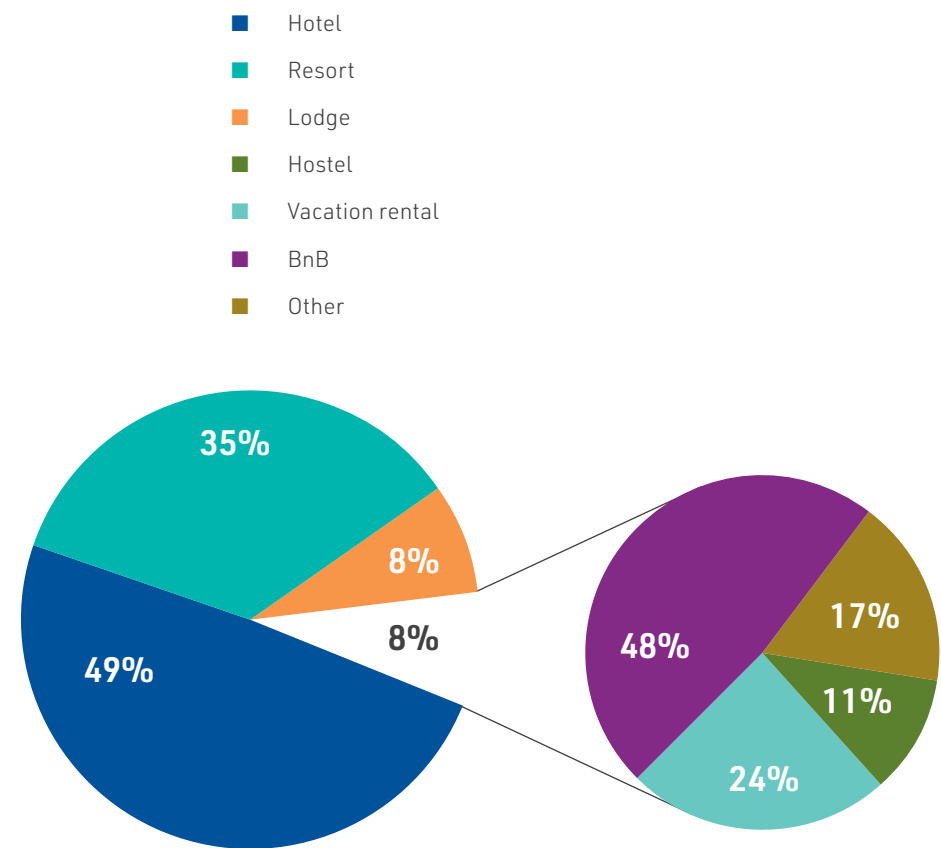


Out of the businesses which responded, a quarter (25.3%) reported holding a sustainability certification.



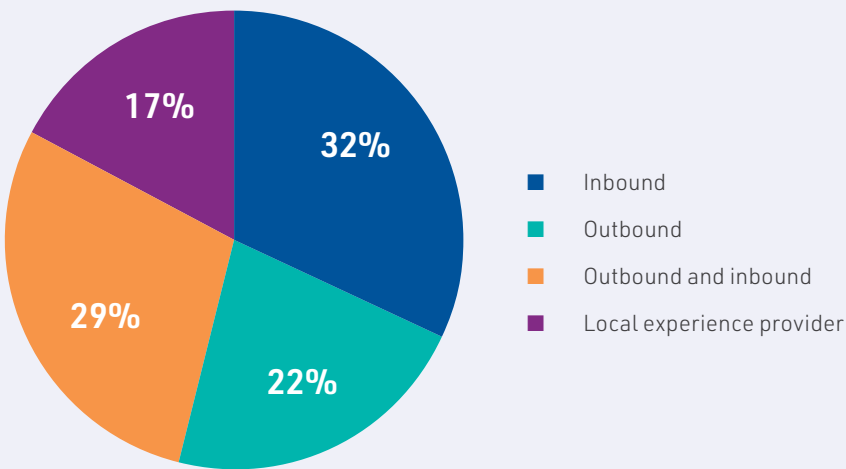
ACCOMMODATION  
RESPONDENTS  
BY TYPE  
(n=363)

The majority of accommodation respondents are Hotels (48.2%) and Resorts (34.5%) accommodation providers made up the majority of respondents. Perspectives from other providers such as Hostels, Vacation Rentals, BnB, were limited (8.2%). Owner Operated accommodation businesses make up the majority of respondents (71.8%) followed by chains (15.0%).



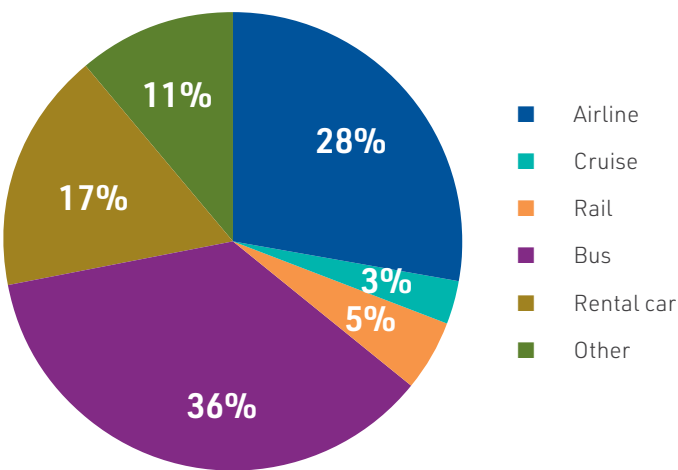
TOUR OPERATOR  
RESPONDENTS  
BY TYPE  
(n=254)

With respect to Tour Operators, those who provide Inbound only (82) and operators who provide both Inbound and Outbound services (74) make up the majority of respondents.



TRANSPORT  
RESPONDENTS BY  
TYPE  
(n= 36)

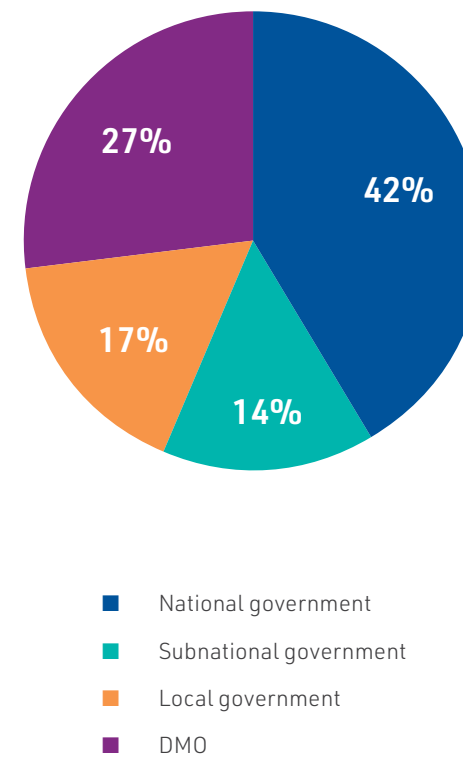
Responses from transport providers were limited and mainly came from airlines (27) and bus companies (13).



## ANNEX 2.2 DESTINATION PROFILE

### DESTINATION RESPONDENTS BY TYPE (n=234)

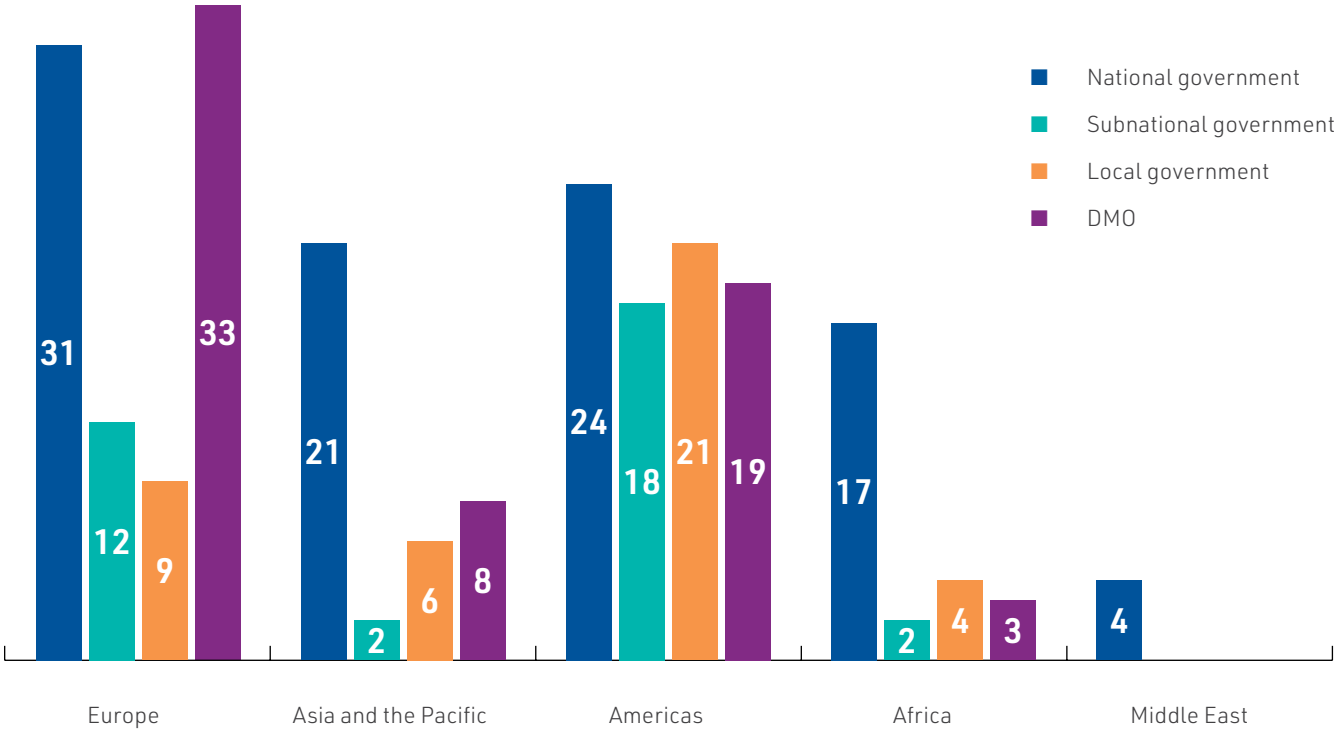
National Governments made up the majority of destination respondents (97) followed by Destination Management Organizations (DMOs) (63), and Local Governments (40) and Subnational Governments (34).



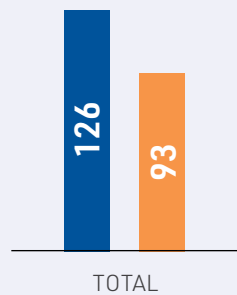


DESTINATION  
RESPONDENTS  
BY REGION  
(n=234)

Respondent from Europe and the Americas (36.3% and 35.0% respectively) made up the majority of responses from the Destinations stakeholder type, followed by 15.8% from Asia and the Pacific, 11.1% from Africa and 1.7% from the Middle East.

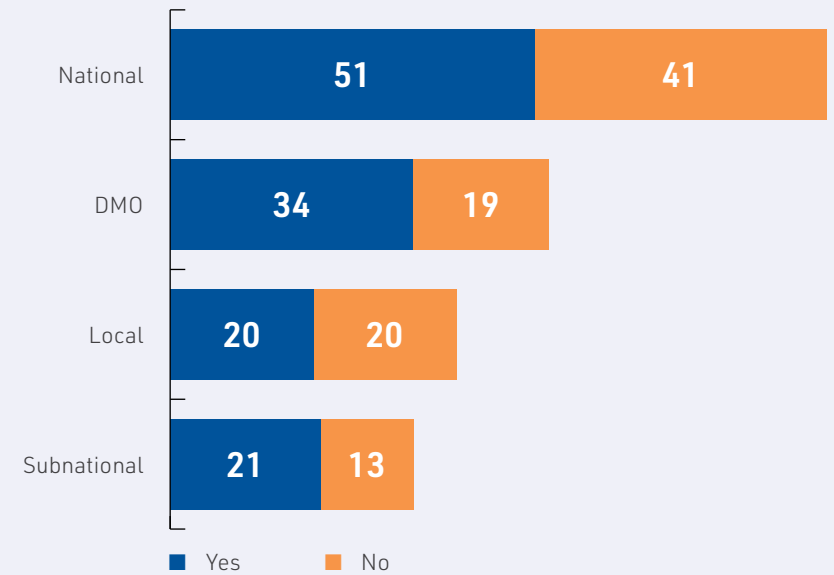


### DESTINATION RESPONDENTS BY SUSTAINABILITY STAFF (n= 219)

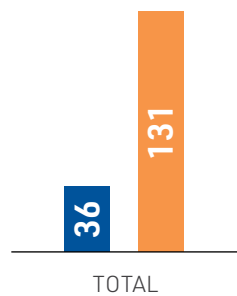


More than half of destination respondents (57.5%) indicated having sustainability staff.

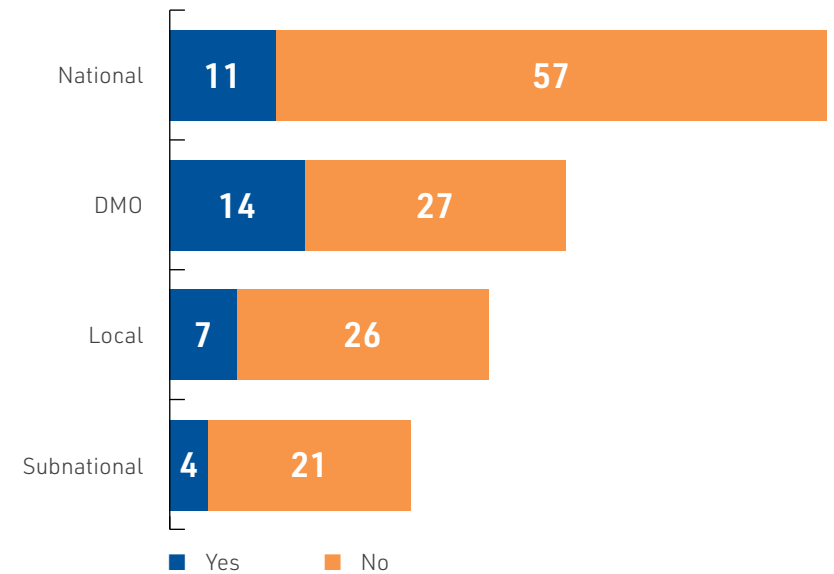
DMOs reported having sustainability staff in 64.2% of cases and National Governments in 55.4% of cases.



### DESTINATION RESPONDENTS BY SUSTAINABILITY CERTIFICATION (n=167)



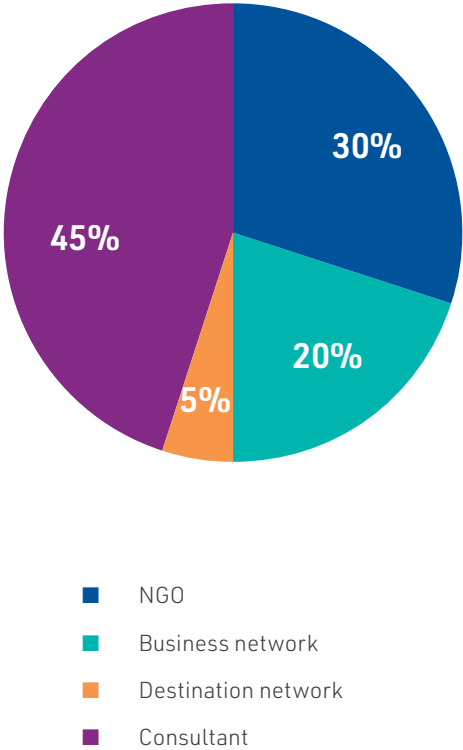
Less than a quarter (21.6%) of the destinations indicated holding a sustainability certification.



### ANNEX 2.3 SUPPORTING ORGANIZATION PROFILE

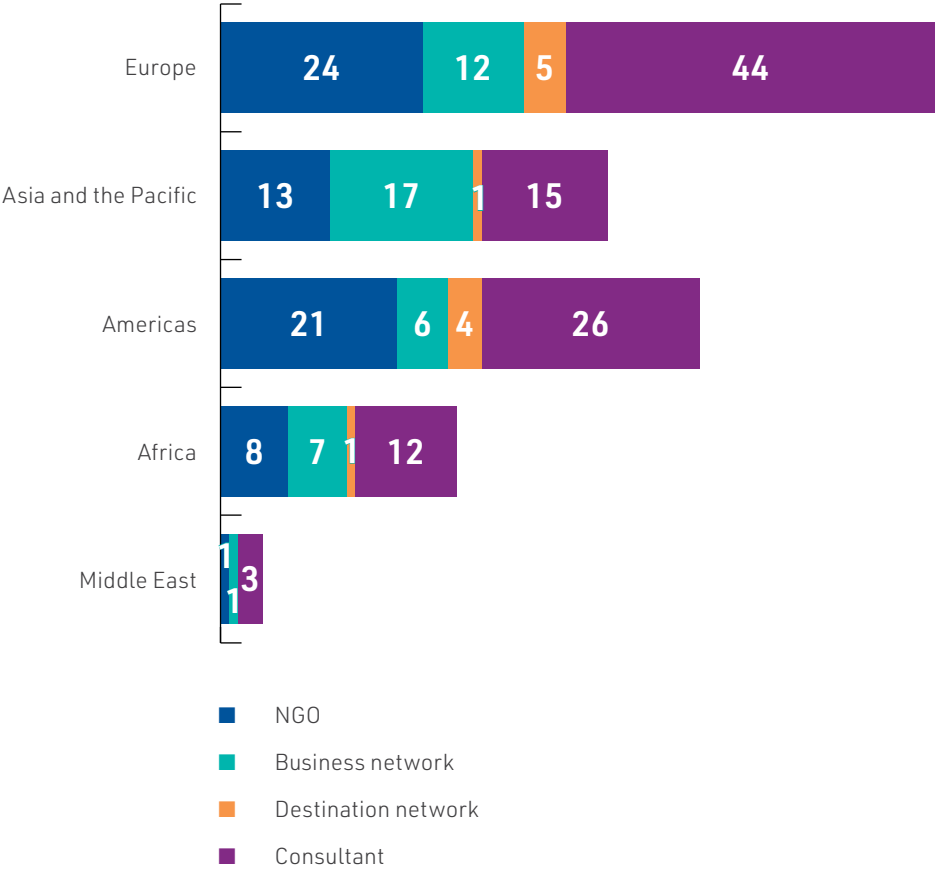
#### SUPPORTING ORGANIZATION RESPONDENTS BY TYPE (n=221)

In terms of organizations that support tourism (e.g., NGOs, business networks, destination networks, tourism industry consultants), consultancies (100) were the most responsive followed by NGOs (67) and business networks (43).



SUPPORTING ORGANIZATIONS BY REGION (n=221)

Respondents from Europe (38.5%) made up the majority of responses from the Supporting Organizations stakeholder type, followed by 25.8% from the Americas, 20.8% from Asia and the Pacific, 12.7% from Africa and 2.3% from the Middle East.



# ANNEX 3 | LIST OF RESPONDENTS

The mention of specific organizations, companies or products of manufacturers does not imply that they are endorsed or recommended by UNWTO in preference to others of a similar nature that are not mentioned.

137 Pillars Hotel & Resorts  
3 Circles Energy Consultants Limited  
A M A V P T  
ABTA  
aca en bici  
Academician  
Accor SA  
AccorVietnam  
Ace of Hua Hin Resort  
Acitur Pelluhue  
ADE TOURS  
ADEME  
Adventura  
Adventure Specialists B.V. – Shoestring, Koning Aap & YourWay2GO  
Adventure Tours UK  
Adventure Travel Trade Association  
AEGEAN AIRLINES  
Aero  
African Bush Camps  
AGENCE AVENTURES SARA KOLE VOYAGES  
AGENCE DE VOYAGES BARAKA TRAVEL SERVICES  
AGENCE DE VOYAGES ET DE TOURISME GALAXIE TRAVEL & TOURS SERVICES SARL

AGENCE DE VOYAGES MALI HORIZONS AVENTURES  
Agence de voyages Salam SARL  
Agence kanda voyage  
Agence Zeynab voyages  
Agencia Catalana de Turismo  
AGENCIA DE ESTRATEGIA DE TURISMO DEL GOBIERNO BALEAR (AETIB)  
Agencia de Viajes Lets Go my Friend  
Agency for Promotion and Support of tourism of the Republic of North Macedonia  
AGTUR – Agência Municipal de Turismo  
AHI Travel  
Air Alliance Travels (Pvt.) Limited  
Airtrade Holland  
Al Aire Libre Mx (Outdoors Mx)  
AL HASHAR TOURISM AND TRAVELS LLC  
Al Maamari Tours  
ALAYA RESORT UBUD  
ALCALDIA DE CARTAGO  
All About Africa Consulting  
ALL DREAMS CAMBODIA TRAVEL Co.,Ltd  
All Nippon Airways (ANA)  
Allianz Partners  
ALMOUNIA HOTEL & SPA

ALPICO PLAZA HOTEL  
 ALSACE DESTINATION TOURISME  
 Amaranth Suvarnabhumi Airport, BW Premier Collection by Best Western  
 Amaya Kuda Rah Maldives  
 Amen BHUTAN Tours and Treks Pvt. Ltd.  
 Amigos de Sian Ka'an  
 Amity Tours  
 ANA  
 Anantara Chiang Mai Resort  
 Anantara Hoi An, Avani Quy Nhon, Anantara Quy Nhon Villas, The Vietage luxury train  
 Angkor Panoramic Boutique Hotel  
 Angsana Teluk Bahang  
 Aniyami Brazil  
 Anja Jimbaran  
 Anjali by syphon  
 ANWB Royal Dutch Touring Club  
 APACHETA SAC  
 APAVT – Portuguese Association of Travel and Tourism Agencies  
 APTUEX – Asociación Apartamentos Turísticos Extremadura  
 Apumayo expediciones Peru  
 ARAFAT VOYAGES  
 Arborek Dive Shop  
 Areindmar Hotel  
 Arkansas Department of Parks, Heritage & Tourism  
 Aseel Travel  
 Asia Adventure  
 Asia Green Travel  
 Asian Trails  
 Asociace českých cestovních kanceláří a agentur – Association of Tour Operators and  
 Travel Agents of the Czech Republic  
 Asociación de Municipalidades Ecuatorianas

Asociación Nacional de Agencias y Viajes y Turismo de Colombia – ANATO  
 ASSHO (Afghanistan Solidarity for Social and Humanity Organization)  
 ASSOCIATION DES AGENCES DE VOYAGES LIBRES DU MALI (AVLM)  
 Association for Nature, Environment and Sustainable Development Sunce  
 Association Malienne des Agences de Voyages pour la Promotion du Tourisme (AMAVPT)  
 Association Marocaine pour la Protection de l'Environnement et le Climat  
 ASTO - Alentejo Sustainable Tourism Observatory  
 ATELIER DE CUISINE CHEF TARIK  
 Athens Development & Destination Management Agency  
 Auberge SALAMA  
 Audley Travel  
 Australia's North West Tourism  
 Austrian Federal Economic Chamber, Tourism and Leisure Industries Division  
 AUTÉNTICO SAN LUIS  
 Autoridad de Turismo de Panamá  
 Aventure Ecotourisme Quebec  
 Away Bali Legian Camakila  
 Ayala Land Inc. - Resorts Group - Ten Knots Group  
 Ayodhyapuri buffer zone community home stay  
 AYUNTAMIENTO CARRION DE LOS CONDES  
 Ayuntamiento de Ticul, Yucatán. México  
 Azad Jammu & Kashmir Tourism & Archaeology Department  
 Azerai La Residence Hue  
 Azerbaijan Hotel Association  
 Bahrain Tourism and Exhibitions Authority  
 Bambu hotel  
 Bambuh  
 Bangladesh Eco Adventure  
 Bangladesh Tourism Board  
 Banthai Village  
 Banyan Tree Hotels & Resorts

Banyan Tree Nepal Pvt Ltd  
 Barahi Jungle Lodge  
 Batu Karang Lembongan Resort & Spa  
 Batuta Travels  
 Bay Suong, Mr Hao Phuong Transfer  
 Beijing Dongfang Hotel  
 Beluga Adventures  
 Berjaya Langkawi Resort  
 Better Places  
 Bharhka Countryside Cottage Resorts  
 BHAYA CRUISES CO., LTD  
 BIDV Hotel Nha Trang  
 Bio Philia Group  
 Blue Horizon Pvt Ltd  
 Blue k safari Maldives Pvt ltd  
 Blumar DMC  
 Bodhi Serene Hotel  
 Boho Co  
 BOLIVIA MILENARIA  
 Boogie Pilgrim  
 Bora travel tours  
 Borneo Nature Lodge  
 Botswana Tourism Organisation  
 Boulder Bay Eco Resort  
 BRAZIL SENSATIONS  
 BRAZILIAN LUXURY TRAVEL ASSOCIATION  
 Brigit's Garden  
 Buddha Air  
 Bude Climate Partnership  
 Burgenland Tourismus  
 Bush Oasis Caravan Park

Business Finland, Visit Finland  
 Butterfield & Robinson  
 Caiman Ecological Refuge  
 Caledonia Worldwide  
 Canadian Mountain Holidays  
 Cannabis Travel Association International  
 Canopus Maldives Pvt Ltd  
 Cape Cod Chamber of Commerce  
 Caravan and Motorhome Club  
 CARBON ECOTRIP  
 Cardiff Metropolitan University  
 Caribbean Biking Company ( Cubanía Travel)  
 Carnival Corporation & plc  
 Carrier  
 Casa del Mar Langkawi  
 Casa Hospedaje Destino Mancos  
 Casal dei Fichi  
 Casas del Perú  
 Cassia Cottage Phu Quoc  
 Catalan Tourist Board  
 Cecilia by Dot Collection  
 Celes Beachfront & Samui Palm Beach Resort  
 Centara Grand Island Resort & Spa Maldives  
 Ceylon Wild Safaris Yala Sri Lanka  
 CHAHBI MYRIAM ET CONSORTS - Hôtel l'escale Fès  
 Chain Hotel  
 CHAMBER OF IMATHIA  
 Chambre d'hôtes les Oiseaux  
 CHAU LONG SAPA TOURS  
 Chay Lap Farmstay  
 Chen Sea Resort & Spa Phu Quoc Vietnam

Cherish Hotel  
 China Golden Bridge Travel Service Corp  
 Chobe Holdings Limited  
 Chobe River Lodge`  
 CHONG FUI TRAVEL SDN BHD  
 CIE Tours  
 City of Bristol College  
 Ciudadanos y Clima  
 Clarin Tours  
 Climate Change Management Department  
 Club Criosière du Havre  
 Club de la Croisière Marseille Provence  
 Club Med  
 Clube de Produtores de Monovarietais do Vinho Verde – Associação dos Vitivinicultores e  
 Produtores de Uva, Mosto e Vinho da Região dos Vinhos Verdes  
 CNH Tours  
 Coco Palm Dhuni Kolhu, Coco Collection, Sunland Hotels Pvt. Ltd  
 COCOHÛT HOMESTAY BEN TRE  
 Cocoon Maldives Island Resort.  
 Cognito  
 Collette Travel Services  
 Comisión de Turismo Sostenible de la Asociación Guatemalteca de Exportadores  
 -COMITURS-  
 Comité Régional du Tourisme et des Loisirs d’Occitanie  
 Common Seas  
 COMO Metropolitan Bangkok  
 COMO Point Yamu  
 Compagnie Bourlingue alias Freewheelin'tours  
 Compañía de Turismo de Puerto Rico  
 Concept Hospitality Pvt. Ltd. - The Fern Hotels & Resorts  
 Confederação Nacional do Comércio de Bens, Serviços e Turismo

Confluence Sustainability  
 Conrad Osaka  
 Conseil Communal de la Société civile de Dialakorodji  
 CONSEIL REGIONAL CENTRE - VAL DE LOIRE  
 Conseil Regional de Tourisme de Marrakech  
 Consejo Nacional de Áreas Protegidas  
 Considerate Group  
 Consultoría Turismo Rural Chiloe  
 CONSULTORIA TURISTICA  
 Contiki Holidays  
 Copley Creative Solutions, LLC  
 Coraggio Group  
 Cosmic travel Organisation  
 Cosmos  
 Cove 55  
 Crisis management Initiative Foundation  
 Croix Du Sud Discovery  
 Crossroads Maldives (Hard Rock Hotel and SAii lagoon Maldives)  
 Crystal Cruises  
 Cuba Private Travel  
 Culinary Tourism Alliance  
 Culture Tour Ltd  
 Cycladic Development Association (KETAN) Non Profit Organization of Cyclades Chamber of  
 Commerce  
 CYPRUS SUSTAINABLE TOURISM INITIAT.  
 Da Bac Community-based Tourism  
 Da Nang Sky Transport Travel Company Limited  
 Dai Thang Transfer  
 Daluyon Beach and Mountain Resort  
 DamaRose hotel  
 Dark Sky Association



DE UNA Colombia Tours  
 Decharme hotel chiangmai  
 Decouvrir Co.Ltd  
 DELHI UNIVERSITY  
 Denpasar Institute  
 Denzong Leisure Private Limited  
 Department of Environment and Natural Resources - Biodiversity Management Bureau  
 Department of Tourism  
 DER Touristik Group GmbH  
 Desa Trans  
 Descubrir Tours  
 Desert Camels Adventure Tours  
 Destination management HRADECKO  
 Destination Nord  
 Destination NSW  
 Destination Sherbrooke  
 Dhigali Maldives  
 Dialoog Hotel Banyuwangi  
 Diamond Resorts Europe  
 Dijiwa Sanctuaries  
 Diputació de Barcelona. Oficina Tècnica de Turisme  
 Diputación Provincial de Teruel  
 Dirección de Turismo  
 Dirección de Turismo del Consell de Mallorca  
 DIRECCIÓN GENERAL DE MEDIO AMBIENTE  
 Dirección General de Turismo. Intendencia de Maldonado  
 DIRECTION DU TOURISME ET DES CONGRES  
 Direction Nationale du tourisme et de l'Hôtellerie  
 Dmo Albania  
 dnata Travel  
 Dolder Hotel AG

Dolomiti Paganella Tourism Board - Benefit Corporation  
 Dolphin Bay Resort  
 DTX HOTEL NHA TRANG  
 Duavata Sustainable Tourism Collective  
 Dunster Beach Huts  
 Dusit Thani Maldives  
 Duyen Doan  
 Earth 3.0 think tank  
 Earth Changers  
 EarthCheck  
 easyJet holidays  
 Ebrd  
 Echo Resorts Group  
 Eco beach holidays Maldives Pvt Ltd  
 Eco Team Pvt Ltd  
 Eco-2md di Matteo Galeazzi  
 Eco-Arts  
 Ecocircuitos Panama  
 Ecoclub.com  
 ECOLLECTIVE TRAVEL LTD  
 Ecolodge EL LAMEJAL  
 EcoPreserve  
 Ecotourism Australia  
 Ecuador Tourism Board  
 EFECs  
 Elefant Travel  
 Elephant Hills Co., Ltd  
 Elizabeth City Downtown, Inc.  
 Embudu Village  
 Emeraldal Resort Ninh Binh, Vietnam  
 Emerging Tourism Enterprise Association

Encamp Adventures  
 Environmental Habitat  
 Epikurean Hospitality (Thailand) Co., Ltd.  
 Equator Learning and Travel Uni  
 Escuela Superior Politécnica del Litoral  
 Eternal Landscapes Mongolia  
 Ethiopian ministry culture and tourism  
 European Tourism Quality association, ETQ asbl  
 Everest Pioneer Trek Nepal Pvt. Ltd  
 Exciting Pakistan  
 EXO  
 EXO Travel  
 Exo travel Myanmar  
 EXO Travel Thailand  
 Exodus Travels  
 Exotissimo  
 Experience Jordan Adventures  
 Experience Travel Group  
 Explora  
 Explorandes  
 Explore  
 Explore Edmonton  
 Explore Panamá Tour Experiences  
 Explorers Mauritius  
 Explorist  
 Fair Trade Calgary  
 fairunterwegs  
 FAO  
 Far and Ride Ltd  
 Far'n Away Travel  
 FCC Angkor by Avani

FCM Singapore Pte Ltd  
 Federal Ministry for Economic Affairs and Energy  
 Federal Ministry of Agriculture, Regions and Tourism  
 Fédération Nationale de l'Industrie Hôtelière  
 FEHGRA, FEDERACION EMPRESARIA HOTELERO GASTRONOMICA DE ARGENTINA  
 Felloh!  
 Fernweh  
 Festival Internacional de Turismo de Aventura (FITA) Chihuahua  
 FH JOANNEUM - University of Applied Sciences  
 Flyavalhu Maldives  
 Flight Centre  
 Flight Free Australia  
 FlowHouse Oy  
 FNTV  
 Foothills Travel Agency  
 Footprint Travel  
 Foundation for Environmental Education  
 Four Seasons  
 Four Seasons Resorts Bali  
 Freelance tourist guide  
 Free-lance tourist guide  
 Fresh Eyes - People to People Travel  
 Friends Adventure Team P. Ltd.  
 Fuji office machines  
 FUNDACION DEFENSORES DE LA NATURALEZA  
 Futurismo Azores Adventures  
 GADIABA KAJEL VOYAGES  
 Gal Oya Lodge  
 Galaxee Holidays  
 Gansu Western Culture International Travel Service  
 GBHS Toulou Ndong

GENERAL PAN-HELLENIC FEDERATION OF TOURISM ENTERPRISES - GEPOET  
GenuineSpain  
Geopark Schelde Delta io  
German National Tourist Board  
GETLINK  
GIZ  
GIZ Grenada - G-CREWS Project  
Global action against the Climate Change Hoax  
Global Business & Investment Consortium  
GLOBAL Consultoría Turística  
Global Cynergies Mauritius  
Global Himalayan Expedition (GHE)  
Global Insight Arts  
Globus Family of Brands  
Go Lake Havasu  
Gobierno de Navarra  
Gold Hotel Hue  
Golf Travel Hub  
Gondwana Brasil  
Gondwana Collection Namibia PTY LTD  
Gouvernementale  
Goway Travel  
Grand Circle, LLC  
Grandis Hotels & Resorts Sdn Bhd  
Great Himalaya Trail  
Green Mansions Jungle Resort  
GRUPO XCARET  
GTI Tourism Pty Ltd  
Guia Suíça  
Guilin Yuntong Travel Agency  
Gulf Center for development

Gullale botanical garden  
Haaga-Helia university (UAS)  
HACIENDA VENECIA  
Hai Au Aviation  
Halt Poverty  
Hamro Hospitality Pvt. Ltd.  
Hanse Explorer GmbH & Co. KG  
Hanyang University  
Happy Holiday's Travel & Resort  
Happy Trails Asia  
Haritha Collection  
Hashoo Foundation  
Heart4earth, Youth for human rights Kamina  
Hellenic Association of Airline Representatives  
Hellenic Association of PCOs and Destination Events Specialists  
HELLENIC CHAMBER OF HOTELS  
Hellenic Hoteliers Federation  
Henritours  
Heritage Line  
Hero Holidays Volunteer programs  
Herrmann Global Inc  
HF Holidays  
Hide Away Guest House  
Highland Holiday Park  
Hike'n Sail Turkey  
Hilton Osaka  
HINDUSTHAN TRAVELS  
Historic Environment Scotland  
History Travelers SAS Bic  
Ho Thi Hai  
Hoi An Ancient House Village Resort & Spa

Hoi An Palmy Villa  
Hoi An Rose Garden Hotel  
Holiday Inn Amritsar  
HOLIDAY INN RESORT KANDOOMA MALDIVES  
Holidays Gb tours  
Homestays Morocco & Riad Kasbah Oliver  
HONG NGOC COCHINCHINE  
Hope Cruiser liveaboard  
Hotel Acqua Express  
Hotel Arya Niwas  
Hotel Barahi (P) Ltd  
Hotel de l'Opera Hanoi - MGallery Hotel Collection  
Hotel des Arts Saigon  
Hotel Holy Himalaya  
Hotel Ibis SLP  
Hotel Ibis Styles Mexico Zona Rosa  
Hotel IKON Phuket  
Hotel is arenas  
Hotel Kalehan  
Hotel Kasbah Lamrani  
HOTEL LA TERMINAL  
HOTEL LAS ARENAS BALNEARIO RESORT  
Hotel Les Saisons  
Hotel Manaslu Pvt.Ltd.  
Hotel Manuel Antonio Park  
Hotel Marshyangdi P. Ltd  
Hotel Melia Grand Hermitage  
HOTEL MORELOS  
Hotel Oms home, jomsom  
Hotel Quinta Mision Creel  
Hotel Saigon Morin

HOTEL SALENTO REAL  
Hotel Sandakan  
Hotel Shangri-La Pvt Ltd  
HOTEL SIERRA BUGAMBILIAS  
Hotel S-Plus Hiroshima Peace Park  
HOTEL SURYA INTERNATIONAL, NEW DELHI  
Hotel UTHGRA Los Cocos  
Hotel UTHGRA Presidente Perón  
Hotel UTHGRA Sasso  
Hotel Vila Lumbung  
Hulic Hotel Management Co., Ltd.  
Hungarian Tourism Agency  
Hurtigruten Expeditions  
HushTourism  
Huynh Gia Transport  
IBERIA LÍNEAS AÉREAS DE ESPAÑA  
IDOU ANFA HOTEL  
IHG  
Ilha blue  
IMPLAN LOS CABOS  
Impulse Travel  
In2Destination  
Inala Nature Tours  
Indigenous Kokoda Adventures  
Indochina Sails Hai phong Co., Ltd  
Iniziativa Cube s.r.l.  
Innovation Norway  
INSETE  
Inside Travel Group  
INSTITUTO CULTURA Y TURISMO  
INSTITUTO DE DERECHO AMBIENTAL DE LA REPÚBLICA DOMINICANA

Instituto Distrital de Turismo  
 Instituto EPOMEX, Univ. Campeche, Mexico  
 Instituto Guatemalteco de Turismo -INGUAT-  
 Inteletravel  
 InterContinental Danang Sun Peninsula Resort  
 International Association of Antarctica Tour Operators (IAATO)  
 International Institute of Gastronomy, Culture, Arts and Tourism  
 International Leadership Association  
 Intrepid Colombia  
 Intrepid Travel  
 Intursa  
 Invest Moldova Agency  
 Israel Ministry of Tourism  
 Israel Tourist Office  
 Istvan Parkanyi  
 IUCN WCPA Tourism and Protected Areas Specialist Group  
 J Mansion  
 Jade Mountain & Anse Chastanet Resorts  
 Japan Alliance of Responsible Travel Agencies  
 Japan Tourism Agency  
 JB travel GmbH  
 Jemus Investments Company Limited  
 Jet2.com & Jet2holidays  
 Jihočeská centrála cestovního ruchu  
 Jira Boutique Residence  
 John Gray's Sea Canoe  
 JohnLikes2Travel  
 Journeys International  
 Jseason Travels and Tours (p) Ltd.  
 JTB  
 Kabani Community Tourism & Services

Kalapathar Lodge  
 KANU VOYAGE  
 Karasuma Kyoto Hotel  
 Karmagali  
 KASBAH DU TOUBKAL DISCOVER LIMITED  
 Kata Sea Breeze Resort  
 KAZU MALDIVES  
 Keep Flying Travel And Tourism  
 Kellys Beach Resort  
 Kenya Tourism Board  
 Kenya National Convention Bureau  
 Kenya Tourism Federation  
 khách sạn La Casa Hà Nội  
 Khaki And Dust Safaris  
 Khanh Toan Homestay  
 Khimjis House of Travel  
 KHMJIS HOUSE OF TRAVEL LLC  
 Khiri Travel  
 Kilimanjaro Porters Assistance Project  
 Kilmorna House Luxury Lodges  
 Kindle Journeys  
 Koculu Travel Agency  
 Koning Aap, Shoestring & YourWay2GO  
 Kootenay Rockies Tourism  
 Korea Culture and Tourism Institute  
 KOSAS TRAVEL & TOURS  
 KSAR LJANOUB  
 Kuoda Travel  
 Kuoni Travel UK  
 Kw saver  
 Kwadiwa (Pty) ltd

Kwando Safaris  
 Kyoto hostel ZEN  
 Kyushu Experience Walks  
 La Belle Vie Hotel  
 La palmeraie d'angkor  
 La Residence Phou Vao, a Belmond Hotel  
 La Residence, Bed and Breakfast  
 La Veranda Resort Phu Quoc - MGallery Collection  
 Laboratório da Paisagem de Guimarães  
 Lafia voyages sarl  
 LAGOON VILLA THODDOO  
 LAKEVIEW HOTEL & RESTAURANT  
 Lamphope  
 LANDSCAPE SAFARI  
 Lapwing Vacations Private Limited  
 Latitude Group Travel  
 Le Caramelle di Baratti  
 Leave No Trace Ireland  
 Lebanese Ministry of Tourism  
 Legacy Vacation Resorts  
 Legenda tours.com  
 Legendary Adventure  
 Legendary Experiences  
 Lemon Tree Hotels  
 Lenid Hotel Tho Nhuom  
 Les jardins de Skoura  
 Lets Go Maldives Pvt. Ltd.  
 Let's Sea Hua Hin Al Fresco Resort  
 L'hotel Mường Thanh Holiday Huế  
 LIBERTY CENTRAL SAIGON CITYPOINT HOTEL  
 Liberty TV and Radio Kano

Lifestyle Retreats  
 Little holidays home stay / Ubique tours and treks  
 Loikaw Travel  
 Loligo  
 Look4Portugal  
 Loughborough College  
 Love The Oceans  
 Luau Beach Inn, Maldives  
 Lunapaz ecoturismo  
 M BOUTIQUE HOTEL  
 Macao Government Tourism Office  
 Maceos  
 Mai Anh Company Limited  
 Maison Dalabua  
 Maistra dd  
 Makers Global  
 Malahini Kuda Bandos  
 Malaysia Airlines Berhad  
 Malaysia Tourist Guide Association  
 MALAYSIAN ASSOCIATION OF WELLNESS & SPA  
 Maldives Association of Tourism Industry  
 Manchebo Beach Resort and Spa  
 Mandala Ou Resort, Nong Khiaw  
 MandaLao Elephant Tours & Conservation  
 Mango Bay Resort  
 Manryo Co., Ltd  
 Marelen Hotel  
 MARINA VOYAGES  
 Marriott International  
 Mascontour  
 Mauritius Tourism Promotion Authority

McKinlay Kidd  
 Meet and Greet  
 MEET Network  
 Mekong Eyes Cruise  
 MekongKing One Member Comany...Ltd.  
 Melco Resorts & Entertainment  
 Melia Hanoi Hotel  
 Merchant Navy  
 Mexplorer DMC  
 Middlesbrough College/Open University  
 Mincetur  
 Mineral Wells Area Chamber of Comme  
 Minh Viet Transportation Limited Company  
 Ministère de la Culture et du Tourisme du Togo  
 Ministère de l'Europe et des Affaires étrangères, France  
 Ministère du tourisme, de la culture et des arts, Côte d'Ivoire  
 MInisterio da Cultura e Turismo, Mozambique  
 Ministerio de Comercio Exterior y Turismo, Perú  
 Ministerio de Comercio, Industria y Turismo, Colombia  
 Ministerio de Turismo, Ecuador  
 Ministerio de Turismo, El Salvador  
 Ministerio de Turismo, la República Dominicana  
 Ministerio de Turismo, la República Oriental del Uruguay  
 Ministerio para la Transición Ecológica y el Reto Demográfico, España  
 Ministry for Economic Development Labour and Technology, Poland  
 Ministry of Cultural Heritage, Tourism and Handicrafts, I.R. of Iran  
 Ministry of Culture and Tourism, Turkey  
 Ministry of Culture, Sports and Tourism, Republic of Korea  
 Ministry of Economy and Innovation, Lithuania  
 Ministry of Economy, Entrepreneurship and Tourism, Romania  
 Ministry of Education, Tertiary Education, Science and Technology, Mauritius

Ministry of Heritage and Tourism, Oman  
 Ministry of Hotels and Tourism, Myanmar  
 Ministry of Housing and Urban Affairs, India  
 Ministry of Industries and Innovation, Iceland  
 Ministry of Tourism and Creative Economy, Republic of Indonesia  
 Ministry of Tourism and International Transport, Barbados  
 Ministry of Tourism and Sport, Croatia  
 Ministry of Tourism and Sports, Republic of Uzbekistan  
 Ministry of Tourism and Wildlife, Kenya  
 Ministry of Tourism Wildlife and Antiquities, Uganda  
 Ministry of Tourism, Arts and Culture, Malaysia  
 Ministry of Tourism, Culture and the Arts, Trinidad and Tobago  
 Ministry of Tourism, Greece  
 Minor Hotels Vietnam  
 Mitchell's Travel  
 Moby Dick Tours Co., Ltd.  
 MODII TOURS AND TRAVELS  
 MONA  
 Monkey Island Resort  
 Montalvo viajes, operadora turística  
 Montien Hotel Surawong Bangkok  
 Monvigliero vineyard villas  
 MOPTI VOYAGES  
 MOROCCAN HOUSE HOTELS  
 Mostviertel Tourism  
 Mountain Quests  
 Movenpick Hotel Hanoi  
 MUNICIPALIDAD DE ALAJUELA  
 Municipalidad de Almafuerite  
 Municipalidad de Ceres  
 Municipalidad de Crespo

Municipalidad de Lima  
Municipalidad de Puente Alto  
Municipalidad Distrital de Lince  
MUNICIPALITY OF CENTRAL CORFU AND DIAPONTIAN ISLANDS  
MUNICIPIO DE LEON  
Municipio de puno  
Mường Thanh Holiday Hue Hotel  
Musandam Discovery Diving  
Mwamfushi safari Lodge  
My Dream Boutique Resort & Spa  
Nagenahiru Foundation  
Nam Bộ tourist.  
Nam Nghi Phu Quoc Peninsula  
Napo Wildlife Center  
Naresuan University  
Nartex TPB  
NATH, Inc.  
National Tourist Board of Sierra Leone (NTB-SL)  
Natufagus Tourism Consulting  
Natural Clean  
Natural Selection  
Nature Safari India Private Limited  
NATURE WILD AFRICA TOURS & TRAVEL LTD  
Naveed e Haram Travel & Tours (Pvt) Ltd  
Nefelibata Travels (Pvt) Ltd  
Nehelp Cameroon  
Nepal Tourism board  
Neptuno  
NET TRAVEL  
Netherlands Board of Tourism and Conventions  
New Mauritius Hotels

Nguyen Xuan Phu Transfer  
Nigerian tourism development corporation  
Nippon Hotel Co.,Ltd. / JR-East Hotels  
Niyama Private Islands Maldives  
NLW Tourismus Marketing GmbH  
Noku Kyoto Hotel  
Nomad  
Nordic Tourism Collective  
Nouroul Bayane  
Nouvo City Hotel (N Ventures Co., Ltd.)  
NOVOTEL PHU QUOC RESORT  
NthAdventure Evento Private Limited  
NTO Ukraine  
NUST Hotel School  
Ocean Coral Spring  
Ocean Rivera Paradise  
Oceanwide Expeditions  
Offices de Tourisme de Normandie  
OGC  
Oku Japan  
Olive Goidhoo  
Omaguaco parador rural  
One Traveller  
Opinion Research Services  
Oregon Coast Visitors Association  
Organic Herb Garden Family  
ORIENT HOTEL  
Oriental Sky Travel  
Our Jungle Resorts ( Our Jungle Camp / Our Jungle House)  
Outback New Zealand Limited  
Pa Sak Tong



Pakistan Tourism Development Corporation (PTDC)  
 PALAIS HOUYAM  
 Pao's Sapa Leisure Hotel  
 PARADISE ISLAND RESORT  
 Park View Hotel  
 PARKROYAL Yangon  
 Parkroyal Yangon Hotel  
 PATA Malaysia Chapter  
 Peermont Global (Botswana) Limited  
 PEGE - Planetary Engineering Group Earth  
 Penguin Travel, The Falkland Islands Company  
 Peninsula Papagayo  
 PENINSULA.EXCELSIOR HOTEL  
 Petra Fig Tree Villa  
 PHAN THIET OCEAN DUNES RESORT  
 Philippine Center for Environmental Protection and Sustainable Development, Inc.  
 Phumanee Lahu Home  
 Pilsen Region  
 Planet Happiness  
 Plantation Island Resort Pte Ltd  
 PLEASANT HOLIDAYS LLC  
 Plum Travel  
 Polestaradventures  
 Polwaththa Eco Lodges  
 PONANT  
 Ponte Travels  
 Pousada Serra Verde  
 Prefectura de Chimborazo  
 Prefeitura Municipal de Miguel Pereira  
 Present  
 President's Office

Preverisk  
 Promotora de Símbolos ¡Ah Chihuahua!, S.C.  
 Promperú  
 Pronatura Península de Yucatán AC  
 Protect Our Winters UK  
 PT Meridian Capital Indonesia (Meridian Adventure Dive)  
 PT. Goldenbird Bali  
 Pueblito Antiguo Reserva Natural  
 Puerto Rico Tourism Company  
 Pullman Kuala Lumpur City Centre Hotel & Residences  
 PULLMAN LUANG HOTEL  
 Pullman Luang Prabang  
 Pung-Waan Resort & Spa  
 Pure Peru  
 Pure! Colombia  
 Pure! Ecueador  
 Puri Sari Beach Hotel  
 Pusat Kajian Pariwisata Nusantara  
 PW Sustainable tourism development consultant & community  
 QUAN BA COMMUNITY - BASED TOURISM COOPERATIVE  
 Radha Phala Resort & Spa  
 Radisson Hotel Group  
 Radisson Jodhpur  
 Raja Travels  
 Rajasthan Routes Trails Pvt Ltd  
 Rama Shinta Hotel Candidasa  
 Ramayana Candidasa  
 Rambutan Hotel  
 RANA DORADA TOURS  
 RAOUDAVOYAGE  
 Rasa Hospitality - Buri Rasa Resorts

Rayane Tours SARL  
 Rayavadee  
 RBRM Pvt Ltd  
 Recursos para el Turismo  
 Red Dot Foundation  
 Red Rocks Initiative Sustainable For Development  
 Reforestamos México A.C.  
 Regent Holidays  
 Région Grand Est  
 REGION OF CENTRAL MACEDONIA  
 REGION OF EASTERN MACEDONIA THRACE  
 REGION OF WESTERN GREECE  
 REGION OG ATTICA  
 Regione Liguria  
 RENAISSANCE RIVERSIDE HOTEL SAIGON  
 Republic Of Turkey Ministry Of Culture and Tourism  
 Réseau des Grands Sites de France  
 Reserva Natural El Danubio  
 Resilienciate  
 Responsible Travel  
 Reverie Siam Resort  
 RIAD MAKTOUB  
 Riad tfilag  
 RichEdu International Consult  
 Rico Resort  
 rida khalil travel & tourism  
 Rio Experience  
 RIU HOTELS AND RESORTS  
 Riverside Boutique Resort Vangvieng  
 Riverside Impression Villa  
 Riviera Maya Sostenible, A.C.

Riviera Travel  
 RMTT  
 Roam and Roam travel and tours.  
 Roches armed  
 Rocky Mountaineer  
 Rose Garden Hotel  
 Rosewood Luang Prabang  
 Roxy-Kyoto Hotel GK  
 Royal Mandalay group  
 Royal Mountain Travel  
 Royal Riverkwai Resort & Spa  
 ROYAL TULIP HOTEL MUSCAT  
 Royale Chulan Hotels & Resorts  
 S Loft Manado hotel  
 SA Expeditions  
 Saddle Skedaddle  
 Safari Destinations  
 Sahelplus sarl  
 Sakina voyages sarl  
 Sakmut Hotel & Spa  
 Sala Lodges Hotel  
 Sally Cairns & Associates Ltd  
 Salzkammergut Touristik GmbH  
 Samoa Tourism Authority  
 Sands Suites Resort & Spa  
 SANDYS TRAVEL ESCAPES  
 Sardegna Grand Hotel Terme  
 Sareeraya Villas & Suites  
 Sarinbuana Eco Lodge  
 Sarinbuana Eco Lodge (Bali Eco Lodge)  
 Satri House

Saudi Green Building Forum  
 Sawadee Reizen BV  
 Sawah Indah Villa  
 Scenery Adventures Ltd  
 Scenic Air Safaris  
 Schleswig-Holstein Tourism Board & Convention Bureau  
 SEA LINKS CITY RESORT & GOLF  
 Seagull Hotel  
 Search Conversion  
 Secretaría de Desarrollo Sustentable Yucatán  
 Secretaría de Fomento Turístico del Gobierno del Estado de Yucatán  
 Secretaria de Innovación y Desarrollo Económico  
 SECRETARÍA DE TURISMO  
 Secretaría de Turismo de Quintana Roo  
 Secretaría de Turismo del Estado de Guanajuato  
 Secretaria de Turismo del Estado de Jalisco  
 Secretaria de Turismo del Estado de Querétaro  
 SECRETARIA DE TURISMO DEL ESTADO DE SAN LUIS POTOSI  
 Secretaria de Turismo del Estado de Tabasco  
 Secretaría de Turismo del Gobierno del Estado de Hidalgo  
 SECRETARÍA DE TURISMO DEL GOBIERNO DEL ESTADO DE TAMAULIPAS  
 Secretaría de Turismo, Economía y Sustentabilidad  
 Secretaría de Turismo, Economía y Sustentabilidad de Baja California Sur, México  
 Secretaria Municipal de Turismo de Grão Mogol  
 Seed of Inundation  
 Selective Asia  
 SENATUR  
 Sentosa Development Corporation  
 Sepilok tropical wildlife adventure sdn bhd  
 SereS Springs Resort & Spa Singakerta  
 SereS Springs Resort & Spa, Singakerta

Servicio Nacional de Turismo  
 SETO  
 Seven Women Nepal  
 Seventeens Transfer  
 Shangri-La Chiang Mai  
 Shangri-La Tanjung Aru Kota Kinabalu  
 Sheraton Damascus Hotel  
 Sheraton Maldives Full Moon Resort & SPA  
 Sheraton Montazah Hotel  
 Shorfet AL Alamin Hotel  
 Siddhi Ganesh Transport Pvt. Ltd.  
 SILA Urban Living  
 Silk Path Hotels & Resorts  
 SILVER COMPASS  
 Silversea Cruises  
 Simply Greece  
 Six Senses Hotels Resorts Spas  
 Six Senses Laamu  
 Six Senses Ninh Van Bay  
 SkiBound  
 SL&A  
 SNP Natuurreizen  
 Socompa SRL  
 Soksabike  
 Soneva  
 Soneva Fushi  
 Sonoma Sustainable Tourism  
 Soori Bali  
 SoulReps  
 Souphattra Hotel Luang Prabang  
 South American Tours Chile

South India Hotels and Restaurants Association  
 Southern Cross Kayaking  
 Southwest Ontario Tourism Corporation  
 Spa Village Resort Tembok, Bali - Indonesia  
 SPTURIS  
 SRV (Swiss Travel Association)  
 St. Eustatius Tourism Development foundation  
 STC Expeditions  
 Sté Chez Amaliya SA  
 STEEA Greek Car Rental Association  
 STELAR TRAVEL LIMITED  
 Stella's Epic Travels  
 Steuben County Conference & Visitors Bureau  
 Stone Horse Expeditions & Travel  
 Sublime Expeditions  
 Sumberkima Hill  
 SummaCap  
 Summit Air (P) Ltd.  
 SUNNY SUITES MALDIVES PVT LTD  
 SUNx Malta  
 Super Travels (Pvt.) Ltd.  
 Sur Plaza Hotel  
 Sustainable Hospitality Alliance  
 Sustainable Tourism Foundation Pakistan  
 Sustainable Tourism Partnership Programme  
 Sustentur  
 Sutera Sanctuary Lodges  
 Suzhou China Travel Service  
 Swissotel Nankai Osaka  
 TABAT VOYAGES SARL  
 Tabin Wildlife Holidays

Tahoe Regional Planning Agency  
 TAÏBAT VOYAGES SARL  
 TAILORED LUXURY TRAVEL  
 Taiwan Tourism Bureau London Office  
 Tales from Africa Travel  
 Tandobone Bungalows  
 Taras Shevchenko National University of Kyiv  
 Tatajuba Travel  
 Tauck  
 Tautzia International Management  
 Taylor Dade consulting  
 TDA Global Cycling  
 Teardrop Hotels  
 TERAGIR  
 Thai Marano Travel  
 Thang Long Espana Hotel  
 Thanh Lich Hotel  
 THE ANN HANOI HOTEL  
 The Bahamas Ministry of Tourism and Aviation  
 The Belle Rive Boutique Hotel  
 The Bower at Broulee  
 The Cateran Ecomuseum  
 The Chamber of Diving and Water Sports - Egypt  
 The Crewel Work Company  
 THE DATAI LANGKAWI  
 The Dewa Koh Chang  
 The Famous Farm  
 The Grand Luang Prabang  
 The Haven Khao Lak  
 The Hotel @ Tharabar Gate  
 THE ISLAND LODGE

The J Team  
THE LAPIS HOTEL  
The Legend Chiang Rai Boutique River Resort & Spa  
The LimeTree Hotel Kuching  
The Nature Phuket  
The Odys Boutique Hotel  
The Old Inn  
The Peninsula Bangkok  
The Residence Maldives  
The Sarojin  
The Shellsea Krabi  
The Sustainable Traveller  
The Travel Corporation  
The Traveling Panther  
The Tubkaak Krabi Boutique Resort  
The Tuk Tuk Club  
Thierry Robinet  
Thomas Cook  
Thomascook India Ltd  
Thompson Okanagan Tourism Association  
THOP  
Thuy Duong 3 Hotel  
TIA Wellness Resort  
Tierra del Volcan  
Tierranjan Africa  
Tiger Mountain Pokhara Lodge  
Tillamook Coast Visitors Association  
Tilma Group (rural tourism development consultancy)  
Tirol Werbung  
Top Resort  
TOP10

Tour Operators Society of Kenya  
TOURISM ADMINISTRATION  
Tourism Alert and Action Forum  
Tourism Canmore Kananaskis  
Tourism Council of Bhutan  
Tourism Department  
Tourism Ethiopia  
Tourism for Resilient Society and Environmental Sustainability (TREES)  
Tourism Fund  
TOURISM GENERIS  
Tourism Industry Aotearoa  
Tourism Malaysia  
Tourism Noosa  
Tourism regulatory Authority  
Tourism Research Institute  
Tourism Revelstoke  
Tourisme Saguenay-Lac-Saint-Jean  
Tourismlovers25  
TourismResults  
Tourismus NRW e.V.  
Tourismusverband Ausseerland Salzkammergut  
Tourismusverband Saalbach Hinterglemm  
Trafalgar  
TRANSHOTEL LTDA  
TransIndus Ltd  
TransMékong  
Transport Ouhra  
TRANSRUBIO  
Travel Agents Association of Pakistan  
Travel Answers Group  
Travel Asia Adventure Pakistan

TRAVEL CHRONIXX PAKISTAN (Private Limited)  
 Travel the World by Angie LLC  
 Travel with David  
 Travelopia - Tailormade  
 Travelshoppe Company Ltd  
 TRAVERSE TOURS SDN BHD  
 TravGanic  
 TreeHouse villas  
 TreeHouse Villas Koh Yao Noi  
 Trees4Travel  
 Trekking Collective  
 Trella Technologies Inc  
 TripnTap  
 Tripwizard Travel Solution Pvt Ltd  
 TRITHUNGA TOURS & TRAVELS PVT LTD  
 Trufflepig Travel Inc.  
 Trung Anh Transfer  
 Tsar Voyages  
 TTC Hotel - Ngoc Lan  
 TUI Care Foundation  
 Turismo & Conservación Consultores S.A.  
 TURISMO COLOMBIANO SAS  
 Turismo de Portugal, I.P.  
 TURISMO NUEVO viajes y excursiones  
 Turismo Reset  
 Turkish Ministry of Culture and Tourism/Directorate General of Promotion  
 TÜRSAB (Association of Turkish Travel Agencies)  
 Ubon Ratchathani University  
 Umundu  
 UN CCOOL  
 UNDP

UNESCO  
 Union of Greek Cruise ship owners  
 Unitravel Group  
 Universidad Abierta Interamericana (UAI)  
 Universidad Anáhuac  
 Universidad de Deusto  
 UNIVERSIDAD MUNDIAL  
 Universidad San Sebastián  
 University College Birmingham  
 University of Chichester  
 University of Chichester Business School  
 University of Maribor  
 UNWTO Academy  
 URDAM TOURS & TRAVELS (PVT) LTD  
 Urdam Tours & Travels (Pvt.) Limited  
 USA Gateway DBA Majestic Vacations  
 USAID's Tourism For All Project  
 Vagatur Ida  
 Vanam seivom  
 Velassaru Maldives  
 Veranda High Resort Chiang Mai -MGallery  
 Viajes la Tuna sa de cv  
 Viajes Pacifico  
 Viajes Rutas y Recuerdos  
 VICEMINISTERIO DE TURISMO  
 Victoria Tourism Industry Council  
 Victoria West Tours (Pty) Ltd  
 Victory Tour  
 Vienna Tourist Board  
 Vietnam National Administration of Tourism (VNAT)  
 Viewpoint Ecolodge

Villa Song Saigon  
Village Development Organization  
Vine to Table Travel  
Visit Calakmul  
Visit Rangitikei  
Visit València  
VISITFLANDERS  
Visitor Engagement Academy  
Volunteer  
Voyage Solidaire et Coopérative So-Leader  
Waben S.A.  
Walk on kunanyi  
Wawa Creations  
West Sweden Tourist Board  
Weston College  
WGD Donau Oberösterreich Tourismus GmbH  
White Desert UK Ltd  
WHITE ISLAND REALTY  
Wiener Tourismusverband

Wilderness Safaris  
Wildlife Management International  
Wise Steps Travel  
Wonderful Wonderful Walks Copenhagen  
World Adventures Ltd.  
World Cetacean Alliance  
World Challenge  
World Heritage Catalysis  
X Events Hospitality  
Xi'an Golden Bridge International Travel Service Co.,Ltd  
Xian Tulv Self Driving club  
Xinjiang Kanghui Nature International Travel Agency Co.,Ltd.  
Y Quan Transfer  
Youth Leaders  
ZAHARA VOYAGE  
Zamling Travels  
Zazie hotel  
Zeavola Resort Phi Phi Island  
Zen Resort Bali



**United Nations**  
Framework Convention on  
Climate Change



California State University  
**MONTEREY BAY**



**TEXAS A&M**  
UNIVERSITY



**SF STATE**



**TOURISM DECLARES  
CLIMATE EMERGENCY**