



The State of Climate Action in the Adventure Travel Industry

***A report from the Adventure Travel
Trade Association and Intrepid Travel***

FEBRUARY 2020

Photo © ATTA / Alden Pellett

Foreword

At the **Adventure Travel Trade Association**, we recognize that 2020 marks the beginning of a new decade, and an important one for our planet. We are now officially within the 10-year window of opportunity to avoid irreversible climate change. Our industry relies on the health of our planet's wilderness areas, oceans, wildlife and of course communities; yet, at the same time, we are a component of tourism, which is responsible for 8% of total global emissions and actively contributes to the global warming that threatens these resources.

We're taking action in the following ways. We are proud to have joined with Intrepid and others to add our signature to the '[Tourism Declares](#)' movement, and also offer an action-based pledge for our members to sign. The [Pledge for Climate Action](#) brings this movement to our community by encouraging leaders working in travel trade organizations to consider their carbon footprint and amplify their impact. We've also established a set of climate action support initiatives to support broader industry engagement:

- Enhanced sustainability and climate action education for businesses
- A [Climate Action Leaders in Travel community](#) on LinkedIn for the exchange of ideas and to share credible climate news and scientific information
- [Neutral Together](#), a carbon offset bulk purchase program for our members
- [Tomorrow's Air](#), a platform to enable collective action for carbon removal

Alongside our programs for industry we are funding a combination of offsetting and removal for all ATTA events, including delegate and staff travel, a goal we have been working toward since 2016 when we convened our first carbon neutral Adventure Travel World Summit.

Research is a powerful tool to help focus strategies that lead to change. With this in mind, we hope you find this report useful so that we may collectively find ways to reduce our impact.

- Casey Hanisko, President of Adventure Travel Trade Association

Climate change disasters are now happening at a rate of one per week. From bushfires ravaging Australia to the floods taking over Venice, these events are an all too real reminder of the urgency of the situation. **Intrepid Travel** has been a carbon neutral business since 2010, but we now recognize that this is no longer enough.

That's why we recently made two important climate commitments. In 2020, we've become "climate positive," meaning we're creating environmental benefits by removing additional carbon dioxide from the atmosphere, as well as decarbonizing our business by reducing emissions from our trips and global operations.

And, Intrepid, along with other businesses, organizations and individuals in the tourism industry, has recently joined forces to declare a climate emergency. We've committed to setting a science-based emission reduction target, and to reducing our greenhouse gas emissions at the pace and scale that science says is necessary to limit global warming to the maximum of 1.5°C set at the Paris Climate Agreement.

If we don't have a healthy planet, we don't have a travel industry. It's up to the tourism community to work collaboratively to advocate for emission reductions and climate policies around the world.

We want everyone reading this report to understand that climate action is good for business, too. Our environmental commitment has contributed to record bookings and solidified our position as a company that environmentally conscious consumers want to travel with. It is our hope that this research will act as a catalyst for the tourism industry to recognize the climate emergency we're facing and inspire companies to make considered changes in the way they operate. The future of travel—and our planet—depends on it.

- James Thornton, CEO of Intrepid Travel



About This Report

This report shares highlights of findings from a survey of adventure industry members to establish a baseline understanding of industry attitudes and initiatives related to climate change mitigation and the current state of climate action within the adventure travel industry.

Acknowledgements

The ATTA and Intrepid Travel would like to acknowledge the work of ATTA 2019 Climate Action Research Interns Kaitie Worobec and Katherine Huffman, for their leadership in developing this report.



Contents

1. Research Context.....	Page 5
2. Survey Goals.....	Page 7
3. Methodology & Limitations.....	Page 8
4. Respondent Profile.....	Page 9
5. Key Findings.....	Page 13
6. Conclusions.....	Page 28
7. ATTA Climate Action Initiatives.....	Page 29
8. Next Steps.....	Page 30
9. Survey Results.....	Page 31



Research Context

- From rising temperatures to changing weather patterns to biodiversity loss, the impacts of climate change are global and unprecedented in scale.¹
- Tourism accounts for greenhouse gas emissions equivalent to 4.5 billion metric tons of CO₂, or approximately 8% of global emissions.²
- Tourism's most significant contributors to emissions are transport, shopping and food.³
- If the global tourism economy continues to grow as predicted, tourism's footprint could reach 6.5 billion metric tons of greenhouse gas emissions by 2025.⁴
- The tourism sector must move toward decoupling growth from emissions in order to grow within international climate targets.⁵

¹ United Nations, *Climate Change*, <https://www.un.org/en/sections/issues-depth/climate-change/> (accessed January 5, 2020).

² Manfred Lenzen et al., "The Carbon Footprint of Global Tourism." *Nature Climate Change* 8, (2018): 522–528. <https://doi.org/10.1038/s41558-018-0141-x>.

³ Ibid.

⁴ Ibid.

⁵ "Tourism's Carbon Emissions Measured in Landmark Report Launched at COP25," *World Tourism Organization*, December 4, 2019, <https://www.unwto.org/news/tourisms-carbon-emissions-measured-in-landmark-report-launched-at-cop25> (accessed January 5, 2020).



Research Context, *continued*

- Adventure destinations and tour operators rely on healthy ecosystems and resilient communities for their product offerings.
- Paradoxically, adventure tourism businesses find themselves on both sides of the climate change problem at once: suffering from it and at the same time, contributing significantly to it.
- Many businesses in the adventure community have risen to the challenge by supporting reforestation projects and investing in renewable energy. Others are making changes to their offerings, involving travelers in their climate action efforts, and incorporating climate change awareness and education into their business models.



Survey Goals

The purpose of this survey was to gather data on the current state of climate action within the adventure travel industry.

Specifically, the research was undertaken to capture:

- Attitudes about climate change
- Examples of how climate change is impacting adventure tour operators and destinations around the world
- Barriers the adventure travel industry faces when implementing climate change mitigation strategies
- Feedback to guide ATTA's educational offerings and opportunities for collective climate action



Methodology & Limitations

- This survey was conducted over a three-week period in November & December 2019 by distributing a questionnaire via email to 5,542 recipients within the ATTA database. Organization types included adventure tour operators, activity providers, accommodations, and tourism boards.
- Respondents were asked 26 questions about their organizational profile, climate action strategies currently adopted and planned for the near future, and barriers to implementation.
- As an incentive to complete the survey, participants were offered the full research report resulting from the survey (a \$99 value), free of charge. Two email reminders were sent to improve the response rate.
- The opt-in survey was based on a convenience sample, thus there may be response and non-response bias at play. The results are true only for the responding organizations.
- Respondents were invited to share images from the field, which have been used throughout the document.



Respondent Profile

THE STATE OF CLIMATE ACTION IN THE ADVENTURE TRAVEL INDUSTRY SURVEY

177

UNIQUE
ORGANIZATIONS

149

COMPLETED
SURVEYS

28

PARTIALLY
COMPLETED

November 19 – December 10, 2019

DATA COLLECTION PERIOD



Respondent Profile

- Survey responses were collected from 177 unique organizations (149 complete responses, 28 partially completed) from all continents, except Antarctica.
- The dataset mainly reflects the views of North American and European organizations, which constitute almost two-thirds (63%) of all input.
- The majority of respondents (82%) were adventure tour operators, with inbound operators representing almost half (45%).
- The majority of respondents (80%) speak from the perspective of businesses with fewer than 50 employees.





Lykke Geisler Yakaboylu, Sila Greenland DMC



Björgvin Hilmarsson, Icelandic Mountain Guides



Quechua Treks Peru



Mike Carpenter, Red Rock Adventure



TDA Global Cycling



Bishnu Thapa, One Seed Expeditions



JH Sports



“

“It’s hard to know where to start. Hard to fit in the discussion of climate change among all the other challenges we face. **We know it’s crucial, we need to do more.**”

- Outbound Tour Operator in Canada





Key Findings

Among adventure travel businesses, there is broad, global recognition of climate change and its impacts

Adventure businesses from all regions of the world (97) shared how climate change is affecting their organization. Common themes include less predictable weather patterns, more extreme weather events, wildfires, drought and rising temperatures. Select comments are shared below.

“

“The glaciers we travel on are melting. The winter ski season is shorter. The winter storms are stronger. Wildlife habitats are changing.”

“

“We have been forced to move our entire [rafting] operation upstream to where flows are more reliable, sell our base camp there and cut down on the number of trips we run.”

“

“Wildfires are more frequent and the heat waves during the summer (much more frequent also) make the summer months virtually impossible for hiking trips.”

“

“Climate change is a daily reality here. From unpredictable weather patterns, thinning of ice and social economic impacts, we face it all.”



Q6: If applicable, please share any examples of how climate change is directly affecting your organization.
Base: All respondents (n=105); missing (n=72); total (n=177)



“

“We operate in both polar and tropical regions and **both have seen significant change in weather** due to climate change. We are having to manage guest expectations as **the way it was is not how it is now.**”

– Outbound Tour Operator in United States

The adventure travel community is already taking action to mitigate climate change

68%



Sustainably sourcing food:

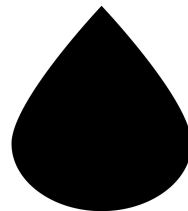
- Locally sourced
- Shift to plant-based options

Purchasing from more sustainable suppliers



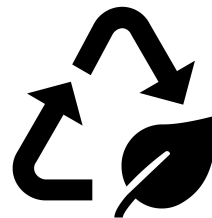
66%

57%



Water conservation

Renewable energy sources



52%



Q12: Please select all of the climate action strategies that your organization has already implemented.
Base: All respondents (n=161); missing (n=16); total (n=177)

Over half of adventure travel businesses say they have a partial or full climate action strategy



Q8: Please respond to the following statements as they pertain to your organization > "We have a climate action strategy".

Base: All respondents (n=170) missing (n=7); total (n=177)

For responding organizations with a partial or full climate action strategy in place, restructuring itineraries to rely less on fossil fuels is a top priority

Itineraries



49% plan to restructure itineraries to rely less on fossil fuels

42% plan to offset carbon emissions

Tour Meals



35% plan to adapt tour meals to emphasize foods with a lower carbon footprint

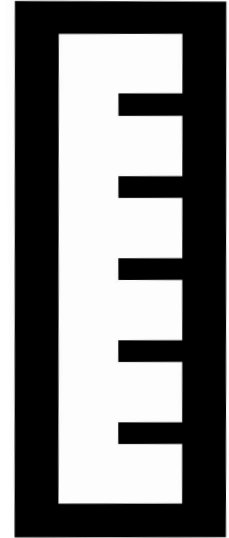
Q10: From the list below, please identify the top priority climate action strategies that you intend to implement next. If you don't see your next priority on the list, kindly write it in the textbox below.

Base: All responding organizations that (partially and fully) have a climate action strategy (n=74); missing (n=14); total (n=88)



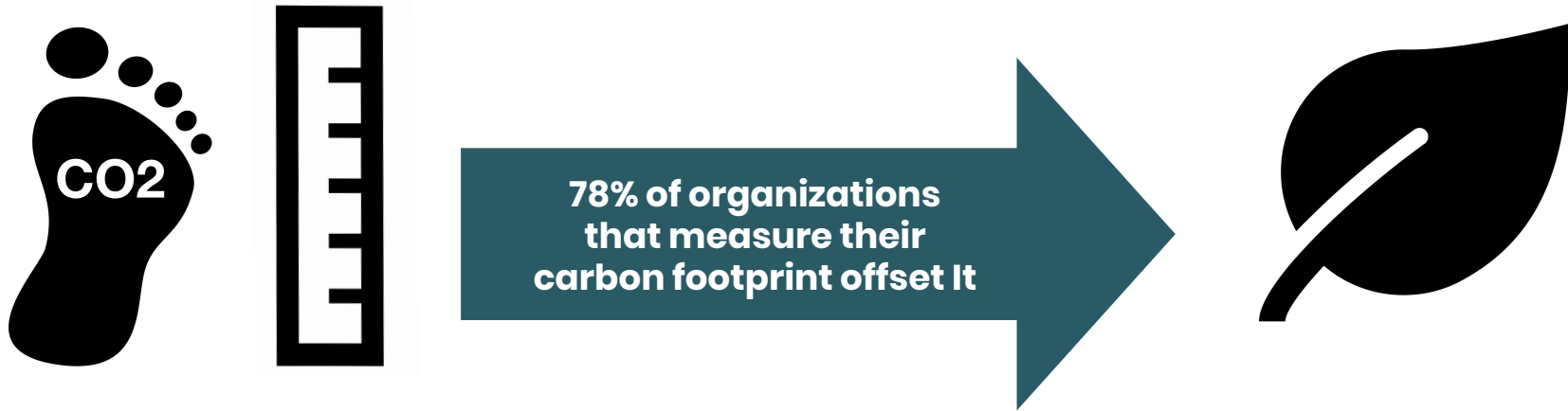
The majority of adventure travel businesses do not measure their carbon footprint

**29% of respondents
partially or
completely measure
their overall
carbon footprint**



Q8: Please respond to the following statements as they pertain to your organization > "We measure our overall carbon footprint".
Base: All respondents (n=171); missing (n=6); total (n=177)

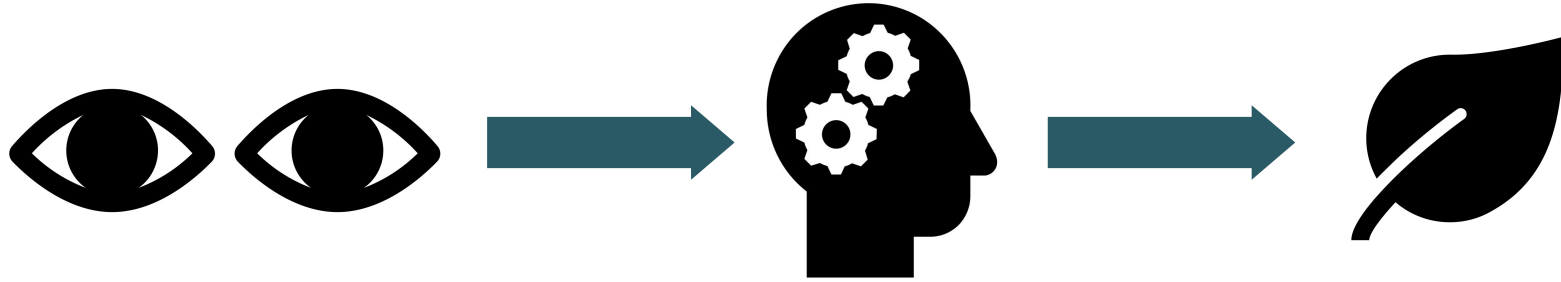
Those who do measure their carbon footprint are offsetting



Q13: Approximately how much does your organization spend on carbon offset credits per year?

Base: All responding organizations that currently measure their carbon footprint (n=25); missing (n=24); total (n=49)

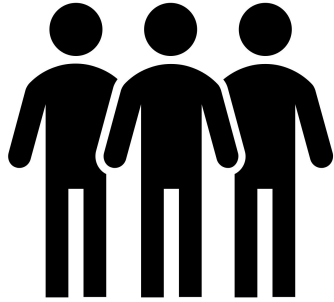
68% of adventure travel businesses are working to build consumer awareness and behavioral change to support a reduced carbon footprint



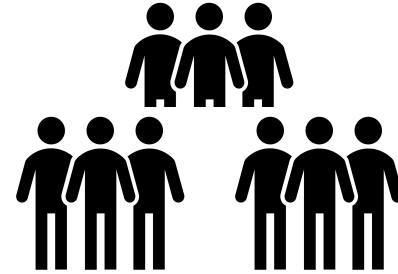
Q8: Please respond to the following statements as they pertain to your organization > "We are pursuing (at least one) initiatives to build consumer awareness and behavioral change in areas that support a reduced carbon footprint".

Base: All respondents (n=172); missing (n=5); total (n=177)

Both large and small adventure travel businesses are purchasing carbon offset credits



Small Organizations
(1-10 employees)
\$4,785 USD
annual expenditure on
carbon offset credits



Large Organizations
(>1,000 employees)
\$75,000 USD
annual expenditure on
carbon offset credits

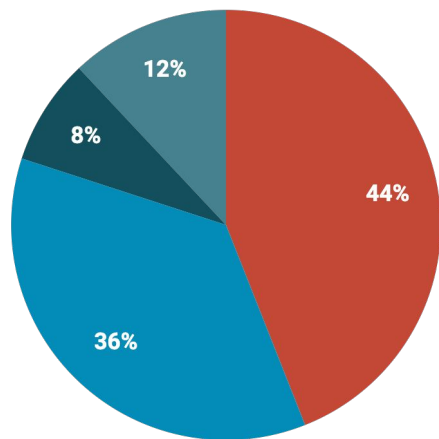


Q13: Approximately how much does your organization spend on carbon offset credits per year?

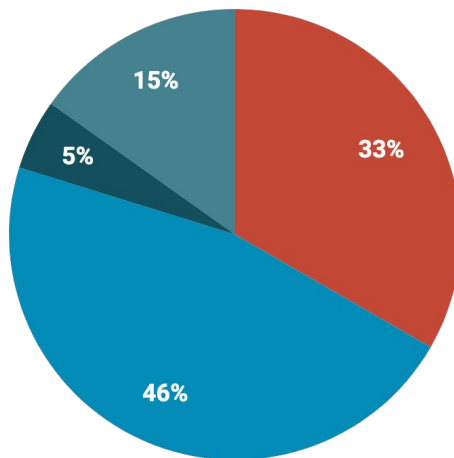
Base: All responding organizations that currently measure their carbon footprint (n=25); missing (n=24); total (n=49)

Adventure businesses headquartered in South America are most confident that their clients would pay more to have funds directed to climate action

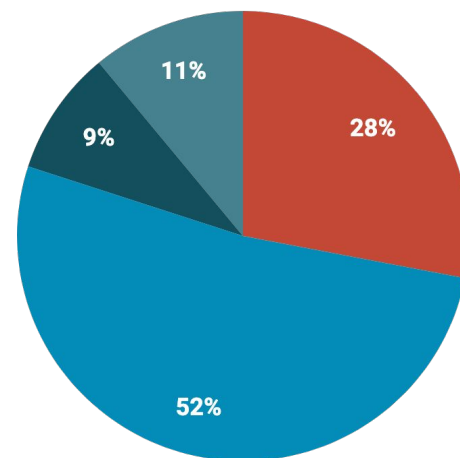
■ They would pay more ■ We do not know ■ They would not notice ■ They would not pay more



South America
n=25



Europe
n=39



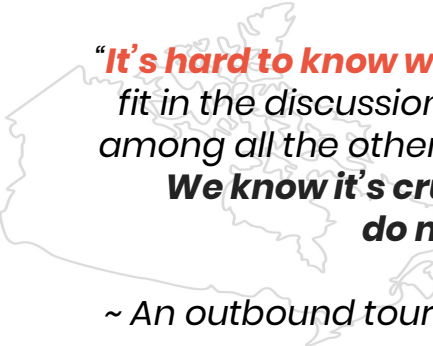
North America
n=53

Q18: Do you have a sense of whether your clients would pay more for your trips if they knew some portion of their expense was being directed to climate action?

Base: All tour operator and activity provider respondents (n=148); missing (n=27); total (n=175)

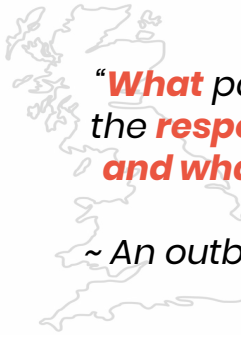


Adventure travel businesses still find it challenging knowing where to start with climate action



“It’s hard to know where to start. Hard to fit in the discussion of climate change among all the other challenges we face.
We know it’s crucial, we need to do more.”

~ An outbound tour operator in Canada



“What part of the travel carbon output is the **responsibility of the travel company and what is the client’s responsibility?**”

~ An outbound and inbound tour operator in the United Kingdom



“It is a challenge knowing which of our relatively small steps can make the biggest impact.”

~ An outbound tour operator in the United States



“Mammoth undertaking which makes it **hard to know where to start**”

~ Outbound and inbound tour operator in Canada



Cost, understanding and evaluating options, and time are the top three barriers to implementing climate action strategies



Time to implement



Cost to implement



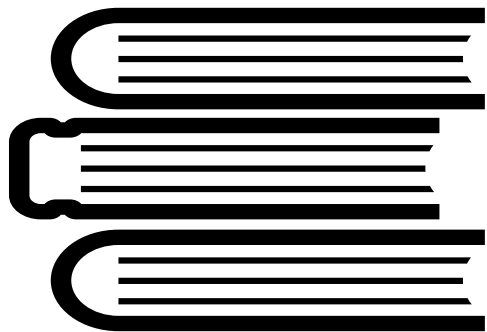
**Understanding / Evaluating
most appropriate options**



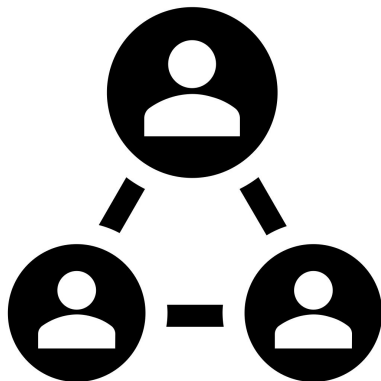
Q16: What are the top three barriers for your organization in implementing climate change action strategies?

Base: All respondents (n=150); missing (n=27); total (n=177)

The adventure travel community says the best types of support ATTA could provide would be education, best practices and the facilitation of affordable climate action



**Provide examples of
best practices**



**Facilitate affordable
climate action strategies**



**Educate on new
technologies**



Q17: Please select the top three types of support that the ATTA could provide to help reduce/overcome these barriers.

Base: All respondents (n=150); missing (n=27); total (n=177)

Case Study: Intrepid Travel

Since 2010, Intrepid Travel has been the world's largest carbon neutral travel company. We have 42+ carbon neutral offices around the world and more than 2,000 carbon offset multi-day trips. To date, we've offset more than 310,000 tonnes of carbon emissions worldwide. **How do we do it?**

1. Measure

First, we need to measure the main sources of emissions on our trips from transport to accommodation and waste. We also need to measure emissions from our offices, including electricity, bottled gas, natural gas, water, flights, vehicles, waste and paper.

2. Reduce

We take a sustainable approach to our consumption and production. In our offices, we recycle waste and have introduced efficiency measures including energy efficient light bulbs, digital conferencing and moving towards using renewable energy. On our trips, we use public transport where possible, stay in locally owned and simpler styles of accommodation, and eat where the food has been locally sourced.

3. Offset

We offset our carbon emissions by purchasing carbon credits associated with a range of renewable energy projects, all of which are high quality carbon offset projects that bring additional economic, social, and environmental benefits, including habitat and biodiversity protection.

What's next? Going **Climate Positive**.

Intrepid has committed to becoming a climate positive company in 2020, publicly declaring a climate emergency and sharing our seven-point plan with other travel companies. The best way to act on climate change is for individuals, businesses and government to work together to reduce our collective carbon emissions.

We acknowledge that on its own, carbon offsetting won't end climate change, but it is part of the solution.



Conclusions

- Adventure travel businesses are witnessing the impacts of climate change first-hand and feel the need to take action.
- Respondents rate their knowledge of climate change to be fairly high, but they struggle with what to do about it.
- Almost half of responding organizations (48%) do not have a climate action strategy.
- The lack of confidence that consumers would pay more for trips may be causing adventure tour operators to be cautious in how much they invest in climate action strategies.



ATTA Climate Action Initiatives



EDUCATION FOR TRANSFORMATION

Find climate education through events,
research, webinars, AdventureEDU

CLIMATE ACTION LEADERSHIP COMMUNITY

Find us on LinkedIn: "Climate Action
Leaders Community"

ATTA Climate Action Initiatives

TOMORROW'S AIR / CARBON REMOVAL

tomorrowsair.com

NEUTRAL TOGETHER / CARBON OFFSETTING BULK PURCHASE

adventuretravel.biz/climate



Next Steps

Thank you to all of the adventure travel organizations who took the time to share their perspectives on climate action in travel.

To stay informed on the latest climate action developments and resources from the ATTA, we recommend that you sign up for Adventure Travel News.

Do you have questions around ATTA's climate action initiatives? A best practice to share? Contact climate@adventuretravel.biz

To learn more about Intrepid Travel's carbon management program, visit: www.intrepidtravel.com/carbon-offsetting

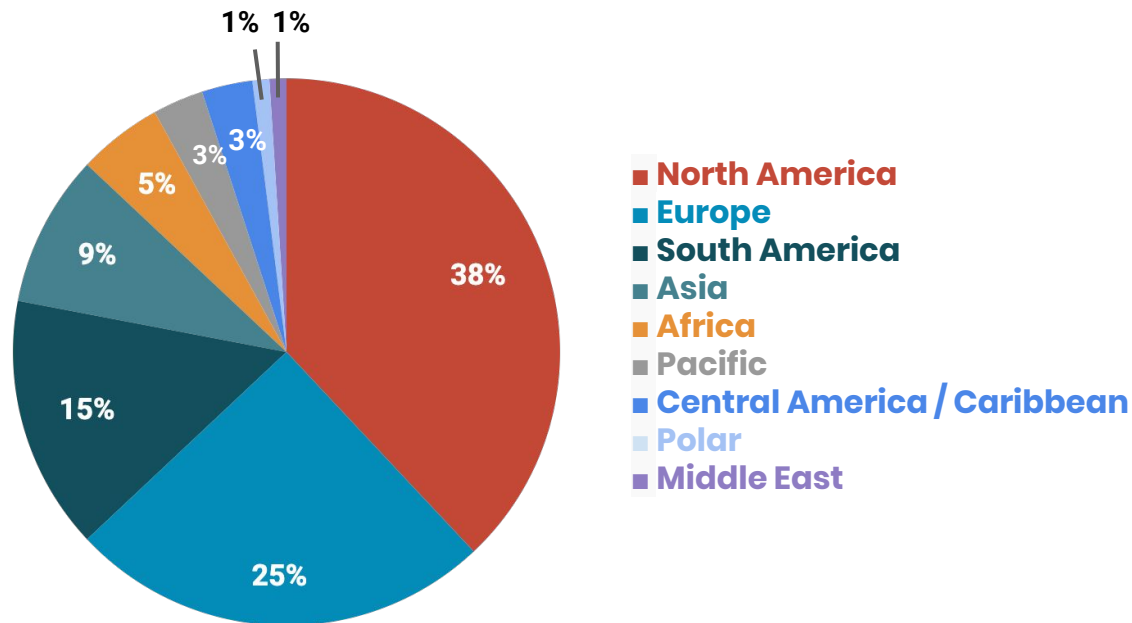




All Survey Results

Headquarters of Responding Organizations

The dataset mainly reflects the views of organizations from **North America** and **Europe**, which make up almost **two-thirds (63%)** of the respondents.

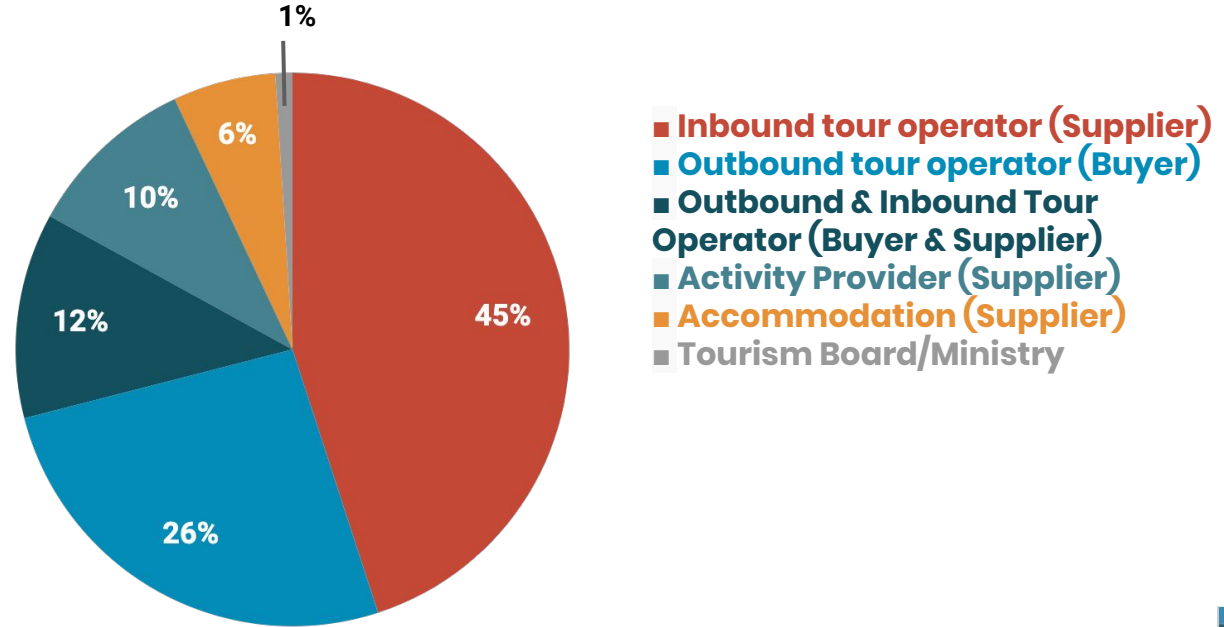


Q1: In which country is your organization headquartered?

Base: All respondents (n=177)

Respondents' Organization Type

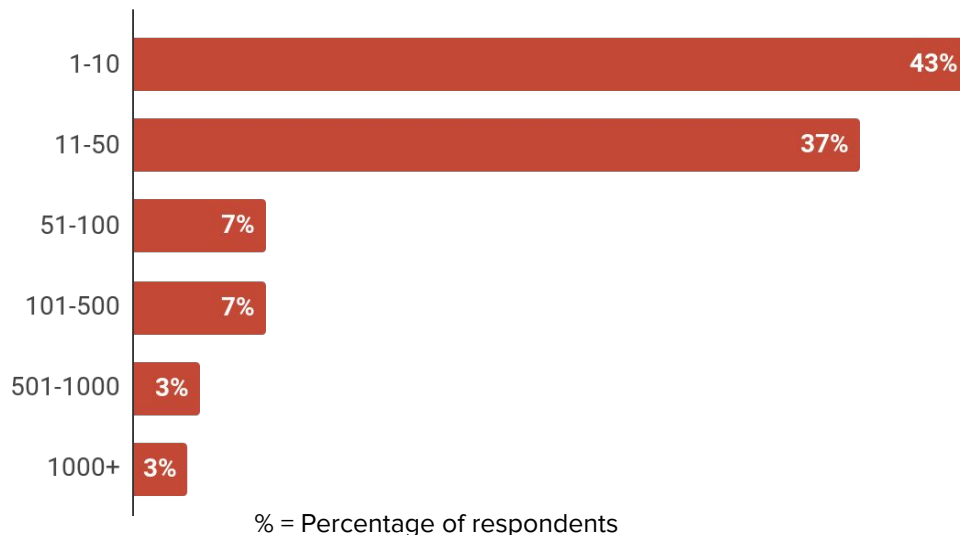
The dataset primarily leans towards the experiences of tour operators (82%). Activity providers, accommodations and tourism boards are also represented.



Q2: Please select the option that best describes your organization:
Base: All respondents (n=177)

Responding Organizations' Size by Number of Employees

Responding organizations are **mainly small enterprises of less than 50 employees**. Medium and large organizations are also represented.



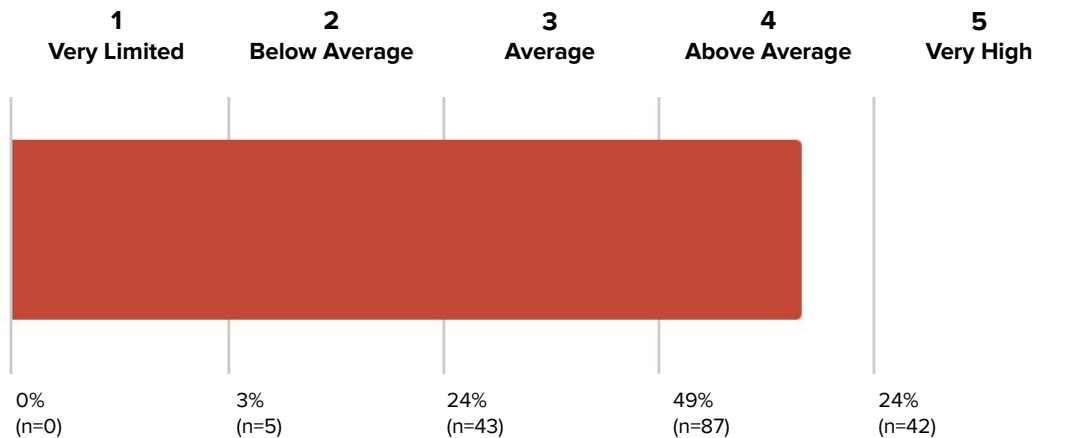
Q3: Approximately how many employees does your organization have?

Base: All respondents (n=177)



Self-Assessment: Organizations' Knowledge of the Issue of Climate Change

Responding organizations collectively **rate their knowledge of the issue of climate change to be above average** on the Likert Scale below.



Q4: How would you rate your organization's knowledge of the issue of climate change?
Base: All respondents (n=177)





How Climate Change is Directly Affecting Responding Organizations

97 unique adventure businesses from all regions of the world shared how climate change is affecting their organization. Common themes include less predictable weather patterns (n=27), more extreme weather events (n=19), wildfires (n=14), drought (n=12) and rising temperatures (n=7). Select comments are shared below.

- “We operate in both polar and tropical regions and both have seen significant change in weather due to climate change. We are having to manage guest expectations as they way it was is not how it is now.”
- “The glaciers we travel on are melting. The winter ski season is shorter. The winter storms are stronger. Wildlife habitats are changing.”
- “We have been forced to move our entire [rafting] operation upstream to where flows are more reliable, sell our base camp there and cut down on the number of trips we run.”
- “Wildfires are more frequent and the heat waves during the summer (much more frequent also) make the summer months virtually impossible for hiking trips.”

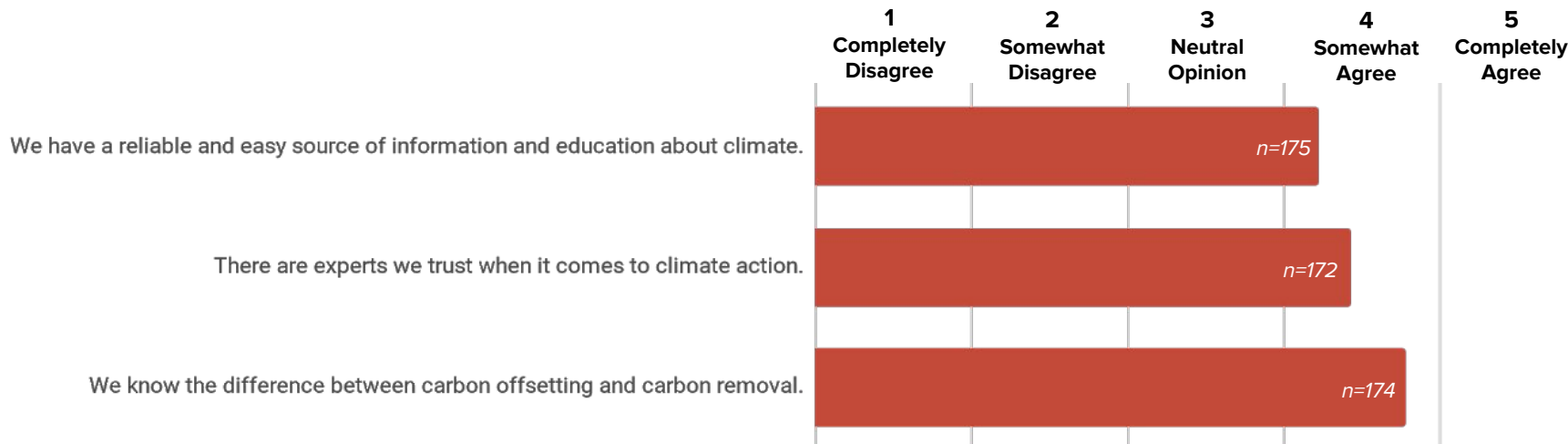


Q6: If applicable, please share any examples of how climate change is directly affecting your organization.

Base: All respondents (n=105); missing (n=72); total (n=177)

Level of Agreement with Climate Change Knowledge & Expertise-Related Statements

Responding organizations are **most confident about the distinction between carbon offsetting and carbon removal**. Fewer say they have experts they can trust when it comes to climate action, and fewer still say they have a reliable source of information and education about climate.



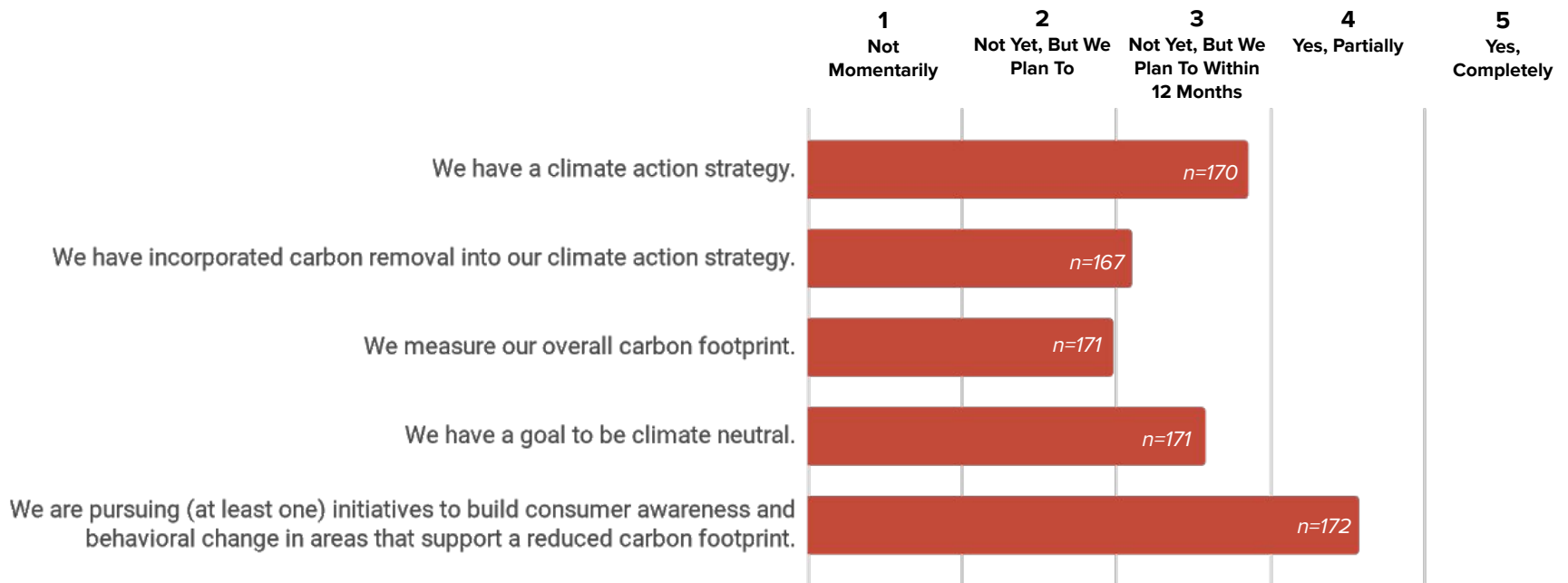
Q7: Please rate your level of agreement with the following statements as they pertain to your organization.

Base: All respondents (n=177)



Self-Assessment: Organizations' State of Climate Action

Responding organizations are **mostly in the early stages of climate action.**



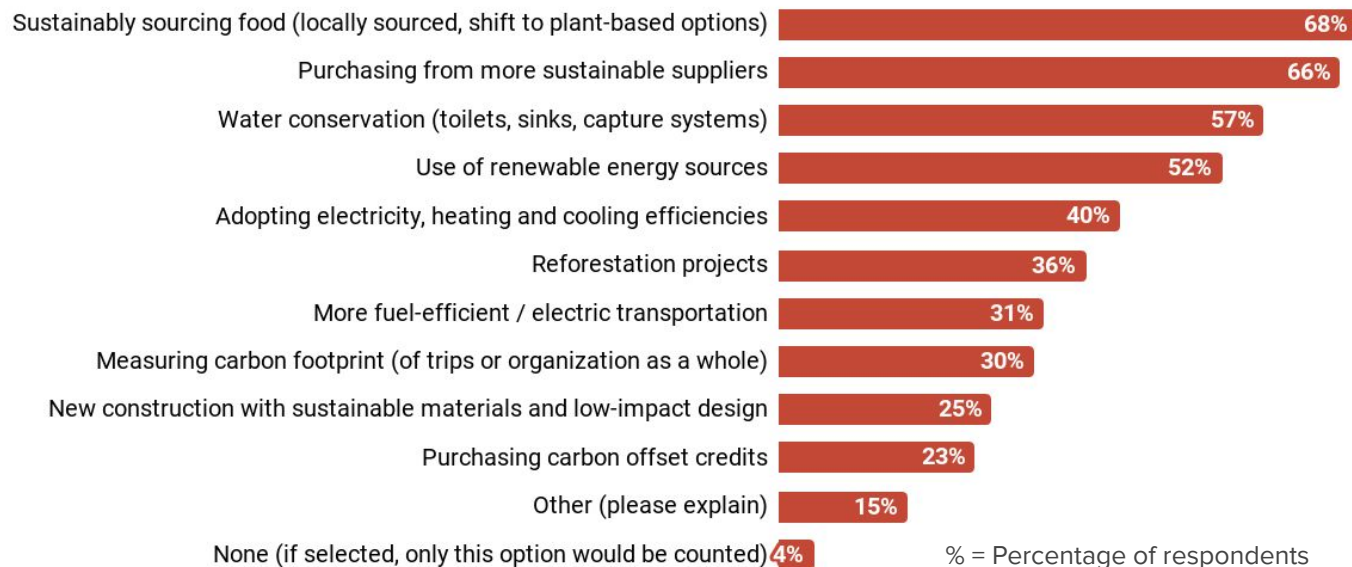
Q8: Please respond to the following statements as they pertain to your organization.

Base: All respondents (n=177)



Climate Action Strategies Already Implemented by Responding Organizations

Sustainably sourcing food (68%) and purchasing from more sustainable suppliers (66%) are the most commonly implemented strategies.



Q12: Please select all of the climate action strategies that your organization has already implemented.

Base: All respondents (n=161); missing (n=16); total (n=177)



'Other' Responses: Climate Action Strategies Already Implemented by Responding Organizations

Businesses have also implemented the following strategies: **supporting local climate action projects, educating and incentivizing travellers, revising itineraries, and carefully selecting supply partners.** Select "other" responses are shared below.

- "Working with local projects that work long-term with those already impacted by climate."
- "Education and lecturer with guests and locals as well the team."
- "Incentivizing clients (financial reward) to use land instead of air travel for reaching destination."
- "Choosing activities that are environmental friendly and requires a minimum of transport from the destination."
- "I specifically choose to work with companies that implement these kinds of climate action steps - and have done so for 20 years since I first set up my company."



Q12: Please select all of the climate action strategies that your organization has already implemented.

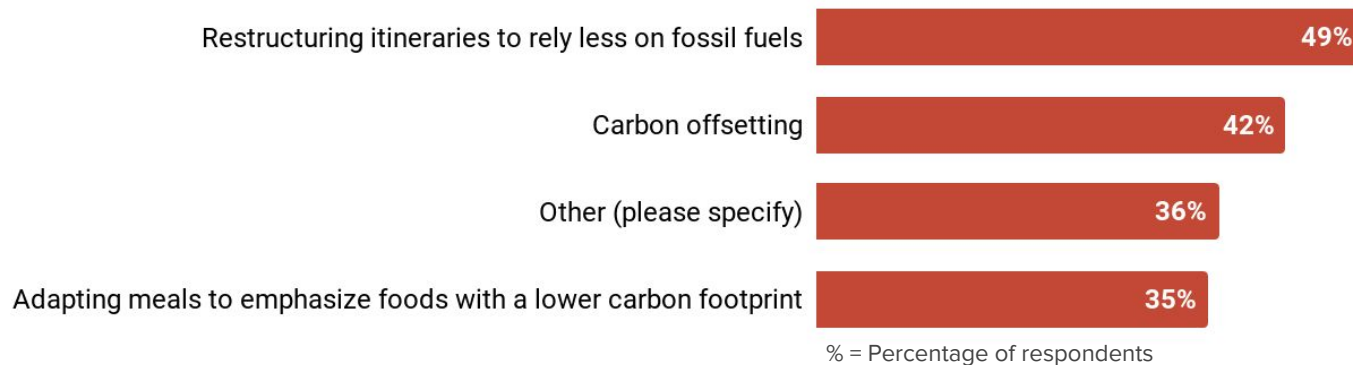
Base: All respondents (n=161); missing (n=16); total (n=177)



Climeworks Founder Christoph Gebald in front of ON Hellisheiði geothermal power plant in Iceland, where direct air capture carbon collectors are in use. Photo courtesy of Climeworks.

Top Priority Climate Action Strategies Organizations Intend to Implement Next

For responding organizations with a climate action strategy in place, **restructuring itineraries (49%)** and **offsetting carbon emissions (42%)** is where they plan to focus next. One-third (35%) intend to **adapt meals**.



Q10: From the list below, please identify the top priority climate action strategies that you intend to implement next. If you don't see your next priority on the list, kindly write it in the textbox below.

Base: All responding organizations that (partially and fully) have a climate action strategy (n=74); missing (n=14); total base (n=88)

'Other' Responses: Top Priority Climate Action Strategies Organizations Intend to Implement Next

Responding organizations are at varying stages of climate action. Those who selected “other” report intending to implement one or more of the following strategies depending on their organization’s capacity and needs:

- Revisiting business and trip operations to find areas to eliminate or mitigate carbon emissions, e.g., transportation, accommodation, activities, waste, energy efficiency, water conservation, and more
- Carefully selecting business partners to work with. Transitioning to local/more sustainable suppliers, where feasible
- Providing education, advice (longer, less-frequent trips), and carbon offsetting opportunities to consumers
- Improving on existing climate action strategies



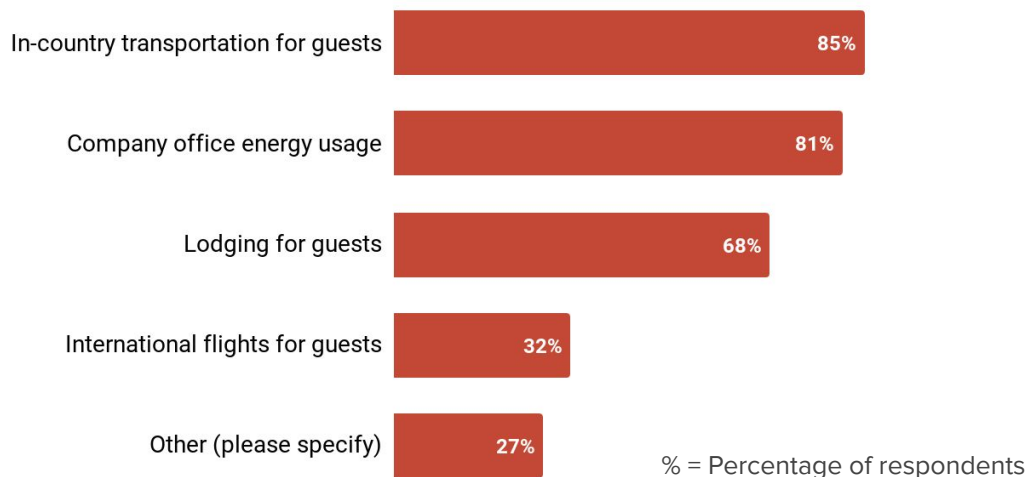
Q10: From the list below, please identify the top priority climate action strategies that you intend to implement next. If you don’t see your next priority on the list, kindly write it in the textbox below.

Base: All responding organizations that (partially and fully) have a climate action strategy (n=74); missing (n=14); total base (n=88)



Climate Action Strategies Organizations Plan to Pursue in the Near Future

Responding organizations are actively measuring **in-country transportation (85%)** and secondly **office energy usage (81%)**. Only one-third (32%) are measuring international flights for guests.



Q11: What elements does your organization include in its carbon emissions measurements?

Base: All responding organizations that currently measure their carbon footprint (n=41); missing (n=8); total base (n=49)

'Other' Responses: Types of Carbon Emissions Organizations are Measuring

Businesses also report including the following in carbon emissions calculations: **staff and crew travel, end-to-end trip aspects, food, waste, gas, and print**. Select “other” responses are shared below.

- “All forms of staff travel, in-country activities on itineraries”
- “Staff and crew travel”
- “All components of the business from when we pick up guest to when we drop them off again”
- “Entire chain”
- “Flights booked via [company name redacted] will be offset in 2020, for offices we include also flights, waste, gas and print”
- “Fuel consumption for ships, owned and leased. Staff and crew travel. Food. Waste. Land based excursions.”



Q11: What elements does your organization include in its carbon emissions measurements?

Base: All responding organizations that currently measure their carbon footprint (n=41); missing (n=8); total base (n=49)



Climate Action Strategies Organizations Plan to Pursue in the Near Future

Carbon footprint measurement and **use of more fuel-efficient/electric transportation** are two of the top 5 strategies organizations plan to pursue in the near future.



Q14: Please select all of the climate action strategies that your organization plans to start within the near future.

Base: All respondents (n=150); missing (n=27); total (n=177)



'Other' Responses: Climate Action Strategies Organizations Plan to Pursue in the Near Future

Businesses are also looking to **educate consumers, revise itineraries, and continue improving on existing strategies**. Select “other” responses are shared below.

- “More presentations to the public, more opportunities for climate conversations during our expeditions”
- “Less transportation heavy itineraries”
- “Our plan is to continue to improve on the strategies we are already employing”



Q14: Please select all of the climate action strategies that your organization plans to start within the near future.
Base: All respondents (n=150); missing (n=27); total (n=177)



Annual Organizational Expenditure on Carbon Offset Credits

The expenditure on carbon offset credits is **positively correlated** with organization size. Please note the expenditure data below is referential only as it is based on 25 responses.

COMPANY SIZE (BY # OF EMPLOYEES)	AVERAGE ANNUAL EXPENDITURE ON CARBON OFFSET CREDITS
1-10	\$4,785
11-50	\$22,940
51-100	\$32,670
101-500	INSUFFICIENT DATA
501-1000	INSUFFICIENT DATA
>1000	\$75,000

*Please note this data is referential only.



Q13: Approximately how much does your organization spend on carbon offset credits per year?

Base: All responding organizations that currently measure their carbon footprint (n=25); missing (n=24); total base (n=49)



Barriers to Implementing Climate Action Strategies

Cost; difficulty understanding and evaluating options; time; and human resources are the top four barriers to implementing climate action strategies.



Q16: What are the top three barriers for your organization to implement climate change action strategies?
Base: All respondents (n=150); missing (n=27); total (n=177)



'Other' Responses: Barriers to Implementing Climate Action Strategies

Respondents also cite **uncertainty around carbon offsetting effectiveness** and **business limitations** as barriers to implementing climate actions strategies. Select 'other' response topics are shared below.

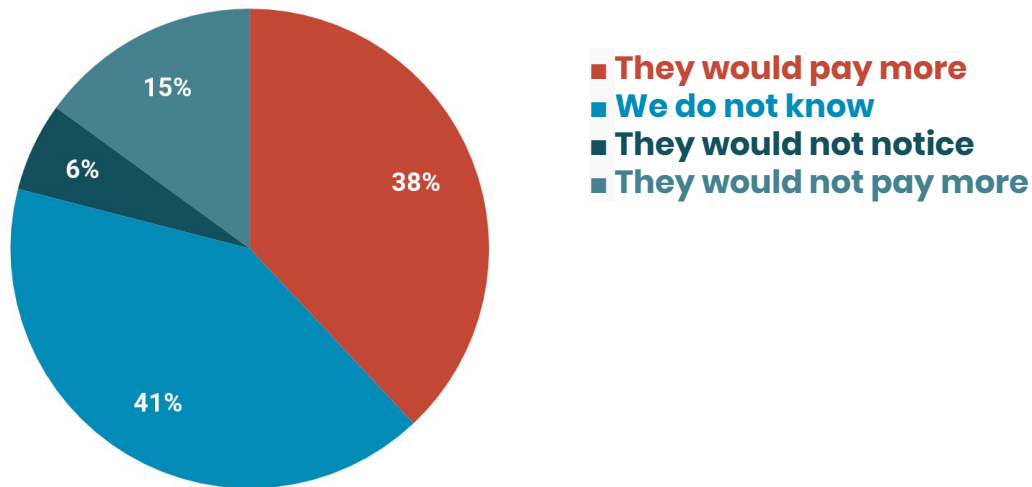
- “We already do a lot but we want to do more...but we are limited”
- “Uncertainty in the effectiveness of carbon offset schemes”
- “Necessary reliance on air travel of guests”
- “These options are at the fringe for small operations like ours”
- “Not knowing how effective climate offset programming really is”
- “No measures will be implemented if it means weakening our finances”



Q16: What are the top three barriers for your organization to implement climate change action strategies?
Base: All respondents (n=150); missing (n=27); total (n=177)

Perception of Client Willingness to Pay More if They Knew Some Portion was Directed to Climate Action

Two out of five organizations (44%) perceive that their clients would pay more or they would not notice. 41% of responding organizations state that they do not know if their clients would pay more while 15% perceive that their clients would not pay more.

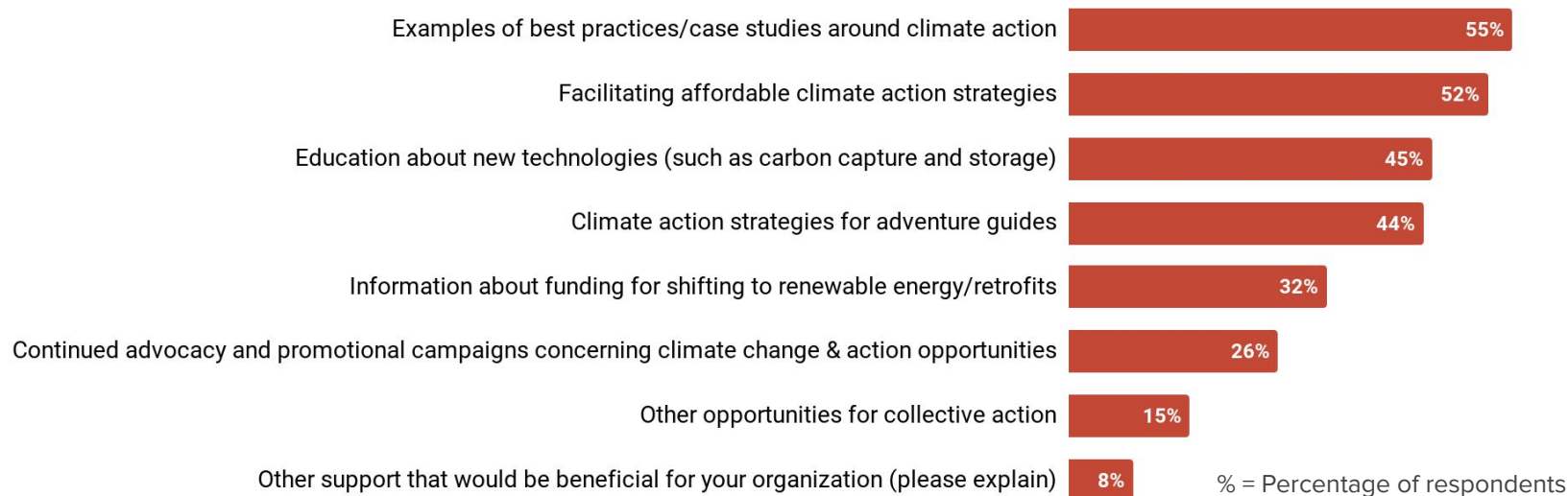


Q18: Do you have a sense of whether your clients would pay more for your trips if they knew some portion of their expense was being directed to climate action?

Base: All tour operator and activity provider respondents (n=148); missing (n=27); total (n=175)

Organizations' Preferred Support from the ATTA

Responding organizations would like the ATTA to **provide climate action education** (best practices, case studies, information on new technologies) **and facilitate affordable climate action strategies.**



Q17: Please select the top three types of support that the ATTA could provide to help reduce/overcome these barriers.

Base: All respondents (n=150); missing (n=27); total (n=177)



'Other' Responses: Organizations' Preferred Support from the ATTA

'Other' responses highlighted the following preferred support:

1. Provide Education, Tools, and Resources

- a. "Tools & education for destination management and regional support"
- b. "Resources, education - such as 'how to calculate carbon footprint'"
- c. "Access to organizations or funds to afford different climate action strategies"
- d. "Marketing tools/material to continue raising awareness with our "luxury" market"

2. Help Influence Change and Policy

- a. "I think it is time for an organization like ATTA to implement carbon policy. If you want to be part of ATTA you have to offset all your carbon. It takes a little bit of courage, that is all."
- b. "Pressuring airlines for technological progress & pressuring European railways to become more attractive alternatives (pricing & convenience)"

3. Facilitate a Carbon Offset Programme

- a. "Facilitating a carbon offset programme"
- b. "To help in ensuring that the money going to carbon offsets are towards organizations that have the certification and reputation towards doing the most appropriate and impactful with with investments in carbon offsets."

Q17: Please select the top three types of support that the ATTA could provide to help reduce/overcome these barriers.

Base: All respondents (n=150); missing (n=27); total (n=177)



Conclusions

- Adventure travel businesses are witnessing the impacts of climate change first-hand and feel the need to take action.
- Respondents rate their knowledge of climate change to be fairly high, but they struggle with what to do about it.
- Almost half of responding organizations (48%) do not have a climate action strategy and therefore supporting the development of these strategies is an area ATTA aims to support with education and event content.
- The lack of confidence that consumers would pay more for trips is likely causing adventure tour operators to be cautious in how much they invest in climate action strategies.



ATTA Climate Action Initiatives



EDUCATION FOR TRANSFORMATION

Find climate education through events,
research, webinars, AdventureEDU

CLIMATE ACTION LEADERSHIP COMMUNITY

Find us on LinkedIn: "Climate Action
Leaders Community"

ATTA Climate Action Initiatives

TOMORROW'S AIR / CARBON REMOVAL

tomorrowsair.com

NEUTRAL TOGETHER / CARBON OFFSETTING BULK PURCHASE

adventuretravel.biz/climate



Next Steps

Thank you to all of the adventure travel organizations who took the time to share their perspectives on climate action in travel.

To stay informed on the latest climate action developments and resources from the ATTA, we recommend that you sign up for Adventure Travel News.

Do you have questions around ATTA's climate action initiatives? A best practice to share? Contact climate@adventuretravel.biz

To learn more about Intrepid Travel's carbon management program, visit: www.intrepidtravel.com/carbon-offsetting





THANK YOU!

For questions about this report, please contact
research@adventuretravel.biz

About Intrepid Travel

For more than 30 years, [Intrepid Travel](#) has been taking small groups to travel the local way, on real life experiences that give back to the places and people we visit. As this style of travel has caught on, Intrepid has grown to now offer more than 2,700 trips to more than 120 countries and on all seven continents, through its collection of three tour operator brands and 25 destination management companies, all united by the vision of Changing the Way People See the World. We cater for all ages, budgets, and appetites for adventure through Intrepid Travel, Peregrine Adventures and Urban Adventures.

Globally renowned as a leader in responsible travel, in 2018 Intrepid became the world's largest travel business to be certified B-Corp, joining a growing community of businesses looking beyond the bottom line. Our not-for-profit, [The Intrepid Foundation](#) has raised over AUD \$9M for more than 130 charities around the world by matching traveler donations dollar-for-dollar.

For further information on Intrepid or to download the company's latest Integrated Annual Report, visit www.intrepidgroup.travel.

Connect with Intrepid Travel



[Intrepid Travel](#)



[@IntrepidTravel](#)



[@Intrepid_Travel](#)



[Intrepid Travel](#)



About the ATTA

Established in 1990, the Adventure Travel Trade Association (ATTA) serves over 1,300 members in 100 countries worldwide. Members predominantly include tour operators, tourism boards, specialty agents and accommodations with a vested interest in the sustainable development of adventure tourism. The ATTA delivers solutions and connections that propel members towards their business goals and the industry toward a responsible and profitable future. Through its regional AdventureConnect and AdventureNEXT events and annual Adventure Travel World Summit and AdventureELEVATE trade conference, the ATTA excels in professional learning, networking and partnering services. With expertise in research, education, adventure travel industry news and promotion, members of the ATTA receive competitive opportunities that help establish them as leaders in adventure tourism.

About our Research

The ATTA strives to produce regular reports that take the pulse of the industry through our membership as well as the global travel industry. In addition, consumer research studies lend insight into the fast paced and changing world of travel and travelers' perceptions of it. At adventuretravel.biz, our Research Reports can be located that dive deeply into the motivations of adventure travelers, the size of the industry, the landscape and health of the industry at large, as well as other targeted reports on subjects ranging from Travel Agents to adventure travel in specific destinations.

The ATTA's Web Properties



ADVENTURE TRAVEL
TRADE ASSOCIATION

The ATTA's homepage online
at www.adventuretravel.biz



ADVENTURE
Travel News

The adventure travel industry's
source of trade news online at
www.adventuretravelnews.com



ADVENTURE
.TRAVEL

The traveler's guide to finding
adventure at
www.adventure.travel



ADVENTURE
HUB

ATTA's Online Members
Community at
<http://members.adventuretravel.biz>