

# From Sustainability to Purpose: Roadmap To Recovery for Travel and Tourism

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Table of Contents

## INTRODUCTION

Scope of the report

Key findings

## FROM SUSTAINABILITY TO PURPOSE: ROADMAP TO RECOVERY FOR TRAVEL AND TOURISM

Defining purpose: people, planet then profit

Rising consumer interest in brands acting with purpose

International travel recovery: but not as we know it

Momentum for travel with minimal impact and purpose

Support local: social pillars in the spotlight

Experiential, immersive travel set to accelerate post-pandemic

Unfortunate divergence in consumer interest and industry response

Travel businesses falling short in SDG engagement

Lack of clear purpose and leadership from the top

Half-hearted sustainability ambitions over the long-term

Regenerative tourism for next gen: going beyond the buzz

Case study: Wanderbus - on the road with B Corp credentials

Case study: LUX\* Resorts - making solar energy cool

Case study: Make Your Impact for positive change

Case study: Travel Matters - purpose as a journey

Tracking and transparency critical to the way forward

Key takeaways

Euromonitor International supports the Future of Tourism Coalition

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Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/from-sustainability-to-purpose-roadmap-to-recovery-for-travel-and-tourism/report](http://www.euromonitor.com/from-sustainability-to-purpose-roadmap-to-recovery-for-travel-and-tourism/report).