

# Climate Action in Travel and Tourism: Less Talk, More Action

November 2021

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Climate action: why now?

The risks of climate inaction are mounting

## INTRODUCTION

Climate change is a global threat

## CLIMATE ACTION IN TRAVEL AND TOURISM

Travel could do better in engaging with sustainability: a key conduit for climate action
Travel businesses more exposed to climate change risks and impacts
Travel mirrors other industries for climate action: even more engaged with communities
Climate action accelerated in the eye of the pandemic storm for future resilience
Europe shows the greatest interest in climate action, boosted by the EU Green Deal
Environmental sustainability winners and losers

#### CLIMATE ACTION IN TRAVEL AND TOURISM

High awareness yet low action: still too much "blah, blah, blah..."

The majority of travel companies do not have a "net zero" strategy in place

Driving system-wide change kickstarted with Tourism Declares a Climate Emergency

High hopes for COP26 to decarbonise tourism with the Glasgow Declaration

Travel brand pioneer Intrepid shares its vision for leaving no-one behind

Case study: Palau - the world's first carbon neutral destination

## CLIMATE INVESTMENTS

Leadership and vision from the top is a game-changer

Lack of pressure to act in travel, restrained by lack of passion and funds

Lack of pressure and pandemic shutdown translate into low investment

Putting people first: climate education is the top climate investment priority for travel

Roadmap for aviation to reach net zero by 2050

Consumer interest in sustainability translates into direct action in emerging markets

# CLIMATE ACTION CASE STUDIES

UAE pushes forward with futuristic electric mobility for zero emissions

Lufthansa innovates in renewables, simultaneously educates consumers with Compensaid

Norway uses hydrogen for clean energy to protect UNESCO World Heritage fjords

Tomorrow's Air and Climeworks put carbon capture front and centre

Global hotel chains launch ground-breaking waste initiative with WWF & Greenview

Google adds CO 2 emissions data to its search results to encourage behavioural change

Bucuti & Tara: first hotel to win UN Climate Action award - offers carbon offset concierge

room2 takes net zero to new levels with "whole life" holistic approach to the hotel's impacts

The Travel Corp empowers its people to drive change

Challenges to overcome

Become tomorrow's next leader

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