



Sustainable Travel Index: Ramping Up Action for Positive Change

May 2023

Table of Contents

INTRODUCTION

Scope

Introduction to the Sustainable Travel Index

Key findings

LEADERS IN SUSTAINABLE TRANSFORMATION

Europe leads the way in sustainable travel

Top destinations in the Sustainable Travel Index

Most improved performance dominated by Latin America

Melbourne strikes out as sustainable city leader

Travel sustainably but will consumers pay more?

PILLAR PERFORMANCE

Pillar 1: Environmental sustainability weightings

Big strides in environmental sustainability in Africa and Latin America

Croatia: Improving environmental stewardship makes its mark

Pillar 2: Social sustainability weightings

Europe leads in terms of social sustainability for a fair and just transition

FRONT RUNNERS IN THE METAVERSE

Planeterra puts social impact at its heart for positive ripple effects

Pillar 3: Economic sustainability weightings

Qatar rides the wave of the FIFA World Cup 2022 to boost economic sustainability

Pillar 4: Risk weightings

European countries enjoy downgrades in risk, but more to do to protect biodiversity

Pillar 5: Sustainable tourism demand weightings

Building sustainable tourism demand through creating value and building resilience

4VI embraces a new social enterprise model for tourism

Pillar 6: Sustainable transport weightings

Europe stands out for sustainable transport with a focus on multi-modality

Heart Aerospace: Regional electric flights take off

Net zero airport: Schiphol aims for 2030 and shares its long-term vision

Pillar 7: Sustainable lodging weightings

Denmark heads out in front with eco-certification and organic food

Iberostar: Sharp focus on decarbonisation and nature-based solutions ahead of time

DRIVING POSITIVE CHANGE

Latest IPCC report points to real risk of reaching irreversible tipping points

Envision 2030 points out that business as usual "doesn't cut it"

WTTC elevates metrics with Hotel Sustainability Basics

Greater engagement from business required to drive sustainable development

Communities come first and resonate most with business and consumers

Protecting the blue economy

Financial cards encourage sustainable lifestyles

Evaneos : Working in partnership with local agents to drive sustainability

CONCLUSION

Call to action for sustainable travel

Shine a light on three focus areas

APPENDIX

Sustainable Travel Index methodology

Evaluation and selection criteria

APPENDIX

List of indicators 1

List of indicators 2

Index pillars and category weightings

Pillars #1 and #2

Pillars #3 and #4

Pillars #5 and #6

Pillar #7

Greenview CHSB data integration to the index

Geographical coverage

Full ranking

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

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/sustainable-travel-index-ramping-up-action-for-positive-change/report.