



SUSTAINABILITY AND STUDENT TRAVEL

PANELISTS:

GREG TAKEHARA, CEO, Tourism Cares

KEITH STIFF, Associate Director of Operations, EF Explore America

COURTENAY BETTS, Associate Director of Operations, EF Explore America

DOUGLAS QUINBY, Co-Founder and CEO, ARIVAL

FACILITATOR:

CATHLEEN JOHNSON, Cathleen Johnson Tourism Consultants



WASHINGTON, DC
AUGUST 26-30, 2022

#syta2022



SYTA Member Sustainability Research

Presented by:

Courtenay Betts

Keith Stiff



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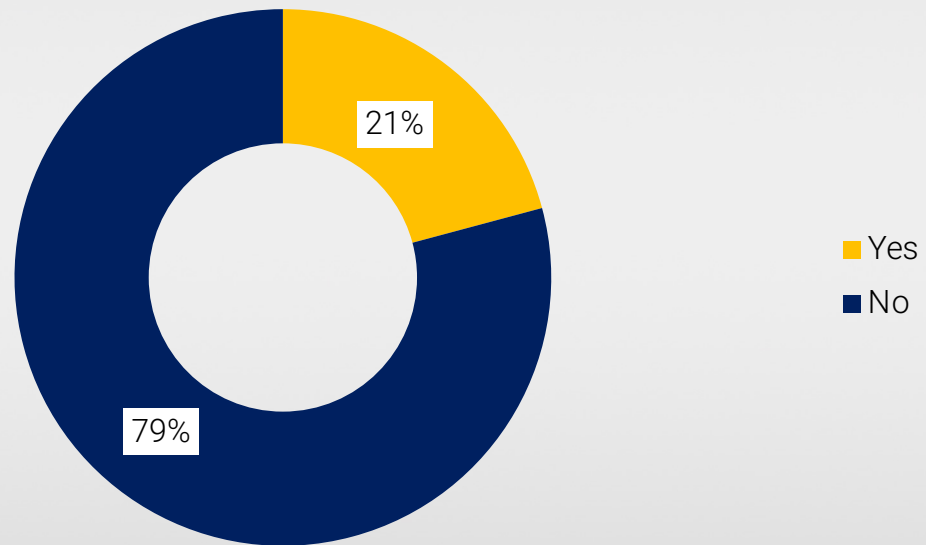
SYTA Active Members

Sustainable Features of Business

SYTA Active Members



Q: Do your current clients ask for sustainable elements to be included in your tours?



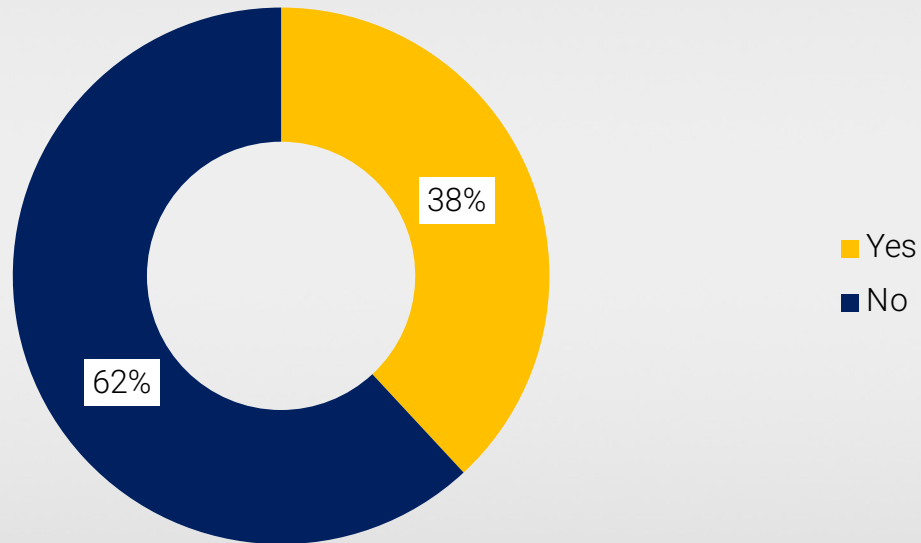
Source: SYTA, n=24



Sustainable Features of Business

SYTA Active Members

Q: Do you include sustainable features in your tours?



- Traveling to under-traveled destinations
- Including restaurants that feature locally produced food
- Giving your travelers reusable water bottles
- Recycling your trash

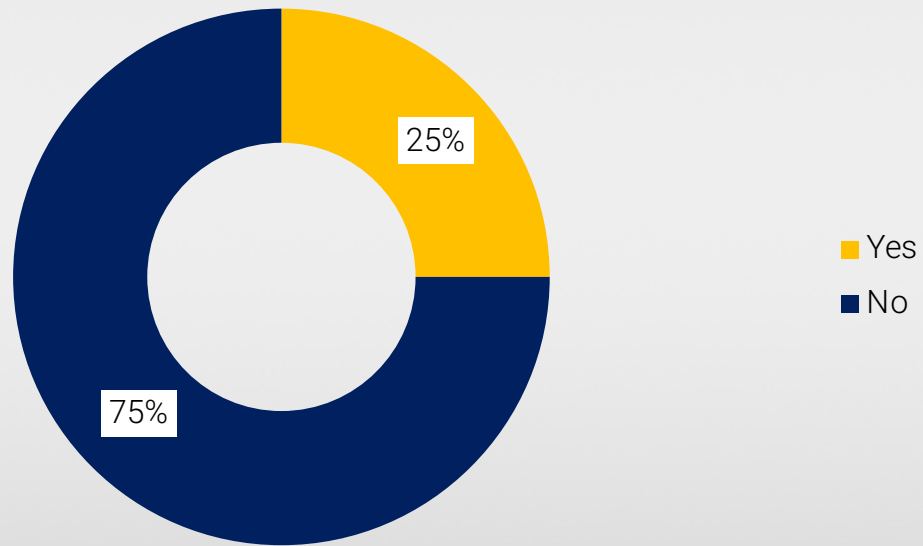
Source: SYTA, n=24

Sustainable Features of Business



SYTA Active Members

Q: In your experience, are schools/teachers asking for more sustainable tours? Are they expressing interest in having students learn more about sustainability issues?



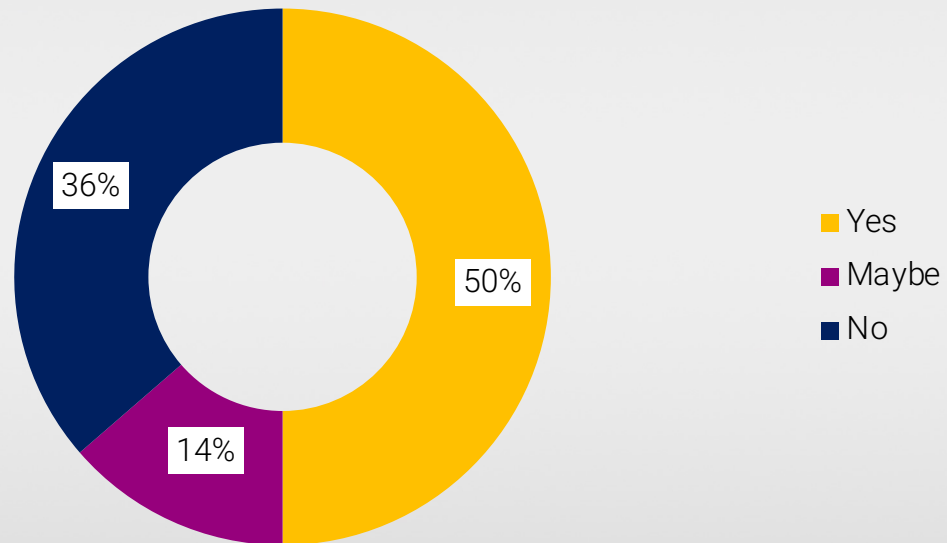
Source: SYTA, n=24

Sustainable Features of Business

SYTA Active Members



Q: If a destination or a supplier had a strong sustainability program would you be more inclined to use them on your tour?



Source: SYTA, n=24



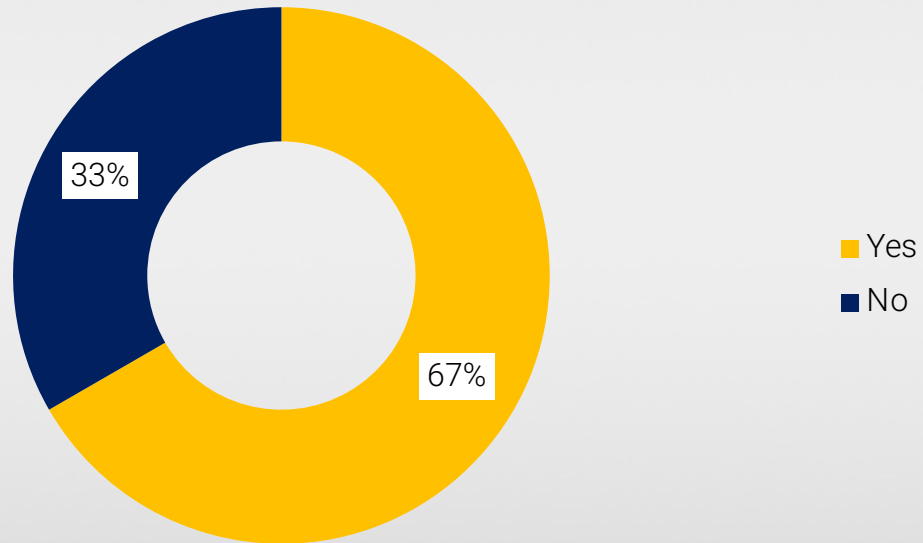
SYTA Associate Members



Sustainable Features of Business

SYTA Associate Members

Q: Do Tour Operators ask you if your business is sustainable and ask for specific features, programs?



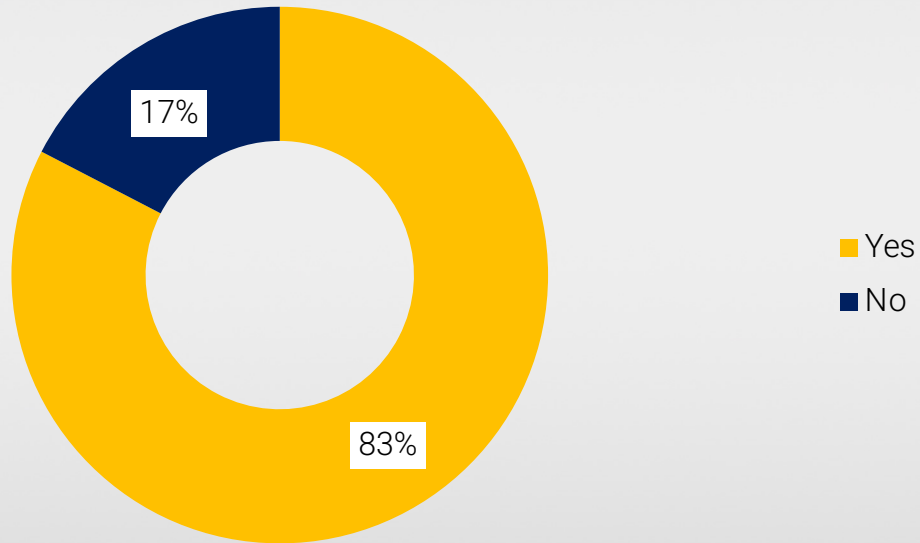
Source: SYTA, n=24



Sustainable Features of Business

SYTA Associate Members

Q: Do you find that sustainability is becoming a desirable asset for your business?



Source: SYTA, n=24



Sustainability Community

Contact: Courtenay Betts, Courtenay.Betts@EF.com
Keith Stiff, keith.stiff@universalorlando.com



ARIVAL

Douglas Quinby, Co-Founder

Tours, Activities & Sustainability

How travelers and operators are thinking about, engaging with and adopting sustainable behaviors and practices

April 2022

By Ben Finch & Anne Failing
Edited by Douglas Quinby

 **GENERALI**
GLOBAL ASSISTANCE



 **RIVAL**

About This Study

The analysis in this report is derived from the following research studies:

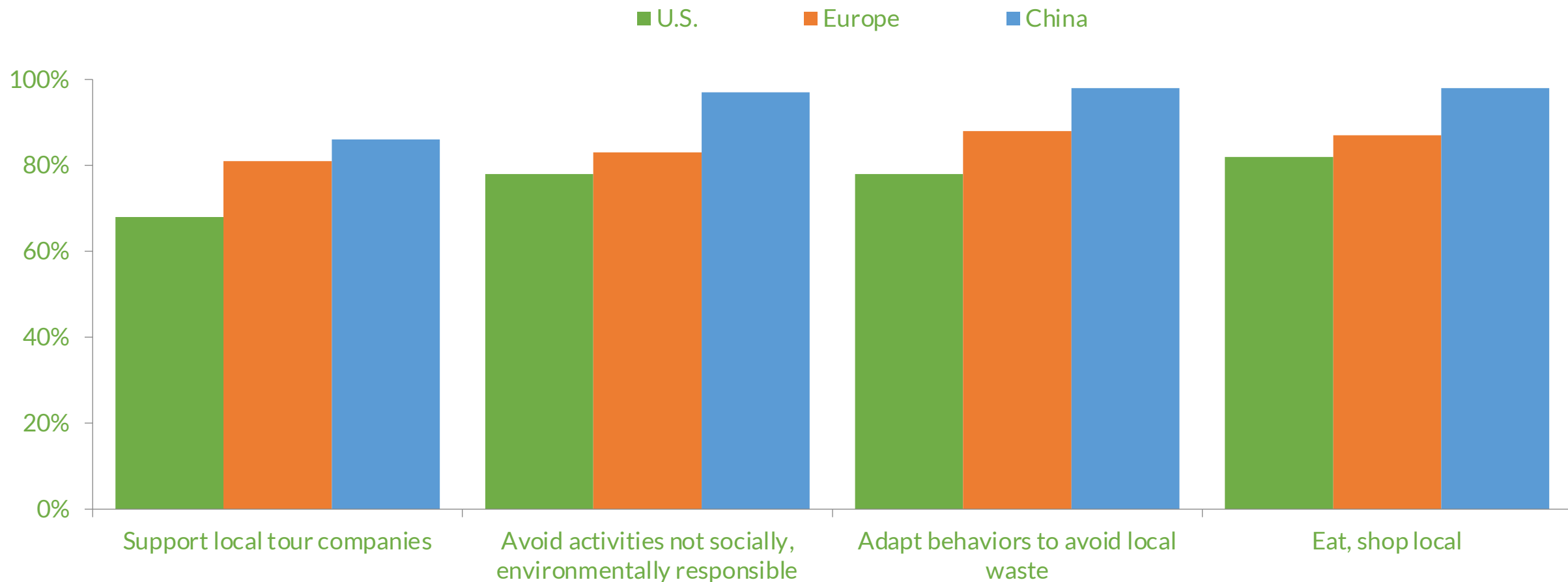
1. Generali Global Assistance and Ipsos traveler survey conducted in summer of 2021:
 - 1,000 U.S. travelers
 - 2,000 Asian travelers
 - 11,000 European travelers
2. Arival operator surveys conducted in 2021
 - a) Arival Pulse survey of 1,200 day tour, activity and attraction operators
 - b) Arival multi-day tour operator survey with 870 respondents



Generali Global Assistance (GGA) is a leading brand comprised of Travel Insurance & Assistance, as well as other care services. GGA is part of the Generali Group, which for over 190 years has provided peace of mind to its clients and their customers.

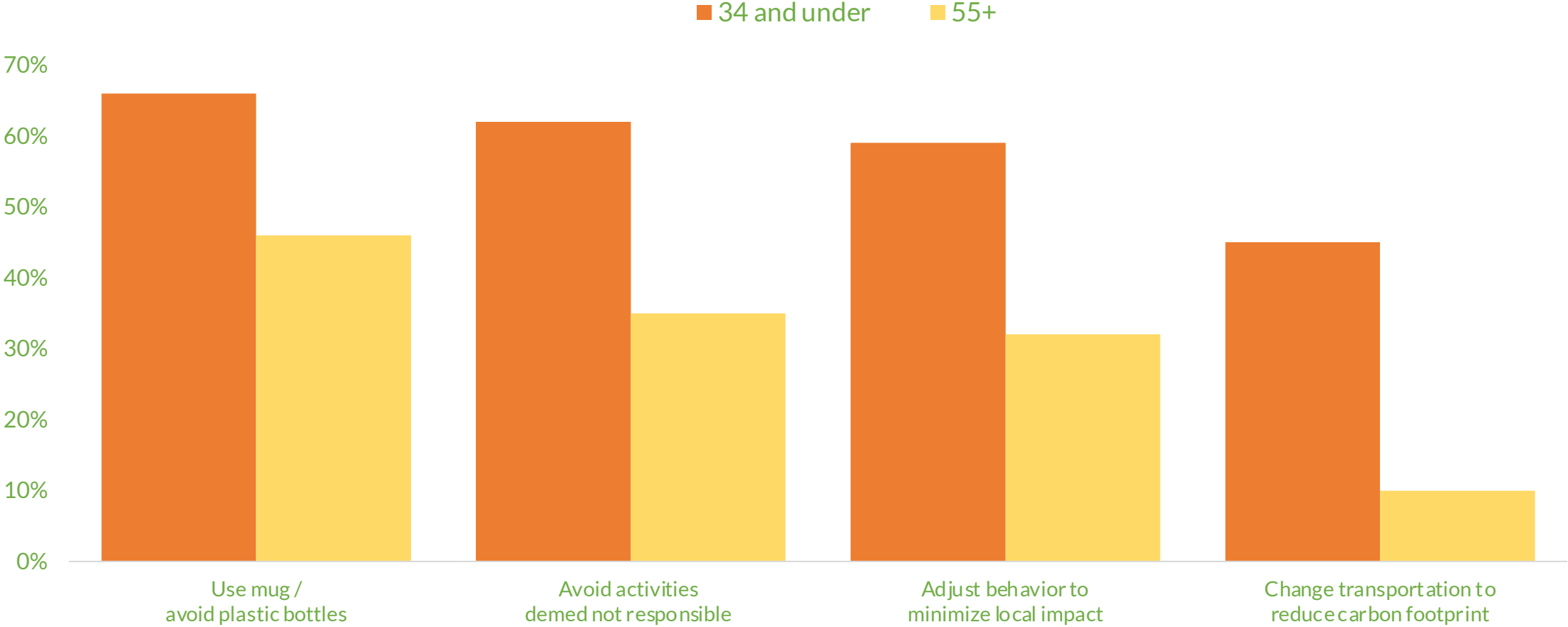
To learn more about GGA, please visit: us.generaliglobalassistance.com

Travelers Currently/Willing to Travel More Sustainably



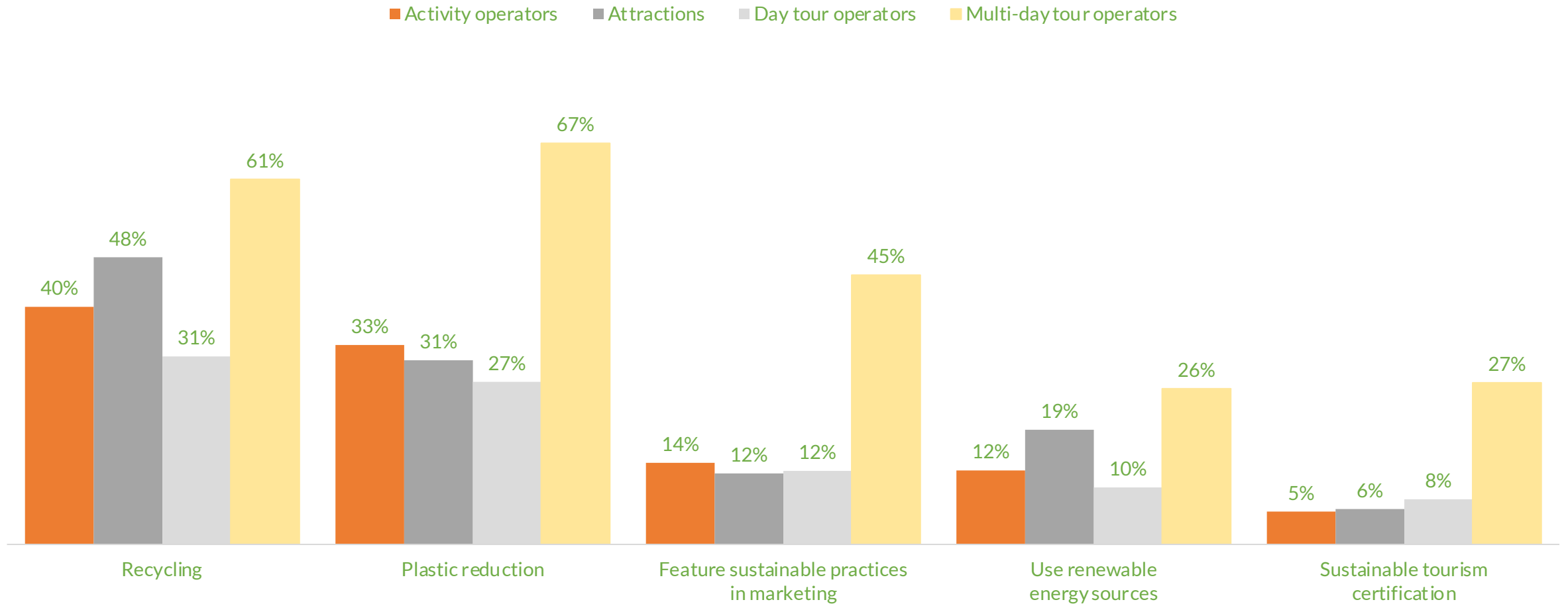
Source: Generali Global Assistance, 14,000 travelers worldwide

Sustainable Practices U.S. Travelers Already Use by Age



Source: Generali Global Assistance, 1,000 U.S. travelers

What Tour & Activity Operators Are Doing



Source: Arival Operator Pulse Surveys, 2,000 operators worldwide

THANK YOU

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how-to guides and presentations at

arival.travel/research



ARIVAL

The Arival logo features a stylized 'A' icon composed of a blue triangle pointing right and a red triangle pointing left, followed by the word 'ARIVAL' in a bold, white, sans-serif font.

Douglas Quinby, CEO
douglas@arival.travel

Anne Failing – Senior Analyst
anne@arival.travel



TOURISM CARES

Greg Takehara, CEO



We are the people and places of travel dedicated to the people and places of travel.

TourismCares unites the travel industry and is a catalyst for positive social, environmental and economic impact for the people and places of travel. To achieve this, we need to enact lasting change in the way we do business for the people and places we serve. what's right for travel, we create opportunities, empower communities, amplify culture the environment while fostering diverse perspectives and building inclusivity and

Together, we can change individuals, communities and, sometimes, even the world.



Our Promise

We believe that travel can make positive change for the long haul. By doing what's right for the travel industry, we will do what's right for so many more.

Travel opens our eyes to new ideas and new ways of seeing things. As the leaders of the travel industry, we have the ability to create lasting change. There has never been a more challenging time in our industry than now. By focusing on the long-term survival of our industry, we must do what is needed to protect the people and places on which we rely. This is the promise our brand can deliver each and every day.



Our Guideposts for Impact



Resources

Assets Organize for Easy Access and Sharing



Glossary of Terms

Carbon Footprint: A carbon footprint is an estimate of how much carbon dioxide is produced to support your lifestyle. Essentially, it measures your impact on the climate based on how much carbon dioxide you produce. Factors that contribute to your carbon footprint include your travel methods, food and types of food consumption, types of consumer purchases, and general home energy usage. Carbon footprints are also linked to...

Glossary of Terms

Tourism Cares Annual Report 2019

Tourism Cares Annual Report 2019

Video Resources

Video Resources

ANTI-OPPRESSION + ANTI-RACISM WORKSHEET

This resource was developed by the Equity, Belonging, Diversity, Inclusion Committee of Tourism Cares as an essential tool for training providers, instructors and attendees for our ongoing commitment to anti-oppression and anti-racism work. Each lesson includes one lesson to research, define, and apply to the industry, as well as a series of exercises to facilitate awareness to help reduce and heal harm. This tool of terms is a self-comparison and an encouragement to help improve the work, culture and experience as a travel provider, instructor, and attendee.

Anti-Oppression + Anti-Racism Worksheet

Tourism for SDGs

1 Goals 2 Goals 3 Goals 4 Goals 5 Goals 6 Goals 7 Goals 8 Goals 9 Goals 10 Goals 11 Goals 12 Goals 13 Goals 14 Goals 15 Goals 16 Goals 17 Goals

Tourism for SDGs

UNWTO Tourism and the Sustainable Development Goals - Journey to 2030

UNWTO Tourism and the Sustainable Development Goals - Journey to 2030

Tourism on the Move in a Changing Climate

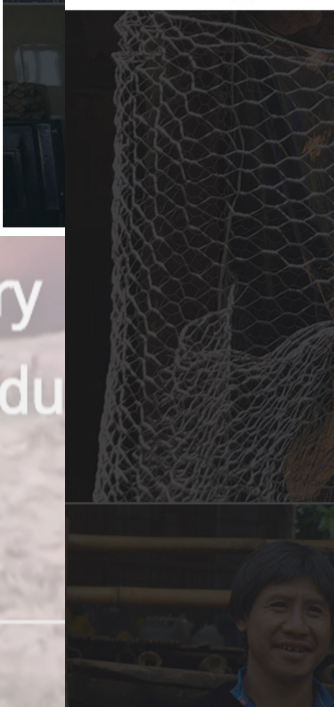
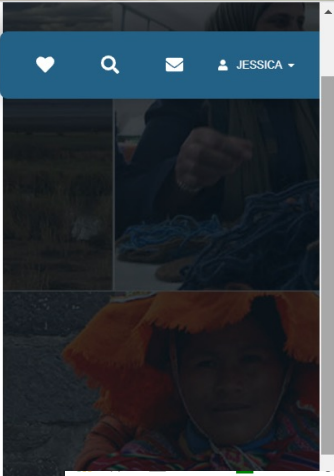
Tourism on the Move in a Changing Climate

ILLEGAL WILDLIFE TRADE TRAVEL & TOURISM SECTOR ZERO TOLERANCE POLICY

Illegal Wildlife Trade Zero Tolerance Policy

Elephant-friendly travel companies

Elephant-friendly travel companies



We unite the travel and tourism industry to benefit the people and places our industry

CONGRATULATIONS!

Search



HOME

TRAIN

REFRESH

RESOURCES

MEANINGFUL MAP

#syta2022

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Training Library

70% Complete

Training: Learn the Essentials on Sustainable Travel

Tourism Cares

2 minutes

Restart

What Is Sustainable Travel?

6 minutes

Restart

Why is Sustainable Tourism Development Important?

5 minutes

Restart

The Demand For More Meaningful Travel

6 minutes

Restart

Meaningful Travel Topics

13 minutes

Restart

◀ Back

Tourism Cares

Meaningful Map Of North America

Enjoy your tour and meet with partners from each region. Tap 'Enter' to view all booths in each region. Share entire booths with clients by tapping 'Share' at the bottom of the booth.

West Coast (8)

ENTER>

East Coast (9)

ENTER>

Midwest + South (9)

ENTER>

Puerto Rico (6)

ENTER>

The background image shows three workers on a roof, likely engaged in a reconstruction or maintenance project. They are wearing hard hats and work clothes. The roof is covered with wooden planks and corrugated metal sheets. A chain-link fence is visible in the foreground. The entire image is overlaid with a semi-transparent teal color.

Upcoming Meaningful Travel Summits

Tourism Cares with Victoria, British Columbia

September 28 - 30, 2022



 Our world has changed.

Sustainability is a journey.

No matter where you are, little steps matter.

We'll meet you where you're at.

Let's Go.

Reach out to get more involved:

Greg Takehara, CEO

Greg.Takehara@tourismcares.org

Let's get out there and tell our story. Let's unite, inspire and activate our industry. And let's go somewhere good, together.

