

Building a Sustainable & Impactful Travel Itinerary

Greg Takehara & Ken Frohling

Sponsored by



Tourism Cares

Building a Sustainable and Impactful Travel Itinerary

Presented by Greg Takehara | CEO, Tourism Cares


@TourismCares

Uniting Travel for Good.

Our Mission: Tourism Cares unites the travel industry and is a **catalyst** for positive social, environmental, and economic impact for the people and places of travel.

@TourismCares



A woman with dark hair tied back is sitting on a beach chair, smiling and looking towards the ocean. The scene is set at sunset, with a warm orange and yellow glow in the sky. The ocean waves are visible in the background, and the beach is sandy. The overall mood is peaceful and relaxing.

Go somewhere good

WHO WE ARE

Tourism Cares is a non-profit dedicated to advancing sustainability and meaningful travel for the tourism industry by providing resources, education, and programming to create positive social, environmental, and economic impact for communities around the globe.

Uniting. Inspiring. Activating.

- Meaningful Travel Program
- Membership Community
- Community-based Tourism
- Equity, Belonging, Diversity, Inclusion



HOW WE DO IT



**Immersive
Events
+ Volunteering**



**Meaningful
Buyer + Supplier
Connections**



Grants



**Professional
Development**



**Cross-sector
Networking**



**Sustainability
Education**

| | | | | | |
|----------------------------|------------------------------------|--|----------------------------|---------------------------|---|
| Meaningful Travel Summits | Meaningful Travel Map | Impact Travel Fund (for Summit destinations) | Meaningful Travel Platform | Meaningful Travel Summits | Seminar and education session development |
| Meaningful Travel FAMs | Guide to Meaningful Travel Product | Diversity in Tourism Fund/ Pathways Program | Webinars | Membership Directory | Sustainability Help Desk (SHeD) |
| Industry Conference Events | | | | | |

MEANINGFUL TRAVEL

We define sustainable tourism as “Meaningful Travel”

Meaningful Travel ensures direct benefits for host communities, protects cultural and environmental assets, and connects guests with destinations in a deeper, more responsible way.

Infusing Meaningful Travel through:

- Food
- Adventure
- Culture
- Shopping
- Living like a local



UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS



tourism4sdgs.org

Ask Questions and Do Your Homework

What to Look for:

- Does the supplier use a framework to organize their approach and set targets, like the United Nations Sustainable Development Goals?
- Do they have a climate action plan?
- Have they reduced single-use plastics across their operations? Are they reducing other waste, like food waste?
- Have they made efforts to improve or localize their own supply chain, for instance, sustainable and/or local food and beverage, cleaning products, gifts, etc.?
- Are they actively working to preserve local culture, especially that of Indigenous peoples through product inclusions, partnerships, etc.?

Action Item

Supplier Review



- Create a list of the 10–15 suppliers and/or destinations that you work with the most.
- Visit their websites to learn about what they are saying about sustainability, responsible travel, and climate action.
- Add a few talking points to your notes on that supplier.

What to Look for:

- Are they actively preserving natural and environmental resources? Have they taken steps to protect the welfare of animals in their value chain?
- Do they have policies regarding diversity, inclusion, and accessibility, and child welfare?
- Do they have positively impactful ties to local communities and environments?

Connecting to Meaningful Travel Experiences



MEANINGFUL EXPERIENCES

Talk to Your Guests

- Gauge how much they know/care about sustainability
- Emphasize how authentic sustainable tourism experiences are – and add impact as a bonus

Focus on Key Aspects

- Food
- Adventure
- Culture
- Shopping
- Living like a local



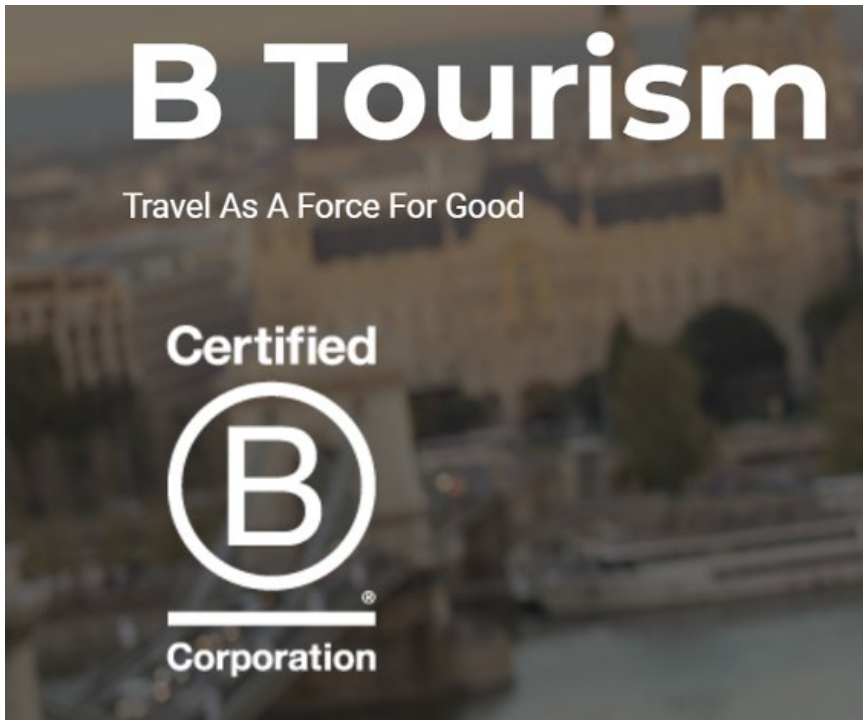


Community Tourism

Travel experiences owned, led and run by communities – non-profits, cooperatives, social enterprises.

Online Tools For Sourcing Meaningful Products

B Corps



- Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.
- Use this network of B Corp-certified travel and tourism companies to identify potential suppliers and partners that have received the B Corp certification.

TOURISM CARES MEANINGFUL TRAVEL MAP



Tourism Cares
Meaningful Travel Map

San Antonio River Authority

San Antonio River Authority
Boating - Canoe/Kayak Trail - ...
Closed: Opens Tue 8:00 AM

Directions Copy Number Website Share

OUR EXPERIENCES
The San Antonio River Authority is committed to SAFE, CLEAN, and ENJOYABLE creeks and rivers. Join our River Warrior volunteer group to be a part of our mission. you can also enjoy the San Antonio River through

Rate your experience

TOURISM CARES MEANINGFUL TRAVEL MAP

The screenshot displays the Tourism Cares Meaningful Travel Map interface. At the top, there are navigation tabs: Destinations, Community Tourism, Shopping, Meals & Food, and Touring - Adventure Eco Tour. A search bar contains the text "West Side Bazaar". Below the search bar is a photo of a diverse group of people waving. The map shows North America with various travel icons: a fork and knife for food, a person for community tourism, and a building for shopping. The "West Side Bazaar" location is highlighted with a red pin and a fork and knife icon. Below the photo, there is a section titled "West Side Bazaar" with the subtitle "Concessions". Below this are four icons: Directions, Copy Number, Website, and Share. At the bottom left, there is a section titled "OUR EXPERIENCES" with text describing the bazaar's offerings. At the bottom right, there is a "Rate your experience" button and the Mapbox logo.

Tourism Cares
Meaningful Travel Map

West Side Bazaar

West Side Bazaar
Concessions

Directions Copy Number Website Share

OUR EXPERIENCES
WED'S Downtown Bazaar has food kiosks featuring Ethiopian, South Sudanese, and Filipino cuisines and a Puerto Rican bakery; and retail kiosks selling items from Africa, and Sri Lanka. It is located on Main Street in the heart of Buffalo's theater district.

Rate your experience

mapbox

TOURISM CARES MEANINGFUL TRAVEL MAP

The screenshot displays the 'Tourism Cares Meaningful Travel Map' interface. At the top, there are navigation tabs for 'Destinations', 'Community Tourism', 'Shopping', 'Meals & Food', and 'Touring - Adventure Eco Tour'. A search bar contains the text 'Café Reconcile'. Below the search bar is a photo of a group of people standing outside a building. The main map area shows a satellite view of a neighborhood in New Orleans, with several orange location pins. One pin is labeled 'Café Reconcile' and another is labeled 'Casa Borrer New Orleans Market'. The map includes street names such as Simon Bolivar Ave, Terpsichore St, S Rampart St, Oreltha C Haley Blvd, Baronne St, St Charles Ave, and Calliope St. On the right side of the map, there are navigation controls including a compass, a zoom in/out button, and a 'Rate your experience' button. At the bottom right, the 'mapbox' logo is visible.

Tourism Cares
Meaningful Travel Map

Search: Café Reconcile

Café Reconcile
Catering · Restaurant
Open: Closes 2:30 PM

Directions | Copy Number | Website | Share

OUR EXPERIENCES
Feed your Soul, while providing hope and changing lives! Featuring soul-filled local dishes and some of the city's lowest prices, Café Reconcile is a destination lunch spot for a wide cross-section of New Orleanians as well as

TOURISM CARES MEANINGFUL TRAVEL MAP

The screenshot displays the Tourism Cares Meaningful Travel Map interface. At the top, a navigation bar includes categories: Destinations, Community Tourism, Shopping, Meals & Food, and Touring - Adventure Eco Tour. A search bar contains the text "Kayak Adventures Worldwide". Below the search bar, a detailed listing for "Kayak Adventures Worldwide" is shown, featuring a photo of a kayaker on a lake with snow-capped mountains in the background. The listing includes the text "Kayaking · Natural Reserve" and "Open: Closes 7:00 PM". At the bottom of the listing are icons for Directions, Copy Number, Website, and Share. The background of the interface is a satellite map of a mountainous region with glaciers and lakes, with a red pin marking the location of "Kayak Adventures Worldwide". A "Rate your experience" button is visible on the right side of the map. The Mapbox logo is in the bottom right corner.

Decisions, Decisions

- How we conduct our business
 - Who we work with
 - How we take care of the environment
 - How we empower communities
-

NEXT STEPS

Quick Pieces of Advice

- **Arm your guests with general responsible travel information**
- **Emphasize the local**
- **Animal welfare**
- **Child Welfare**
- **Destination Specific Advice**
- **Overtourism**



TAKE ACTION

NEXT STEPS

- Create a list of the 10-15 suppliers and/or destinations that you work with the most and study their claims about sustainability.
- Pick a few topic areas that interest you and learn more about them.
- Introduce a meaningful travel experience to a client this week.



Let's Make Travel Better, Together

Presented by:

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CEO

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**Tourism
 Cares**



Building a Sustainable and Impactful Travel Itinerary



SUSTAINABLE
TRAVEL INTERNATIONAL



Our Mission

To protect and conserve our planet's most vulnerable destinations by transforming tourism's impact on nature and people.



Our Vision

A world where tourism actively contributes to environmental and community well-being.



WE'VE WORKED IN OVER 100 DESTINATIONS





Tourism is at risk from climate change

Climate change is bringing on impacts that could devastate the people, places, and resources that tourism depends on.

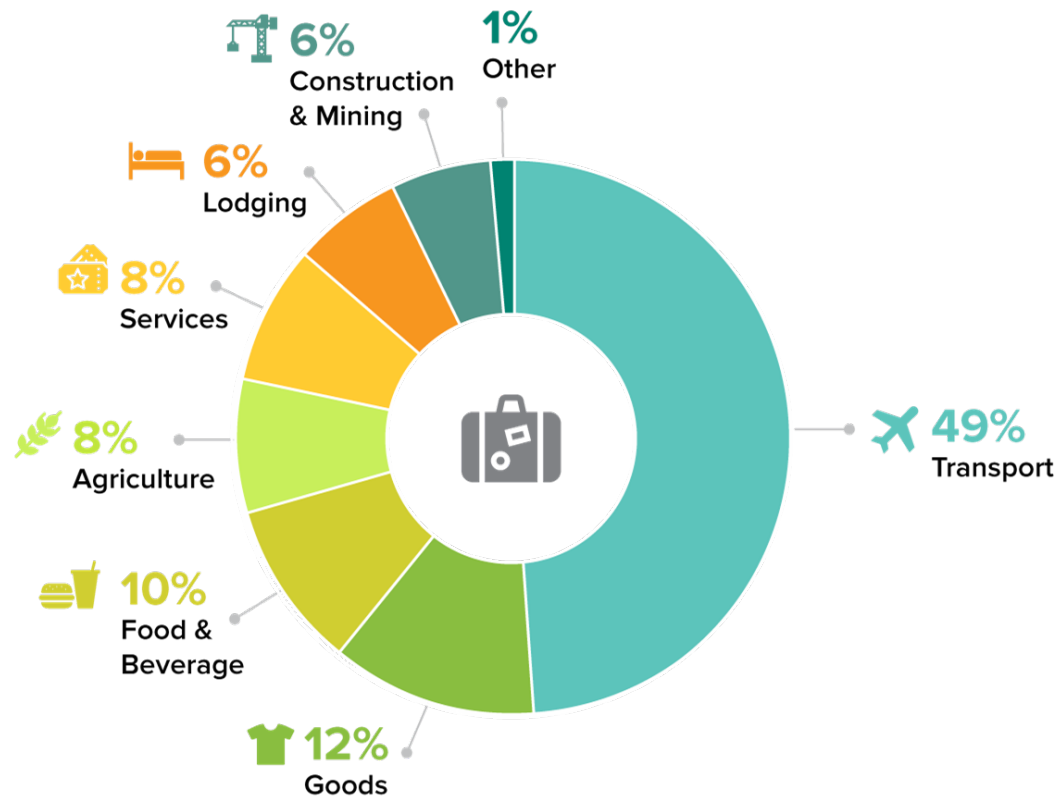
But it also contributes to the problem

Global tourism is responsible for approximately **8%** of the world's greenhouse gas emissions.

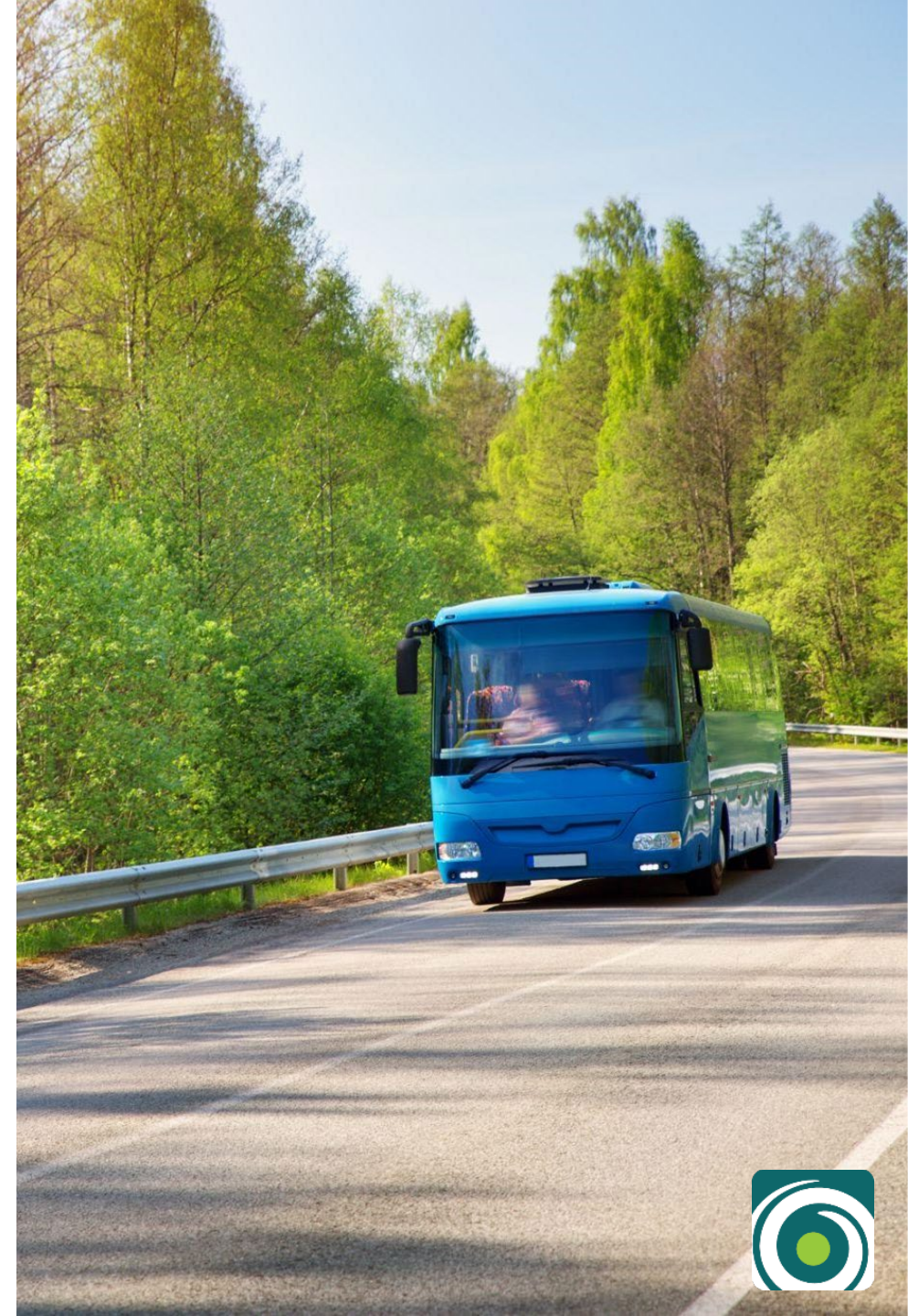


TRANSPORT ACCOUNTS FOR HALF OF TRAVEL EMISSIONS

• • •



Source: [Nature Climate Change, 2018](#)



By 2030, transport-related tourism
emissions are projected to increase
by **25%**



THERE IS GROWING DEMAND FOR SUSTAINABLE TRAVEL & CLIMATE ACTION



90%

of consumers look for sustainable options when traveling



69%

of travelers are committed to reducing / offsetting the carbon footprint of their trip

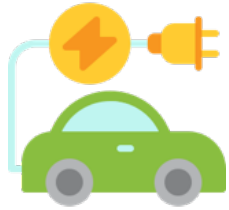


81%

of consumers feel that companies have a role to play in improving the environment



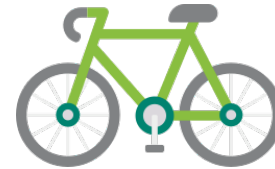
HOW TO DECARBONIZE TOURS?



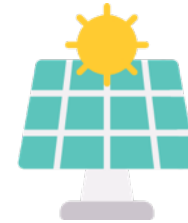
Switch to electric or hybrid vehicles, and maintain fleet



Avoid idling, optimize routes, use efficient driving techniques



Offer carbon-free experiences like walking or cycling



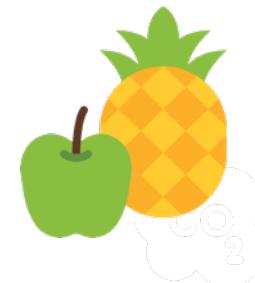
Choose hotels that use renewable energy and efficient systems



Reduce single-use plastics and printed materials



Engage suppliers, site managers and DMOs to implement sustainability



Reduce meat in meals and provide plant-based options

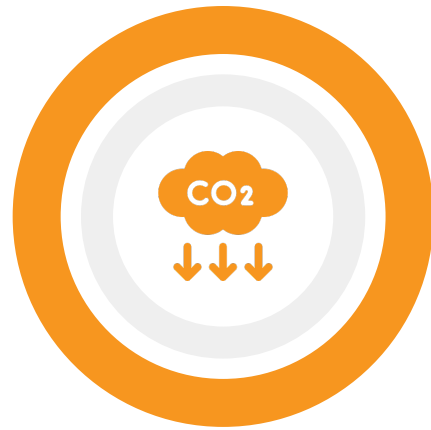


HOW YOUR BUSINESS CAN TAKE CLIMATE ACTION



Measure

your baseline
footprint



Reduce

via sustainable
practices



Offset

any remaining
emissions



Empower

travelers to take
climate action



WHAT EMISSIONS TO MEASURE?



SCOPE 1



Company-owned tour van
Office furnace

DIRECT EMISSIONS

SCOPE 2



Electricity purchased to power office building

INDIRECT EMISSIONS

SCOPE 3



Transport provided by other companies (international & domestic flights, boat rides, etc.)



Accommodations



Activities (excursions, attractions, shopping, etc.)



Meals



Supplies (water bottles, beach towels, guide t-shirts, paper, etc.)



Employee commuting & business travel



Waste disposal

VALUE CHAIN EMISSIONS



TOUR OPERATOR



2% - SCOPE 1



Company-owned vehicles (tour vans, boats, etc.)



Office gas consumption (boiler, furnace, stove, generator)

6% - SCOPE 2



Office heating & energy consumption

92% - SCOPE 3



Hired transport & distribution



Supplies & equipment (brochures, office supplies, dive gear, etc.)



Food & beverage



Employee travel & commute







Waste disposal



Student Band Trip Chicago → New Orleans



5 DAY, 100 PAX Group Bus Tour

| | CO2 /Trip | CO2 /Pax |
|--|-----------------|----------------|
|  3 nights at a 3-star hotel | 2.07 MT | 0.02 MT |
|  3 meals per day | 0.68 MT | 0.006 MT |
|  2,000 miles of bus travel | 23.70 MT | 0.24 MT |
|  Transfers / Sightseeing | 0.21 MT | .002 MT |
| Total Metric Tons of CO2: | 26.67 MT | 0.27 MT |
| Cost to Offset (\$16/MT CO2e): | \$ | \$4.26 |
| | 426.72 | |

*Based on actual tour for 100 people traveling for 5 nights (2 overnights on bus) from Chicago to New Orleans, staying in a 3-star hotel (double occupancy) . Includes 3x meals daily, local transport to events and tours and boat cruise - does not include ticketed events or attractions







Student Band Trip Milwaukee → Orlando



5 DAY, 100 PAX Group Air

CO2 /Trip CO2 /Pax

| | | | |
|---|----------------------------|----------|----------|
|  | R/T flight MKE-MCO | 53.05 MT | 0.53 MT |
|  | 4 nights at a 3-star hotel | 2.75 MT | 0.025 MT |
|  | Transfers / Sightseeing | 1.48 MT | 0.24 MT |
|  | 3 meals per day | 0.91 MT | .002 MT |

Total Metric Tons of CO2: 58.19 MT
Cost to Offset (\$16/MT CO2e): \$9.31
\$931.04

*Based on actual tour for 100 people traveling for 5 days / 4 nights Flying from MKE to MCO, staying in a 3-star hotel (double occupancy) . Includes 3x meals daily, local transport to events and tours and bus transfer to airport - does not include ticketed events or attractions



TOTAL TRIP 1 FOOTPRINT

58.19 metric tons of CO₂e

from a group tour for 100 people traveling for 5 days on a bus
is the same as the amount of carbon that ...



920 tree seedlings would remove from the atmosphere as they grow for 10 years



Would be prevented by removing **12 gasoline cars** from the road for a year



Would be prevented by recycling **2314 trash bags of waste** instead of landfilling



HOW CARBON OFFSETS WORK



Carbon emissions are generated



You calculate your carbon footprint



This funds projects that reduce greenhouse gases



You purchase carbon offsets



OUR CLIMATE IMPACT PORTFOLIO



Forests



Energy







**Blue/Teal
Carbon**



**Innovative
tech**



**Designed to supercharge
your impact**

-  Project diversification
-  Fixed, affordable price
-  Third-party verification
-  Impact + due diligence



WE SELECT PROJECTS THAT OFFER CO-BENEFITS FOR NATURE & PEOPLE



**Developing
community-
based economic
activities**



**Improving
access to clean
drinking water
in rural
communities**



**Formalizing
land rights of
indigenous
peoples**




**Safeguarding
the habitat of
endangered
species**



QUARTERLY IMPACT REPORTS



RIMBA RAYA BIODIVERSITY RESERVE

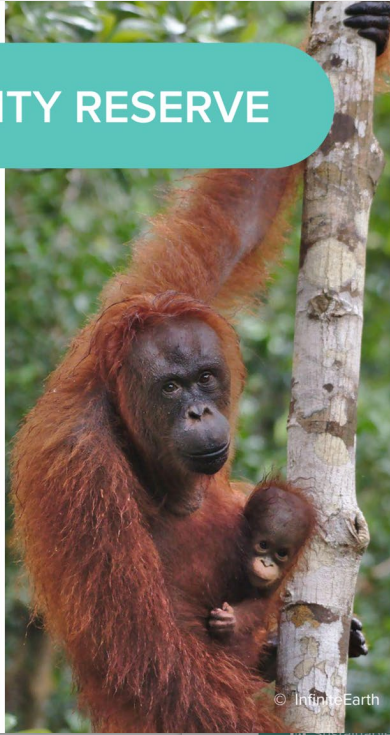

 Blue Carbon

Indonesia

This project is conserving a peat swamp forest in Indonesian Borneo that was slated for conversion to palm oil plantations. Along with protecting this carbon rich ecosystem, the project supports the reintroduction of critically endangered orangutans into their wild habitat. By addressing issues such as poverty, hunger, and disease, the project is tackling the root causes of deforestation while improving local livelihoods.

Additional Resources:

- [Photos](#)
- [Full project description](#)

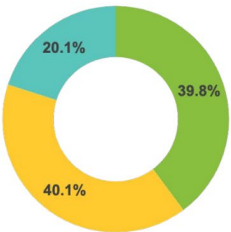


THIS TOOLKIT

Forming your impact on the planet by offsetting Sustainable Travel International. Now that you've created your footprint, you're ready for the next step: amplifying your impact. This toolkit is designed to help you maximize the impact of your offset with your internal and external communications.

Your contribution was distributed across a portfolio of forestry, energy, and blue carbon projects as detailed to the right. This toolkit provides information on each project that was included in this portfolio, and that you can share with the world. Along with providing project descriptions, we've included sample social media posts and photos that you can use to lead the world. Please note that attribution (where necessary) are indicated for each photo file and should be used to promote your offset with us.


Q4 2022 Portfolio Distribution by Project Type



| Project Type | Percentage |
|--------------|------------|
| Forests | 39.8% |
| Energy | 40.1% |
| Blue Carbon | 20.1% |

Don't forget to tag us in your posts:

- [@sustainabletravel](#)
- [@sustainabletravelinternational](#)
- [@sustainabletravel_org](#)

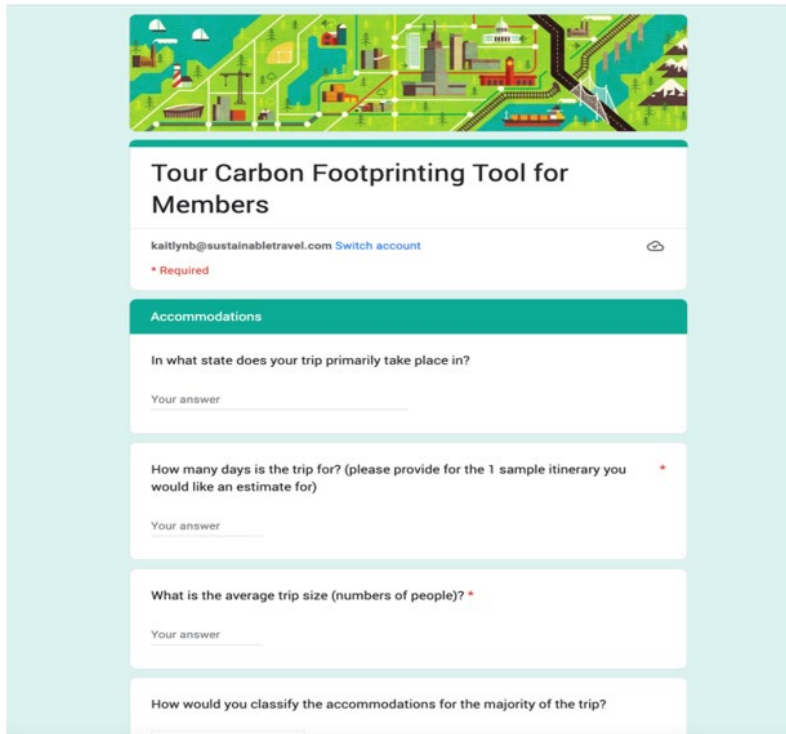




SPECIAL PERKS FOR SYTA MEMBERS



Use our [online footprinting tool](#) to get a free self-serve CO2 estimate of your tours



The screenshot shows the 'Tour Carbon Footprinting Tool for Members' interface. At the top is a colorful illustration of a sustainable city with green buildings, wind turbines, and a train. Below the illustration, the title 'Tour Carbon Footprinting Tool for Members' is displayed, along with the email 'kaitlynb@sustainabletravel.com' and a 'Switch account' link. A red asterisk indicates a required field. The 'Accommodations' section contains three questions: 'In what state does your trip primarily take place in?', 'How many days is the trip for? (please provide for the 1 sample itinerary you would like an estimate for)', and 'What is the average trip size (numbers of people)?'. Each question has a 'Your answer' input field. A fourth question, 'How would you classify the accommodations for the majority of the trip?', is partially visible at the bottom.

[Become a Guardian Member](#) of Sustainable Travel International (use code SYTAMembers for 50% off) to receive the following benefits

SUSTAINABILITY

- ✓ Traveler Best Practices Guide
- ✓ Sustainable Business Scope 1-2-3 Assessment
- ✓ Business Best Practices Guide

CARBON NEUTRAL

- ✓ Carbon Footprint Assessment of 10 Tours
- ✓ 10% Off Carbon Offsets

PROMOTION

- ✓ Promotional toolkit with logos, graphics, and messaging
- ✓ Recognition on our website, newsletter, social media



CARBON MEASUREMENT SOLUTIONS



Tour Carbon Footprinting Tool

Tour Carbon Footprinting Tool for IITA Members

kaitlynb@sustainabletravel.com [Switch account](#)

* Required

Accommodations

In what state does your trip primarily take place in?

Your answer _____

How many days is the trip for? (please provide for the 1 sample itinerary you would like an estimate for) *

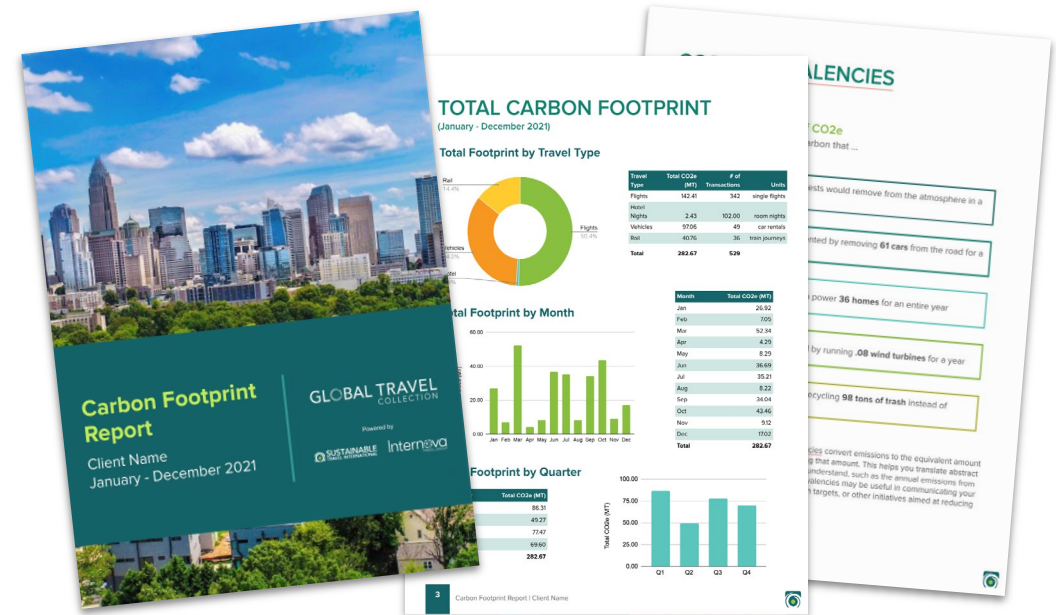
Your answer _____

What is the average trip size (numbers of people)? *

Your answer _____

Use free, online tool for carbon footprint estimate of one tour itinerary

Carbon Footprint Assessment



\$500 carbon footprint assessment and report of all tours from last year





QUESTIONS?

carbon@sustainabletravel.org
www.sustainabletravel.org



SUSTAINABLE
TRAVEL INTERNATIONAL