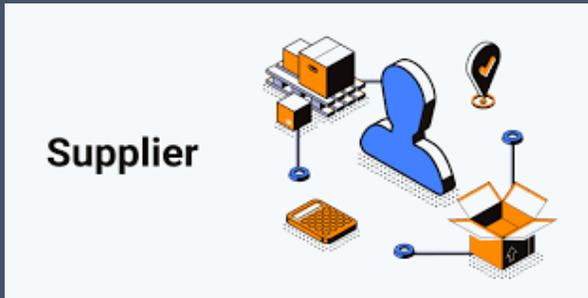




Data, trends & stats
GSTC Conference Antalya
Wednesday 10th May 2023





Managing stakeholder expectations



- Standardised
- Comparable
- Consumer friendly & practical
- Market aligned
- SMART targets

So how are we doing?

Aviation



358 kg CO_{2e}



976 kg Co2e

Sample: return flights non-stop
London Heathrow to Antalya
economy class May 2023

Accommodation

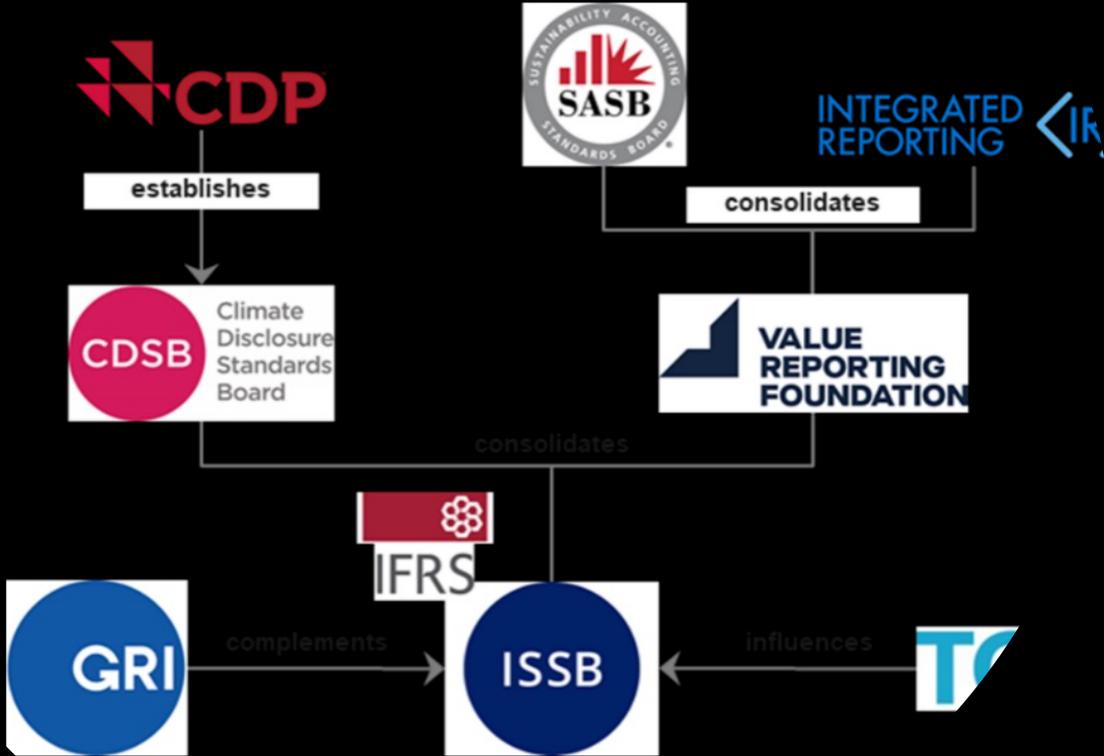
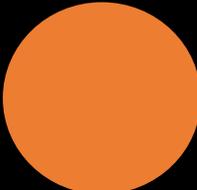


54 kg Co2e – Moroccan
Average

192 kg CO_{2e} – Event guest
footprint

Per guest room per night

Regulation





... And industry adoption?



600,000
accommodation
providers in
Europe alone Statista



> 1 million activities & visitor attraction
providers globally Arival

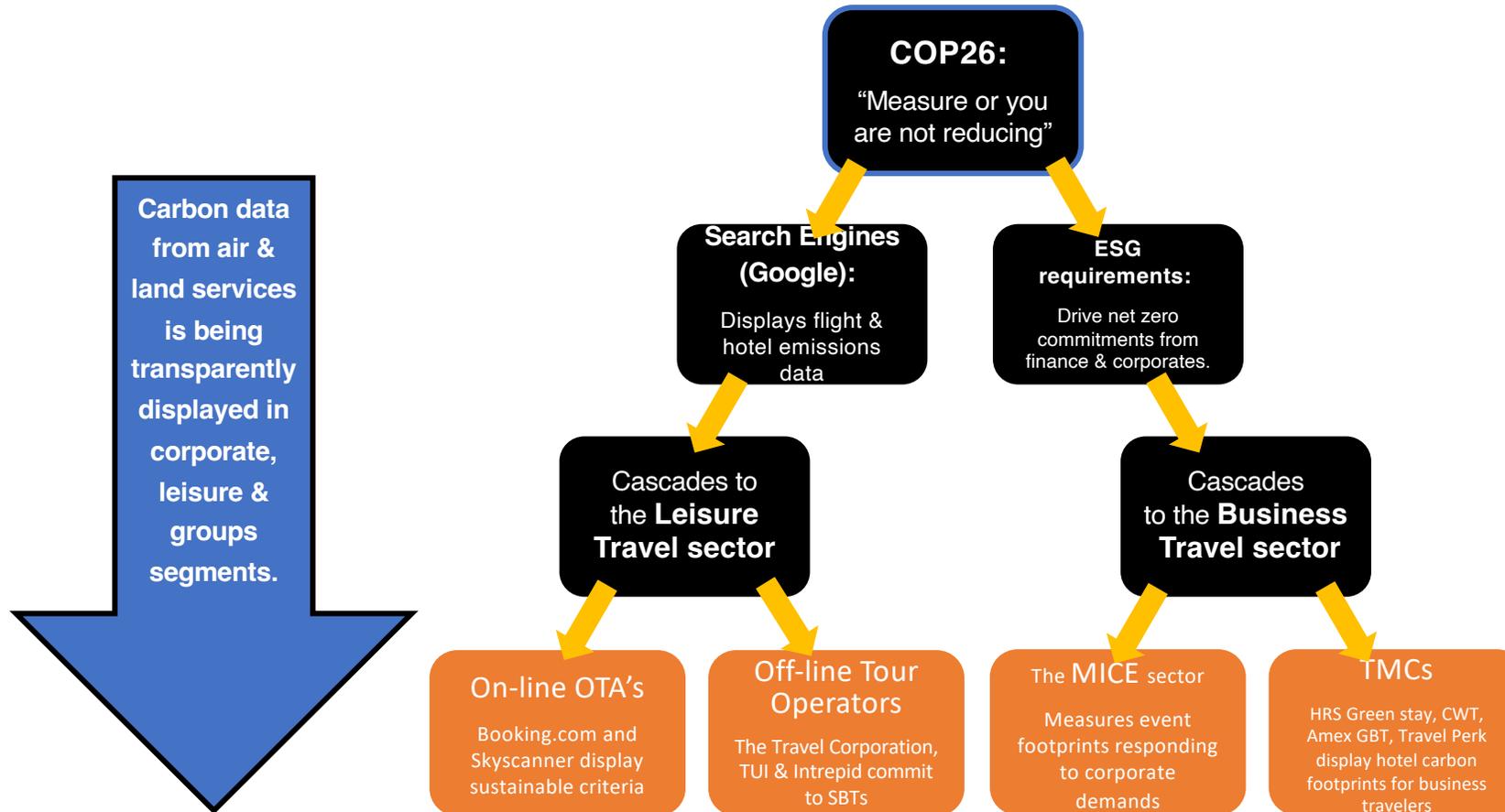


196,000
intermediaries
globally (travel
agents / tour
operators etc. Statista



- **\$181 billion** “Eco-tourism sector”
- **\$338 billion** forecast size by 2027
- **\$5.8 trillion** total size of travel, tourism & hospitality sector Statista

... why carbon is now a competitive issue :



Customer facing KPI's

Intrepid:

56% reduction in trip emissions by 2035

(on a 2018 base year)

Corporate travel:

“Co2e emissions per \$ spent”

Home > Spain >

Filter by: Electric vehicle charging station 32/1560

Search

Destination/property name:

Seville

Check-in date

Monday 19 December 20...

Check-out date

Friday 23 December 2022

4-night stay

2 adults · 0 children · 1 room

Entire homes & apartments

I'm travelling for work

Search

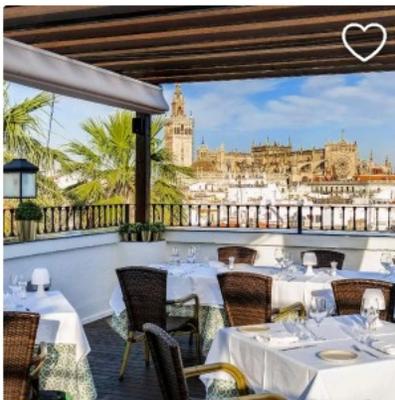
Seville: 32 properties found

Show on map

Sort by: Our top picks

Based on your filters, 98% of places to stay are unavailable on our site.

Commission paid and other benefits may affect an accommodation's ranking. Find out more.



Vincci La Rabida ★★★★★

Old town, Seville - Show on map - 250 yards from centre

Travel Sustainable property

Double or Twin Room (1-2 Adults)

Beds: 1 double or 2 singles

FREE cancellation • No prepayment needed

You can cancel later, so lock in this great price today.

Fabulous 8.7
5,069 reviews

Location 9.6

4 nights, 2 adults

€396 €356

Includes taxes and charges

See availability

Filter by:

Themes being explored in the questions:

- *What are the challenges in data gathering comparability and standardisation?*
- *How do each of our panellists use their position in the value chain, plus the data it gathers, to engage and educate its travel community?*
- *How does this impact on the competitive landscape?*
- *How does sustainability regulation and disclosure impact on investments and the administrative burden?*
- *Which are the priorities from an Asian perspective?*
- *Can economic leakage be tracked and measured?*

