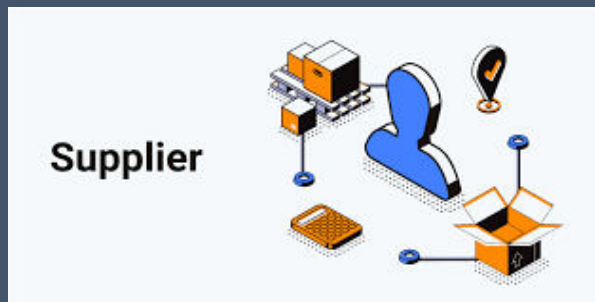




**Data, trends & stats**  
GSTC Conference Antalya  
Wednesday 10th May 2023





Managing stakeholder expectations



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

# So how are we doing?

## Aviation



358 kg CO<sub>2e</sub>



976 kg Co2e

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

## Accommodation



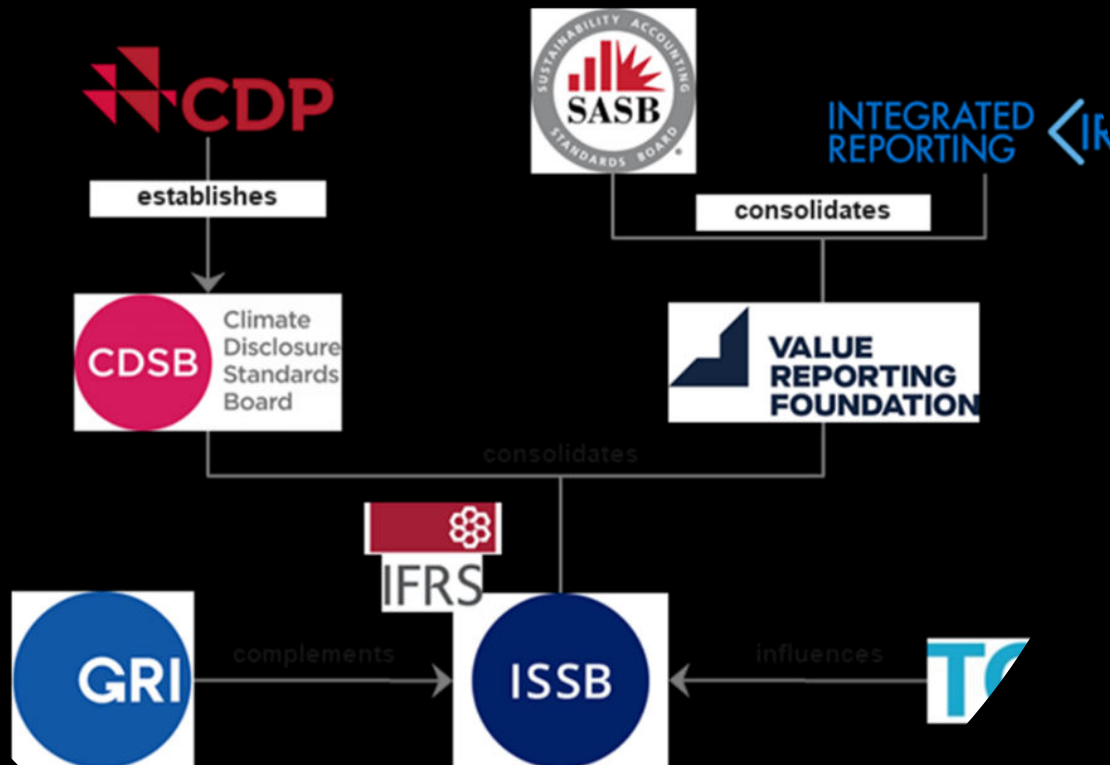
54 kg Co2e– Moroccan  
Average

**192 kg CO2e – 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

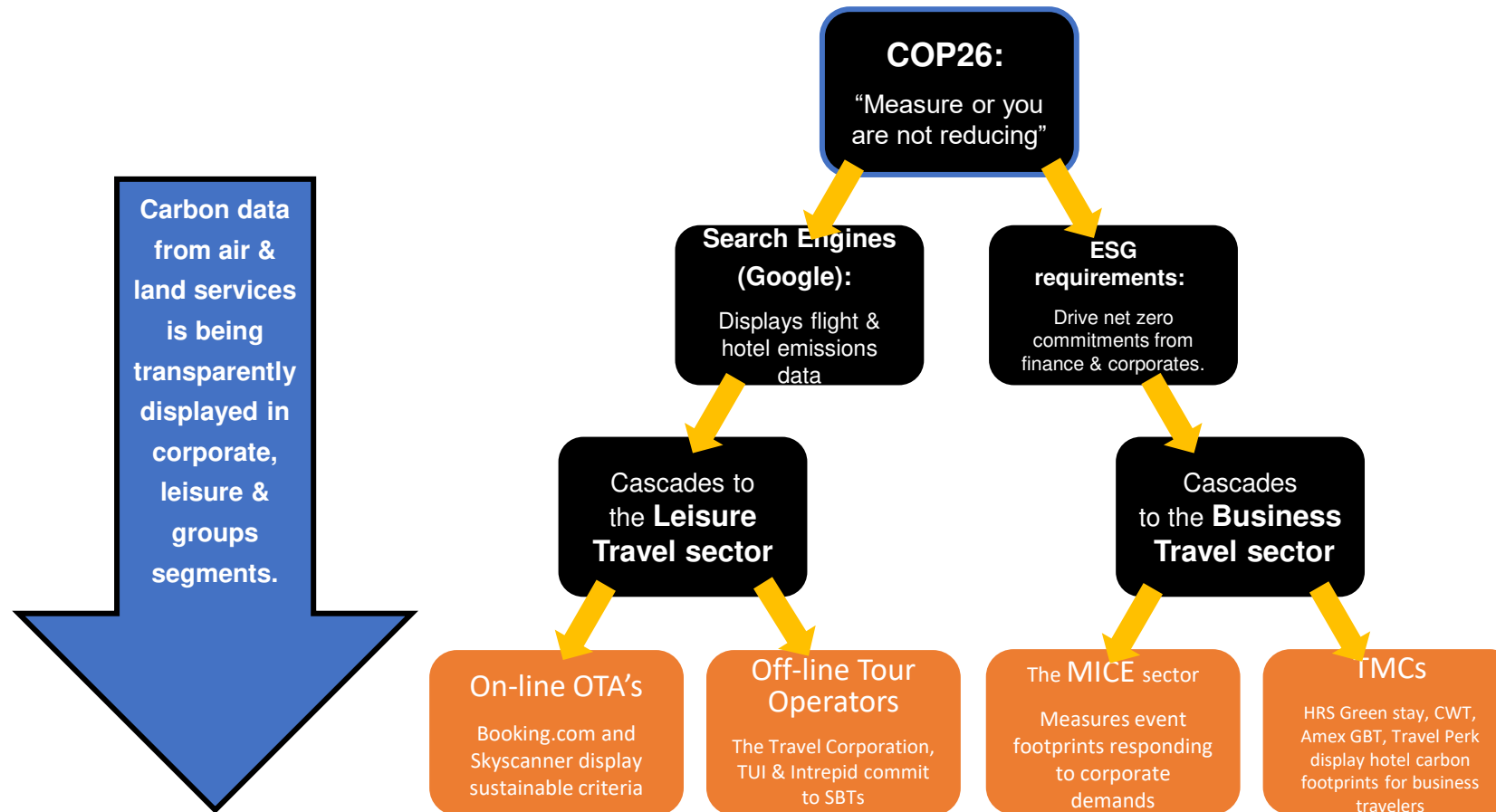


**196,000**  
**intermediaries**  
globally (travel  
agents / tour  
operators etc. Statista



- **\$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”



**Filter by:** Electric vehicle charging station 32/1560

**Filter by:**

**See availability** >

# 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?*

