



# SUSTAINABILITY MEASUREMENT & EVALUATION

GSTC 2024 CONFERENCE

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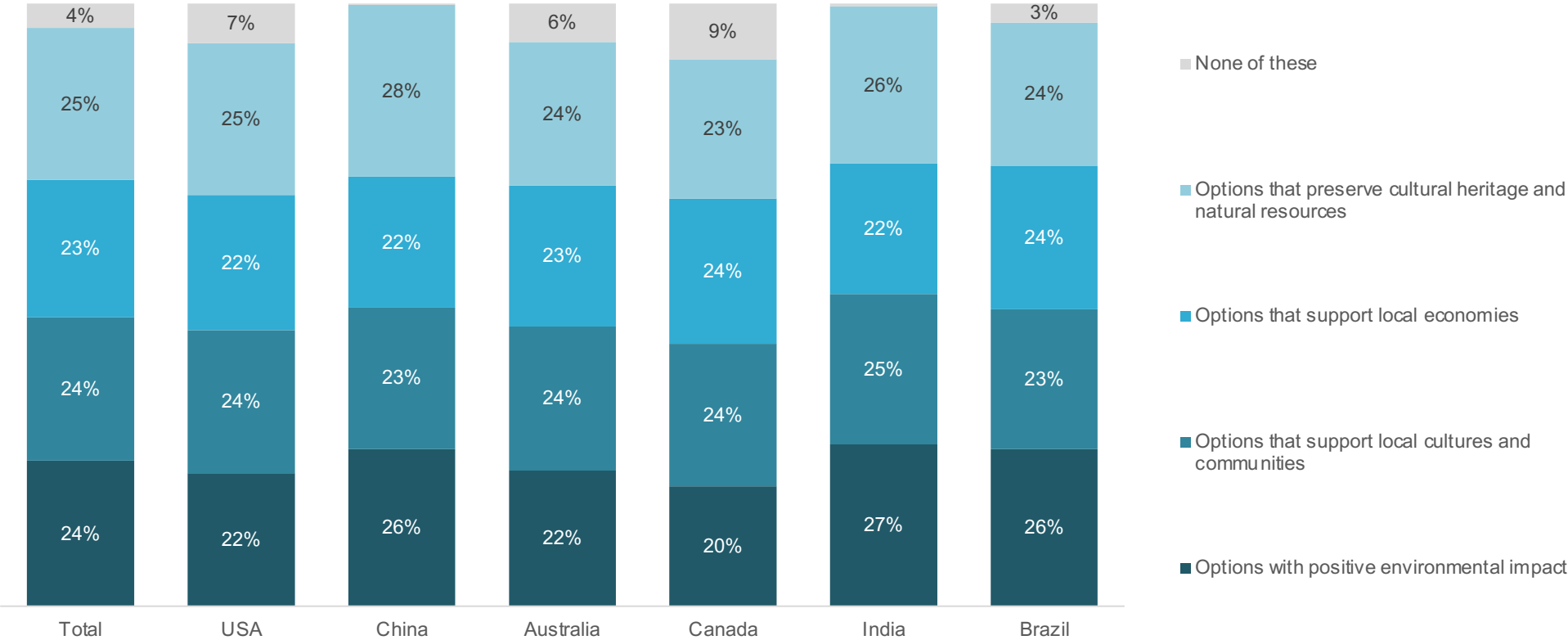
# INSIGHT #1

Environment- Society –  
Culture - Economy;  
Sustainability's four  
pillars: Equally  
captivating the global  
traveller



# Travel consumers from overseas are equally interested in all pillars of sustainability

Interest in learning more about sustainable travel in Europe, per pillar



Source: Balancing Sustainability and Long-haul Travel, European Travel Commission (2024)

## INSIGHT #2

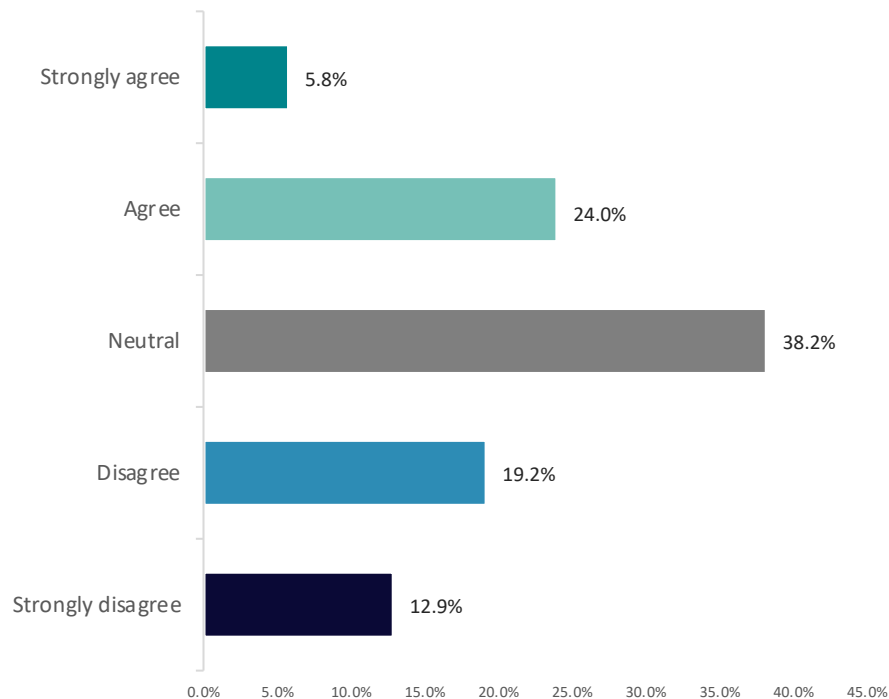
1 out of 2 travel consumers say it **costs too much to travel sustainably** while trimming **carbon footprints sparks more debate** than boosting local communities



# The question of whether to pay extra to reduce carbon footprint divides European travellers, with 30% for and 32% against



Willingness to pay for accommodation and transport that reduce carbon footprint



INVESTING TO  
MINIMISE  
CARBON  
FOOTPRINT

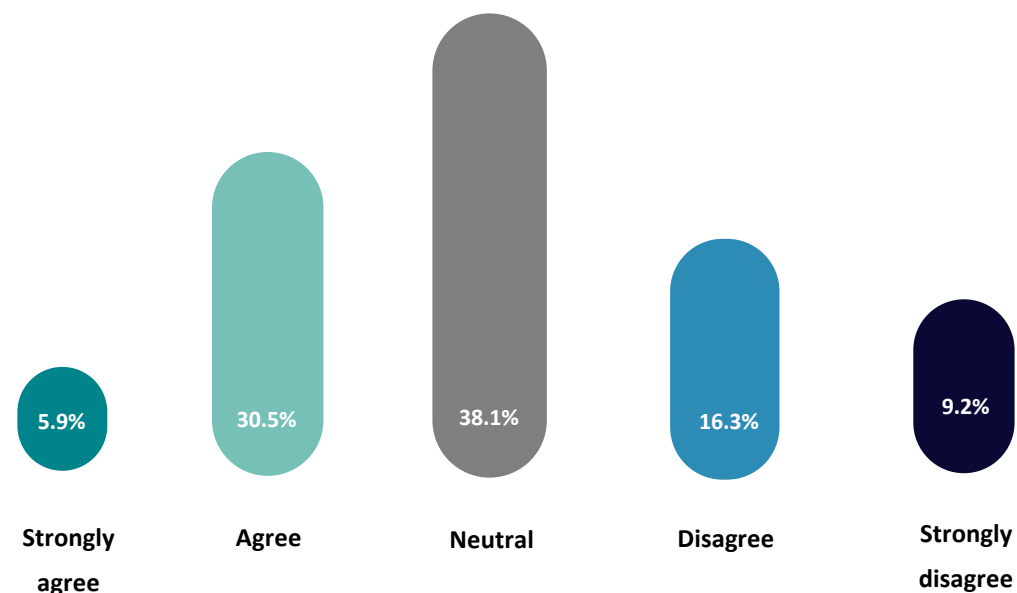
Travel personas most likely to pay for carbon offsetting are bleisure travellers (37%)

No differences were recorded among different age groups

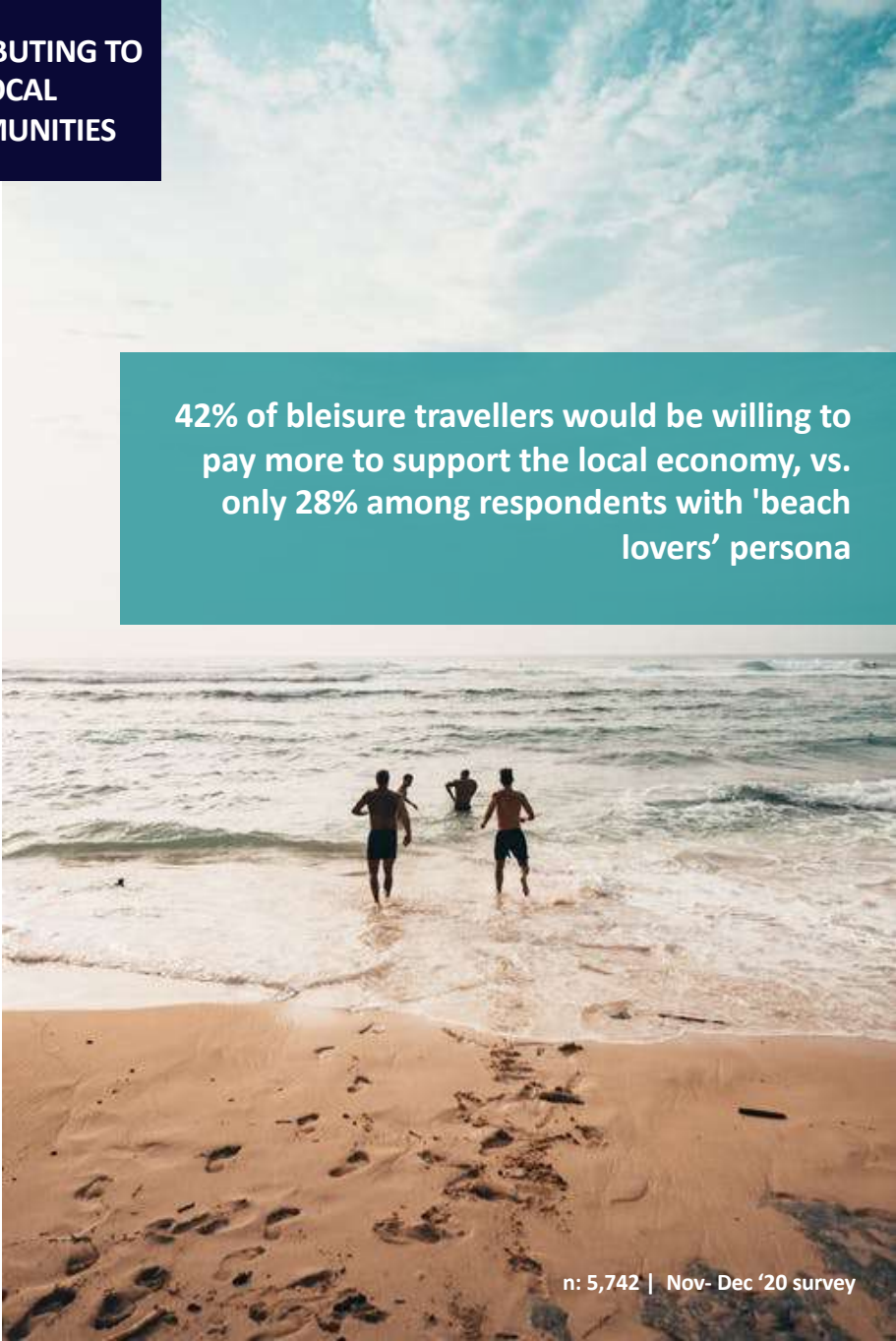
More than 1 in 3 respondents are willing to pay extra to support the host community

CONTRIBUTING TO  
LOCAL  
COMMUNITIES

Willingness to pay more to support local communities/economies



42% of bleisure travellers would be willing to pay more to support the local economy, vs. only 28% among respondents with 'beach lovers' persona





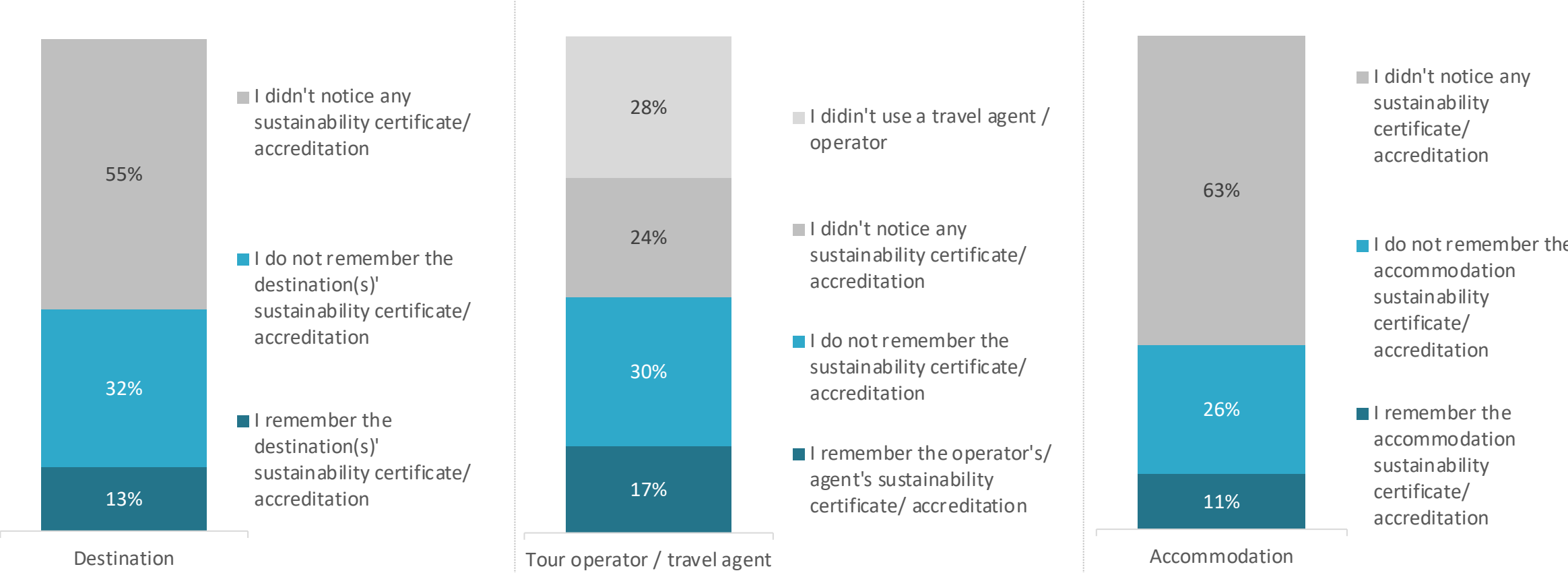
## INSIGHT #3

40% of overseas travellers **unsure of what a sustainable option is** while **certificates and labels greatly overlooked** during all stages of their trip



# Sustainability certificates and labels currently receive limited attention or are neglected

Recall of the destination / travel agent or operator / accommodation sustainability certificate



Source: Balancing Sustainability and Long-haul Travel, European Travel Commission (2024)

Base: N=3.046 | ▲ denotes statistically significant positive difference vs. total



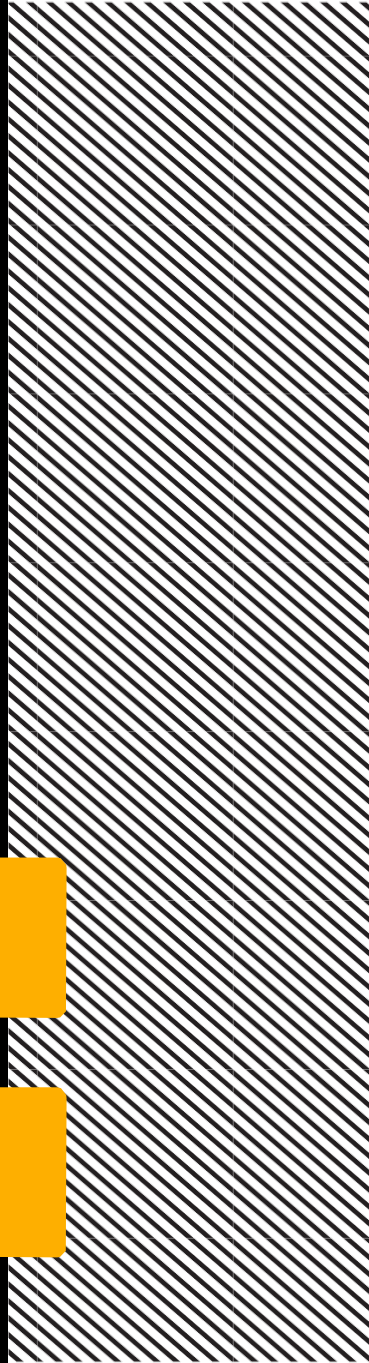
# 03

## TOWARDS ACHIEVING THE RIGHT BALANCE



# THOUGHTS

- WHO should take the **lead to internalize environmental costs** to tourism product offerings (propose or impose)?
- Is it important to put more **emphasis on Social KPIs when measuring sustainability** along with Environmental ones and WHY?
- Do we need to move from **sustainability/ carbon certificates to reporting universal sustainability fact labels** and HOW?



# Thank you

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