


FAREHARBOR

SPARK 

Explore. Connect. Ignite.

When, Where, & How Sustainable Tourism is Changing

Industry Insights by Lonely Planet

October 19, 2020



What Is Sustainable Tourism?



Sustainable Tourism is a framework for engaging travelers and the travel industry at large in supporting goals, such as:

- protecting the environment
- addressing climate change
- minimizing plastic consumption
- expanding economic development in communities affected by tourism



Show Me The Facts



- ▲ The tourism industry is the **4th largest source of pollution in Europe**¹
- ▲ One night in a hotel produces 30kg of CO₂²
- ▲ The average flight consumes 90kg of CO₂ emission per hour³



^{1, 2} tourismteacher.com

³ carbonindependent.com





Negative Environmental Impacts of Tourism

- Soil erosion
- Increased pollution
- Natural habitat loss
- Heightened vulnerability to forest fires
- Strain on water resources
- Competition for use of critical resources by local population



What does Sustainable Tourism mean to Lonely Planet?



Lonely Planet has an entire section **dedicated to sustainability** and have for many years.

We explore how sustainable travel can be a force for good – good for the **environment**, good for **local people**, and good for **ourselves**.



ARTICLE
A sustainability expert's guide to zero-waste travel
Zero waste advocate Anita Vandyke explains how travellers can join the push to reduce human impact on the planet.
[Read More](#)



Climate change
6 bucket list destinations at risk of disappearing due to climate change



Post-pandemic
Hawaii wants to ensure a sustainable relationship with tourism post-COVID-19



Destinations
Why Kagawa is the perfect prefecture for sustainable travelers



Travel tips
How to find a sustainable hotel

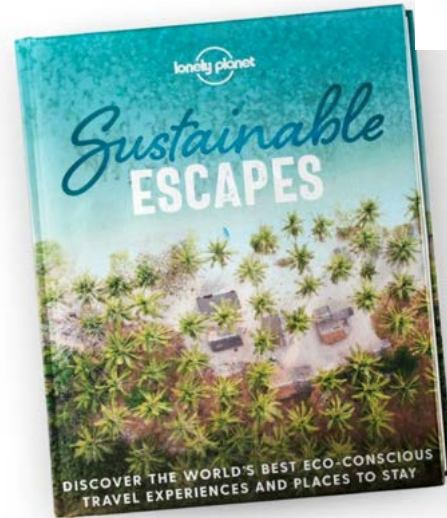


Content that Inspires

Best In Travel: A spotlight of some of the best activities, tour providers, personalities, and destinations who've made sustainability a reality for travelers of all stripes

Sustainable Escapes: We've published specific books targeted at recycling, community service & national parks

Responsible Materials: Books are printed on FSC certified paper & we have opened much of our guidebook content to be accessed via ebook & app format to decrease waste



BEST IN TRAVEL



What Types of Sustainable Experiences Do Travelers Want?



51%

Eco Tourism

48%

Community-Based Tourism

47%

Geotourism

38%

Voluntourism

33%

Social Enterprise Tourism

32%

Agrotourism

31%

Ethical Tourism



60%

of all travelers have taken at least one type of sustainable trip in the last three years



How is *Lonely Planet* leading the charge on sustainability? 



A decorative graphic on the left side of the page consisting of several concentric, light blue circular orbits with small colored dots (black, blue, red) and arrows indicating a clockwise direction.

1

Mandating all LPE Partners Operate Carbon Neutral Tours

Lonely Planet aspires to be a carbon neutral organisation and is evolving all areas of our business to do so

2

Sustainability-Focused Content

Inspiring millions of readers by sharing stories of responsible travel, transformation, and sustainable examples

3

Partnering with Companies that Push Climate Change

Aligning ourselves with partners that share our commitment to protecting the planet



Lonely Planet Experiences: Committed to Carbon Neutral



Combining the art of storytelling with local expertise to help travelers truly get to the heart of a destination



Designed to have low environmental impact while supporting local business



Backed by years of customer data



Working with leading global operators with focus on Food, Culture, Wellness, Adventure, LBGT, Family, & more



Case Study: Going Local in Abu Dhabi



Lonely Planet Experiences: Abu Dhabi Food Tour with a Local

Meeting point

Khalidiya Mall Station - Abu Dhabi

First, Coffee

Start your Abu Dhabi food tour in the best way possible, with a taste of Arabic coffee and embrace the essence of this local tradition

Tasty Falafel

Grab a vegetarian Falafel sandwich at a Lebanese restaurant where your taste buds will be teased with pickles and tahini sauce and green herbs that will add the flavor of the Levant region

Sweet Break

Enjoy Luqaimat, sweet fried dumplings dipped in date syrup, and one of the most popular desserts in the UAE, on the go!

Cup of Tea

Sip on the beloved Karak tea, which is tea blended with milk and saffron specially brewed - a true local delicacy

Local Specialty

Make your way to a cozy and very casual place where you'll have one of the best meals made with rice and beef or chicken blended with Arabic spices cooked in a special way

Turkish Baklava

Here comes the second sweet break! A taste of classic dessert with ice cream in between two layers of filo pastry and pistachio

Date Market

Take a short taxi ride and make your way to the local market where you'll try different variations of dates

Current Partners



Lonely Planet Experience:
Highlights & Hidden Gems of
Sydney

 ★★★★★ 3
€15.50pp • 2 hours



Lonely Planet Experience: Israel
Cultural Gems - Jerusalem Day
Trip

 ★★★★★ 4
€145.50pp • 8 hours



Lonely Planet Experience:
Homemade Pasta Cooking Class
in Milan

 ★★★★★ 52
€37pp • 3 hours



Lonely Planet Experience:
Authentic Sheung Wan Food Tour

 ★★★★★ 109
€33pp • 2 hours



How does Lonely Planet Work with Tour Operators?



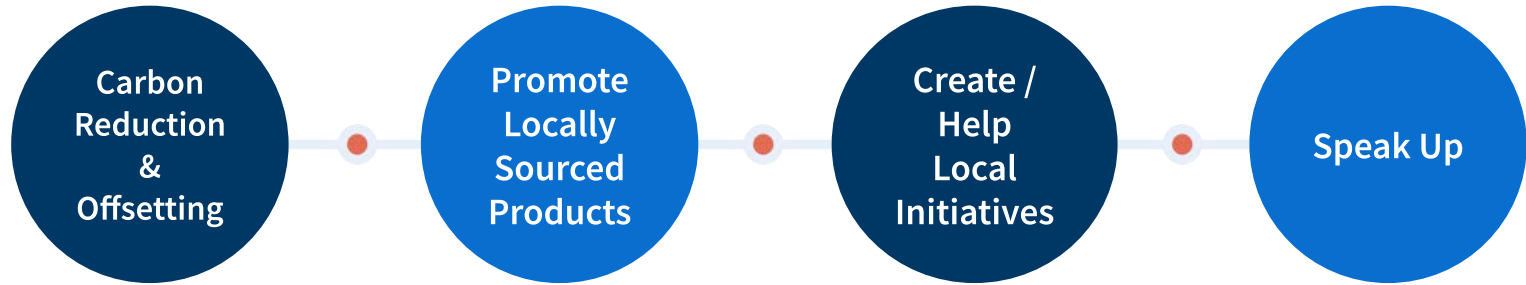
- Attach yourself with an **amazing brand & marketing partner** to help grow your tours
- Lonely Planet's **data, destination knowledge and expertise** is very important in selecting the right experiences to align with our brand
- Partners will continue to be the merchant of record, handle all **operational needs and customer service**
- Lonely Planet Experiences can be sold through both **your website** and **existing distribution partners**
- We look to create a **co-branded** experience with each partner



**How can *you* operate more
sustainably?** 



What Can Operators Do To Push Sustainable Travel?



Be part of the solution, educate your guests & set the example



What Can Operators Do To Push Sustainable Travel?



Here are some ways to adopt zero-waste mentality

- **Choose waste-conscious transport:** Opt for airlines committed to reducing waste, move to cycling or electric ways of transportation, or taking a train
- **Provide zero-waste kits:** single-use items such as coffee cups and plastic water bottles can add up.
- **Showcase local, unique souvenirs:** sustainable products made by local artisans
- **Lean on your smartphone:** There are dozens of apps & websites designed to help you limit your waste output, & possibly save you money while doing it. (ex: [responsiblecafes.org](https://www.responsiblecafes.org))



Thank You



Interested in becoming a **Lonely Planet Experiences** partner?

Please contact me at
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