

Supporting Europe's Tourism Towards Net Zero

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Tourism depends on predictable weather patterns

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Tourism

Fifth Tourist Dies in Greek Heatwave – Can European Destinations Do More to Prepare?

Jesse Chase-Lubitz, Skift
June 18th, 2024 at 1:27 PM EDT



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World / Climate

Planet endures record-hot April, as scientists warn 2024 could beat heat records for second year in a row

By Laura Paddison, CNN
3 minute read · Published 10:00 PM EDT, Tue May 7, 2024



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Tourists to Shift From Europe's Southern Coastal Regions to Northern Coast Due to Global Warming

By Shkurta Januzi August 1, 2023

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TIME TO  

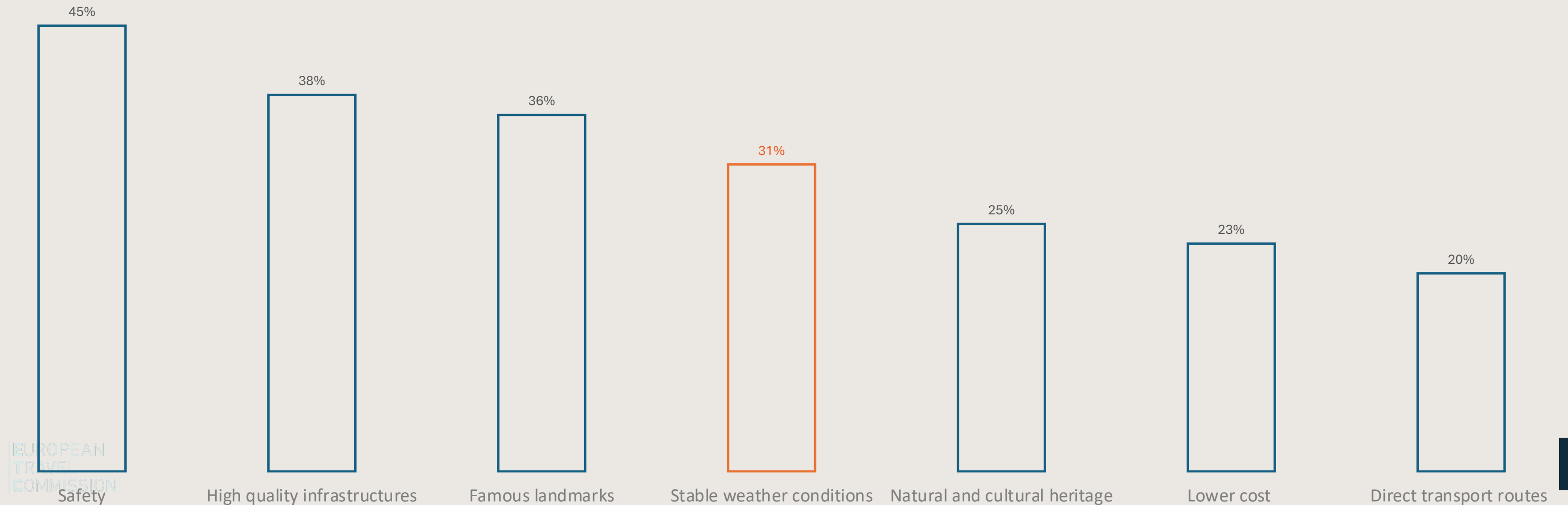
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Most important criteria for choosing a holiday destination in Europe

ETC Long-Haul Travel Sentiment Index, June 2023

% of respondents



Travellers' preferences

50% Choose familiar

"I prioritise convenience and familiarity, so I would stick with established brands."

34% Limiting CO2

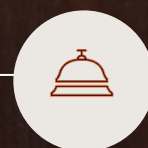
"I'm willing to choose eco-friendly transportation options like trains or buses even if takes longer."

66% Comfort and speed

"While environmental impact is a consideration, prioritising comfort and efficiency in transportation will be more important when I travel."

50% Choose local

"I enjoy myself immersing in the local culture, so I prefer to support small and local businesses."



EUROPEAN TRAVEL COMMISSION

75 years supporting European tourism

36 NTO members

Marketing

Research

Advocacy



#VisitCzechRepublic



Climate Action Plan

Measure, decarbonise and mitigate emissions from ETC operations

Catalyse climate action in Europe's tourism destinations

Lead transformational change in tourism through climate action

REDUCE

EMPOWER

LEAD

Reduce

01

Measure
Decarbonise
Report

Measure

Baseline year 2018

Total carbon footprint: 582,318kg

7% yearly reduction target of CO2 per euro of funding

Decarbonise

Events & Corporate Travel

FAM & Influencers Trips

Insetting (SAF & carbon capture)

Report

Met & exceeded our target in 2023

Aiming for total carbon footprint reduction in 2024

Empower

ETC members

EUROPEAN
TRAVEL
COMMISSION

02



Knowledge

Improve knowledge and required skills

Contribute to building frameworks and tools

Facilitate the exchange of knowledge and best practices

Support members at every stage of their journey



Chapter Earth

Tourism and climate change think tank

Supports ETC and the members in delivering on its climate commitments

Applies a climate lens to ETC's operations across all work areas

01

Climate Action Plan template for NTOs

02

Study on emissions reporting for destinations

03

Recommendations to ETC Board

04

Climate Action
Knowledge
Platform

Lead

03

by example

The Netherlands

The Road to Climate-Neutral Tourism



Reality check

Innovation alone is not a magic bullet

Consumers and business owners need help

We need boldness and leadership

Action-oriented framework

Take ownership

Network approach



Finland

Measure and report



Eco-Efficiency Index

Emissions vs Expenditure



Slovenia

Adaptation Strategy



Risks and vulnerabilities

Stresses the need for tourism to be involved in broader national climate change adaptation strategy

Holistic approach

Direct impacts (e.g. temperature increase)

Indirect impacts (e.g. expected increase of tourism impacts on biodiversity due to the prolonged summer season)

ACT NOW

Climate change is an existential threat to the tourism industry.

CAPs

are great tools to implement meaningful changes when inserted into a broader strategy for climate-friendly tourism.

ADAPTATION

Focus on

**Thank you for
your attention!**



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