Climate Change
Resilience and Adaptation:
How the private sector supports countries to build a sustainable and climate-resilient tourism sector

Gustavo Timo

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Salvatore, Brazil
TOPICS

Adventure tourism introduction
Adventure tourism economic impacts
Company climate adaptation case
Destination climate adaptation approach case
ATTA climate adaptation actions and examples
Within the larger tourism economy, adventure tourism, dominated by small businesses working in rural areas and wilderness environments is heavily dependent on natural capital, and views the protection and promotion of natural resources as central to its continued success.


“Ecotourism” and “Environmentally Sustainable” trips are preferred by adventure travelers

*Adventure Travel Trends Snapshot April 2018, survey of adventure travel tour operators from around the world*
ADVENTURE TOURISM FROM A DEVELOPMENT PERSPECTIVE

Adventure travel is:

✓ a viable option for regeneration/adaptation of places to new socio-economic realities (resource depletion, climate change or decline of competitiveness), and/or
✓ a complementary alternative for rural development and existing economic activities (additive option)
ADVENTURE TRAVEL DEFINITION

Developed through a series of consumer surveys since 2004, adventure travel today is defined in terms of its essential elements and how it is experienced by travelers.

"Adventure tourism incorporates and promotes the values of the tourism that we want - a tourism that respects cultural and natural assets, and protects the most vulnerable."

Taleb Rifai
former UNWTO Secretary General
CONSUMER SPENDING ON ADVENTURE TRAVEL

- Projections based on ATTA consumer research from 2009 and repeated in 2012
- Survey research did not include Asian outbound markets, does not include domestic adventure travel

2009: $89B
2012: $263B
2017: $683B

21% CAGR
44% CAGR
ADVENTURE SPENDING AS A PERCENTAGE OF GLOBAL INTERNATIONAL TRAVEL SPENDING

Adventure Spending: 30%
Global Travel Spending/Non-Adventure: 70%
ADVENTURE TRAVEL COMPARED TO OTHER GLOBAL INDUSTRIES

Cruise Industry
$119B

Global Textile Mills Market
$667B

International Adventure Market:
$683B

Global Prescription Drug Sales
$774B
ECONOMIC IMPACTS OF ADVENTURE TOURISM VS OTHER FORMS/ Jordan research

MASS TOURISM

14%
of revenues remain in the country

1.5
local jobs per $100,000 USD

ADVENTURE

65%
of revenues remain in the country

2.6
local jobs per $100,000 USD
ECONOMIC IMPACTS OF ADVENTURE TOURISM VS OTHER FORMS./ Caribbean Research

GENERATING US$10,000 IN THE LOCAL ECONOMY TAKES:* 

Cruise tourists: $50 per visit, Hours spent
Overnight package tourists: $1000 per visit, 7 day visit
Adventure travelers: $2,710 per visit, 9 day visit

*based on World Bank (2015) Strengthening Tourism Competitiveness in the OECS countries: Market Analysis
Established in 1990, the Adventure Travel Trade Association (ATTA) is widely recognized as a leadership voice and partner for the adventure travel industry. The association’s constituency of more than 1,300 member organizations in 100 countries is made up of tour operators, tourism boards, specialty agents, and accommodations sharing a vested interest in the sustainable development of adventure tourism.

With specialized expertise in research, events, education, media, and promotion, the ATTA’s business services and events division, Adventure 360, delivers a portfolio of strategic solutions and robust ecosystem of global events.
ATTA MEMBERSHIP

ATTA is a community of 1400 businesses, tourism boards, media and others in more than 100 countries.

Learn More

WHO OUR MEMBERS ARE

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tour Operators</td>
<td>60%</td>
</tr>
<tr>
<td>Industry Partners</td>
<td>8%</td>
</tr>
<tr>
<td>Tourism Boards</td>
<td>8%</td>
</tr>
<tr>
<td>Accommodations</td>
<td>4%</td>
</tr>
<tr>
<td>Travel Advisors</td>
<td>9%</td>
</tr>
<tr>
<td>Media</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

WHERE OUR MEMBERS ARE

- North America: 42%
- Central America: 14%
- Caribbean: 2%
- South America: 3%
- Europe: 23%
- Asia: 8%
- Middle East: 1%
- Africa: 4%
- Pacific: 3%
With specialized expertise in research, events, education, media, and promotion, the ATTA’s business services and events division, Adventure 360, delivers a portfolio of strategic solutions and robust ecosystem of global events.

At the forefront of our work is the creation of shared economic value, taking into consideration the protection of culture and nature.
CASE 1: INNOVATIONS FROM ADVENTURE TOURISM PRIVATE SECTOR

CHIAPAS MEXICO, A CASE OF DIVERSIFICATION
“It moved so slowly for so long; how could it travel so quickly? We knew about it in Brazil, so there’s no way it could get up here this fast.”
Para disfrutar la verdadera experiencia de Argovia Finca Resort, te presentamos las diferentes actividades que puedes realizar, desde lo más extremo hasta lo más relajante.

Relajación / SPA
Sumérgete en un ambiente totalmente holístico en nuestro Spa Anthurios, en donde terapeutas altamente calificados le harán disfrutar de un día completo de relajación y bienestar total.
Como complemento ideal, una sesión purificante en nuestro temascal diseñado con las mismas estructuras que en las antiguas civilizaciones en las que dichos baños de vapor eran esenciales para el lograr el balance entre alma-cuerpo.
Podemos ofrecerte paquetes especiales para tu aniversario en donde podrás disfrutar de un día completo de relajación y paz con tu pareja.

Tour Café
Adéntrese en el arte de hacer café. En este recorrido se le da una explicación del proceso previo a tomar una buena taza de café, con el característico y reconocido Beneficio Ecológico de Argovia.
Hora recomendada: 9:00am – 5:00pm
Tiempo de recorrido: 45 min

Tour Flores
Conoce la diversidad de flores tropicales y plantas de folaje que se cultivan en la finca. Un mosaico de colores dentro del cafetal. Observe la manera en que se cultivan y como se procesan para su comercialización. También podrá conocer algunos secretos para conservar mejor sus flores de corte.
Hora recomendada: 9:00am – 5:00pm
Tiempo de recorrido: 1 hr 15 min

Tour de Mirador
Explore la magia de las montañas del Soconusco, descubra el majestuoso Volcán Tecaná en el horizonte y observe una gran variedad de encantadoras aves y mariposas. En la zona de la finca se han registrado más de 150 especies de aves que nos visitan en diferentes épocas del año, ¡atención birdwatchers!
Hora recomendada: 6:00am
CASE 2: DESTINATION EXAMPLE

SUSTAINABLE TRAVEL FINLAND®

TOWARDS RESPONSIBLE TRAVEL INDUSTRY

In order for the tourism industry to respond to the changing demand and continue to grow, the development must be sustainable. To help the tourism industry in Finland to adopt sustainable practices, Visit Finland has developed the Sustainable Travel Finland programme, designed for tourism companies and destinations in Finland.
WHAT ATTA IS DOING

Next slides review ATTA’s, destination diversification, climate action education and carbon emissions reduction programs.
Example:
Norway: Advanced sustainable product development and innovation lab
Repeated: Climate Action Walk and Talk

Climate change can be hard to talk about in meaningful ways. Adventure travel operators, travel advisors, and guides play influential roles in activating conversations about the issue and its impacts on the communities and landscapes where we work. How can we make such conversations meaningful and uplifting to our guests on vacation? How can we drive personal and global awareness and encourage active engagement in solutions to reduce and reverse carbon emissions and address associated social justice issues? This 90-minute walking workshop gets you talking about the issues and practicing how to initiate and sustain conversations between management and partners, guides and clients and even between clients themselves. Using role playing, street theatre techniques, and storytelling tools, you’ll jump right in, share your stories and walk away with a wider range of climate action tips and tricks.

This session occurs twice and is limited to 25 participants. If you can commit to attending, find the day and time of the session you would like to attend in the event networking platform and click “Add to Schedule”.

Speaker

STEPHEN TARANTO
Director of Programs, Sendas Altas | La Paz on Foot
We can provide similar climate action education for other tourism trade audiences

- ASTA, the American Society of Travel Agents
- Global travel brands
- Destinations
Future Proof Your Destination and Business with Practical Climate Action Strategies and Tools

Learn how to implement positive climate action strategies from destination and company leaders who are doing it successfully. While some notable travel companies and tourism destinations are already reaping the benefits of bringing their environmental values to the forefront of their operations and marketing, climate action is still a new area for many. This one day session offers a firm grounding in the science of climate change along with practical strategies for what to do in your destination or travel tour business. Learn how to improve your operations and tell your story in a meaningful way to travellers. Travel companies will gain practical ideas for actions they can take for the benefit of the environment, while educating and inspiring guests to action themselves.

At the conclusion of this day you will:
- Know how to become a leader in the travel industry on climate
- Take home practical actions you can implement tomorrow for the benefit of the climate and your business
- Gain strategies for communicating with consumers in a way that motivates, inspires, engages

Participants will also:
- Receive a Climate Action Leadership digital badge as a symbol of your commitment to learning and implementing climate action strategies
Carbon offset programs aimed at reforestation are prioritized.
Our vision is to convene a tourism industry collective to clean up tourism’s CO2 (8% of emissions) through carbon removal.

Align with UN SDG#13 Climate Action
“We need all countries and all sectors of society to act now – it is in the interests of all of us.”
WITH ENOUGH PARTNERS WE CAN REMOVE TOURISM’S SHARE OF GLOBAL EMISSIONS

At the current cost of carbon removal, this would be something like $246B. However, as demand for the technology increases, the price can come down. Additionally, tourism’s use of the service could spark uptake from other sectors.
THE COLLECTIVE COULD PROVIDE ALL TRAVEL COMPANIES WITH A WAY TO HELP REMOVE OUR INDUSTRY’S CARBON
IN SUMMARY: Main Ideas

Adventure tourism models are beneficial to Caribbean tourism strategy, for local economic benefit.

Ideas and innovations emerging from the adventure travel private sector can be used as reference points for Caribbean countries in developing climate resilient tourism economies.
Thank you!

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