

# ENVISION 2030 - FROM INTENTIONS TO ACTION

Elke Dens, The Travel Foundation

Milena Nikolova, BehaviourSmart

# What does *this...*

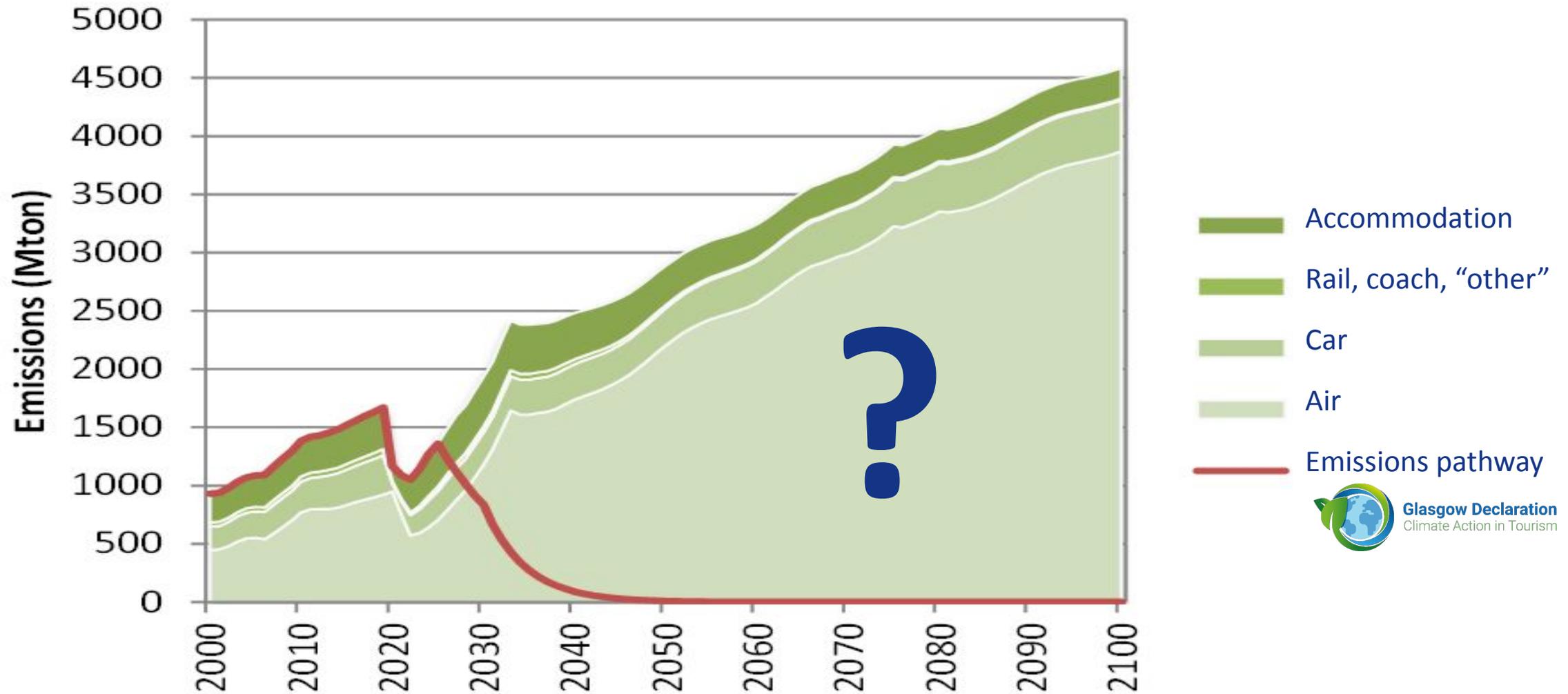


**Glasgow Declaration**  
Climate Action in Tourism

A global commitment to **halve emissions by 2030** and reach Net Zero as soon as possible before 2050

*...actually look like* as a **thriving** travel & tourism sector?

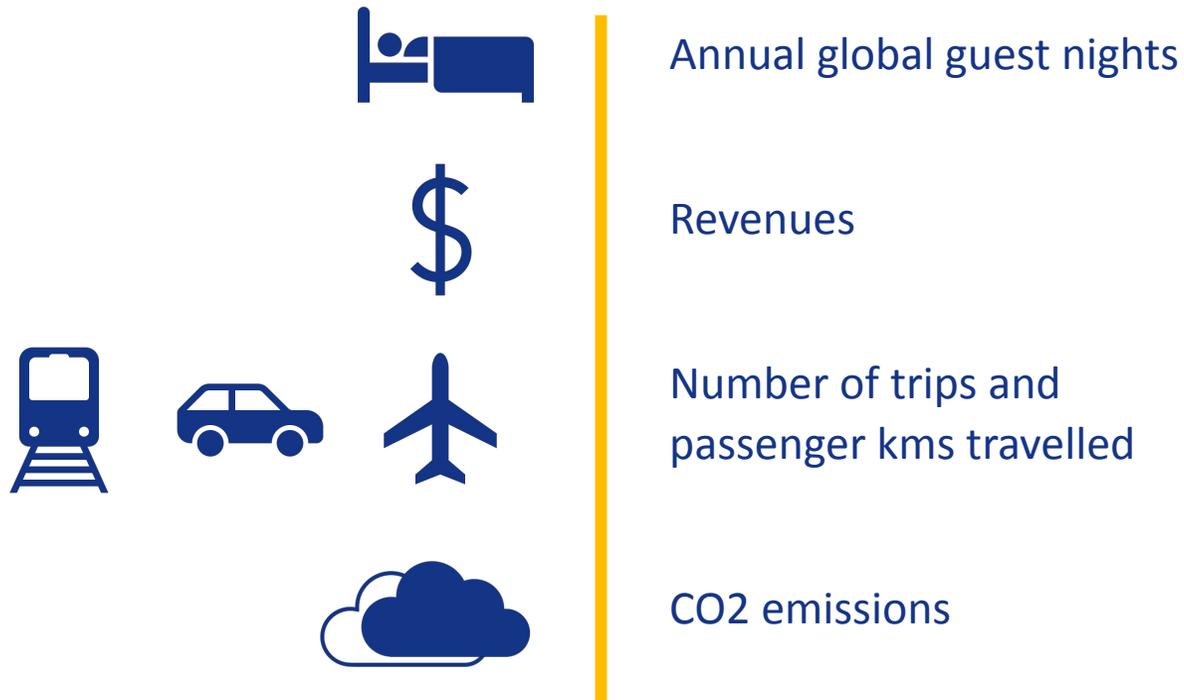
# Business As Usual



# Modelling the future

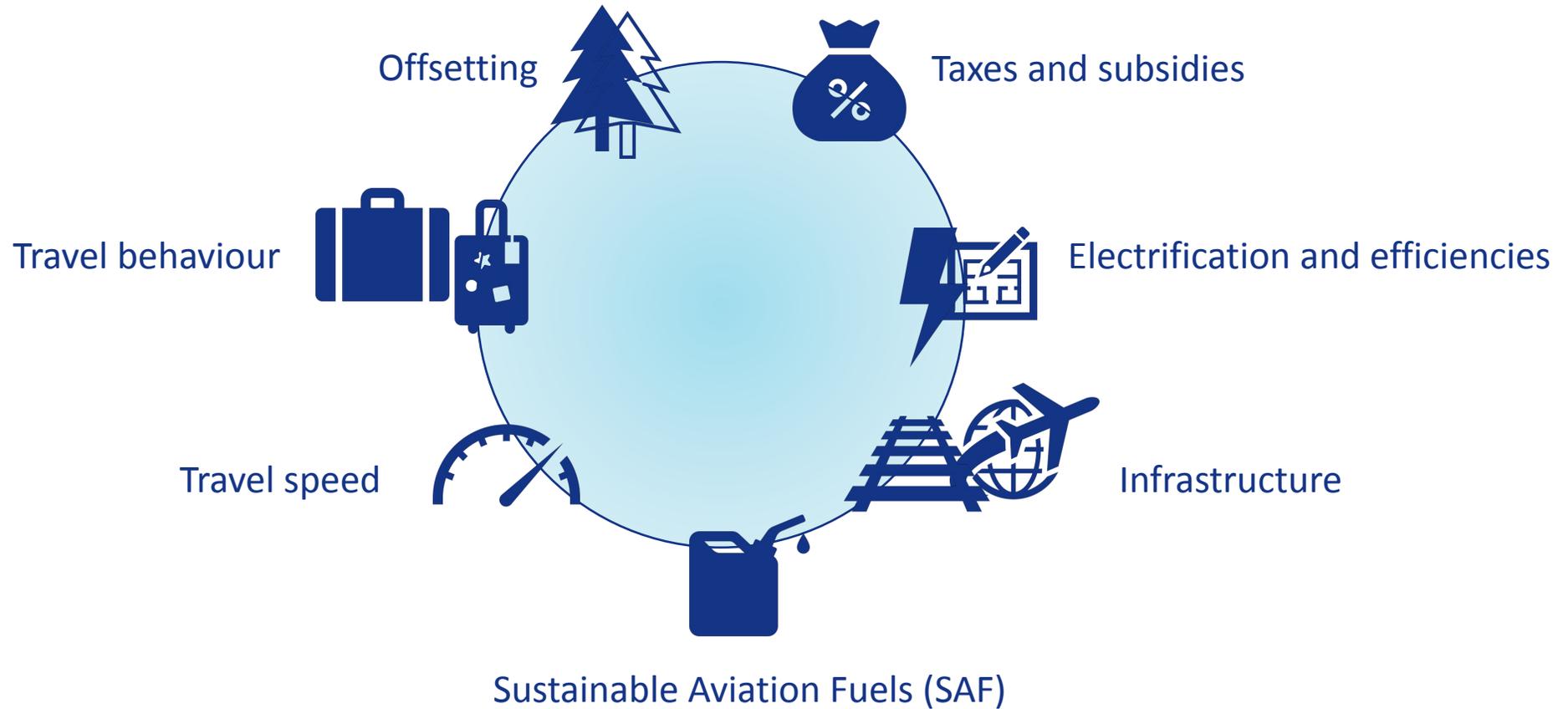
Scope: The global Travel and Tourism system – **transport and accommodations.**

All trips of **at least one night away** from home (domestic or international), for holiday/leisure, business, visiting friends and family.

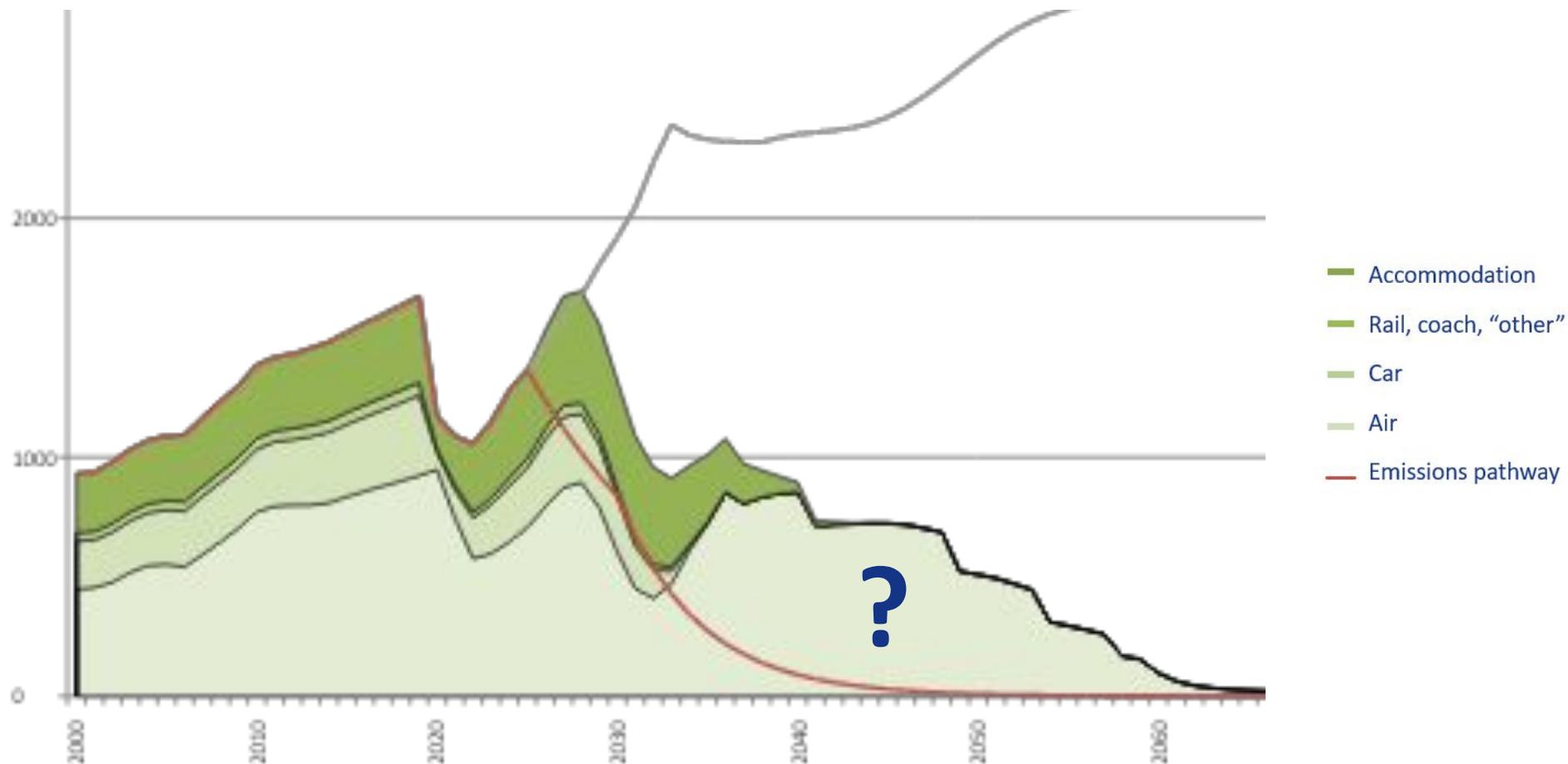


# 40 different interventions

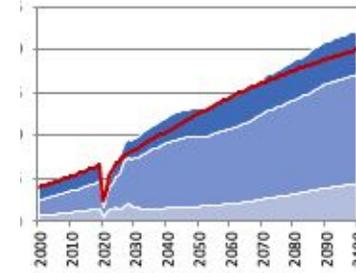
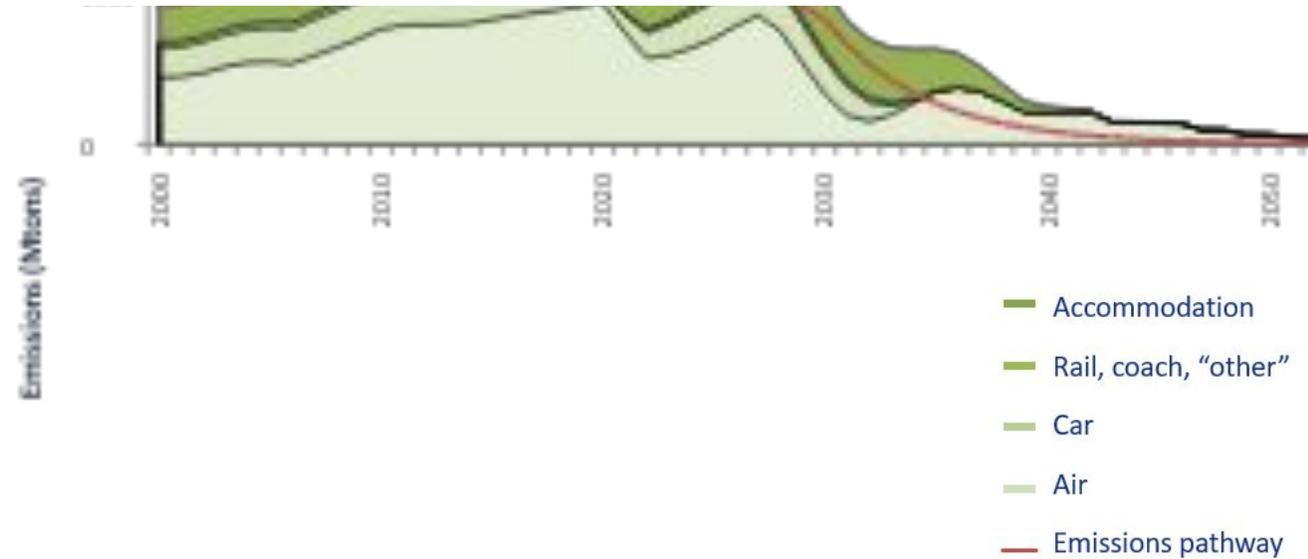
## 7 categories



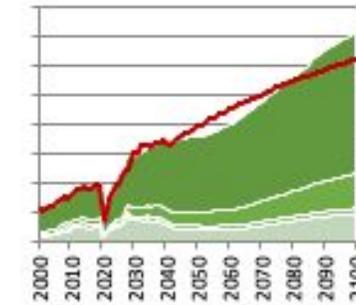
# Current approaches are inadequate...



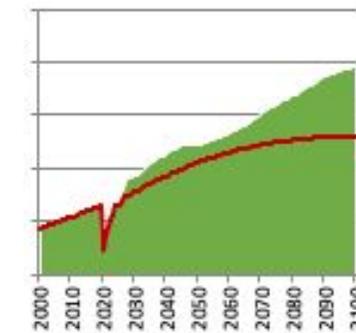
# Only 1 option for net zero...



Trips



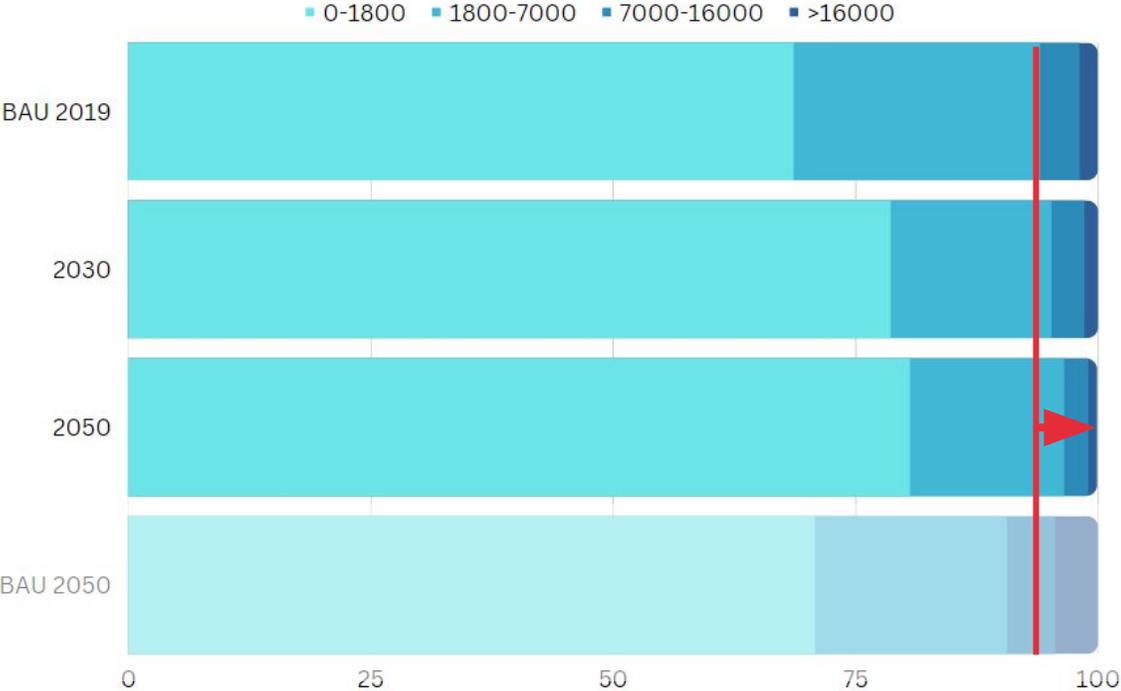
Revenue



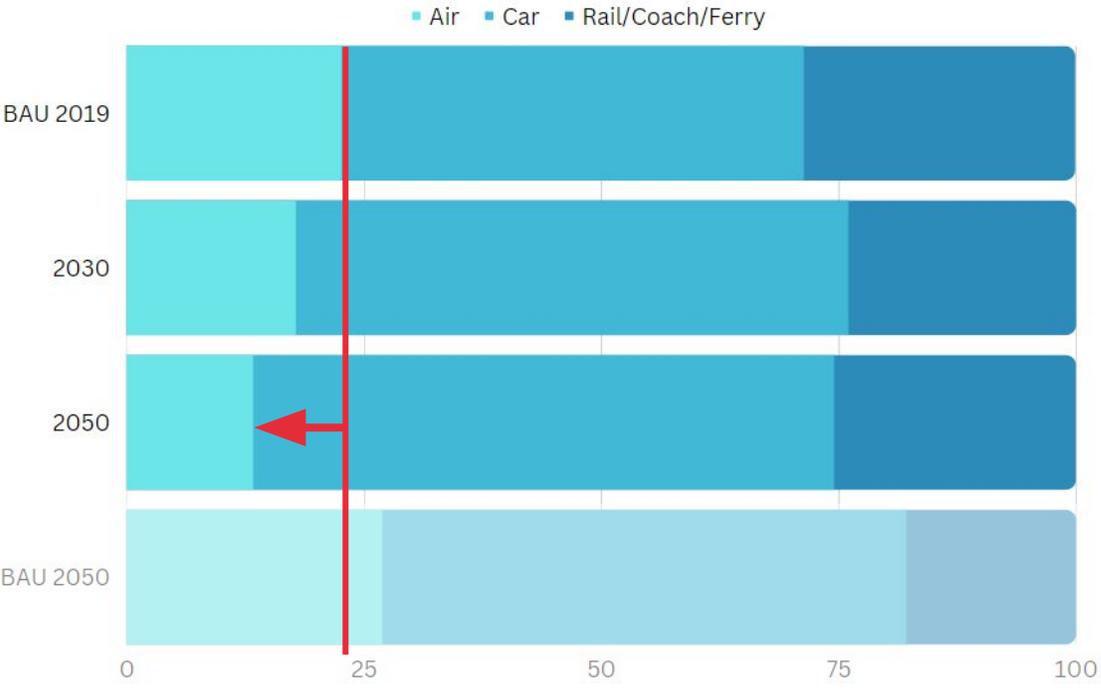
Guest nights

# Changing shape of tourism

### Distance travelled



### Mode of transport



# Changing shape of tourism - duration



Global travel and tourism can have a low carbon future where revenue and trips continue to grow as expected.

However, we must learn to rely less on high-polluting aviation growth and invest more in low-polluting alternatives.

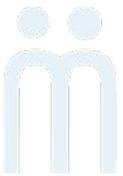
- Less volume driven – market regulated by supply not demand.
- Changes in modality - more cars and high-speed rail.
- Shorter distances – less long haul and more “trip of a lifetime”.
- Focus on optimisation of visitor value - e.g. longer stays.
- More complex multi destination/modal trips.
- Equity: considering long haul, frequent fliers and island nations, and resources needed to develop green travel & tourism offer

Register to receive the full report:  
[www.thetravelfoundation.org.uk/envision2030](http://www.thetravelfoundation.org.uk/envision2030)

# Main Idea

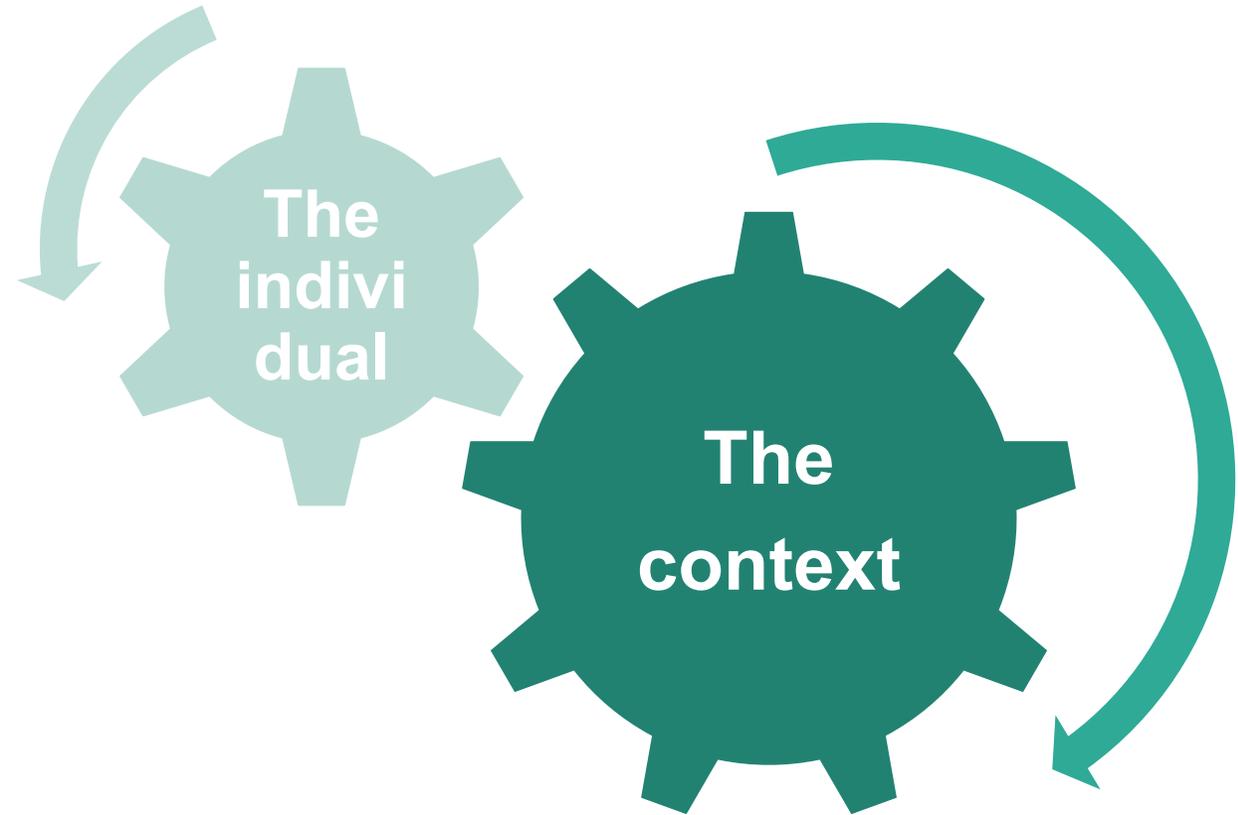
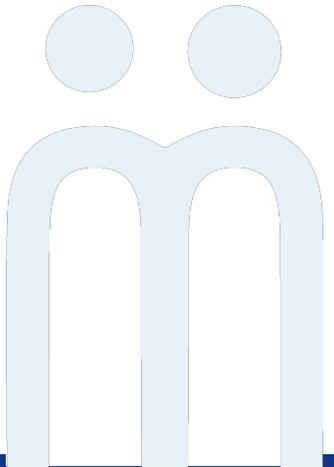
Behavior-smart means being **realistic about how people really think, decide, and act** in order to design sustainability solutions that **work better and cost less.**

The purpose is to **minimize the friction** between human behavior and goals.

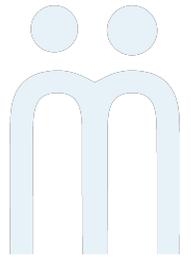


# Our Decisions and Actions

...depend on two big sets of factors



# Illustration: the evolution of driving



# Human realism & lowering risks in driving

**Traffic regulation  
& enforcement**



**Road  
infrastructure  
& signage**

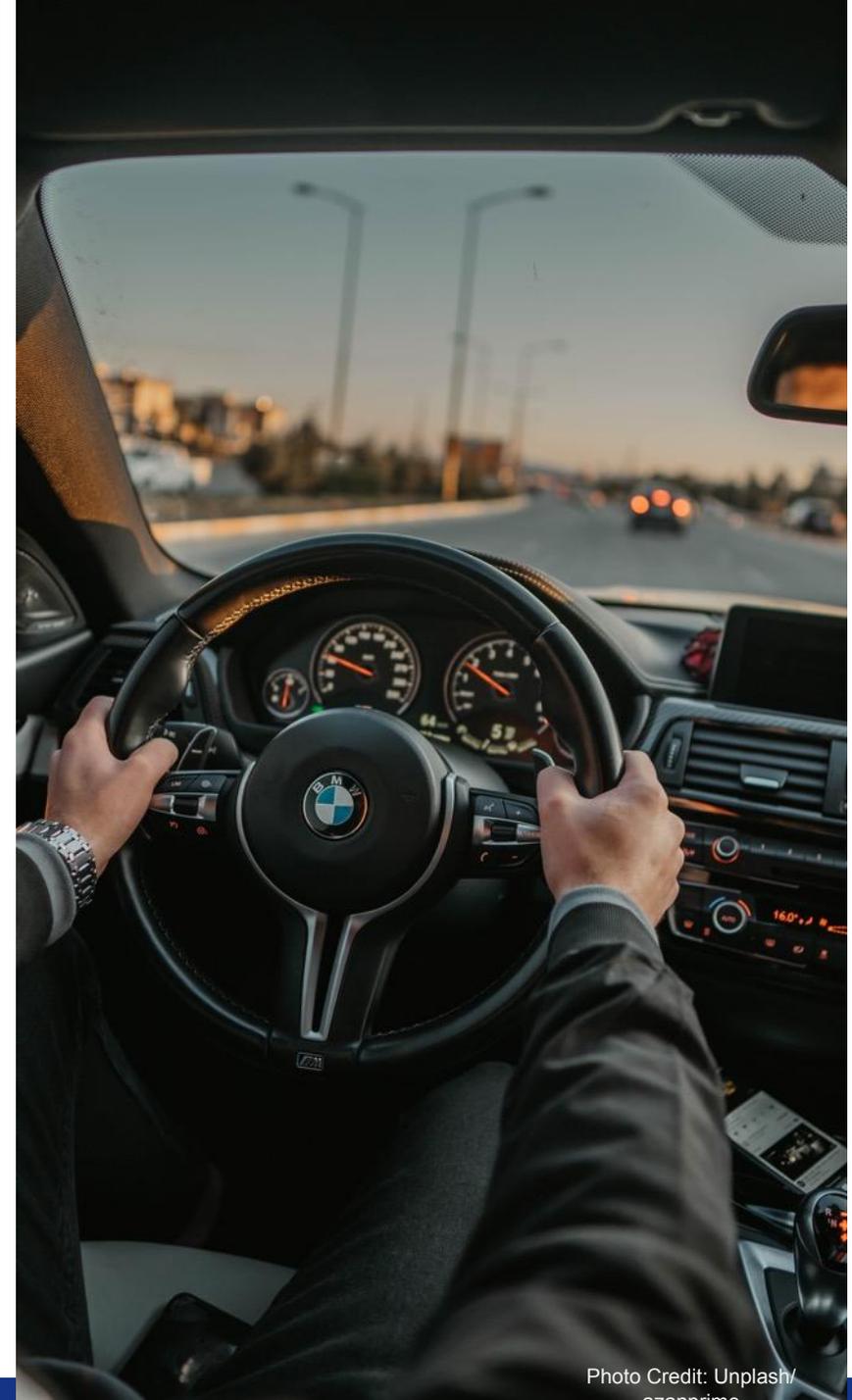
**Driver behaviour**



# Increasing sustainable choices

Changing the context to minimize the likelihood for human mistake and unintended damage:

- ✓ Make responsibility **natural and easy**
- ✓ Make responsible options the **default**
- ✓ **Design out** irresponsible options



beSmart

# THANK YOU

theTravel  
Foundation 

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Salom

