

*Era of changes or changing era?
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(Dutch travel association)*

a WE
CHANGING

CIRCLE

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*Drivers of change and
disruption*



Sustainability and overtourism will redefine travel and tourism
Expected growth gloabl tourism 2020; 3%













A photograph of a paved road with a yellow center line and white edge lines, curving through a lush green forest. The sky is a clear, bright blue. The text is overlaid in the center of the image.

**MAKING A
POSITIVE IMPACT**

No more business as usual.
Taking responsibility
Growth of mobility





trends

- *Fair and true pricing, environmental costs in the price of a package*
- *Travelling/Holidays will get more expensive.*
- *Travel and holiday offers will change*
- *Time slots and quota at most hot spots*
- *Train will be serious alternative for short distance travelling.*

- *From destination marketing to management*
- *From quantity to quality of experiences*



An elephant is the central focus of the image, standing on a paved road that stretches into the distance. The elephant's skin is a textured, brownish-grey color, and its trunk is visible. The background shows a savanna landscape with dry grass and some green bushes under a clear sky. The lighting suggests it's daytime.

How do you eat an elephant?

From being part
of the problem to
being part of the
solution
From principles
to action.

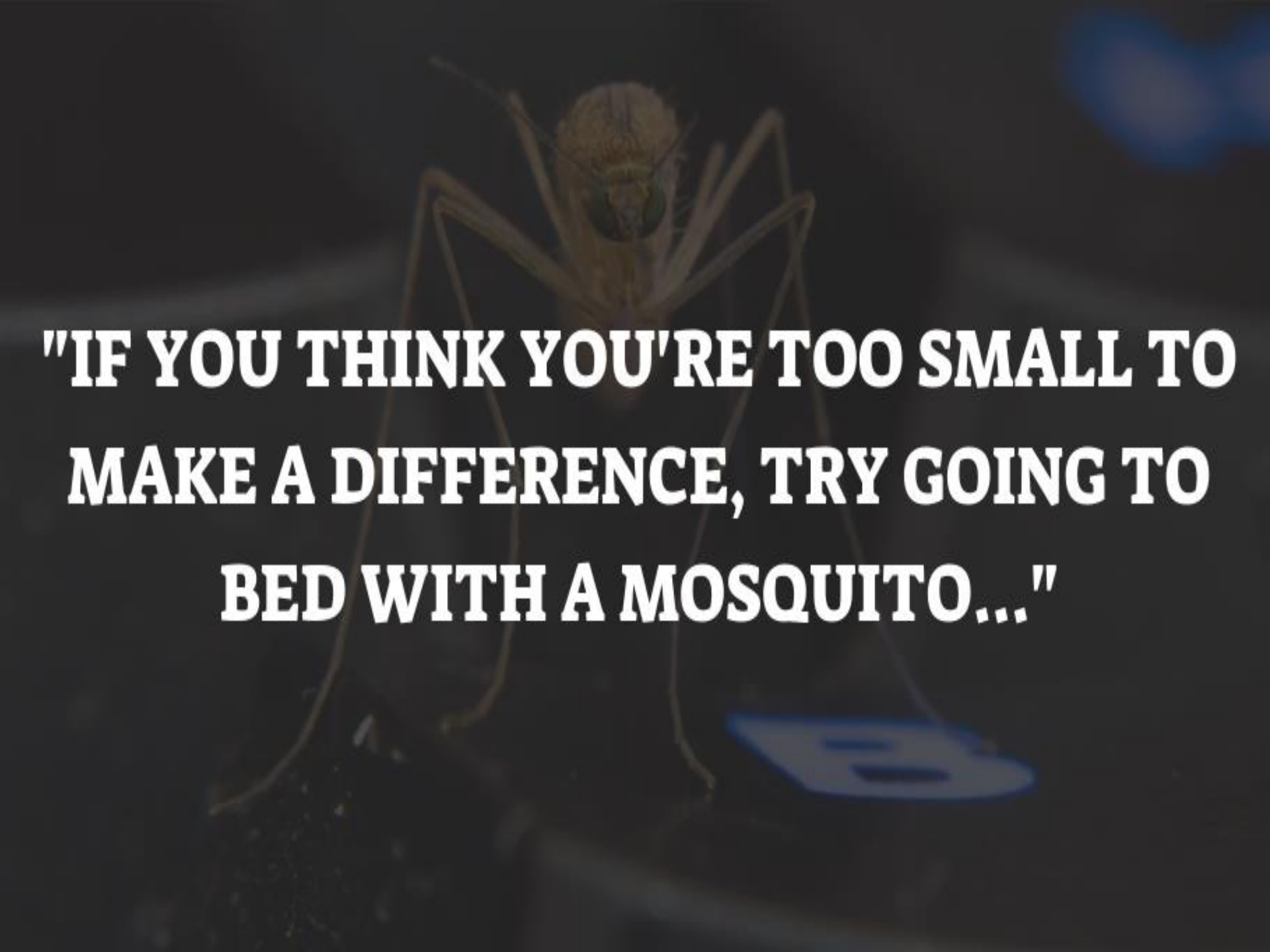
Better places to live in, better places to visit

- Sustainable management tools
- Training, workshops, tools to integrate sustainability into management , supply chain and communications
- Communication of best practices
- Appointing sustainability ambassadors
- Guidance and tools on carbon reporting, plastics, animal welfare, child labor/human trafficking, accesible tourism
- Integrating CO2 compensation in price
- Buying co2 certificates as a collective etc etc



Better
holidays



A close-up photograph of a mosquito, centered in the frame. The mosquito is light brown and has its long, thin legs spread out. The background is dark and out of focus, with a soft blue light source visible in the upper right corner, creating a subtle glow and a small shadow of the mosquito on the surface below it.

**"IF YOU THINK YOU'RE TOO SMALL TO
MAKE A DIFFERENCE, TRY GOING TO
BED WITH A MOSQUITO..."**