Transforming the Climate Impact of Your Tours
Our Mission
To protect and conserve our planet’s most vulnerable destinations by transforming tourism’s impact on nature and people.

Our Vision
A world where tourism actively contributes to environmental and community well-being.
WE’VE WORKED IN OVER 100 DESTINATIONS
AND ENGAGED BUSINESSES & TRAVELERS IN RESPONSIBLE PRACTICES
15+ Years of experience in carbon reduction and offsetting

400k+ Metric tons of carbon offset

Recognized as the best carbon offset program for travel and tourism by:

- Treehugger
- EcoWatch
- Investopedia
IITA PARTNERSHIP

For IITA Members

Carbon Neutral Summit
neutralizing event emissions, including attendee travel

Carbon Neutral Tours
measurement and offsetting to make your tours carbon neutral

50% Discount on Sustainable Travel Membership
access sustainability resources and receive recognition
Tourism is at risk from climate change

Climate change is bringing on impacts that could devastate the people, places, and resources that tourism depends on.

But it also contributes to the problem

Global tourism is responsible for approximately 8% of the world’s greenhouse gas emissions.
Wildfires burn recreational lands and treasured places and choke destinations in smoke
Shorter ski seasons and water shortages jeopardize mountain resort destinations
Coral bleaching and disease endanger marine life and cause reefs to lose their aesthetic appeal.
Drought is drying up water supplies and taking a toll on America’s crop production.
TRANSPORT ACCOUNTS FOR HALF OF TRAVEL EMISSIONS

Source: Nature Climate Change, 2018
By 2030, transport-related tourism emissions are projected to increase by 25%.
THERE IS GROWING DEMAND FOR SUSTAINABLE TRAVEL & CLIMATE ACTION

90% of consumers look for sustainable options when traveling

69% of travelers are committed to reducing / offsetting the carbon footprint of their trip

81% of consumers feel that companies have a role to play in improving the environment

Source: Expedia Group, 2022, Booking.com 2021 Sustainable Travel Report, Nielsen 2017
HOW YOUR BUSINESS CAN TAKE CLIMATE ACTION

- Measure your baseline footprint
- Reduce via sustainable practices
- Offset any remaining emissions
- Empower travelers to take climate action
WHAT EMISSIONS TO MEASURE?

SCOPE 1
- Company-owned tour van
- Office furnace

SCOPE 2
- Electricity purchased to power office building

SCOPE 3
- Transport provided by other companies (international & domestic flights, boat rides, etc.)
- Supplies (water bottles, beach towels, guide t-shirts, paper, etc.)
- Accommodations
- Activities (excursions, attractions, shopping, etc.)
- Meals
- Employee commuting & business travel
- Waste disposal
TOUR OPERATOR (ASSET LIGHT)

2% - SCOPE 1
- Company-owned vehicles (tour vans, boats, etc.)

6% - SCOPE 2
- Office heating & energy consumption

92% - SCOPE 3
- Hired transport & distribution
- Supplies & equipment (brochures, office supplies, dive gear, etc.)
- Food & beverage
- Employee travel & commute
- Waste disposal

Source: WTTC, 2021
TOUR OPERATOR (ASSET HEAVY)

**95% - SCOPE 1**
- Company-owned vehicles (tour vans, boats, etc.)
- Office gas consumption (boiler, furnace, stove, generator)

**1% - SCOPE 2**
- Office heating & energy consumption

**4% - SCOPE 3**
- Hired transport & distribution
- Supplies & equipment (brochures, office supplies, dive gear, etc.)
- Food & beverage
- Employee travel & commute
- Waste disposal

Source: WTTC, 2021
CARBON MEASUREMENT SOLUTIONS

Tour Carbon Footprinting Tool

Use free, online tool for carbon footprint estimate of one tour itinerary

Carbon Footprint Assessment

$500 carbon footprint assessment and report of all tours from last year
CALCULATION METHODOLOGY

We utilize average emissions factors from reputable and recognized sources to calculate emissions from different travel activities.

**Buses**
- Emissions factor: DEFRA, EPA (USA),
- Data requirements:
  - Gallons of Fuel or Miles Traveled
  - Number of Buses

**Hotels**
- Emissions factor: Cornell University
- Data requirements:
  - Number of Rooms
  - Number of Nights
  - Star Rating
  - States Visited

**Meals**
- Emissions factor: ShrinkThatFootprint
- Data requirements:
  - Number of Meals
  - Percentage of Meals with Meat
### AMERICA’S WEST COAST NATIONAL PARKS TOUR

**16 DAY, 50 PAX Group Tour**

<table>
<thead>
<tr>
<th>Activity</th>
<th>CO2 for Trip</th>
<th>CO2 per Pax</th>
</tr>
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<tbody>
<tr>
<td>15 nights at a 3-star hotel</td>
<td>7.57 MT</td>
<td>0.15 MT</td>
</tr>
<tr>
<td>3 meals per day</td>
<td>5.13 MT</td>
<td>0.10 MT</td>
</tr>
<tr>
<td>2,000 miles of bus tours</td>
<td>3.40 MT</td>
<td>0.07 MT</td>
</tr>
</tbody>
</table>

**Total Metric Tons of CO2:** 16.10 MT  
**Cost to Offset:** $257.60

*Based on actual tour for 50 people traveling for 2 weeks via bus across California, Nevada, Arizona and Utah and staying in 25 rooms in a 3-star hotel for 2 weeks. Cost to offset is $16 per metric ton.*
TOTAL TRIP FOOTPRINT

16.10 metric tons of CO2e from a group tour for 50 people traveling for 2 weeks on a bus is the same as the amount of carbon that ...

266 tree seedlings would remove from the atmosphere as they grow for 10 years

Would be prevented by removing 3.5 gasoline cars from the road for a year

Would be prevented by recycling 697 trash bags of waste instead of landfilling
HOW TO DECARBONIZE TOURS?

Switch to electric or hybrid vehicles, and maintain fleet

Avoid idling, optimize routes, use efficient driving techniques

Offer carbon-free experiences like walking or cycling

Choose hotels that use renewable energy and efficient systems

Reduce single-use plastics and printed materials

Engage suppliers and site managers to implement sustainability

Reduce meat in meals and provide plant-based options
EMPOWER TRAVELERS TO MAKE CLIMATE-FRIENDLY CHOICES

- Educate about the impacts of tourism and climate change on the destination
- Share sustainable travel tips and packing lists, encourage travelers to bring reusable water bottles
- Incorporate experiences that highlight local climate action efforts
- Provide waste disposal guidance and receptacles
- Provide information on how to access departure points via train or bus
- Promote low carbon packages and add carbon labels
HOW CARBON OFFSETS WORK

Carbon emissions are generated

This funds projects that reduce greenhouse gases

You calculate your carbon footprint

You purchase carbon offsets
Each carbon offset dollar will be distributed across a portfolio of climate projects that reduce CO2. This includes a mix of forestry, energy, and blue carbon projects around the world.

**Forests**
Protect standing forests from destruction and regenerate degraded forest ecosystems.

**Energy**
Reduce fossil fuel use by generating clean energy or increasing energy efficiency.

**Blue Carbon**
Conserve and restore coastal ecosystems, such as mangroves, that act as carbon sinks.
Trocano Araretama Conservation Project
Brazil
Protecting a vast area of the Amazon from deforestation.

Ratchaburi Farms Biogas
Thailand
Converting pig waste into biogas which is used to generate electricity.

Katingan Project
Indonesia
Protecting and restoring one of the largest remaining peat swamp forests in Indonesia.

Project Type
- Forests - 40%
- Energy - 40%
- Blue carbon - 20%
WE CAREFULLY VET PROJECTS TO ENSURE THEY DELIVER MEANINGFUL IMPACTS

<table>
<thead>
<tr>
<th>THIRD-PARTY VERIFICATION</th>
<th>OUR ADDITIONAL DILIGENCE</th>
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</thead>
<tbody>
<tr>
<td>✓ Additionality</td>
<td>✓ Reputation</td>
</tr>
<tr>
<td>✓ Accurate Estimates</td>
<td>✓ Net zero transformation</td>
</tr>
<tr>
<td>✓ Reduced Leakage</td>
<td>✓ Evidence-based effectiveness</td>
</tr>
<tr>
<td>✓ Increased Permanence</td>
<td>✓ Diversity of project types and location</td>
</tr>
<tr>
<td>✓ No Double Counting</td>
<td>✓ Storytelling capability</td>
</tr>
<tr>
<td>✓ Avoid harm to ecosystems &amp; communities</td>
<td>✓ Benefits for nature and people</td>
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</table>
WE SELECT PROJECTS THAT OFFER CO-BENEFITS FOR NATURE & PEOPLE

- Developing community-based economic activities
- Improving access to clean drinking water in rural communities
- Formalizing land rights of indigenous peoples
- Safeguarding the habitat of endangered species
MAKE YOUR TOURS CARBON NEUTRAL

Offset past emissions right away, or sign up for a custom-built subscription plan to offset every month going forward.

Receive a carbon offset certificate verifying each purchase.
COMMUNICATIONS BENEFITS

After you offset you’ll receive benefits that help you communicate your impact and raise awareness of climate-friendly practices.

**Quarterly Impact Report**
Details about the carbon offset project portfolio you supported, including marketing assets

**Carbon Offset Marketing Toolkit**
Communications tips, templates, and graphics to promote your offset program, plus employee awareness materials

**Recognition**
Use of Sustainable Travel International logo and your company listed on our website and newsletter
HOW TO GET STARTED

Use our [online footprinting tool](#) to get a free CO2 estimate of one of your tours.

**Become a Guardian Member** of Sustainable Travel International (use code IITAMembers for 50% off) to receive the following benefits:

<table>
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<tr>
<th>SUSTAINABILITY</th>
<th>CARBON NEUTRAL</th>
<th>PROMOTION</th>
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<tr>
<td><img src="#" alt="Accommodations" /></td>
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**SUSTAINABILITY**
- Traveler Best Practices Guide
- Sustainable Business Self-Assessment
- Business Best Practices Guide

**CARBON NEUTRAL**
- Carbon Footprint Assessment of All Tours
- 10% Off Carbon Offsets

**PROMOTION**
- Promotional toolkit with logos, graphics, and messaging
- Recognition on our website, newsletter, social media
QUESTIONS?
carbon@sustainabletravel.org
www.sustainabletravel.org