



## **Nature Positive Travel & Tourism in Action**

### **Consultation Outcomes**

#### **Introduction**

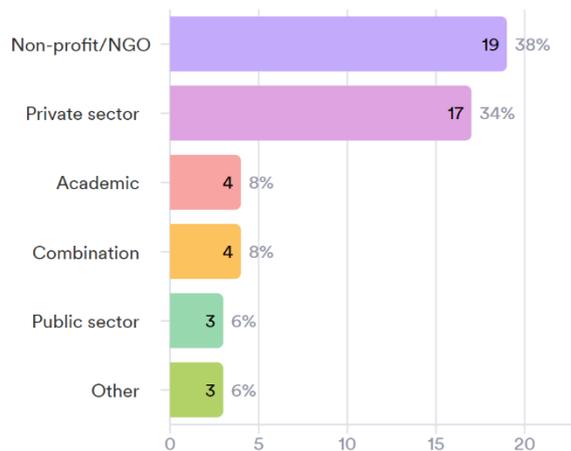
In December 2022, at COP 15 of the Convention on Biological Diversity in Montreal, UN World Tourism Organisation (UNWTO), the World Travel & Tourism Council (WTTTC) and the Sustainable Hospitality Alliance (the Alliance) launched a unique and unprecedented partnership for Nature Positive Travel & Tourism. This partnership built upon their respective initiatives – the *Glasgow Declaration on Climate Action in Tourism* (UNWTO, 2021), *Nature Positive Travel & Tourism* (WTTTC 2022), and *Pathway to Net Positive Hospitality* (SHA 2023) – and the shared understanding that the conventional scope of tourism must not only evolve but needs to take a pathbreaking approach. United by the Vision for Nature Positive Travel & Tourism, and informed particularly by the WTTTC Nature Positive Travel & Tourism report and Toolbox of Nature Positive Tourism Resources, the partnership aims to unite the private and public sectors behind a single mission: to make Travel & Tourism Net Positive for Nature by 2030.

From July to September 2023, in preparation for its first joint publication (*Nature Positive Travel & Tourism in Action, 2023*) the Nature Positive Tourism Partnership and ANIMONDIAL hosted a cross-sector consultation of leading businesses, academia, civil society and policymakers. This consisted of a written survey and a workshop in which the results of the survey were presented to and discussed with the participants. The objective was to consider a range of viewpoints to help prioritise Nature Positive Tourism actions that not only foster sustainable tourism practices but strive to provide leadership in the transition to a nature-positive society. The findings from the consultation are outlined in this mini report.

## The consultation

Of the 50 individuals who completed the survey, 38% were from civil society, including representatives from large and small NGOs and the World Conservation Union (IUCN), and 34% from the private sector, including representatives of SMEs, multinational businesses, travel trade associations and supply chain companies. Other participants represented expertise in topics such as responsible tourism, biodiversity measurement, Protected Area zoning, destination management and Indigenous Peoples' rights.

Survey respondents by sector:



The consultation invited the participants to consider the priority actions and outputs required to realise Nature Positive Tourism. This included consideration of: Travel & Tourism's risks/dependencies and impacts on biodiversity (in the context of the Global Biodiversity Framework); identified challenges for the industry in achieving Nature Positive goals and opportunities for tourism businesses to protect nature and restore biodiversity; and 17 suggested actions that the Nature Positive Tourism Partnership might be able to take forward to help the sector progressively reduce biodiversity-related risk, build back nature, and realise its potential as a 'Force for Good'.

Quantitative results are presented below as a mean average of all participants' feedback to the consultation survey. For further analysis the respondents have been divided into 'industry' (private sector representatives, 34% of the total) and 'others', or non-industry (all other groups, the remaining 66%). These results were presented to the consultees in an online workshop, in which they were invited to provide additional feedback. Feedback from comments within the questionnaire and from the discussion at the workshop are incorporated into the narrative under the relevant topics.

## Part 1: Mitigating nature-related risk & impacts

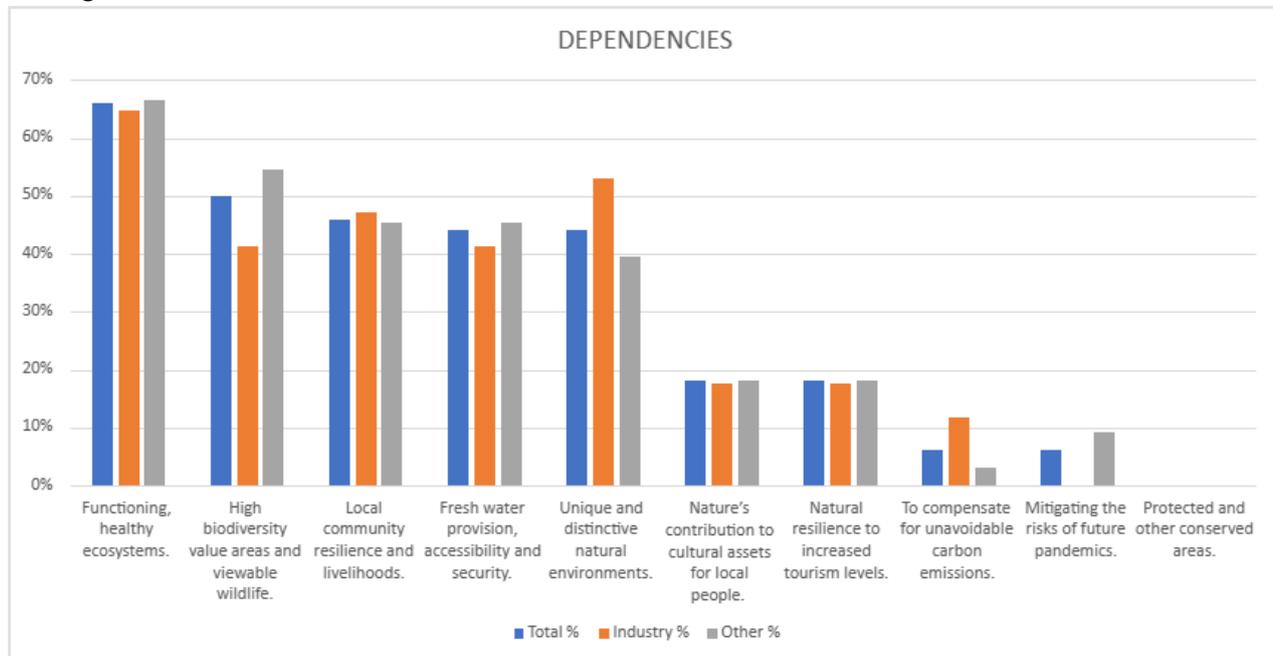
This section outlines the survey feedback in response to the priority areas in which nature and biodiversity contribute to Travel & Tourism, and in which the industry can cause them harm.

### Dependencies

Dependencies are those aspects of nature or natural services that are requirements for the industry to effectively operate and grow; they are therefore also essential to risk mitigation. A business's dependency on nature could relate to any area of operations, including destinations, goods and materials, or direct operations. Consultees were presented with ten dependencies and asked to select up to three which they considered the most significant for the tourism sector.

**Survey Question:** Of the following 'dependencies', please indicate the top 3 aspects of nature on which you believe Travel & Tourism most depends.

Scoring outcome:



Highest ranked:

- 'Functioning, healthy ecosystems' was widely recognised as the most critical dependency.
- 2<sup>nd</sup> – 5<sup>th</sup> places fell in a narrow range, with – 'High biodiversity value areas and viewable wildlife' the leader of this group.

Lowest ranked:

- No respondents selected 'Protected and other conserved areas'.
- 'To compensate for unavoidable carbon emissions' and 'mitigating the risks of future pandemics' were each selected by fewer than 10%.

Sector discrepancies:

- Agreement between industry and non-industry respondents was generally good.
- However, industry respondents appeared to give less importance to 'high biodiversity value areas and viewable wildlife' and greater importance to 'unique and distinctive natural environments' relative to others.

## Insight:

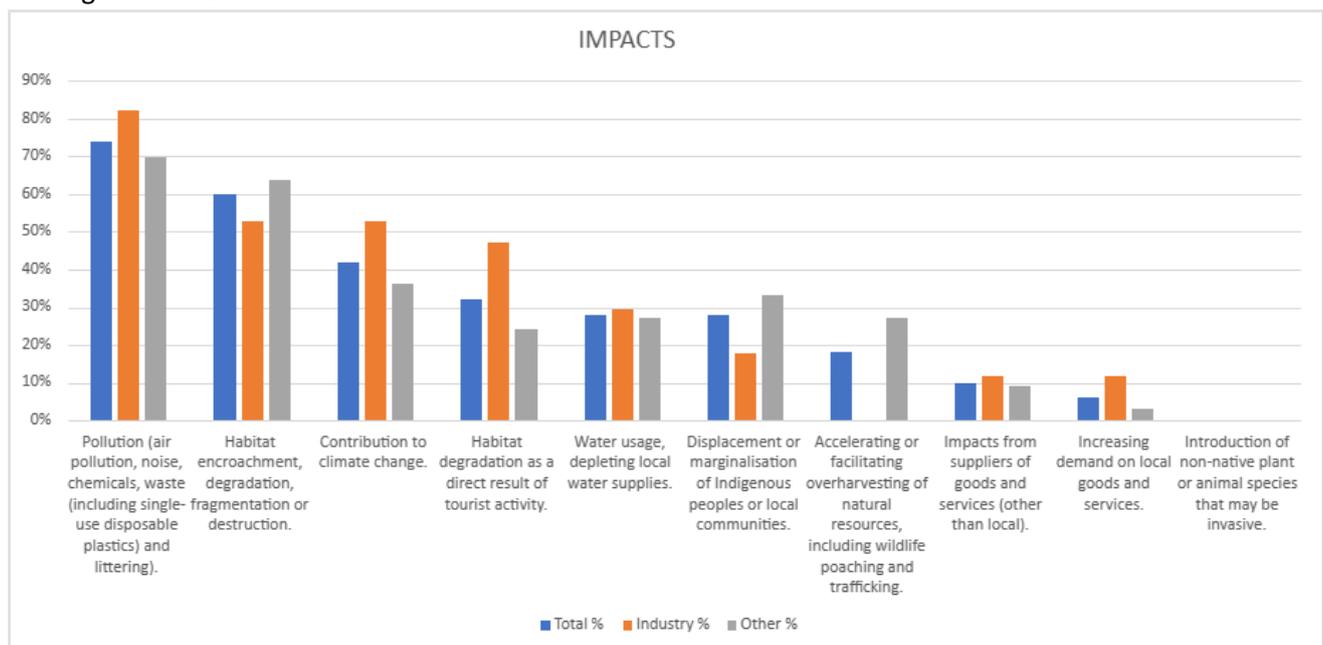
The strong emphasis on entire ecosystems, with biodiversity being the next most popular, suggests that most participants see Travel & Tourism as being dependent on nature in general rather than specific elements of it. The workshop discussion noted that separate subsectors, and individual businesses, will have different degrees of dependence on different factors – however, the industry as a whole relies on all aspects of nature. This perspective is entirely compatible with the Nature Positive Tourism approach and highlights the importance of addressing key issues in a comprehensive and interconnected way rather than treating them in silo.

## Impacts

Impacts encompass all the ways that the activities of the business have a negative effect on nature and biodiversity. This could be directly through operations, or indirectly through the (upward or downward) value chain or guest, staff or local community behaviours. Respondents were asked to select up to three from a list of ten options.

**Survey Question:** Of the following ‘impacts’, please indicate the top 3 you believe to be Travel & Tourism’s greatest negative impacts on biodiversity.

## Scoring outcome:



## Highest ranked:

- Pollution was clearly ranked as the most significant impact, including air, noise, chemicals and waste/litter.
- The only other option selected by more than half of consultees was ‘habitat encroachment, degradation, fragmentation and destruction’.

## Lowest ranked:

- No respondents selected ‘introduction of non-native plant or animal species’ (the consultation closed shortly before the release of the 2023 IPBES report on the impacts of invasive alien species).
- Value chain impacts received low rankings, with ‘overharvesting’ and ‘goods and services’ issues in 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup> places.

#### Sector discrepancies:

- Agreement between industry and non-industry opinion was not high, with six options (including the top four) showing a difference of more than 10% in response rate between the two groups.
- Industry respondents placed much greater emphasis on habitat damage due to tourist activity than others (47% / 24%) and much less emphasis on overharvesting natural resources (0% / 27%).
- Relative to others, industry respondents gave significantly higher ranking to pollution and contribution to climate change, and significantly lower ranking to habitat impacts and indigenous people and local communities.

#### Insight:

Pollution is clearly a major concern, however the consultees recognise that Travel & Tourism contributes to all key drivers of biodiversity loss. Discussions in the workshop recognised that specific high-profile issues such as single use plastics, carbon emissions or food waste were more widely recognised within the industry, but that less-publicised issues such as chemical or light pollution, overharvesting or invasive species are nonetheless very significant. In some cases, industry representatives may not be aware of the relevance of tourism to certain issues; the case of invasive species was particularly highlighted. While climate change issues are acknowledged, impacts on natural habitats, due to both business and traveller activities, are also of substantial concern. This reinforces the point that in-destination impacts are a crucial issue for the industry.

## Part 2: Realising Nature Positive Tourism

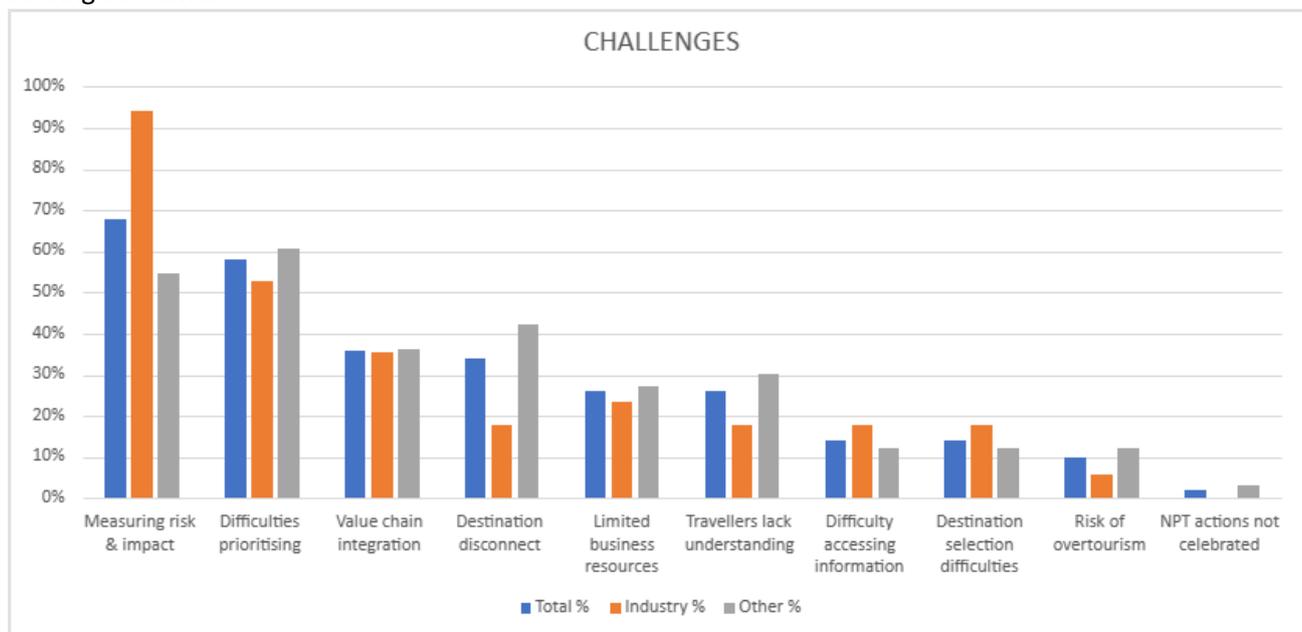
This section outlines the survey feedback in response to the key challenges facing Travel & Tourism in achieving Nature Positive goals and the opportunities that are available to contribute to the protection, enhancement and restoration of biodiversity.

### Challenges

Consultees were asked to consider 10 industry challenges, which had been previously identified through consultation with Travel & Tourism businesses. Respondents were asked to select up to three that they felt were the most pressing.

**Survey Question:** Of the following ‘challenges’ (based on previous industry surveys) please indicate which you believe are the 3 most significant challenges facing Travel & Tourism to achieve Nature Positive Tourism.

Scoring outcome:



Highest ranking:

- 'Businesses are not familiar with how to benchmark and measure their nature-related risk and impacts on biodiversity' was the most selected response.
- The second most popular was 'Many businesses struggle to prioritise Nature Positive Tourism actions as it is not internally promoted and procedures for mainstreaming and monitoring/disclosing are not fully understood'.
- These were the two clear leaders, with no other option being selected by more than 40% of respondents.

Lowest ranked:

- 'Nature Positive Tourism business actions are not recognised or celebrated within or outside the industry' was selected by only 2% of respondents.

- Three options were selected by less than 15% of respondents, with 'As greater emphasis is placed on nature-based tourism and experiences, an increase in tourist numbers could apply additional pressures on nature' selected by only 10%.

#### Sector discrepancies:

- Agreement between industry and non-industry responses was generally good, with two major (and one minor) exceptions.
- Almost all industry respondents (94%) selected 'Businesses are not familiar with how to benchmark and measure their nature-related risk and impacts on biodiversity' compared to just over half (55%) of others.
- 'There is a current disconnect between business' Nature Positive Tourism commitment and its application in the destination' was selected by only 18% of industry respondents but by 42% of others.
- Industry respondents were also notably less likely to select 'Travellers, while supportive of responsible tourism, often lack the information or understanding of how to identify and practice Nature Positive travel options' than others (18% / 30%).

#### Insight:

Business resource and focus was a major concern, with growing pressure on businesses to try to tackle numerous and growing impacts. Businesses also struggle to know where to start with nature, with no single, familiar benchmark or measurement process to follow. Challenges in connecting centralised nature positive planning with impacts and actions in destinations were noted in the workshop, feeding into both the 'destination disconnect' perceived by some non-industry members and the difficulties businesses experience in benchmarking and measuring their nature-related risk and impacts.

Communication across audiences was also discussed in the workshop, particularly in relation to raising awareness of issues that people are unlikely to see in everyday life (e.g. invasive species vs plastic pollution) and in translating technical terminology into more accessible language. It also seems that Nature Positive is not yet fully understood or considered a top priority – a reminder of the need to raise awareness of the case for nature and call for mandatory regulation.

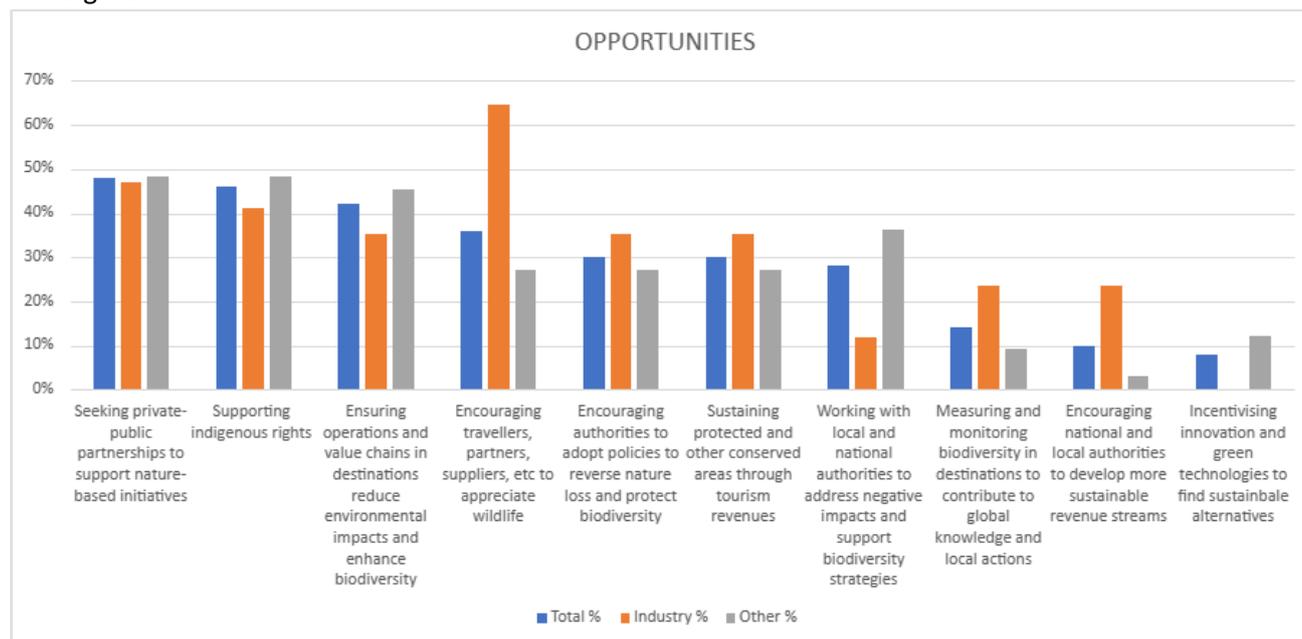
There was emphasis on the need for a paradigm shift by which businesses recognise nature investment as mandatory and as offering significant returns, both financial and otherwise. Education of travellers, front-line staff and destination authorities was considered crucial for spreading the Nature Positive message and building stronger will to act.

### **Opportunities**

Consultees were presented with ten ways in which Travel & Tourism might be able to make a positive contribution to the protection and restoration of biodiversity. They were asked to select the three that they felt offered the greatest potential for enabling Nature Positive Tourism.

**Survey Question:** Of the following 'opportunities' (as concluded in WTTC's Nature Positive Travel & Tourism report), please indicate which you believe are the 3 most important opportunities for Travel & Tourism to embrace to fulfil its Nature Positive Tourism goals and become a 'force for good'.

## Scoring outcome:



### Highest ranked:

- Responses were quite evenly spread with no option scoring above 50% and only 20 points separating the first and seventh most popular responses.
- The top response (48%) was 'Seeking private-public partnerships to support nature-based initiatives that make a demonstrable contribution to biodiversity protection and recovery leading to an overall positive impact'.
- Just below this (46%) was 'Supporting indigenous rights to enable people with a strong connection to the land or sea to make decisions about its use and protection, and simultaneously creating tourism opportunities and local income generation'.

### Least recognised:

- Three options were notably less popular than the rest, each selected by less than 15% of respondents.
- The least popular (8%) was 'Incentivising innovation and green technologies to find alternatives to those known to cause harm'.

### Sector Discrepancies:

- Agreement between industry and non-industry respondents was mixed, with some substantial discrepancies.
- Industry representatives were much more likely than others (65% / 27%) to select 'Encouraging travellers, destination partners, suppliers and local communities to have an appreciation of wildlife and the benefits of its protection'.
- Industry representatives also showed significantly more support for 'Measuring and monitoring the biodiversity in global destinations to contribute to global knowledge and local conservation efforts' (24% / 9%) and 'Encouraging national and local authorities to develop more sustainable revenue streams, including incentives and endowment funds, to support key biodiversity assets during tourism industry recessions' (24% / 3%).
- Conversely, substantially fewer industry respondents selected 'Working with local and national authorities to address identified areas of negative impact and support national strategies to protect biodiversity and threatened species' (12% / 36%).
- There was also lower industry support for 'Incentivising innovation and green technologies to find alternatives to those known to cause harm' (0% / 12%) and 'Ensuring their operations and value

chains in destinations have a reduced environmental footprint and support sustainable and biodiversity-enhancing local activities' (35% / 45%).

**Insight:**

Multi-sector and community partnerships are confirmed as being a key opportunity area for NPT, however the core approach of reducing impacts and enhancing biodiversity in destinations received only a modest level of acknowledgement. The importance of active communication at all levels of an organisation was recognised, along with the crucial role of training for staff at head office and in destination, as well as on-the-ground suppliers and contractors such as tour guides. Opportunities for innovative collaborations between businesses and biodiversity protection organisations were also acknowledged, highlighting the potential for win-win solutions using this approach.

Responses to the survey suggest that the private sector is keen to exploit its influence by encouraging good practice among tourists and governments, however it appears less enthusiastic about working closely with national and local authorities and may underestimate its potential for stimulating green growth. These kinds of activities are more likely to be undertaken at a destination-specific level, so this difference in emphasis may relate to the issue of 'destination disconnect' identified previously.

The theme of collaboration ran through the responses and discussions. This emphasised the importance of ensuring that all parties are focused on the same goals to facilitate integrated thinking and sincere contributions from stakeholders such as local experts, travellers, scientists, suppliers, academics, and public and private sector organisations. The role of Nature Positive supply chain development and engagement, including a means to filter trusted suppliers, was also highlighted.

### Part 3: Nature Positive Tourism in Action

Further to considering the Challenges and general Opportunities for adopting a Nature Positive Tourism approach, consultation participants were asked to consider several proposed actions that could stimulate the sector to integrate safeguards, mitigate impacts and build back nature. Some of these build on existing initiatives, while others present new opportunities for the sector. This section of the survey focused on explaining and gathering feedback on the most favourable solutions to help individual businesses, and the Travel & Tourism sector as a whole, become ‘Guardians of Nature’.

The respondents were asked to rate 14 possible actions, using a scale from 1 (low) to 5 (high), according to four criteria: Relevance to Travel & Tourism’s Vision (in terms of helping transform humanity’s relationship with nature to become a “Guardian of Nature”); Viability (in terms of logistic feasibility); Efficiency (in terms of achieving maximum benefit for cost / resource demand); and Impact (in terms of benefits to biodiversity if implemented). The scores awarded by the participants under each criterion were combined and averaged to give each action an overall score out of five. Participants also had opportunities to provide feedback in text fields, which has been collated and is reported on in the narrative below.

#### NPT Actions ranking

The following table displays the ranks and scores of the suggested actions, together with the industry challenge (as presented in the ten ranked Challenges above) that it addresses. The top 5 are explained in greater detail, while full details of all can be found in the Appendix.

Scoring outcome:

Rank	Challenge (rank)	Suggested action (at sector / individual business level)	Mean
1	9	<b>Strengthen Destination Policies</b> – Actions at national government level to encourage and enable the implementation of Nature Positive Tourism (across the Sector)	3.79
2	2	<b>NPT Case Studies</b> – A repository of resources to provide insight and inspiration for practitioners (Business)	3.75
3	1	<b>Resources for strategic NPT adoption</b> – Materials such as guidance, impact assessment and trainings to support businesses in following the NPT Roadmap (WTTC 2022) (Business)	3.70
4	4	<b>30x30 initiative</b> – Working with the IUCN’s ACT30 and the Green List initiatives to provide guidance on how T&T can contribute to and expand protected/conserved area networks (Sector)	3.64
5	4	<b>Public-private partnerships</b> – Facilitating the establishment of a limited number of partnerships in key destinations to act as best practice models (Sector)	3.60
6=	4	<b>Biodiversity Partnerships Platform</b> (Business)	3.50
6=	6	<b>NPT Finance</b> (Business)	3.50
8=	8	<b>NPT Biodiversity Insight</b> (Business)	3.47
8=	10	<b>NPT Business Awards</b> (Business)	3.47
10=	4	<b>T&amp;T Guide to National Biodiversity Strategies</b> (Sector)	3.38
10=	5	<b>NPT Labelling Scheme</b> (Sector)	3.38
12	2	<b>NPT Community Hub</b> (Business)	3.35

<b>13</b>	5	<b>NPT Traveller Nudge Programme (Sector)</b>	<b>3.30</b>
<b>14</b>	7	<b>NPT Destination Awards (Sector)</b>	<b>3.29</b>
<b>15</b>	3	<b>Net Positive Pathway Compliance (Sector)</b>	<b>3.16</b>
<b>16</b>	5	<b>NPT Global Business Traveller Loyalty Programme (Business)</b>	<b>3.13</b>
<b>17</b>	8	<b>Supporting eDNA use (Business)</b>	<b>2.95</b>

Results summary:

The results indicated a preference for cross-sector collaborative solutions and knowledge sharing, that demonstrate real, sustainable impact – with the most popular choice being the engagement of destination authorities to strengthen policies, programmes and frameworks that ensure facilitation and enforcement of Nature Positive actions. Case studies were deemed very helpful. Also highly rated were ‘Resources for strategic NPT adoption’, the development of which is already underway through the 2022 WTTC Nature Positive Report and Toolbox (updated in July 2023). Collaboration with IUCN to promote its ACT30 and Green List initiatives to increase protected and other conserved areas was also highly ranked, following the preference for working together and building upon existing initiatives. The Public-Private Partnership case studies development action, to demonstrate impact on different locations and replication potential, was also highly ranked. Overall, the results demonstrate that the NPT approach needs increased understanding, communication, and regulation, and that the focus needs to be applied at all levels of operation and activity and involve all elements & levels of delivery. This includes the setting of financial budgets and alignment with other environmental priorities such as carbon reduction.

Insight:

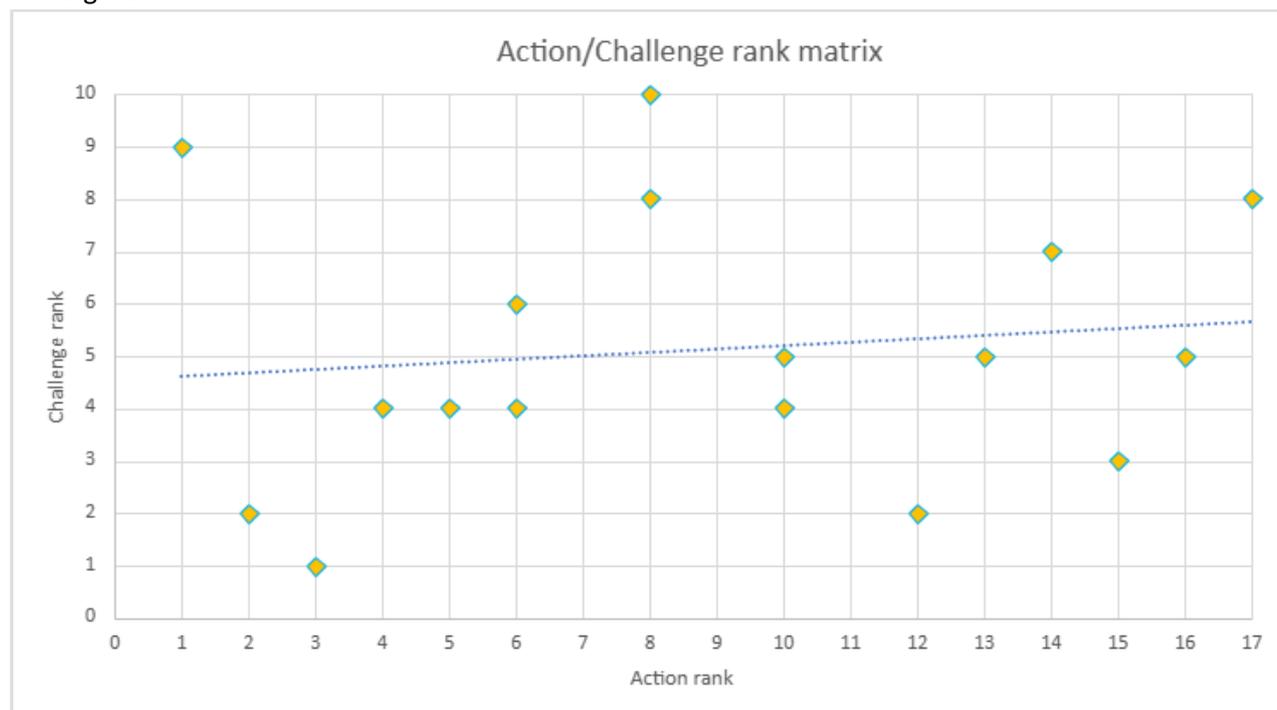
Actions to integrate Nature Positive Tourism at national policy level and to encourage businesses to adopt the approach were the most popular options, with enabling best practice at business- and sector-level both considered critical. The more innovative opportunities for Travel & Tourism to either measure biodiversity or assess compliance scored lower than others, possibly because such actions are not yet widely recognised or applied. Overall, to aid the full integration of NPT, participants agreed that existing procedures, initiatives and awards should be utilised and adapted rather than entirely new ones developed and introduced.

Some comments suggested that certain lower-ranking solutions be integrated into others, rather than treated as a standalone solution – for example, it was proposed that ‘Supporting eDNA use’ could form part of ‘NPT Biodiversity Insight’, ‘30x30 Initiative’, and the ‘Biodiversity Partnerships Platform’. Awards were deemed worthwhile only when delivered as part of an existing awards programme, to again reduce the creation of more silos in the sector and increase recognition of Nature Positive as a mainstream approach that is fundamental to achieving all environmental priorities.

**Comparing Action and Challenge rankings**

Since each potential action is aimed at addressing one of the identified challenges that were rated earlier in the survey, the overall scores can be considered alongside the ranks of the relevant challenges. This reveals which actions are both highly-rated in themselves and also address high priority challenges, as well as cases where the rankings of the action and the associated challenge diverge (and where both are low-ranked).

Scoring outcome:



Results summary:

While there was a weak overall tendency for higher ranked actions to address high ranked challenges (shown by the linear trendline in dotted blue) there were several exceptions, the most notable being that the most popular action (Strengthen Destination Policies) addressed the ninth most serious challenge (Risk of over-tourism). However, the second and third most popular actions (Cases Studies / Resources for Strategic NPT Adoption) addressed the second and first most highly ranked challenges (Difficulties prioritising NPT / Measuring risk & impact) suggesting that these have both tactical and strategic appeal. This was the case to a lesser extent for the actions ranked 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> (Biodiversity Partnerships Platform) which all address the fourth most significant challenge (Destination Disconnect). However, the only action addressing challenge 3 (value chain) was ranked in 15<sup>th</sup> place (Net Positive Pathway Compliance).

### **Feedback on individual actions**

This section summarises feedback from consultees relating to specific actions, listed in order of final rank.

#### **Action Rank 1: Strengthen Destination Policies (Sector) - Mean score 3.79**

Working with national governments to develop and adopt and strengthen policies, programmes and frameworks that facilitate Nature Positive actions and encourage sustainable nature-based tourism.

**Summary of additional feedback:** Consultee feedback considered policy regulation and enforcement, and local community support, as key policy areas. There was a suggestion to produce a map of overtouristed areas so that Travel & Tourism businesses can refer to this in their itinerary/product planning – this could also increase value by ensuring better customer experience. The notion of limits on activity and greater levels of management was raised as an area of concern by some businesses. National and provincial regulation was considered essential by at least one respondent.

#### **Action Rank 2: NPT Case studies (Business) - Mean score 3.75**

This project will recognise businesses that are pioneering a Nature Positive Tourism approach, showcasing their actions and outputs as inspiration for others to follow.

**Summary of additional feedback:** An additional suggestion was to inform people about how to effectively and efficiently deliver on sustainability as well as demonstrating real case studies of impact on the ground that can be sustainable in the long-term, managed by local people and replicated. Transparency and authenticity were mentioned as key factors for this action, with calls to avoid any potential for greenwashing.

**Action Rank 3: Resources for strategic NPT adoption (Business) - Mean score 3.70**

Provide encouragement and support for businesses to follow the NPT Roadmap (WTTC 2022), in particular assessing individual business impacts/opportunities and developing a strategic NPT approach. This could incorporate guidance documentation / assessment tools / online training (live or recorded) / webinars / etc.

**Summary of additional feedback:** It was suggested that most businesses are yet to understand the Nature Positive approach and their roles and responsibilities with regard to nature, both directly and through other industries. The need for clear regulation alongside a single baseline and a framework approach for businesses to follow (much as currently exists with carbon) was highlighted. To avoid duplication of efforts and messages, it was proposed that any guidance around benchmarking and measurement of nature impacts should be aligned - as far as possible - with cross-sector regulation or dominant frameworks, such as TNFD or SBTN.

**Action Rank 4: 30x30 initiative (Sector) - Mean score 3.64**

A guidance document (also presented through an interactive, online format) will be produced to provide travel businesses with information and advice on how to maximise the benefits they can provide or leverage for protected and conserved areas, including how to support the establishment of new protected areas, community-managed conservation areas and Indigenous lands.

**Summary of additional feedback:** One respondent suggested fewer detailed solutions at this stage, and more on-the-ground actions through community-based partnerships. There was also a broad concern over the viability of the solutions due to questions about funding sources and a lack of current mandatory requirements on business to push investment and implementation. In support, an eDNA approach was mentioned, linking to remote sensing data (i.e. satellite imagery of habitat loss) providing a combined top down (satellite) and bottom up (eDNA) approach.

**Action Rank 5: Public-Private Partnerships (Sector) - Mean score 3.6**

The project will select a rural, island and urban case study, to demonstrate how PPPs are most effective in delivering destination-specific conservation needs. This will include a scoping phase to identify government targets, NGO and community-based nature conservation activity, and potential partners, before building an effective PPP, providing a blueprint for others to follow.

**Summary of additional feedback:** There was another note suggesting less detailed solutions and more community-based actions. A concern was also noted over the viability of the solutions due to funding issues and a lack of mandatory requirements.

**Rank 6=: Biodiversity Partnerships Platform (Sector) - Mean score 3.50**

This project will develop an online resource through which businesses will be able to identify relevant stakeholders, nature-based solutions and partnership opportunities in specified destinations.

**Summary of additional feedback:** A new suggestion was given as a possible extension to the Biodiversity Partnerships Platform: local expertise could take the form of a structured council/consortium of local leaders and community representatives who could identify priority needs from a socio-economic perspective that

ties directly to biodiversity protection. It was suggested that guidance from this body could lead businesses towards responsible actions that will benefit both nature and the people dependent on it.

**Rank 6=: Nature Positive Finance (Business) - Mean score 3.50**

The NPTP could lobby for a subsidy release programme from financial firms and local, national, or regional government funding, a campaign to make specific NPT actions tax deductible, and/or budgetary guidance to aid travel businesses in identifying suitable investment opportunities.

**Summary of additional feedback:** There was a strong suggestion to ensure that biodiversity and climate change mitigation are recognised as interconnected and interdependent within budgets. Offering preferential rates for Nature Positive compliance was suggested, and a business focus on direct investment in biodiversity restoration was argued for. Challenges for implementing a subsidy programme were highlighted, particularly in monitoring impacts and avoiding fraudulent claims.

**Rank 8=: NPT Biodiversity Insight (Business) – Mean score 3.47**

This project will aim to provide a one-stop-shop for resources that will help Travel & Tourism obtain insight into the biodiversity of a chosen area and provide guidance on actions and initiatives to help protect and restore biodiversity.

**Summary of additional feedback:** While one industry respondent welcomed a repository for data and information on biodiversity for destinations, another indicated that it would be too much of an imposition on tourism businesses to source such information. However, many respondents recognised that information about Protect Areas, threatened species, fragile habitats, etc. are location-specific, and require the engagement of local, relevant bodies, such as the national authorities, national park networks, or community groups. Some suggested that there should instead be consideration of resources that exist and how these could be more accessible to Travel & Tourism.

**Rank 8=: Nature Positive Tourism Businesses Awards (Business) - Mean score 3.47**

An annual event, in partnership with a leading publication (e.g. Nat Geo, New York Times), that recognises Travel & Tourism businesses that have adopted and adapted to a Nature Positive Tourism approach.

**Summary of additional feedback:** There was a strong call not to encourage another silo by establishing events that treat climate change initiatives separately from Nature Positive ones. In addition, rather than developing a new award, it was suggested to engage an existing travel award programme to include an NP category so that mainstream visibility/credibility of these initiatives is elevated. The existing GSTC Tourism for Tomorrow scheme was noted. There was also a suggestion of an NPT 'approved' badge in addition to the Business Awards, to recognise global standards in NPT and help travellers make more informed decisions.

**Rank 10=: T&T Guide to National Biodiversity Strategies (Business) - Mean score 3.38**

This project will aim to make NBSAPs (National Biodiversity Strategy & Action Plans) more accessible to Travel & Tourism, helping to boost existing actions to better protect biodiversity. The output will be in the form of a short guide for tourism businesses explaining the main messages of each country's NBSAP and areas that are of particular relevance to T&T.

**Summary of additional feedback:** General response indicated that that more action and less policies/guidelines/documents/plans etc. is what is needed to make a change at this point in time.

**Rank 10=: NPT Labelling Scheme (Business) - Mean score 3.38**

This project would create a system for listing every part of the travel offer (stay, journey, tour, package, experience, etc) against their likely biodiversity impacts, mitigations and benefits (e.g. renewable energy use, water use, nature conservation contribution, etc.) to help travellers make an informed decision.

**Summary of additional feedback:** Labelling was considered a strong idea in the main, along with simultaneous communication actions, to enable both suppliers and tourists can make better choices. A strong suggestion was to integrate any new loyalty/labelling scheme within an existing initiative (e.g. Bonvoy, Hilton Honors, etc.) and that any communication to travellers be integrated with existing sustainability messages around carbon. One respondent suggested replacing the NPT labelling scheme with applying the GSTC framework.

**Rank 12: NPT Community Hub (Business) - Mean score 3.35**

The Community Hub (website and social media platform) will provide a catalogue of bite-sized content from the Nature Positive Report and Toolbox, brought to life through accessible mini webinars and podcasts that seek to aid NPT business transition. The Hub could also provide Community members the opportunity to ask questions and share advice/guidance.

**Summary of additional feedback:** Concern was expressed about the likelihood of engagement in such a Hub. In support of this view was the opinion that there are many initiatives devoted to carbon, places, DEI, and more issues, and that layering on another (that may appear to have a narrow focus) would increase competition in a crowded field.

**Rank 13: NPT Traveller Nudge Programme (Sector) - Mean score 3.30**

To create a Nature Positive Traveller programme working with participating businesses to integrate Nature Positive Tourism criteria into existing traveller loyalty schemes, to actively 'nudge' more nature positive choices.

**Summary of additional feedback:** Additional suggestions included communicating biodiversity action through the entirety of the customer journey and providing guidance on how to involve travellers in Nature Positive actions. There was further concern that this should not be a siloed focus, but integrated within a wider sustainability customer engagement context including carbon, community, fair trade, etc.

**Rank 14: NPT Destination Awards (Sector) - Mean score 3.29**

Recognising that tourism and its revenues can help to influence positive change in destinations, this project will create an award to recognise destinations that have implemented actions to reduce nature-related risk and impact on biodiversity and nature.

**Summary of additional feedback:** Feedback included the suggestion of an online destination database which T&T business can explore and refine based on geographic location, status of biodiversity, risks to nature, etc., so they can make informed choices around destinations. It was also suggested that this could utilise eDNA data. A few points were raised about the definition of the destination in terms of size/scope. One respondent suggested a rating system rather than an award, which could perhaps be integrated within an existing system, e.g. Euromonitor, to embed a nature indicator in their Destination index.

**Rank 15: Net Positive Pathway Compliance (Sector) - Mean score 3.16**

The project will create a supplier auditing programme, aligned with the Alliance's Net Positive Pathway for Hospitality and NPT best practice, to provide tourism businesses with the means to assess their (upward and downward) supply chains and report on their risks, dependencies and impacts on biodiversity (a GBF requirement).

**Summary of additional feedback:** Implementation feasibility was considered questionable by some respondents, based on a lack of success seen in existing auditing schemes. It was suggested again not to create something new but to add to something that is already in place such as GSTC certification, which is in place and needs wider uptake. Some respondents noted that suppliers are about to get hit with a huge

additional number of actions and requirements around sustainability as regulation in this area emerges, so this solution could be more effective if joined up with other initiatives to build tools and guidance to assess and encourage supplier sustainability.

**Rank 16: NPT Global Business Traveller Loyalty Programme (Business) - Mean score 3.13**

Working with organisations such as GBTA and AmexGBT, this project would deliver a pilot programme to help identify low impact options for global business travellers.

**Summary of additional feedback:** Business travel was deemed relevant where there would be touchpoints with nature, and in addition to or in support of business carbon reduction requirements. It was suggested that logistics and events teams increasingly need to take into consideration their nature impacts, and that having a resource that identifies best practice for the business traveller would be very helpful for this.

**Rank 17: Supporting eDNA use (Business) - Mean score 2.95**

Collection and analysis of eDNA, the tiny fragments of genetic material that species leave behind in their environment, can provide valuable information on the biodiversity in terrestrial, freshwater and marine environments. Sample collection is straight-forward and adoption of this technique can support benchmarking and Nature Positive Tourism implementation and, in addition to other resources and expertise, provide tangible, location-based guidance to focus and enhance nature conservation efforts, as well as contribute to global knowledge.

**Summary of additional feedback:** One respondent expressed concern over the feasibility of an online portal given the enormous regional diversity, and instead suggested a framework and funding that enables localised agencies to generate that information, bringing in eDNA alongside other techniques. Another respondent commented that information on protected area status or conservation priorities is not available for every area. There was also a suggestion that iNaturalist could be used to gather plant data whilst eDNA may be appropriate to use for targeted species of concern in a more remote area. Another question was whether we are expecting too much from businesses by asking them to collect data, and instead if we are better to get it from local community groups. The importance of indigenous leaders and community-based NGOs in helping collect the data was highlighted.

## Conclusion

Feedback overwhelmingly indicated that the sector should prioritise the overall protection and restoration of nature (including biodiversity and functioning ecosystems), recognising that many of the industry's activities which contribute to drivers of biodiversity loss are undermining its future resilience. Findings revealed, however, that many tourism businesses have yet to adopt measures to safeguard biodiversity, while integration through the value and supply chains is patchy, and activities to restore nature in destinations are minimal. The key reasons behind the limited uptake, according to the consultation, are that businesses are largely unfamiliar with their nature-related risks, dependencies and impacts, how to assess them, and the urgency of doing so. At the same time, a lack of knowledge about their destinations' nature risks and assets hinders the required focus on regenerative action. The experts agreed that the Nature Positive Tourism Partnership must continue to guide tourism businesses towards a nature positive future, working with governments to realise the industry's potential as a 'Guardian of Nature' and to encourage a Nature Positive Tourism approach.

The Nature Positive Tourism Partnership will confirm its priority actions in early 2024, but these will likely focus on the following outputs:

- Launch of the publication, "Nature Positive Tourism in Action", promoting industry case studies;
- Encouragement of tourism businesses to adopt a Nature Positive Tourism approach;
- Support of Travel & Tourism to avoid and reduce resource use and pollution;
- Avoidance and reduction of over-tourism in sensitive areas;
- Transformation of Travel & Tourism by advocating for responsible travel;
- Meaningful engagement with Indigenous Peoples and local communities; and
- Restoration and regeneration of tourism destinations by protecting and enhancing ecosystems.

The Nature Positive Tourism agenda will continue to encourage Travel & Tourism to work towards long-term resilience to climate change and nature loss. It encourages a sector shift towards circular and regenerative business models, support for Nature-based Solutions and investment in Protected and Conserved Areas.

The report, Nature Positive Travel & Tourism in Action (2023), reveals the sector's progress - transitioning to a greener way of doing business - and its unique opportunity to build back nature across the world.

<end>

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