

NATURE POSITIVE VISION FOR TRAVEL & TOURISM

Travel & Tourism is intrinsically linked to biodiversity and nature. Over 80% of Travel & Tourism's goods and services directly or indirectly rely on nature's resources and functioning ecosystems. The popularity of nature-based tourism grows year on year, currently representing 50% of the Travel & Tourism market share, generating annual revenues of over US\$600 billion. Travel & Tourism generates millions of jobs and huge revenues that provide opportunities for countries, and their communities, to grow and prosper while protecting their biodiversity and natural heritage. However, since 1970, there has been a 69% average decline in species population sizes, with a quarter of all animals and plants identified as threatened with extinction. The sector can contribute to biodiversity loss, yet it has an absolute need for, and responsibility to contribute to the reversal of biodiversity loss; a target recognised as essential by the Post-2020 Global Biodiversity Framework and to progress towards the UN Sustainable Development Goals.

Support the future Vision for Travel & Tourism

By 2030, the "Travel & Tourism Sector" has adopted a 'Nature Positive' approach through integrating biodiversity safeguards, reducing carbon emissions, the impact of pollution and the unsustainable use of resources, and to protect and restore nature and its wildlife. Travel & Tourism will support and inspire governments, business, and society to implement the post-2020 Global Biodiversity Framework and help transform humanity's relationship with the natural world, and through a focus of its impact on destinations, become a "Guardian of Nature".

To realise this Vision, Travel & Tourism Businesses and Industry Groups will commit to:

- Integrating a Nature Positive approach into core business operation and decision-making, including along their supply, trade and value chains by:
 - Regularly assessing impacts and dependency on nature, and measuring and monitoring key impacts indicators;
 - Defining, implementing and monitoring actions that mainstream of biodiversity protections, combining climate change impact mitigation with biodiversity protection and nature restoration;
 - Halting and reversing actions causing identified negative impacts, and supporting nature-based initiatives that make a demonstrable contribution to biodiversity protection and recovery leading to an overall positive impact;
 - Reporting publicly both progress against biodiversity targets, as well as the actions being taken, and seeking public/private partnerships, to support destination-based initiatives to protect and manage areas of high biodiversity value.*
- Ensuring their operations and value chains in destinations have a reduced negative environmental footprint, incorporate conservation and biodiversity monitoring, identify sites or species of importance, and innovate to develop nature-based solutions;
- Raising the environmental literacy of travellers, destination partners, suppliers and local communities, neighbours and employees, to cultivate an appreciation of nature and an understanding of the need for sustainable practices;

- Supporting local needs and indigenous rights as a highly effective way to protect biodiversity, enabling people with a strong connection to the land or sea to make decisions about its use, and simultaneously creating tourism opportunities and local income generation;
- Working with local and national authorities to address identified areas of negative impact and support national strategies to protect biodiversity and threatened species.

To realise this Vision, Travel & Tourism encourages Governments to commit to:

- Adopting, integrating and enforcing the agreed Targets of the Global Biodiversity Framework;
- Recognising the commitment and role of Travel & Tourism as a leading sector to support efforts to halt and reverse biodiversity loss and to protect and restore nature; and act as agent of positive change.
- Working with the Travel & Tourism sector nationally and locally to develop, adopt and implement policies, programmes and frameworks, as well as strengthen existing ones, that facilitate Nature Positive actions and encourage sustainable nature-based tourism, including through carefully designed and managed awareness and capacity building programmes;
- Adopting policies to facilitate public-private partnerships to encourage community stewardship, and incentivise conservation efforts;
- Establishing more sustainable revenue streams, including incentives and endowment funds, to support key biodiversity assets during tourism industry recessions;
- Adopting policies to reverse nature loss, control deforestation, pollution reduction, crack down on illegal wildlife capture, killing and trade, protect vulnerable high biodiversity value habitats, and promote sustainable food consumption and production;
- Protecting at least 30% of terrestrial, freshwater and marine habitats, consistent with the High Ambition Coalition, and through the reinvestment of tourism revenues, adopt equitable measures that protect and restore nature at the local or community level, while respecting the rights and wishes of local people.

To realise the actions required to deliver on this Vision for Travel & Tourism, please consult the World Travel & Tourism Council (WTTC) publication “[Nature Positive Travel & Tourism: Travelling in Harmony with Nature](#)”. Together with the Toolbox, it aims to help Travel & Tourism stakeholders understand and act on the urgent need to protect biodiversity and restore nature.

ⁱ Inclusive of tour operators, travel agents, providers of accommodation, airlines, and their respective networks and trade associations.

** Included in existing and/or emerging nature-related disclosure. No additional specific reporting will be requested as part of supporting the Nature Positive Vision.*

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