

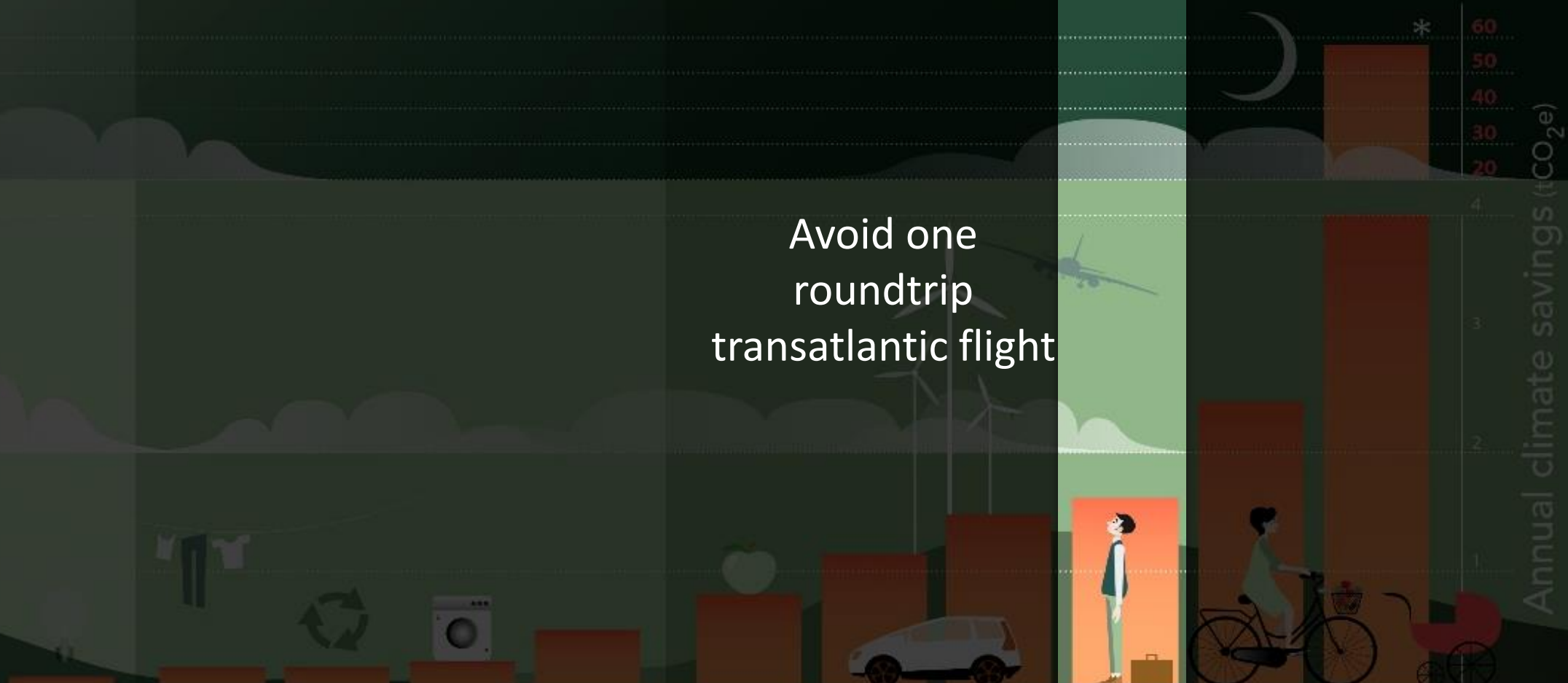


Tina O'Dwyer
www.thetourismspace.com

Personal choices to reduce your contribution to climate change

* Cumulative emissions from descendants decrease substantially if national emissions decrease.

Average values for developed countries, based on current emissions.



Avoid one roundtrip transatlantic flight

Upgrade light bulbs

Hang dry clothes

Recycle

Wash clothes in cold water

Replace typical car with hybrid

Eat a plant based diet

Switch electric car to car free

Buy green energy

Avoid one roundtrip transatlantic flight

Live car free

Have one fewer child

Low Impact

< 0.2 tCO₂e

Moderate Impact

0.8-0.2 tCO₂e

High Impact

> 0.8 tCO₂e

Annual climate savings (tCO₂e)

**We are going to have
to be very, very
special to justify a
flight.**



What YOU can change



Carbon footprint



Care for Community



Business resilience



Engagement with visitors



Natural & Cultural Heritage



Quality of Employment

Tourism Enterprises

What YOU can change



Carbon footprint



Care for Community



Business resilience



Engagement with visitors



Natural & Cultural Heritage



Quality of Employment

Tourism Enterprises

LEANER & GREENER

Reduce costs and
carbon through
managing waste,
water and energy



£ £ £











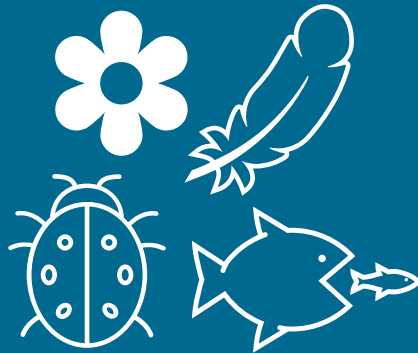

THE TOURISM
SPACE



BETTER & BRIGHTER

Help your business and
your visitor to make the
world a better place





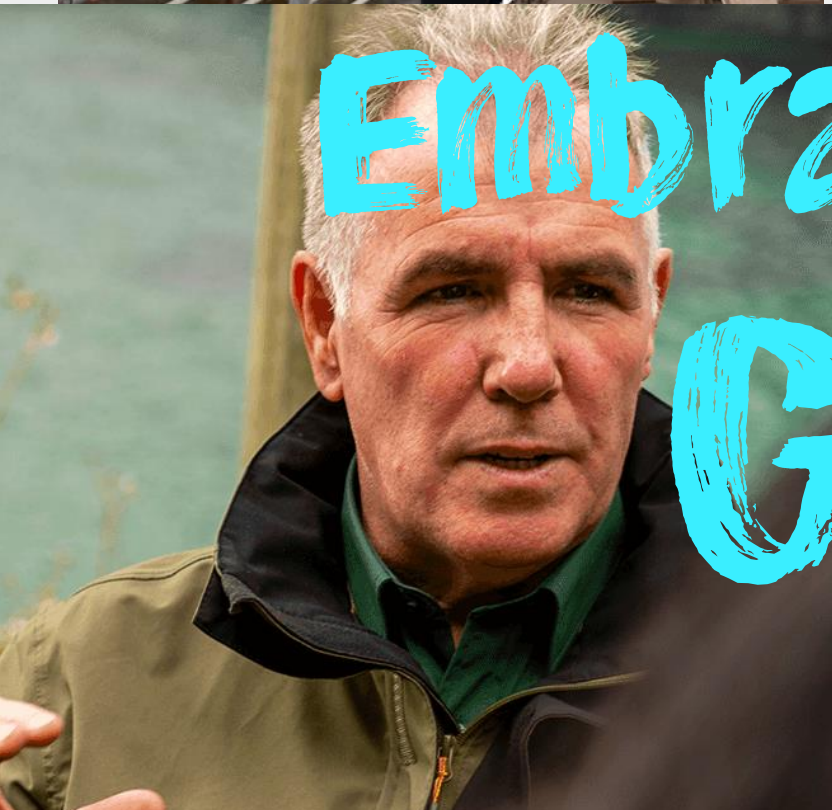
The New York Times

Move Over, Sustainable Travel.
Regenerative Travel Has Arrived.

Can a post-vaccine return to travel be smarter and greener than it was before March 2020? Some in the tourism industry are betting on it.

“If sustainable tourism, which aims to counterbalance the social and environmental impacts associated with travel, was the aspirational outer limit of ecotourism before the pandemic, the new frontier is “regenerative travel,” or leaving a place better than you found it.”

“Sustainability is about slowing down the degradation.
Regeneration is about restoring and regenerating the capability to live in a new relationship in an ongoing way.” Bill Reed



Embrace a Giant Spirit

BASELINE RECOVERY SCENARIO TO 2026

Tourist Volumes (000's)









BARCELONA :
TOURISTS WELCOME
LOCALS NOT WELCOME

LOS TURISTAS BIENVENIDOS.
LOS VECINOS NO BIENVENIDOS

LES TOURISTES : BIENVENUS
LES VOISINS : NE PAS BIENVENUS.

TOURISTEN : WILLKOMMEN
NACHBARN : NICHT WILLKOMMEN

TURISTI : BENVENUTI
VICINI : NON BENVENUTO



THE SUPER SIX

OF BETTER TOURISM DESTINATIONS



Collaboration

Flourishing Communities

Empowered Visitors

Thriving Places

Resilient Businesses

Climate Action



tina@thetourismspace.com
‘Super Six’

LOUDER & PROUDER

Communicate and
market your
sustainable and
responsible practices

