

OUTDOOR **NC**SM



**Destination Stewardship,
Responsible Travel, & Sustainable Tourism**

A GLOBAL TRENDS REPORT

Stewardship, Responsibility, and Sustainability in their simplest terms... means **BALANCE**.



DESTINATION STEWARDSHIP

brings together community allies to find a **balance** between residents' quality of life and visitors' experience.



RESPONSIBLE TRAVEL

encourages visitors to **balance** enjoyment of local heritage and nature with respect for community assets.



SUSTAINABLE TOURISM

emphasizes industry operations that balance economic returns with social responsibility and environmental conservation

As travelers become savvier, these concepts are increasingly important.

SUSTAINABILITY IS IMPORTANT TO TRAVELERS

90%

of travelers look for sustainable options when traveling.



Travelers prefer to support **SUSTAINABLE** businesses with their wallet.

60%

of travelers are willing to pay more for travel providers that demonstrate a commitment to environmental responsibility

BUT...

49%

of travelers think there are not enough sustainable choices available in the market

IN REALITY...

74%

of accommodations implement sustainable practices, but **69%** do not communicate their efforts effectively

THIS IS A MISSED OPPORTUNITY BECAUSE...

31%

of travelers said they would be encouraged to make more sustainable travel choices if travel platforms used a clear label to identify when something is sustainable



COMMUNICATION SPOTLIGHT Breckenridge, CO

Breckenridge, Colorado's 'B like Breckenridge' campaign takes a holistic approach to sustainability, targeting visitors, locals and businesses, and encouraging respectful interactions with nature, wildlife and each other when visiting the mountain destination. The campaign encourages use of language such as 'everyone is invited', 'resource wise businesses', and 'embrace the spirit of Breckenridge'.

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Places Need It



Outdoor recreation is a significant part of the visitor experience.



OUTDOOR RECREATION TOURISM IS A RAPIDLY EXPANDING INDUSTRY

56%

of travelers seek more rural, off-the-beaten-track experiences to immerse themselves in the outdoors



BUT THERE ARE CONCERNS THAT REQUIRE COLLABORATIVE, COMPREHENSIVE, AND COORDINATED PLANNING



- SEASONALITY and visitor distribution
- STRAINED public infrastructure
- CLIMATE related impacts
- INCLUSION and representation
- ECONOMIC inequality



We are at an inflection point. Outdoor asset-based economic development presents a great opportunity for communities and there is money on the table to help activate and advance projects. But, if we are not planning for the effects of a shifting climate, or taking these opportunities to welcome underrepresented communities, then we are missing the mark, and the long-term return on investments will be diminished. Investments in outdoor assets and stewardship, in all aspects of the industry, must be part of the discussion.



Amy Allison, Director Made x Mtns, Former Director of Office of Outdoor Recreation for North Carolina

Investing in stewardship can have numerous benefits for places and people.

Through collaboration and planning, you can inspire your visitors to act responsibly during their visit and generate more value for your community

ENHANCES COMMUNITY ENGAGEMENT & INCLUSIVITY BY

Creating economic multipliers by encouraging travelers' and businesses' to spend locally

Integrating the community's values and including local culture in experiences

Celebrating heritage and intangible culture by sharing arts, music, food and historic experiences

73% of travelers want to have authentic experiences that are representative of the local culture when they travel

CONSERVES NATURAL & ENVIRONMENTAL RESOURCES BY:

Educating visitors and local communities on conservation, preservation and responsible visitation

Providing a mechanism to use tourism profits to conserve natural assets

Encouraging destinations to create stewardship plans and businesses to implement sustainability initiatives

Over \$10 billion of tourism revenue is spent annually on protecting natural sites and wildlife

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It's Good For Business



Tourism and outdoor recreation is big business in the US

In 2019 there were 2.3 billion domestic travelers, spending **\$972 BILLION** and 79.2 million international tourists, worth \$155 billion

In 2021, the outdoor recreation economy generated \$862 billion, or roughly 2% of national GDP. **THIS IS A LARGER SHARE OF NATIONAL GDP THAN OIL AND GAS EXTRACTION, MINING OR AGRICULTURE.**

\$111.6 BILLION or 13% of the entire outdoor recreation economy, is from tourism-related activities (arts, entertainment, recreation, accommodation and food services)

JOBS, JOBS, JOBS

10.5 MILLION people were employed in tourism in the US in 2021, or 7% of all US jobs

EVERY \$1 MILLION OF SALES in travel goods & services DIRECTLY GENERATES **8 JOBS** compared to only 5 for other industries

5.2 MILLION people are directly or indirectly employed in outdoor recreation in the US

FOR EVERY JOB CREATED in the outdoor recreation industry **3-4 JOBS** are created throughout the entire economy

SUSTAINABILITY is good for the bottom line

Sustainability is all about quality management and assurance for the long-term, something that all businesses need to thrive

Sustainability gives businesses a competitive edge and leads to happier customers

77% of organizations say their sustainability approaches increased customer loyalty

Sustainable businesses outperform others across all industries

88% of sustainable-minded businesses outperform their broad market equivalents

The sustainable tourism market is outpacing the traditional tourism market

Globally the sustainable tourism market is expected to grow at 23% per year over the next 10 years, far exceeding the overall tourism market

STEWARDSHIP | RESPONSIBILITY | SUSTAINABILITY



MATTERS TO VISITORS | POSITIVELY IMPACTS PEOPLE AND PLACE | IMPROVES ECONOMIC PERFORMANCE