THE OPPORTUNITY from growth to sustainability
Six lines of action to guide a responsible tourism recovery for people, planet and prosperity:

1. Public health
2. Social inclusion
3. Biodiversity conservation
4. Climate action
5. Circular economy
6. Governance and Finance
Climate action:

• Monitor and report CO₂ emissions from operations
• Accelerate the decarbonization of operations
• Engage the tourism sector in carbon removal
Circular Economy:

- Invest in transforming value chains
- Prioritize sustainable food approaches for circularity
- Shift towards a circularity of plastics
Governance and Finance:

- Measure beyond economic impacts
- Steer recovery funds towards better tourism
- Consolidate partnerships for implementation