



H K

I N

T

**WHAT CAN WE DO ABOUT
SUSTAINABILITY WHEN
WE'RE JUST TRYING TO
*survive and rebuild?***



**SUSTAINABILITY
CAN BE PROFITABLE**

SUSTAINABILITY
DEFINED: ABLE TO BE
MAINTAINED

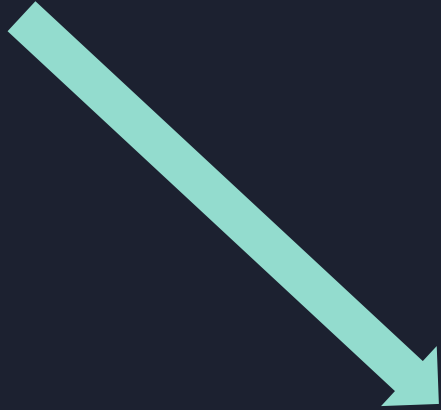
SUSTAINABILITY
IS THE ONLY PATH TO
LASTING PROSPERITY



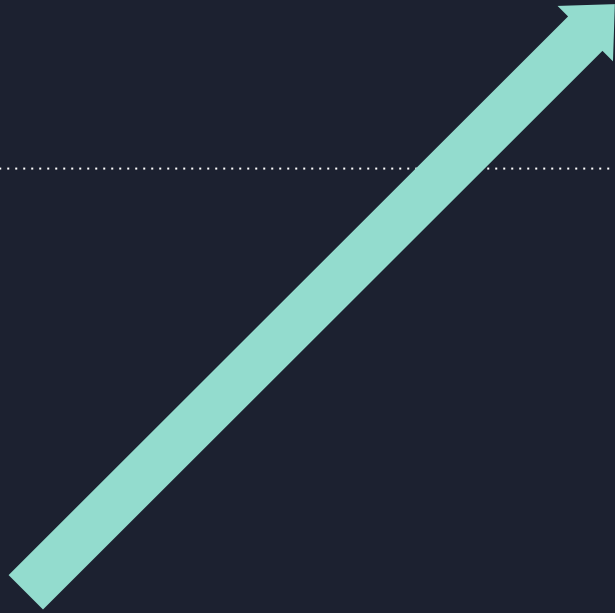
OUR CHALLENGES ARE ACCELERATING



EXTRACTIVE

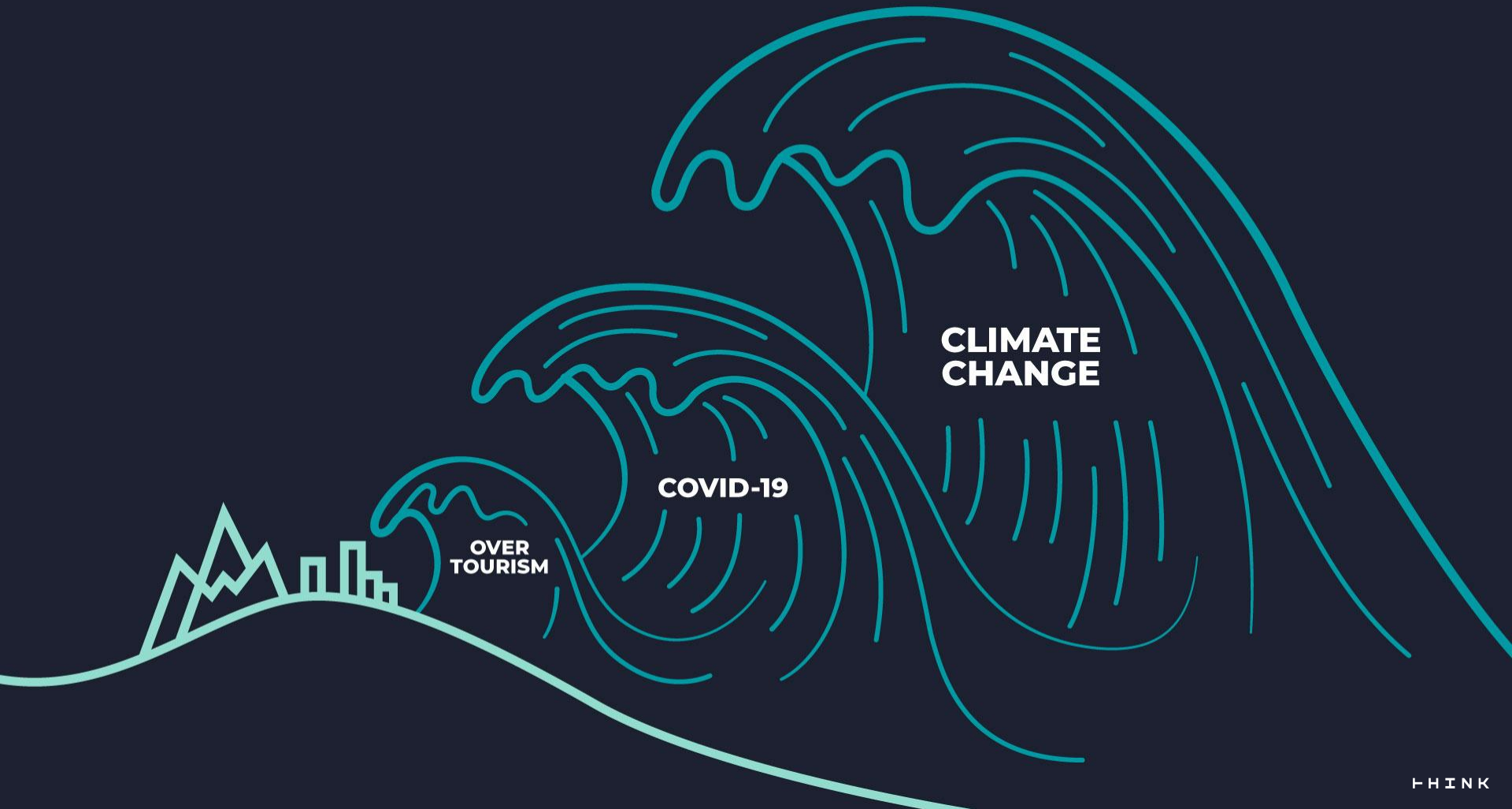


REGENERATION



SUSTAINABILITY

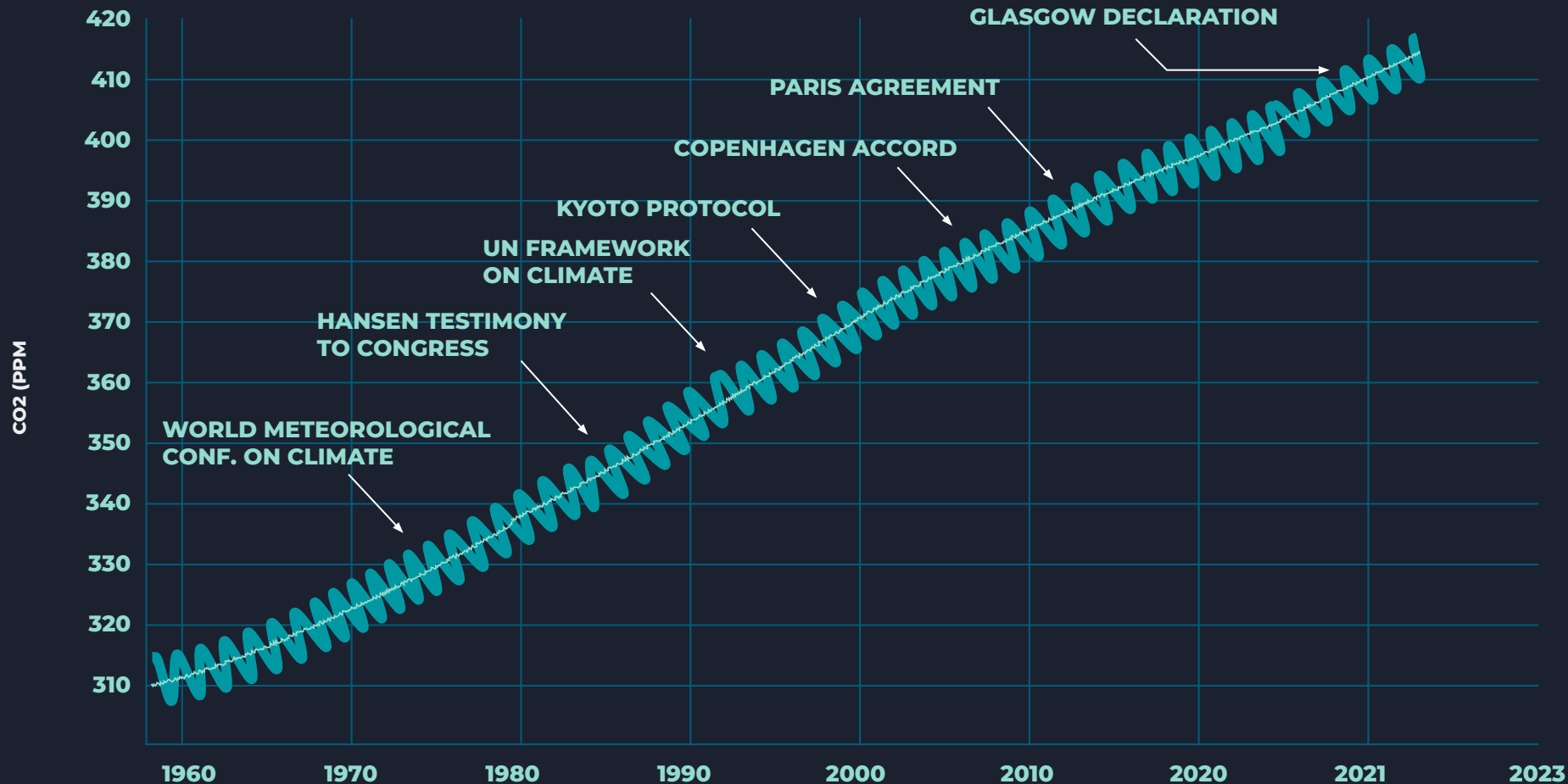
YAY!



**OVER
TOURISM**

COVID-19

**CLIMATE
CHANGE**



I have seen the *future* of travel.



And its hiding in New Zealand



Camp Glenorchy



Cardrona



Sherwood Hotel



WAO Summit



Bike Glendhu



Ngāi Tahu



Lake Hawea Station



Mana Tāhuna



WAI Wānaka - Regenerative Agriculture Coalition



TSS Earnslaw

TRAVEL TO A THRIVING FUTURE

Haereka whakamua ki te ao taurikura

A regenerative tourism plan
for Queenstown Lakes: 2030





**THERE IS NO REGENERATIVE
TOURISM WITHOUT CONFRONTING
THE *CLIMATE EMERGENCY.***

Vancouver

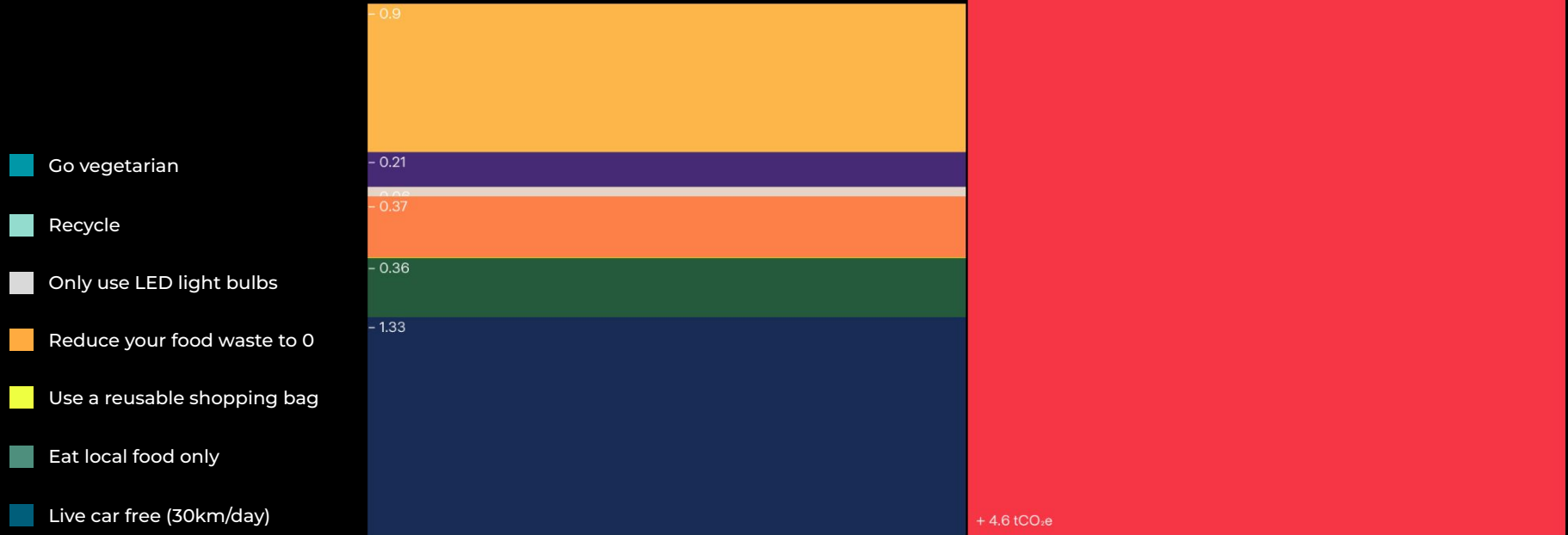
To:

Queenstown

This will result in the loss of:

13.8m² Arctic ice

The carbon emissions of a round trip from Vancouver to Queenstown compared to emission reduction by lifestyle changes for 1 year:



Galvanize communities

Systems-change from
collaboration

Slow down

Cost savings

Reconnect people

A just transition

CONFRONTING THE CLIMATE EMERGENCY *IS* THE **CATALYST** FOR REGENERATION.

Economic development
opportunities

Higher-yield

More appealing places to
visit and live

Dispersed wealth

Restored ecosystems

Less pressure on residents and places

Greater profit margins


INSPIRE OTHERS

**Catalyze
Regeneration**

**Diversify
Economy**

**Consider
Limits**

**Build
Reputation**

The image shows a landscape at sunset or sunrise. In the foreground, a dark silhouette of a hill is visible. On the hill, several wind turbines are silhouetted against the bright sky. The sky transitions from a pale blue at the top to a warm orange and yellow near the horizon. The text "CARBON ZERO BY 2030" is overlaid in white, bold, sans-serif font across the middle of the image.

CARBON ZERO BY 2030

MIKE CASEY

ELECTRIC FARMING





E TIPU
The Future
of Food



*Is it possible to go
100% electric?*
A cherry farmer
might have the
answer



Transforming the
**Global Food
& Fibre System**

Mike Casey
CEO, New Zealand Zero

REWIRING
AMERICA



REWIRING AOTEAROA





**NEW ZEALAND COULD SET AN
EXAMPLE FOR THE WORLD AND LEAD
THE RACE TO ZERO EMISSIONS.**

**THE WORLD'S FIRST FOSSIL
FUEL FREE DESTINATION CITIES.**

THE WORLD'S FIRST FOSSIL FREE ECONOMY.

Rewiring
Aotearoa





Electric ferries



Sounds Air



Air New Zealand



Wisk Aero



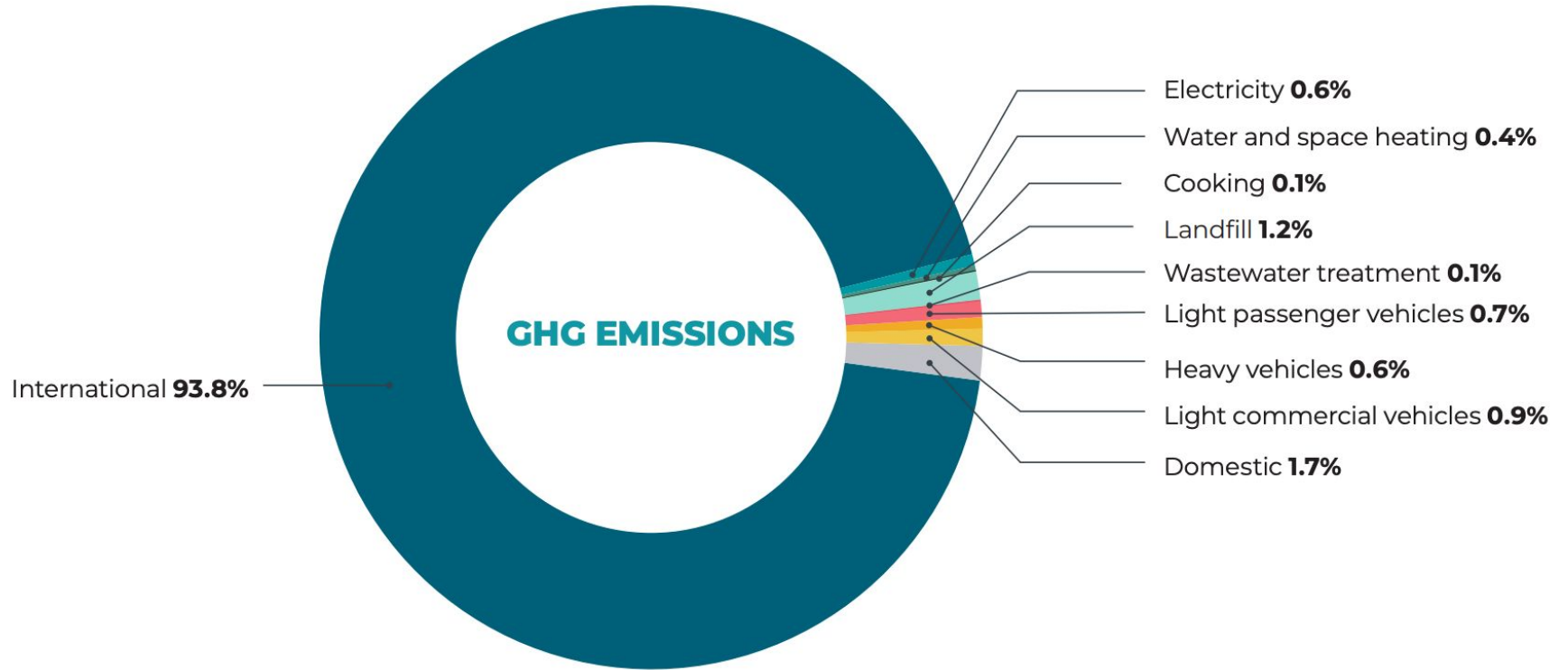
Whoosh Urban Transportation



OhMio

QUEENSTOWN'S EMISSIONS SOURCES

ESTIMATE 2



SOURCE MARKET

Transportation GHG intensity ranges significantly depending on source market.

- UK visitor emits 13x the amount of GHG emissions getting to Queenstown vs a NZ resident.
- Australian visitors emit 4.5x what a NZ resident would.


THE NETHERLANDS



THE NETHERLANDS

- Legislated 55% GHG emissions reduction by 2030
- Limiting flights from Schipol Airport
- Amsterdam radically rethinking tourism
- Circular economy principles emerging

National Tourism Organisation ending international marketing.



EWOUT VERBLOOT

NETHERLANDS BOARD OF TOURISM AND CONVENTIONS

but it's a great world
with many flaws.

CAMPBELL RIVER

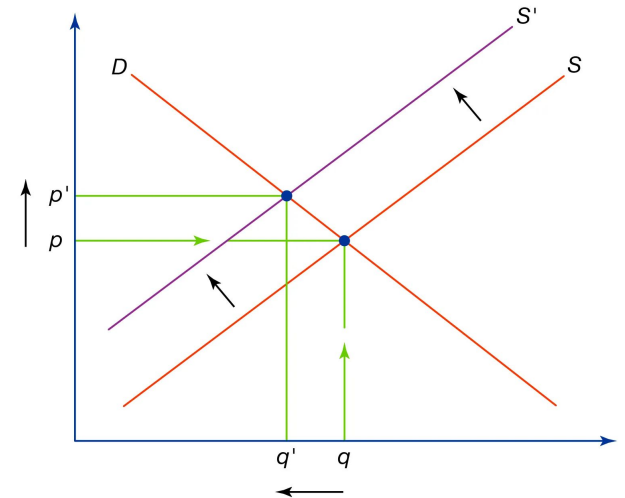


CAMPBELL RIVER

2 motels (75 beds) converted to staff housing	2021	2022
Available rooms decreased 12.3%	608	533
Room nights sold	78,291	91,278
Total accom spend increased 41%	\$7,440,000	\$10,500,000
ADR increased 21%	\$95	\$115

Less supply means higher prices.

A shift in supply



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COPENHAGEN



COPENHAGEN

- Strong political leadership and bold ambition
- Reduced GHG while increasing GDP and happiness
- Transformative canal restoration is a hero project that enhances resident quality of life and visitor experience
- We can improve the world around us
- Lighthouse projects can change culture

Travel can inspire people by letting them experience a better way of life.



THE CLIMATE CRISIS PRESENTS A SIGNIFICANT
TURNING POINT FOR THE TRAVEL INDUSTRY.



SUSTAINABILITY MAKES MONEY AND SAVES COSTS

Rapid collaboration on solutions is essential for us to prosper.



BOLD AMBITION IS TRANSFORMATIVE

The transition has huge wealth creation opportunities for your community.



TRAVEL CAN LEAD TRANSFORMATION

Smaller destinations are nimble and able to lead.

CARIBOO CHILCOTIN COAST

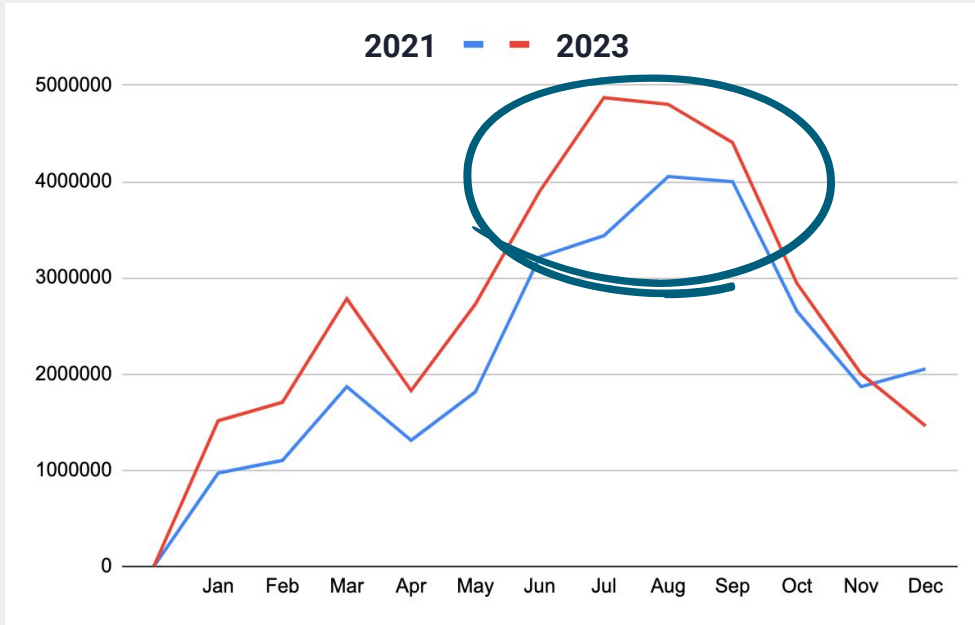


CARIBOO CHILCOTIN COAST

- Ongoing recovery
- 1m visitors
- ~50% overnight
- Length of stay: ~3 nights
- ~87% from BC / AB / WA
- ~\$200m economy
- Occupancy = 50-75%
- ADR: \$144-\$167 /night
- How much \$ stays here?
- GHG emissions: ?

SEASONALITY

Peak Tourism = Fire Season



VANCOUVER | News

Multiple evacuation orders issued in Cariboo, Prince George fire centres



A COMPLETE GUIDE TO STORM WATCHING IN TOFINO, BC



DON'T FOCUS ON
TOTAL VISITORS
AS A GOAL.

A person is silhouetted against a sunset sky over mountains. The person is standing on a ridge, looking out over a valley. The sky is a mix of blue, orange, and purple, with some clouds. The mountains in the foreground are dark and silhouetted.

TRAVEL *MUST* DIRECTLY
CONTRIBUTE TO **PLACE.**



Sustainability ESG CSR Climate Carbon Renewabl...

Join ...

Rachel McCaffery • 1st

3d • 🌐

Are you a tourism or hospitality business wanting to de-carbonise? In the [#VisitEngland](#) webinar on ENERGY next Tuesday [Matt Breakwell](#) from sustainable Heating, Air Conditioning and Ventilation (HVAC) specialists [#kimpton](#) will talk us through five of the simplest ways you can make huge strides in your carbon reduction and energy efficiency journey.

Join us at 11.00am on Tuesday 14th November. Register here: <https://lnkd.in/emZhFB8M>

Image credit: Decoret Sébastien / Alamy Stock Photo



Federal Clean Technology Manufacturing tax credit valuable catalyst for green initiatives

June 22, 2023

Federal Clean Technology Manufacturing tax credit valuable catalyst for green initiatives



Synopsis

2 Minute Read

The federal Clean Technology Manufacturing Investment Tax Credit offers a 30 percent refundable tax credit for the capital cost of investments in new machinery and equipment used to manufacture or process key clean technologies. Eligible activities for investment include the extraction and processing of critical minerals, nuclear energy equipment, upstream components, and many more.



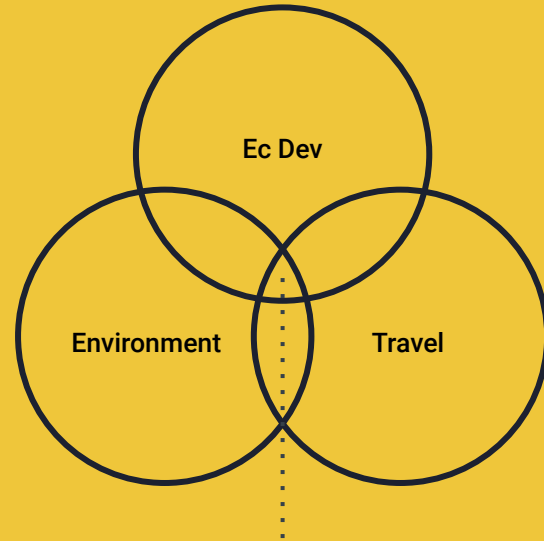
Eddy Burello,
FCPA, FCA
Partner



500-1000 km aviation is a massive opportunity

WHAT WILL BE YOUR MASSIVE OUTCOME?

TOURISM-LED REGENERATION



**Regeneration* of communities, environments
and economies.**

(Innovation, Restoration, Ruggedization)

*There is no regeneration without decarbonization.

CLIMATE CHANGE

New research shows carbon budget for 1.5°C will run out in just six years

Nov 1, 2023

USE TRAVEL TO SHOW (NOT TELL)

Show that a better world is possible
through stories and experiences.

Where
is our
ambition?



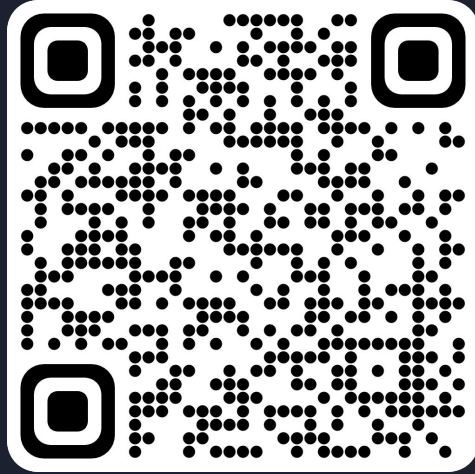
IMAGINE A THRIVING FUTURE

2030

- Reduce seasonality risk & Improve resilience
- Create value, not competition based on price or volume
- Reduce staff/housing pressure
- Increase the prosperity that stays locally
- Restore and conserve environment
- Take advantage of technology disruption
- Inspire others with our values

What is your bold ambition?

Listen in-depth:



destinationthink.com/travel-beyond-podcast