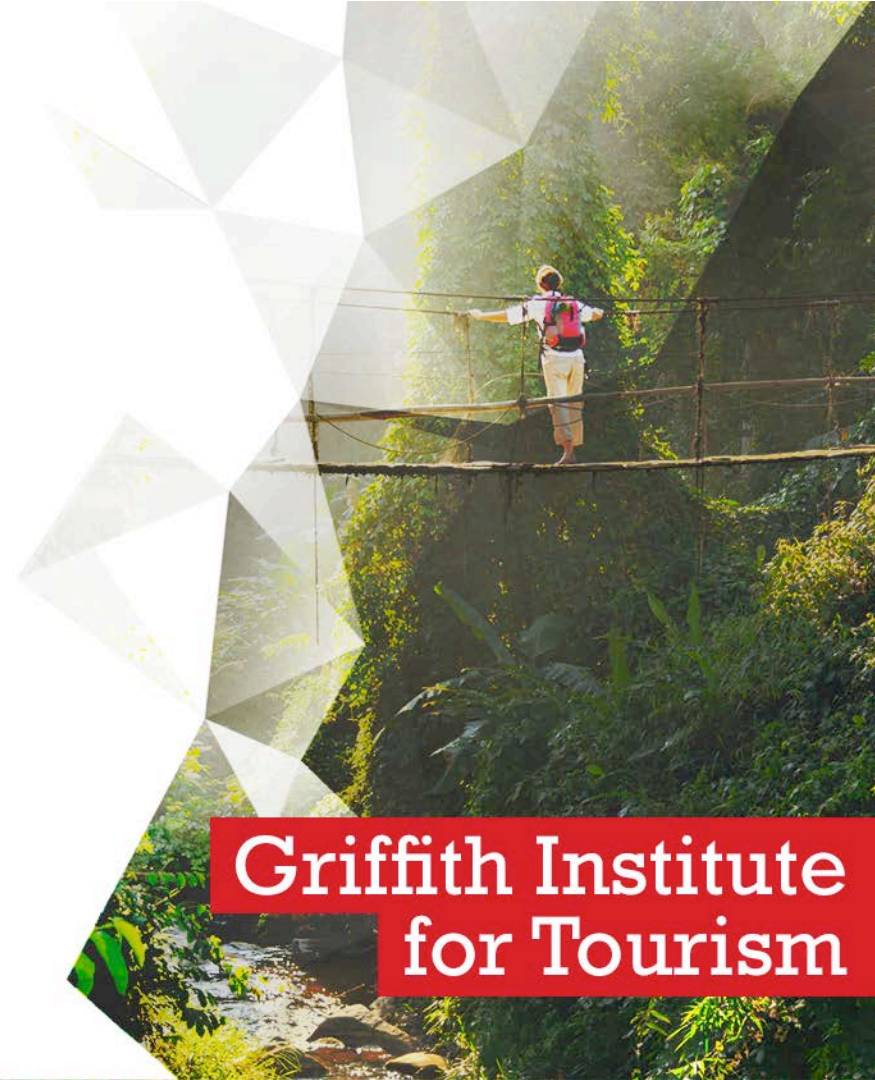


# Carbon Reporting in Travel and Tourism

Prof Susanne Becken

“Advancing Sustainable Tourism in a Changing Climate”  
Marrakech, Morocco 11th November 2016

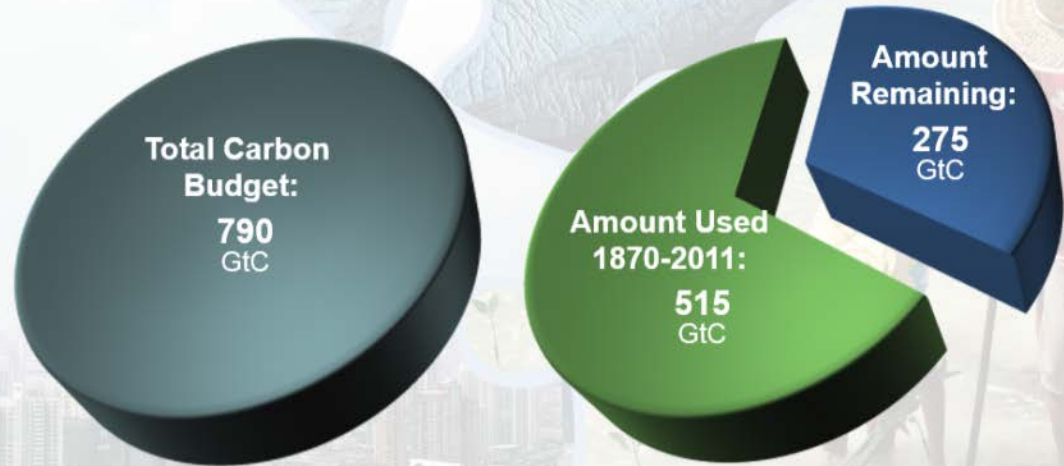


**Griffith Institute  
for Tourism**

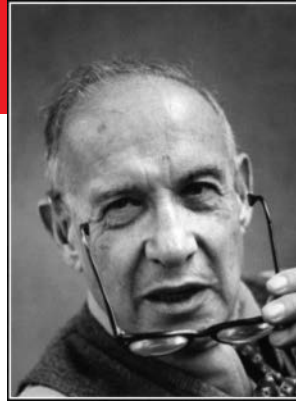
# The Carbon Budget



65% of our carbon budget compatible with a 2° C goal already used



# Measure-to-manage



You can't manage what you don't measure.

— Peter Drucker —

AZ QUOTES

**KPMG**

## Currents of change

The KPMG Survey of Corporate  
Responsibility Reporting 2015

### Top 250 global companies on carbon reporting:

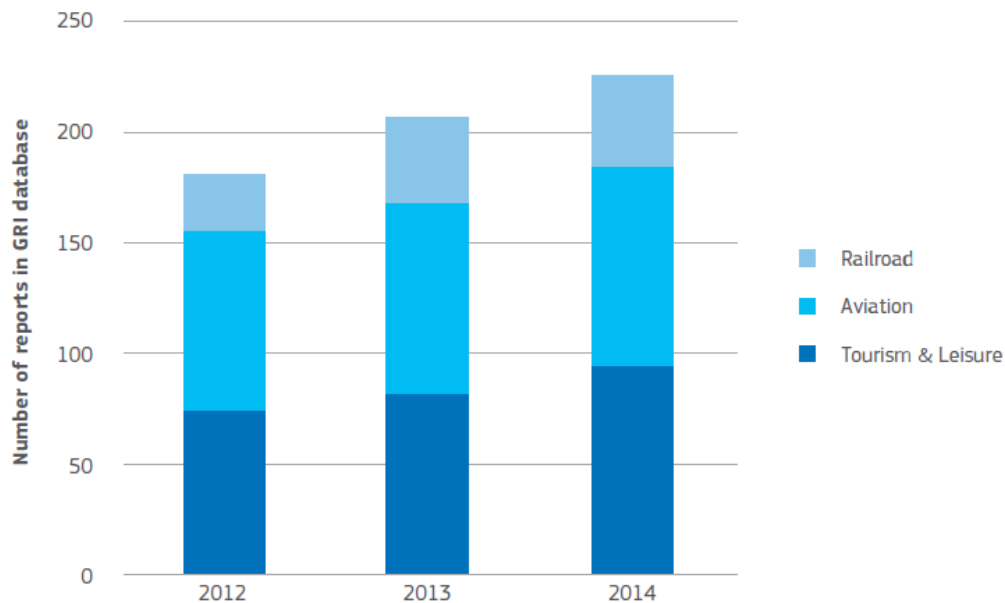
- Numbers improving
- Lack of consistency
- European companies leading
- Transport & Leisure scoring well
- Only half publish targets

# Mandatory carbon reporting

- Regional schemes (e.g. EU ETS)
- National policies (e.g. Bilan d'Emissions de GES)
- Sustainable Stock Exchanges initiatives
- Requested by companies as part of their supply chain management and Scope 3 reporting



# Travel and Tourism



Example: Trend in Global Reporting Initiative uptake

*Proving the Case:  
Carbon Reporting  
in Travel and  
Tourism*

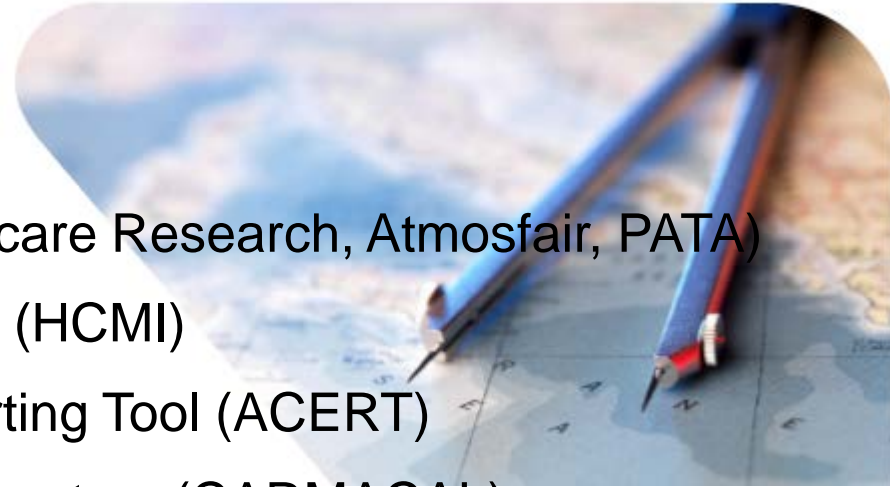
Only 29% of the Tourism & Leisure companies quantified GHG emissions, typically only Scopes 1 and 2.





# Tools

- Carbon calculators (e.g. ICAO, Landcare Research, Atmosfair, PATA)
- Hotel Carbon Measurement Initiative (HCMI)
- Airport Carbon and Emissions Reporting Tool (ACERT)
- Carbon management tool for tour operators (CARMACAL)
- Hotel Energy Solutions (HES)
- MyClimate Hotel Solutions
- Certification programs (e.g. EarthCheck)

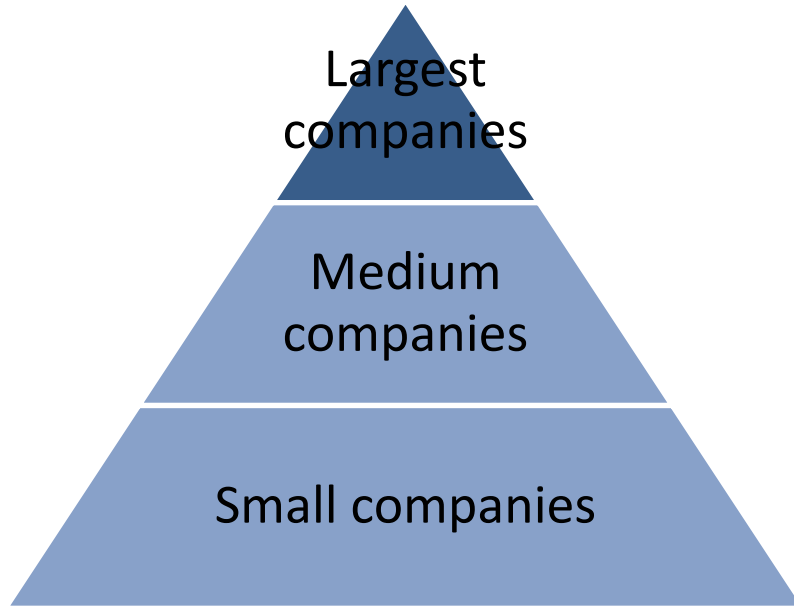


# Tracking CO<sub>2</sub> emissions

- Over 300 hotels
- Using the same reporting framework
- Third party certified
  
- Efficiency improvements
- Total emissions reductions



# Who should report? The Pareto Principle or the 80/20 rule





# Consumers

- Compared 14 studies from around the world – mixed findings.
- 30-50% of travellers surveyed are aware of climate change and carbon issues.
- Different reasons for carbon offsetting/low carbon choices.
- Purchase of offsets between 2-10%.
- Confusion in the market – lack of consistent information.



Kaikoura (NZ) Trees for Travellers



# Airline offsetting

## Examined websites of 139 airlines:

- 44 airlines (or 31.7%) are involved in carbon offsetting activities.
- 34 airlines provide an offsetting option on their website.
- 4 feature a link to carbon offsetting on their home page.
- 9 provide the offsetting option before the actual ticket purchase.
- 18 airlines give detail on the certification of their carbon offsets.
- 10 disclose information on how much carbon has been offset .

=> Lack of consistent presentation/information



# Conclusion

- If we accept the global carbon budget, we need to begin measuring and reporting.
- Consistent – and third party verified – approaches are critical, especially for the largest companies and emitters.
- Reporting will reveal relative and absolute improvements and help invest in reduction measures.
- Clear and transparent communication to customers will increase engagement and uptake.