

## From Sustainability to Purpose: Roadmap To Recovery for Travel and Tourism

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## INTRODUCTION

Scope of the report Key findings

## FROM SUSTAINABILITY TO PURPOSE: ROADMAP TO RECOVERY FOR TRAVEL AND TOURISM

Defining purpose: people, planet then profit Rising consumer interest in brands acting with purpose International travel recovery: but not as we know it Momentum for travel with minimal impact and purpose Support local: social pillars in the spotlight Experiential, immersive travel set to accelerate post-pandemic Unfortunate divergence in consumer interest and industry response Travel businesses falling short in SDG engagement Lack of clear purpose and leadership from the top Half-hearted sustainability ambitions over the long-term Regenerative tourism for next gen: going beyond the buzz Case study: Wanderbus - on the road with B Corp credentials Case study: LUX\* Resorts - making solar energy cool Case study: Make Your Impact for positive change Case study: Travel Matters - purpose as a journey Tracking and transparency critical to the way forward Key takeaways Euromonitor International supports the Future of Tourism Coalition

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/from-sustainability-to-purpose-roadmap-torecovery-for-travel-and-tourism/report.