



Euromonitor  
International

# Sustainable Travel Index: Accelerating Momentum for Change

April 2022

## INTRODUCTION

Scope

Introduction to the Sustainable Travel Index

Key findings

## LEADERS IN SUSTAINABLE TRANSFORMATION

Europe leads the way in sustainable travel transformation

Top rankings by pillar – Europe dominates in social sustainability, lodging and transport

Sweden continues to set the pace of change

Americas top the list of best performers over the long term

Estonia makes the largest strides at the top of the leader board

## GROWING MOMENTUM FOR CHANGE

Travel industry heading in the right direction with increased engagement in sustainability

Status quo ripe for a shake-up to ramp up efforts for a net zero transition

Education is a key investment priority short term, but more concrete actions required

Long-term investment lacks strong commitment to biodiversity

Consumer interest in sustainability and climate heightened after the pandemic

Purpose-driven consumers feeling the pressure to go for price

European Green Deal – driving transformation through legislation

Growing momentum for real change by listening to the science

WTTC roadmap to net zero aims to decouple tourism growth from resource use

## ENVIRONMENTAL SUSTAINABILITY

Environmental sustainability pillar – tackling climate change and biodiversity together

Mozambique top for environmental sustainability shoring up resilience

Energy, climate and nature intrinsically linked

Colombia puts biodiversity at its heart with tangible results

## SUSTAINABLE TOURISM DEMAND

Sustainable tourism demand pillar

Australia's resilient tourism economy creates value

Harnessing domestic demand to weather the storm

New Zealand's new regenerative tourism model puts communities front and centre

Portugal uses pandemic as opportunity to accelerate sustainable and inclusive transition

Iceland – economic sustainability boosted by transparency and certification

Mauritius – making strong progress in sustainable lodging

## MOST SUSTAINABLE TRAVEL CITIES

Cities pave the way for truly sustainable living and travel

City movers and shakers make good use of citizens and data

Amsterdam shows how to walk the walk when it comes to sustainable transitions

## CONCLUSION

Challenges to overcome

Become tomorrow's next leader

## APPENDIX

Sustainable travel index methodology

Evaluation and selection criteria

List of indicators

Index pillars and category weightings

Pillars #1 and #2

Pillars #3 and #4

Pillars #5 and #6

Pillar #7

Greenview CHSB data integration to the index

Geographical coverage

Full sustainable travel index ranking

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sustainable-travel-index-accelerating-momentum-for-change/report](http://www.euromonitor.com/sustainable-travel-index-accelerating-momentum-for-change/report).