

## Media release

### Sustainability in tourism as market opportunity

**The topic of sustainability plays a minor role when people select a holiday destination or book a trip. Nevertheless, sustainable tourism can be an incentive for a particular client segment in future and therefore constitutes a market gap. These are the findings from a study conducted by Lucerne University of Applied Sciences and Arts in preparation for Word Tourism Forum Lucerne 2011.**

Lucerne, 3 February 2011 – The buzzword “sustainability” has also reached the tourism industry. But what exactly does it mean? And more importantly: What can travellers do to enhance sustainability? Lucerne University of Applied Sciences and Arts has examined this issue empirically with the help of an online survey of 6,000 tourists in eight countries. The key findings can be summarised as follows:

1. Tourists have a very consistent idea about sustainability: They consider ecological, social, and economic dimensions to be relevant for sustainable travel. Factors relating to the region and with a direct impact on local products, populations and culture are seen as particularly sustainable.
2. The means of transport used to reach and leave a holiday destination has by far the greatest impact on the environment (ranging from 60 to 95 percent, depending on the source). Nevertheless, CO<sub>2</sub> compensation meets with less approval than other factors that travellers claim to be important arguments for sustainability.
3. When it comes to travelling, people primarily make their booking decisions based on weather/climate and price – independent of their personal priorities. “Sustainability is of little importance and comes second to last among the eight criteria there are to choose from”, say the authors of the study.
4. Tour operators who would like to place greater emphasis on sustainability will need to make do with the 22 percent share of clients who named sustainability among the first three criteria for their booking decision – a segment ranging from 18 to 26 percent, depending on the country and type of client.

A second part of the study is currently underway to identify the extent to which clients are in fact willing to book sustainable offers and also pay a higher price. This survey is restricted to Switzerland and includes 5,000 participants. The results of the whole study will be presented at Word Tourism Forum in Lucerne, which will take place between 13 and 15 April this year.



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### About World Tourism Forum Lucerne

As an interdisciplinary platform, World Tourism Forum Lucerne offers decision makers in business, government, science and finance an overview of the current topics and trends in the tourism industry. It is the only international platform in which leading decision makers and promising young talents in the industry have the opportunity to interact as part of the Next Generation programme. World Tourism Forum Lucerne relies on the support of an international advisory council whose members include Samih Sawiris (Chairman & CEO Orascom Development Holding AG), Thea Chiesa (Head of Aviation, Travel and Tourism World Economic Forum), Andreas Meyer (CEO of Swiss Federal Railways), Sir David Michels (Deputy Chairman Marks & Spencer Plc., former CEO of Hilton Group) and Geoffrey Lipman (Special Advisor to the Secretary General of UNWTO, Director of greenearth.travel). The Forum will be held for the second time at the Swiss Museum of Transport in Lucerne in 2011. The event is being organised by Lucerne University of Applied Sciences and Arts. Participation is limited to 250 persons and by invitation only. For more information, visit: [www.wtflucerne.org](http://www.wtflucerne.org).

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