

WTTC calls on tourism sector to embrace sustainability reporting

The World Travel & Tourism Council (WTTC) has called on Travel & Tourism companies to measure, monitor and report their sustainability impact as it launches new guidance on Environmental, Social and Governance (ESG) Reporting for the Travel & Tourism Sector.

Gloria Guevara, President & CEO, WTTC, said: “WTTC’s Global Summit earlier this year focused on how our sector can contribute to the United Nations Sustainable Development Goals (SDGs). We know that Travel & Tourism has a significant role to play in reducing poverty, protecting the environment, and contributing to the inclusive and sustainable growth the SDGs aspire to. Sustainability reporting, that is integrated into financial reports or presented as a separate activity, shows commitment to and progress against these goals. What is more, Goal 12 specifically calls on companies to report their ESG impacts.”

The report covers latest trends in sustainability reporting, including which governments and stock exchanges are mandating such reports, and how companies are refining the reports to be more engaging for audiences. It also includes a 12-step guide to reporting and specific guidance on how to report on the issues of Climate Change; Community; Energy; Governance, Risk and Compliance; Supply Chain; Waste Generation and Diversion; Water; and Workforce.

Guevara continued: “Recent research with WTTC Members highlighted sustainability as a top priority for the sector. Sustainability reporting, which is on the rise across Travel & Tourism, is a mechanism for companies to monitor progress and share best practices. Our aim with this guidance is to support companies, large and small, as they take this journey; and provide them with the mechanism to communicate their progress. As a sector which accounts for 10% of the world’s GDP and generates 292 million jobs, we have a responsibility to ensure that growth is sustainable.”

The report is available to download from www.wttc.org/Sustainability-Reporting

Organisations wishing to share their best practices in sustainable tourism can also apply for WTTC’s Tourism for Tomorrow Awards programme until 14th November 2017 at www.wttc.org/T4TAwards

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About WTTC: The World Travel & Tourism Council is the global authority on the economic and social contribution of Travel & Tourism. It promotes sustainable growth for the sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity. Every year WTTC, together with Oxford Economics, produces its flagship Economic Impact Report, which looks at the socioeconomic benefits of Travel & Tourism on global, regional and country level. This year the report shows data on 25 regional groupings and 185 countries.

Travel & Tourism is a key driver for investment and economic growth globally. The sector contributes US\$7.6 trillion or 10.2% of global GDP, once all direct, indirect and induced impacts are taken into account. The sector also accounts for 292 million jobs or one in ten of all jobs on the planet.

For over 25 years, WTTC has been the voice of this industry globally. Members are the Chairs, Presidents and Chief Executives of the world’s leading, private sector Travel & Tourism businesses, who bring specialist knowledge to guide government policy and decision-making, and raise awareness of the importance of the sector.

WTTC’s annual Global Summit brings together over 900 delegates to discuss the opportunities, challenges and issues facing the industry, while its Tourism for Tomorrow Awards recognise the industry’s power to be a positive force in sustainability. This year’s Summit will take place in Buenos Aires, Argentina, 18-19 April 2018.

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