The Tourist Climate Footprint

WWF Report on environmental impacts of holiday trips
Content

Tourism and the environment .......................................................... 4
German travel behaviour ................................................................. 5
Travel Behaviour in times of climate change .................................... 6
The Climate Footprint of typical holiday trips .................................. 9
Majorca: Summer, sunshine, beaches and more ............................. 10
Culture and wine in South Tyrol ....................................................... 11
Viva México! .................................................................................. 12
Baltic Sea family summer ............................................................... 13
Autumn vacation in Oberstdorf ....................................................... 14
Skiing fun in Vorarlberg ................................................................. 15
Cruising the Mediterranean Sea .................................................... 16
“Staycation“ – Holidays at Home ................................................... 17
The example trips in comparison ................................................... 18
Approachability in terms of travelling and environment ................. 19
How can tourism have less impact on the environment? ............... 20
Where to find further information ................................................. 22

Holiday on the Spree river – a good choice, also from a climate point of view. © Petra Bollich / WWF

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Introduction

Footprints in the sand – they make us dream of the sound of the sea, of relaxation, of days or even weeks at ease. Our wanderlust knows no bounds: Every year millions of Germans gravitate towards the world’s beaches. For years we have been holding our position as world champion in travelling, and in terms of money spent we are the most travel-eager nation, followed by the USA and Great Britain.

But are the sands of our favourite vacation spots’ beaches the only places we leave our footprints in? At many of the world’s most beautiful places, the harm that tourism can do is already clearly discernible: more traffic, mountains of waste, unchecked consumption of resources, uncontrolled development and urban sprawl ruining coastal sceneries.

Climate Footprint too large

In the face of climate change, emissions of greenhouse gases connected to travelling have become more and more relevant. Tourism produces five percent of all greenhouse gas emissions. In this context, the distance to the destination and the choice of transport for getting there and back play by far the most important part: Long distance trips by plane amount to not even three percent of all trips, but cause 17 percent of the harmful emissions connected to tourism. Because carbon dioxide emissions in high altitudes advance the greenhouse effect in a measure far greater than at ground level (the so-called RFI factor, Radiative Force Index), the impacts of air traffic on the climate are significantly larger. According to UNWTO1, an average long distance holiday trip causes 0.25 tons of carbon dioxide equivalents.

WWF analysed German travel behaviour and calculated the climate footprint of our favourite holiday trips, using typical example vacations to destinations near and far. The seven trips we examined in detail are typical for Germans: A third of all our holiday trips match one of the seven trip types. The average emissions resulting from the presented example trips correspond to around one ton of carbon dioxide equivalents per trip – which is four times the global average. If everybody travelled like the Germans do, worldwide travelling emission would multiply by four, leading to five billion tons of carbon dioxide equivalents released into the atmosphere.

New in this edition

But also climate change and financial crisis leave their mark on the tourism business. Going on holiday on the North or Baltic Sea, in the Alps or at home are current trends. Therefore we have calculated the Tourist Climate Footprint for a typical vacation at home, a “staycation”, to complement the other example trips. Furthermore we commissioned an analysis as to what extent German travel behaviour has changed in the face of climate change (pp. 6 and p. 17).

As the WWF model calculation illustrates, German travel behaviour should not serve as an example for other countries. Quite the contrary, it is high time the Tourist Climate Footprint of German tourists and tour operators was significantly reduced. The time has come for the tourism industry to show responsibility beyond the payment of compensations, and not to just paint a few of their products green by financing a handful of nature conservation projects. Already in the planning stage of tourism products, climate protection must be considered more thoroughly, and energy-conserving concepts in trip design must be pressed ahead with. A transparent presentation of the carbon dioxide footprint would empower the consumer to deliberately choose more ecologically sound alternatives in holiday travelling.

Travelling consciously

WWF is certain that travelling can have positive effects for the visited regions and their people. Tourism offers chances for nature-orientated economic development and makes natural habitats more valuable. With our advice on vacation behaviour, tour operators as well as travellers can contribute to keeping our footprints as small as possible.

1 United Nations World Tourism Organisation
Holiday Trips and the Environment

The tourism industry is booming, the pressure on the last “natural oasises” is increasing. At the same time, tourism is more dependent on an intact environment than any other business sector. Tourists thus are at the same time responsible for and suffering from the damage caused.

Environmental damage directly or indirectly related to tourism is caused by climate-relevant emissions, by the usage of drinking water, by waste and sewage disposal, by land consumption and by disturbances of flora and fauna, e.g. through noise exposure or light. In addition to the global environmental impacts, also the spatial and temporal concentration of travelling is ecologically relevant.2

In contrast to tourism confined to Germany, when travelling to foreign countries water consumption (particularly in dry regions) and waste production gain in importance. Large hotel complexes are expanding and destroying coastal landscapes. Forests and mangroves are disappearing. Water and energy consumption in holiday paradises is immensely high and more often than not causes great distress among the local populace.3

In particular the emission of greenhouse gases is of great importance, the amount of which, in turn, is mainly determined by the choice of transportation to and from the holiday destination, of accommodation, alimentation and on-location activities. In this context, the airplane is climate killer number one: A flight from Germany to Majorca is as harmful to the climate as driving a car for one year.4

Current holiday demand – reason to worry about the environment?

In 2007, as in the years before, one third of Germans spent their holidays in their own country, one third at the Mediterranean Sea, and the last third in the rest of the world. In Germany, Bavaria holds the pole position among travel destinations, abroad Spain is the favourite. The means of transport of choice for travelling to and from the destination is, in most cases by car or plane. Buses and trains are used far less frequently. At the same time, there is a shift in chosen accommodations from guest-houses and camping towards hotels, in accordance with a travelling budget that has grown by almost 26 percent during the last ten years. But more comfort also means higher consumption of energy and resources, which, in turn, means more emissions of gases detrimental to the climate.

2 Federal Environment Agency (http:xxx, as of 05/19/2008)
4 Der ganze Wahnsinn. Reisen Nonstop. VCD, 2005

Holiday trends

The following long term tourism demand trends are becoming apparent in Germany:

- **Volume: Stable, with opportunities and risks** Growth potential through additional trips; Risk, e.g. financial situation
- **Travel destinations: Well-defined rankings between greater areas** The Mediterranean, the Alps, the North Sea and Baltic Sea coasts remain favourites. Within theses regions, no clear ranking is discernible.
- **Motives: Constant basic needs, higher expectations regarding the realization of trips** Relaxation, distancing oneself from the daily routine, being free and having time, renewing one’s forces - these remain the most central aspects. Concerning trip realization, expectations are growing.
- **Shifts determined, among other things, by demographic changes** New balancing of target audiences’ importance, e.g. senior citizens are growing more important. Families still very important. Individual travellers unchanged.
- **Information and travel decision: New strategies** More sources, less depth
- **Sales: Important part played by the “professionals”** Professionals as guides through the information jungle.
- **Forms of vacation: Put more variety into one trip** Combination of, for example, nature, culture and health, as well as explicit differentiation
- **Duration: Shorter** Trip durations are still getting shorter, but only slowly
- **Seasonality: Losing importance** Vacations are growing less dependent on seasons.
- **Expenses: More price awareness** Comparing prices is gaining in importance. The aim: More vacation for the same amount of money.
- **Holiday accommodation: Higher quality** Clients are expecting at least last year’s vacation’s accommodation standard or the accommodation quality they know from back home
- **Transport: Car and plane even further ahead for travelling to and from the destination** General stability in choice of transport, but with many imponderabilities (e.g. energy prices)

The Germans’ Holiday Trips

49.4 million of the 64.9 million of Germans aged 14 and higher went on at least one holiday trip (of more than five days) in 2008. Thus in 2008, the number of Germans that travelled was nearly one million higher than in 2007. The corresponding holiday travelling intensity, that is, the percentage of the population that went on at least one holiday trip, amounted to 76 percent, a number slightly higher than in 2007 (75 percent).

In 2008, altogether 64 million of holiday trips were carried out – about one million more than in 2007. This result is partly due to the continually growing proportion of people travelling regularly (2008: 60 percent), going on one trip every year. For the majority of Germans, going on one holiday trip per year is considered standard, while two or more trips for most people are a luxury you treat yourself to every once in a while, not least taking into account economic conditions.

The most popular domestic and international holiday destinations

With a market share of more than 30 percent, Germany remains the Germans’ favourite holiday destination. Another third of all vacations in 2008 again was spent at the Mediterranean Sea, the last third in the rest of the world. This distribution has proven mostly stable over the years, and changes occur predominantly within these greater regions. Part of these changes are quite dynamic, influenced by positive factors, e.g. new or affordable travel offers or improved accessibility, but also by negative ones such as political instabilities, diseases or extreme weather conditions.

31 percent of all vacations in 2008 were spent at destinations within Germany, most of them in Bavaria, followed by Mecklenburg-Western Pomerania, Schleswig-Holstein, Lower Saxony and Baden-Wuerttemberg – the ranking of holiday destinations did not change compared to the years before.

Travel behaviour: Means of transportation, accommodation, trip duration and expenses

Just as with holiday destinations, developments and tendencies of travel behaviour also can only be observed in the long term. Short-term observations only yield marginal changes. Comparing numbers over the last ten years, it shows that going by car still is the means of transport of choice for the majority of holiday trips, especially when travelling to destinations within Germany. Air travel’s market share has been growing over the years, even though this development has by no means been straightforward at all times. The reasons that led to the current distribution are to be found in new destination preferences in connection with improved accessibility.

Choice of Transport

Considering holiday accommodation, hotels have been gaining in popularity, dominating the market with a total share of 50 percent, and an even greater percentage when only taking into account holiday destinations abroad. Guest houses and private guest rooms, however, have been losing market shares. Also the Germans’ trip duration and budget have been changing over the years: While in 1998 an average trip lasted 13.9 days, it is only 12.5 days today. Holiday trip expenses have been increasing over the same period of time: from 53 EUR per day and person in 1998 to 67 EUR in 2008, an increase of 26 percent in 10 years.
Changing Travel Behaviour in times of climate change

In times of financial crisis and climate change, sustainability gains in importance. This is true for the world of finance as much as for the population’s consumer behaviour. Sustainability has become an economic factor. But is this true for travelling as well? Do tourists make a point of planning their trips sustainably? Do the Germans’ holiday preferences change in the light of climate change? A survey carried out by the Forschungsgemeinschaft Urlaub und Reisen (F.U.R.) and commissioned by WWF answers these questions with a definite ‘yes’: Also when it comes to vacations, there are individuals that consider environmental compatibility a major concern when buying travel products. Experts estimate this group to be reliable and stable.5

5 Nachhaltiger Tourismus in der Preisfalle (www.spiegel.de vom 11.03.2009)

WWF’s Online Survey

In May 2009, WWF commissioned the Forschungsgemeinschaft Urlaub und Reisen (F.U.R.) to conduct a representative online survey concerning the issue of climate change and tourism among Germans of 14-70 years of age in private households. All respondents were prepared for the questions by the following introductory text:

During the last months, TV and newspapers repeatedly reported news on “climate change”, meaning a slow but steady global warming, the cause of which is considered to be human interference, or, to be more accurate: The emissions produced by industry, households or air and car traffic, for example. This global warming in the long term might have dire consequences. By using means of transport while on holiday such emissions harmful to the climate are produced too. There is a number of suggestions for how individuals might contribute to mitigating these emissions. Some of them are listed below. Please tell me for each one of them whether you already act as suggested, or if you will in the future, or if you will not in the future, or if the suggestion does not apply to you.

RA online 5/2009: Representative online survey of the German population of the age of 14–70, living in private households. (Online Access Panel, n=2039), May 2009

Sunny perspectives? Long distance travelling by plane accounts for the major part of climate-damaging emissions in tourism. © Julia Matyschik
The Results in Detail

Today, already five percent of all Germans are clients of tour operators with ecological trips in their portfolios. Eight percent of the respondents declared that they explicitly book trips that follow certain ecological standards. The fact that, in addition to that, more than 20 percent of Germans plan to consider such standards when booking trips in the future leads to expecting further growth in this market in times to come (see diagram on the right).

Climate change and its public discussion already influence the Germans’ behaviour already today. About 80 percent clearly recognize human responsibility for climate change. According to the Federal Department of the Environment, the fact that environmentally aware day-to-day and shopping behaviour can also contribute significantly to protecting the climate is beyond question for the majority of Germans. In the tourism sector, for a remarkable number of tourists climate change plays an important part in travel planning. Although the disposition to change one’s behaviour towards more ecological ways while on holiday is still lower than while at home, it has grown considerably over the last two years. Therefore WWF asked more specific questions about which options of travel behaviour Germans already choose in the face of climate change, and which ones they are considering for the future. According to the results, Germans are most likely ready to “spend their vacation at home” (45 percent), followed by “choose a nearby holiday destination” (43 percent), “go on fewer holiday trips” (30 percent), “travel by train instead of car and plane” (30 percent) and “go on fewer long distance air trips” (26 percent).

The acceptance of these different options, however, is not equally high among all Germans. The largest differences are connected to respondents’ household net income and level of education. By trend, individuals with higher levels of education and higher income are surprisingly reluctant to change their travel behaviour in favour of more ecological alternatives in the face of climate change.

Climate Protection gains in importance only hesitantly

Bad prospects for climate protection? A look at the past shows that this is not the case. The acceptance of ecological behaviour options has grown significantly during the last two years. In a similar survey by the F.U.R. in 2007, only 37 percent declared to be either planning to “choose a nearby holiday destination” or already doing so to contribute to CO2 emission reduction. The 2009 poll with its 43 percent for the same question features a value that is considerably higher. In 2007, only 20 percent of the respondents wanted to “go on fewer holiday trips” at the time and in the future, whereas in 2009 it was 30 percent. Moreover, today 30 percent of the respondents, instead of 2007’s 27 percent, are considering choosing train travel over going by car or plane. At the same time the dismissive attitude (will not do so in the future) has been put into perspective between 2007 and 2009: While in 2007 27 percent excluded “less plane travel” as an option, in 2009 only 20 percent remain.

The option to limit holiday travelling in the future in any way was categorically excluded by an impressive 47 percent of respondents in 2007. In 2009, this number dropped to 37 percent.

In 2007, only 17 percent intended to effect compensation payments for flights, that is, voluntary financial contributions to CO2-reducing activities, while 2.7 percent declared to already be doing that. This would have meant an increase by the factor six to be expected. Many holiday travellers, however, apparently have not put their good intentions into practice (yet). In 2009, just 3.1 percent declare to have been flying carbon neutrally.

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**From Plan to Action**

This is not the only behaviour option with a great gap between announced behaviour (plan to do so in the future) and actual result. Travel decisions are influenced by a large number of factors – climate protection in this respect at times has more and at times less weight.

Nevertheless: If only a small part of the individuals ready to change puts their plans into action, there will already be perceptible reductions in climate-damaging greenhouse gas emissions on the one hand, and on the other hand significant changes in tourist demands and consumer behaviour structures for the tourism industry. It’s worth making a start!

Even if part of the tendencies illustrated here are not exclusively determined by a rise in ecological awareness, but also by a large number of other factors such as, for example the current economic situation (I’ll stay at home because I lack money and because it is better for the climate), it is legitimate to summarize: Climate protection is gaining weight in holiday travel planning.

This trend has to be taken into account already while creating and designing new tourist products. If a growing number of tourists wants to travel responsibly in the face of climate change, this means an opportunity for tour operators that garnish early market visibility with an adequately attractive range of sustainable holiday products. A target-oriented cooperation between climate protection and tourism, involving products in line with the market, can be of great advantage for both sides.

Because the effects of human actions on climate change in many cases remain abstract to the individual, the travel industry has to arrange for more transparency concerning the climate relevance of their holiday products. The climate footprint is a simple and illustrative communication instrument that can be crucial for the clients’ travel decision.
In order to better illustrate the impacts of human activities like consumption and production on Earth’s ecological system, the metaphor of the ecological footprint was developed in the mid-nineties. It refers to the productive capacities of the system Earth and tells us the amount of land and water areas that are necessary - taking into account current technological conditions - to supply resources for one nation, one region, one household or one person, and receive their refuse.10, 11, 12

When talking about travelling, the size of the ecological footprint varies greatly. This is especially true for impacts to the climate caused by travelling. To illustrate the magnitude of climate-relevant ecological impacts of different holiday trips, WWF closely examined a set of holiday trip archetypes, having the Öko-Institut11 calculate the Tourist Climate Footprint of these seven example trips. WWF intentionally chose trips that are typical for German holiday demands:

- A beach-and-bathing holiday on Majorca, a cultural holiday in Trentino, a family holiday on the Isle of Ruegen, an Allgaeu/Bavaria wellness holiday, a skiing holiday in the Alps and a cruise on the Mediterranean Sea, together representing more than 60 million German holiday trips.

In this context WWF factored in the most important climate-relevant parameter of the ecological footprint: The emission of CO2 equivalents.13 The following aspects were incorporated into the calculation:

- Travel to and from the destination (distance, choice of transport, number of travellers)
- Accommodation (type of accommodation, time of year and duration of travel)
- Food (number of warm meals, upscale or normal catering)
- Activities (distance, choice of transport, number of excursionists).

The Tourist Climate Footprint for holiday trips provides scientifically sound information on climate impacts caused by tourism, thus rendering it an easy to understand and relatively easy to use indicator for the ecological viability of a given trip, illustrating in which areas there is need for improvement.

Following each of the seven example holidays’ descriptions and the presentation of the respective climate footprint, there is an illustration of tourists’ options to decrease their climate footprints during each kind of trip. To do that we use the following legend: large effect, medium effect, low effect. To facilitate the classification of the chosen trips, we additionally list the German travellers’ choices of transport and accommodation for each trip. (Data source: F.U.R. travel analysis 2008).

10 Global Footprint Network – oekologischer_fussabdruck: Overview, http://www.footprintnetwork.org (as of 05/05/2008)
11 Lexikon der Nachhaltigkeit (Encyclopedia of Sustainability, http://www.nachhaltigkeit.aachener-stiftung.de/artikel/oekologischer_fussabdruck_733.htm, as of 05/05/2008)
13 CO2 equivalents is a unit used to measure the impact of all greenhouse gases (in addition to CO2, these are, for example, methane (CH4) and nitrous oxide (N2O)) on the climate, converted to hypothetical CO2 amounts.
Laughing out loudly, Ulrike, Bettina and Anja squeeze their suitcases into the car and head towards the airport bus that will take them to Hamburg Airport. The 30 kilometres by bus as well as the flight from Hamburg to Majorca pass quickly.

For a much longer time, or so it seems to the three girls that have just finished high school, they have now been sitting in the bus that is taking them to their hotel in Alcúdia, at a distance of 70 kilometres from the airport. And on top of that, the exhaust fumes drifting in at all the uncountable stops, the bus standing in front of other hotels with its engine running while waiting for guests to find their suitcases… The three of them are relieved when they finally reach their hotel.

The four-star hotel with its giant swimming pools and landscaped wellness area nearly looks as depicted in the brochures. The room seems enormous to the girls, and the sea view from the balcony is breathtaking.

After lunch they set off to town to pick up the rental car they booked for the entire duration of their stay on the island. After all, they do not want to just laze on the beach, but have a rigorous agenda of excursions all mapped out already: They are planning to go see the Tramunta Mountains, Palma and various others of the island’s beaches. And 500 kilometres in two weeks are not too much, they all agree. Moreover the car is air-conditioned, so that even the midday heat is easily bearable inside.

Ulrike also booked an introductory diving course. Equipped with air tanks and everything, she wants to immerse herself in submarine worlds for three days, while the other two prefer to stay above water, enjoying themselves on an all-day motorboat excursion, including getting pulled into the air with a parachute. On an impulse the three of them let someone talk them into also joining a quad ride day trip. Every evening, they visit the numerous bars, where they celebrate their holidays till the crack of dawn.
Mr. and Mrs. Corriera are in a very good mood as they wait outside their home in Berlin. Together with two other couples from the neighbourhood, they have booked a five-day bus trip to Bolzano in the Italian Trentino region for this spring. Today is the day they begin their vacation. Their children, already grown up, take them to the central station by car – this is the place where the bus trip begins. Almost at the same time they are dropped off, their neighbours reach the station as well, also having been taken there by car. Mrs. Corriera’s fear of the bus ride being strenuous and uncomfortable quickly subsides as she sees the modern five-star bistro bus. Toilet, air conditioning, refrigerator, TV – everything at the travellers’ disposal. In particular the little bottles and snacks in the onboard fridge are very popular with the guests.

The five-star hotel outside Bolzano, which they finally reach after nine and a half hours of driving, exceeds all expectations, and the food is also fantastic. Particularly Mr. Corriera is thrilled by the well-stocked mini-bar and the technological amenities of their room (among other things it comes with DVD player, hot spot and electronic safe).

The next morning they are off to their first day-trip destination: The small town of Riva del Garda at Lake Garda, 60 kilometres from the hotel. After touring the historical town centre, they board one of the numerous excursion boats to have some traditional Italian food while enjoying the view of the shores and mountains all around. On their return, they meet their friends at the hotel bar for a last glass of wine before retiring to their room, wanting to start the new day well rested.

The 90 kilometre drive to Merano might be long, but the city is worth the effort. The cultural sights are very impressive, and the quaint restaurant offering delicious regional fare strikes the right note with the group. Cheerfully they move on to a wine-tasting at Castle Rametz, where they spend the afternoon before heading back.

Luckily there is nothing on the excursion schedule for the last day, so Mr. and Mrs. Corriera have time to take a Taxi to Bolzano to pick up some souvenirs for their loved ones at home.

The next day, after an eventful time, they have to go back to Berlin. It is a shame that due to the tour operator’s tight schedule, there was no spare time left to visit the hotel’s wellness area (“Including swimming pool and sauna”!, Mrs. Corriera sighs wistfully).

Regarding this trip, the emissions relating to accommodation play the most important part: For four nights in a five-star hotel, 80 kilograms of CO₂ equivalents have to be charged due to the high consumption of electricity. The trip to and from the destination by modern motor coach leads to relatively low emissions, compared to the other holiday trips presented here (60 kilograms plus 3 kilograms for the car trip to the station). But the emissions concerning food, on the other hand, are relatively high: Seven warm meals (four of which in upscale catering) cause 55 kilograms of CO₂ equivalent emissions. Among the numerous activities on location, the excursion to Lake Garda has the strongest impact on the climate (boat ride seven kilograms, bus ride four kilograms), followed by the bus trip to Merano (six kilograms) and the taxi ride to Bolzano (one kilogram).

Choose your tour operator with care. Be mindful of environmental certificates and book your trip where energy conservation and environmental protection policies are implemented in an exemplary manner.

If possible, use public transport to reach the central station. Otherwise, form car pools.

Culture and Wine in South Tyrol

Tourist Climate Footprint
216 kg CO₂ per person:

Prevalent means of transport

Accommodation

Travel to and from the destination  63 kg
Accommodation 80 kg
Food 55 kg
Activities 18 kg

Advice for Mr. and Mrs. Corriera to diminish their Tourist Climate Footprint

Culture and Wine in South Tyrol

Holiday destination Northern Italy: 2.1 million holiday trips by Germans in 2007

Prevalent means of transport

Accommodation

Travel to and from the destination  63 kg
Accommodation 80 kg
Food 55 kg
Activities 18 kg
“Last call for the passengers of flight LT 1414 to Cancún!”, a loudspeaker’s voice snarls through Munich airport as Maike and Stefan pass the security check. On the plane the couple slump into their seats with relief. Absolutely everything went wrong: Their old car they wanted to go to the airport with did not start. Luckily, their neighbour was nice enough to take them to the airport, 30 kilometres from home. And then they got stuck in a construction site traffic jam… But now, nothing stands between them and their two weeks of all-inclusive holidays in Cancún, Mexico. After more than 10 hours of flying, they are happy to be greeted by their tour guide and taken to their hotel by air-conditioned bus. In May, Cancún with its 30°C is just a bit warmer than Germany. After the usual stops at other hotels the tour operator works with and a drive of twenty kilometres along the thickly hotel-studded coast, the two of them finally reach their destination. The five-star complex, part of a well-known international chain, is situated right at the beach and sports a generous garden with green lawns, in spite of the heat. The mangrove woods typical for Mexico, however, are nowhere to be seen.

The two of them already planned everything they wanted to do on their holiday while at home. Maike as well as Stefan have an avid interest in all kinds of sports activities: An all-day scuba-diving excursion and a day on the golf course are on their schedule. But they did not shun the additional expenses for a 200km flight to see the ruins of Chichén-Itzá, either. So after the quick domestic flight, it is only a short distance they cover by microbus before they can immerse themselves in the world of the Maya.

Back at the hotel, the adventurous couple will not remain confined to the swimming pool for long: They take a ferry to an island off the coast. After a refreshing hour on a jet ski they explore the island riding a rented motorbike. With all the heat, they really learn to appreciate the fact that they can buy chilled drinks in disposable bottles and fresh fruit in plastic cups all over the place.
Just the usual craziness at the start of the summer holiday season – for the Ruge family, it already starts before their holidays even begin: Way too much luggage for their little estate car. But this year, Mr. Ruge is well prepared: a ski luggage box on the roof and a bicycle rack on the hitch should take care of the problem. This way, they are able to take with them not only the children’s bikes and all their suitcases and bags, but also the countless odds and ends that, every time, remain loosely stacked in the doorway at the end of the day before their holidays, that they spend packing their stuff. The eight hour trip from Düsseldorf to Göhren on the Isle of Ruegen seems very long to five-year-old Philipp and eight-year-old Sophie, like it did the other times before. But to compensate for that, the beautiful three-star holiday apartment they already know from last year’s vacation awaits the Ruge family in all its splendour. Particularly the well-equipped kitchen with dishwasher and washing machine is very important to them.

14 days of vacation now lie ahead of the family of four. Two weeks during which they plan to see not only the beach, but also the island’s numerous other attractions. Especially Sophie still vividly remembers the summer toboggan run and the amusement park they went to last year – both of which must be visited again this time. For little Philipp, the two-hour ride with the “Rasender Roland” as well as the water park will be absolute highlights.

The Ruges reach the destinations of their excursions by car. As a special surprise for the children, the parents already booked a sightseeing flight over the island from home.

The Ruges take care of breakfast and supper themselves; most provisions they already bought at a discounter at home, so that only few things remain which have to be obtained at local supermarkets. During the day, they treat themselves to fries, sausages, fish bread rolls and other tasty things from takeaway places and fast food restaurants. In addition, tradition demands that the Ruge family make a short stop-over at a rest stop on their way back home.

Advice for the Ruge family to diminish their Tourist Climate Footprint:

- Think thoroughly about what you really need during your vacation. With bicycle rack and ski luggage box your car consumes considerably more fuel.
- Give preference to activities which allow you to really experience nature without destroying it. To replace sightseeing flights, horse-cart rides and boat or bicycle tours are good choices.

Tourist Climate Footprint
258 kg CO₂ per person:

Because the car is shared by four persons, “only” 80 kilograms of CO₂ equivalents are emitted during travel to and from the Isle of Ruegen. In second place: Emissions caused by the family’s numerous activities (70 kilograms, 52 kilograms of which due to the sightseeing flight). Because holiday apartments use a great deal less energy than hotels do, the Ruges’ 13 nights only amount to 52 kilograms of CO₂ equivalents per person. This includes the energy spent preparing breakfast and supper. The daily visits to fast food restaurants, sausage stands and snack bars account for a total of 56 kilograms.
Sunshine, autumn-coloured leaves, blue skies – and holidays at last! The Neumann family in Düsseldorf, a middle-aged couple with a 12-year-old daughter called Lisa, has everything packed and ready to be off for ten days of wellness holiday in the Allgäu, in Bavaria. Eventually, the taxi’s horn is sounding outside – their ride to the station is waiting. Before the trip begins, they quickly buy provisions for the journey at the station’s fast food restaurant. After a six hour drive and two changes of train, they arrive at their destination.

In Oberstdorf, the Neumanns’ host already awaits them in his minivan to take them to the cozy three-star guesthouse in the nearby town centre. After carrying their luggage to their rooms, supper time has come – the Neumanns have booked full board.

In the evening, with their minds already wandering towards tomorrow’s amenities – massages, a relaxed swim in the pool – they sink into their pillows happily. This way, the first days of their vacation pass in an instant: The wellness programme with daily treatments and visits to sauna and whirlpool bath as well as the delicious food (two hot meals a day) let them forget their everyday lives easily. In the meantime, Lisa participates enthusiastically in the spa administra-

Tourist Climate Footprint

297 kg CO₂ per person:

With 110 kilograms of CO₂ equivalents for nine nights in a three-star guesthouse, the family’s accommodation uses up a little more energy than the trip to and from the destination (105 kilograms, 104 of which for the train ride). A total of 17 hot meals at the guesthouse and in fast food restaurants, respectively, lead to 73 kilograms of CO₂ equivalents. 5 more kilograms are added by their on-location activities.

Advice for the Neumann family to diminish their Tourist Climate Footprint:

1. Choose your accommodation with care. Be mindful of environmental certificates and book your trip where energy conservation and environmental protection policies are implemented in an exemplary manner.

2. Give preference to owner managed inns and restaurants, as well as local foods and drink. That way you support your holiday destination’s economy and conserve the environment by favouring short routes of transport.
At last! A week of skiing holiday in the Alps once again! Ronny’s application for holiday leave was granted, and snow conditions in Austrian Vorarlberg are just perfect. Now there is only one thing left to do: Getting the skis out of the cellar, and then he will be off. There is always a certain uncomfortable lack of space when he is travelling in his compact car together with all his skiing equipment, but it is alright as long as he is travelling alone. Furthermore, the journey does not strike him as that long: Only 700 Kilometres, single trip. There were more arduous journeys he and his car had to endure… The accommodation he has booked for his holiday has been recommended to him by a friend. The guesthouse is situated right in the centre of Lech and has simple rooms and offers half-board of simple home-style cooking. Just the right thing when you spend all day outside breathing mountain air.

For the time of his stay, Ronny arranges for a ski pass to be able to use all the lifts in the skiing area. He plans his days in a way that every evening after skiing he reaches the station where he left his car in the morning. Good thing there are so many ski-lifts around Lech.

One entire day Ronny devotes to brushing up his snowboarding skills, as he resolved to do back home. Although there is no glacier here that he might have someone take him up to by helicopter, like he did back in the Rocky Mountains, the local alpine slopes are perfectly sufficient for a fun day of snowboarding.

In the evenings Ronny uses the opportunities offered by numerous après-ski parties in town to loosen up his strained muscles with a little dancing before retiring to his room. Luckily, he left the heater running during the day, so that now it is nice and cozy inside, and he can smoke a cigarette at the open window to bring the day to a close.

On his last day, Ronny sees a sign posted to one of the ski-lifts saying that a ski pass entitles its owner to ride not only the lifts, but also the ski busses. This is an idea he did not even think of…

### Tourist Climate Footprint

- **Travel to and from the destination**: 296 kg
- **Accommodation**: 85 kg
- **Food**: 32 kg
- **Activities**: 10 kg

422 kg CO₂ per person:

The car ride from Dresden to Lech leads to emissions of 296 kilograms of CO₂ equivalents, six nights in a simple guesthouse add 85 kilograms more (in summer, it would have been less due to less need for heating). In addition to that, 32 kilograms have to be counted for eleven warm meals at ski lodges or restaurants, and 10 kilograms for on-location activities (a considerable 9 kilograms of which are accounted for by the daily car trips to the lift station).

### Advice for Ronny to diminish his Tourist Climate Footprint:

- **Use public transport for travelling to and from your destination.** In case you only infrequently go on skiing holidays, consider renting your equipment on-location. That way, you save luggage space and simplify travelling by bus or train.

- **In case you are looking for variety:** How about a (snowshoe) hike or a day of cross-country skiing for a change? The only energy you consume that way is your own, and you save on energy used for powering the ski-lifts.
It has been a while since Else Mertens from Stuttgart was as excited as she is today: Together with her friend Ruth, the 72-year-old lady booked a cruise on the Mediterranean Sea. On her seven-day journey she will travel to Marseilles via Naples and Rome, and from there via Barcelona to Majorca.

After months of anticipation, the moment has arrived – all the bags are packed, with her new sunhat easy to reach, just on top. The 50 kilometre car ride to the airport takes longer than expected. Stressed, but just in time she reaches the meeting point in the departure lounge. Luckily Ruth is already there. In Palma de Mallorca they are awaited by a shuttle bus which takes the cruise ship passengers to the nearby harbour. The two-person cabin on board looks just like a hotel room, and the view from the balcony is stunning. In the evening the buffet is a real treat, and the entertainment leaves nothing to be desired either: There is a play, followed by a musical and then the next day a show with acrobats… And of course there is dancing too.

The next day they spend relaxing in the wellness area and shopping for souvenirs in the ship’s shop and art gallery. For the two following days the two agile seniors have booked day-trips. These excursions are not exactly cheap, but at least food and drinks are included.

In Pompeii they tour the ancient city ruins, and then they head to Vesuvius, climbing up to the crater on foot. After a walk of one and a half hours, they return to the ship by bus.

The next day they take the comfortable “Roma Express” to Rome, changing into a tour bus at the train station to go see the Basilica San Clemente and the Colosseum.

Straight after that, the group visits St Peter’s Square and St Peter’s Cathedral. Unfortunately there is only a little time left to explore the numerous sights of the city or to enjoy a cup of coffee in one of the many street cafés.

At the ship’s next stop in Marseilles harbour, a bus takes Else, Ruth and other passengers to Brandol beach, approximately one hour away. Both of them love the promenade lined with palm trees – a shame that after only two hours they have to get back to the bus.

On the last day, the city of Barcelona is on the two ladies’ agenda. The bus takes them to the Sagrada Familia, and from there along the Plaça de Catalunya to the Ramblas.

Although the trip to and from Majorca by plane causes most of the emissions (685 kilograms of CO₂ equivalents), the accommodation on a cruise ship during a journey of slightly more than 2500 kilometres approximates this amount surprisingly closely with 439 kilograms of CO₂ equivalents. The sophisticated foods (eleven warm meals, six of which in upscale gastronomy) account for 79 kilograms of CO₂ equivalents. In addition to that, there are 21 kilograms of greenhouse gases emitted during the numerous excursions on land (trips by bus and train).
“Staycation“ – Holidays at Home

Spending your vacation at home because of climate change?14

![Survey on spending vacations at home due to climate change](chart)

Holidays at last! Because the construction of the family home cost a pretty penny, the Garek family this year has decided to spend 14 days together in Bergen-Enkheim, their hometown close to Frankfurt - a “staycation”, as it might be called. To keep themselves entertained they have made big plans: They have resolved to do at least one excursion every two days.

It is a comfortable 25 degrees in the shade during the first two days, which the Gareks spend at the Langener Waldsee with some friends. By car, it takes them a mere half hour to get there. One-year-old Leonie and four-year-old Paul are crazy about playing at the lake’s shore, while their parents enjoy the time spent with the children.

For diversion, they go on a 20-kilometre bicycle tour through the regional park along the river Main on day three. On the fourth day they take the car to the Senckenberg Museum in the centre of Frankfurt. When they get there at last, particularly Paul is mighty thrilled by the dinosaurs they see. To cater for Leonie’s interests as well, they go to Frankfurt again on the day after, this time to visit the zoo.

At the end of week two, the Gareks visit the grandparents in Heidelberg, where they stay for three days. Sybille and Klaus Garek are happy for the rare opportunity to spend an evening as a couple. They stroll through the beautiful old town, visit Heidelberg Castle and treat themselves to a film after dinner, while the grandparents put the children to bed. After returning home on Sunday evening, everybody is perfectly happy. After refilling their estate car – altogether, they burned up more than 500 kilometres worth of petrol – there is pizza and pasta for everyone as a final treat.

Tourist Climate Footprint
58 kg of CO₂ per person:

As the question of travelling to and from the destination does not apply to this vacation, the activities (especially the excursions by car) make up the greatest part of energy consumed, with 33 kilograms of CO₂ equivalents. The use of their own family home as holiday accommodation leads to 17 kilograms of CO₂ equivalents (including the preparation of hot meals), while eating out at restaurants produces further 9 kilograms.

Advice for the Garek family to diminish their Tourist Climate Footprint:

1. Use public transport for excursions. In many cities there are discount tickets that grant access to buses and trains as well as discounted entry fees for many attractions (e.g. Frankfurt-Card).
2. Shorter trips to visit relatives and friends can be easily done by train, even with children. Particularly for children, going by train can be an exciting adventure.

For reasons of comparability the energy used in the own home that is also used when the holiday is not taken at home has not been included here (e.g. fridge and freezer).


Food 9 kg
Activities 33 kg
Accommodation 17 kg
Travel to and from the destination 0 kg
The example trips in comparison

As expected the “staycation” comes off best in terms of climate conservation. The South Tyrol culture holiday, the family trip to the Isle of Ruegen and the Allgaeu wellness holiday, all of them with similar emission values, come in at ranks two to four. But the trip to Voralberg secured its position also because it is significantly shorter than the Ruegen family vacation: Regarding the emitted greenhouse gases per day, the Ruegen trip is placed second, just behind the “staycation.” All in all, the numbers show that the choice of transport to and from the destination is by far the most influential factor in a given vacation’s ecological balance. The decision for a holiday destination of as short a distance from your home as possible in connection with the choice of a low-emission means of transport will minimize the ecological footprint of your trip significantly. For the beach holiday on Majorca as well as the Mediterranean cruise, the tourists travel by plane – as a consequence, CO₂ emissions are considerably higher. The all-inclusive holiday in Mexico brings up the rear of this comparison: It does as much damage to the climate as all other example trips added together! The crucial factor for this fact, of course, is the long flight distance of nearly 18,000 kilometres.

Greenhouse gas emissions per person and trip (calculated as CO₂ equivalents)

<table>
<thead>
<tr>
<th>Trip Description</th>
<th>Emissions (kg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beach holiday Majorca (Plane, 14 days, 3 persons)</td>
<td>total amount 1.221 kg</td>
</tr>
<tr>
<td>Culture holiday South Tyrol (Bus, 5 days, 2 persons)</td>
<td>total amount 216 kg</td>
</tr>
<tr>
<td>All-Inclusive holiday Mexico (Plane, 14 days, 2 persons)</td>
<td>total amount 7.218 kg</td>
</tr>
<tr>
<td>Family holiday Ruegen (Car, 14 days, 4 persons)</td>
<td>total amount 258 kg</td>
</tr>
<tr>
<td>Wellness holiday Allgaeu (Train, 10 days, 3 persons)</td>
<td>total amount 297 kg</td>
</tr>
<tr>
<td>Skiing holiday Austria (Car, 7 days, 1 person)</td>
<td>total amount 422 kg</td>
</tr>
<tr>
<td>Mediterranean cruise (Plane, 7 days, 2 persons)</td>
<td>total amount 1.224 kg</td>
</tr>
<tr>
<td>Staycation (14 days, 4 persons)</td>
<td>total amount 58 kg</td>
</tr>
</tbody>
</table>

Cultural treasures like the Temple of Apollo in Side, Turkey, should be appreciated as a very special holiday destination – to minimize the climate footprint, long distance flights should remain an exception. © VASCO Travel
Approachability in terms of travelling and environment

The WWF example trips prove the extreme impacts of travelling to and from holiday destinations on the climate footprint, and they could make consumers reconsider their options when planning future holiday trips – provided they have access to this information. In principle, Germans are quite approachable in questions of environmental aspects of holiday travelling. The results of a representative survey executed by the Studienkreis Tourismus und Entwicklung15 on behalf of the Federal Environment Agency show that an intact environment plays a very important part for most of the Germans' (84 percent) holiday satisfaction. Furthermore, the survey demonstrates that holiday destinations with landscapes spoilt by concrete and without authentic character have a dissuasive effect on nearly three quarters (71 percent) of Germans.

The survey illustrates that environmental questions play an important part for many Germans in planning their holidays:
- Nearly two thirds (64 percent) of Germans expect to be competently informed on environmental issues by their travel agency
- The environmental acceptability of holiday destinations and accommodation is relevant for the holiday plans of more than half of the respondents (51 percent)
- The tour operator’s environmental commitment at the holiday destination is considered an important criterion for the choice of tour operator by more than a third (36 percent)
- For a considerable percentage of the population, the opportunity to experience nature – like animal watching or visiting a national park – is an important criterion for the decision where to travel.

Based on given answers, the study group created four “approachability archetypes”

<table>
<thead>
<tr>
<th>Archetype</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The doubtful dismissal of environmental aspects of holiday trips (25 percent or 15.6 million, respectively)</strong></td>
<td>Dismissive attitude towards environmental protection while on vacation, little travelling activity, little interest in nature holidays, holiday activities related to nature and/or culture are carried out comparably scarcely. Higher-than-average number of males and young people up to 29 years.</td>
</tr>
<tr>
<td><strong>The one interested in immediate experience of nature (28 percent of 17.7 million, respectively)</strong></td>
<td>Strong interest in opportunities for immediate nature experience, environment-friendliness of holiday region and of accommodation play an important part, high significance of nature- and culture-related travelling motivations, most holiday trips independently organized, preference of destinations within Germany, strong interest in nature, wellness and farm holidays, predominantly older persons.</td>
</tr>
<tr>
<td><strong>The ecologically aware one without interest in nature experience (24 percent or 16.8 million, respectively)</strong></td>
<td>Little interest in opportunities for nature experience while on holidays, but thoughtful and considerate in questions of social and natural environment, high expectations towards the tour operator in terms of environmental information and environmental commitment in the destination area, above-average interest in beach holidays, no particular demographic attributes.</td>
</tr>
<tr>
<td><strong>The ecologically aware sophisticated one (22 percent or 14.4 million, respectively)</strong></td>
<td>High expectations and high disposition towards environmental commitment while on holidays, strong interest in opportunities for nature experience, unwillingness to do without nature utilisation, nature- and culture-related travelling motivations are particularly important – adventure, exploration, culture and education. Tourist of above-average activity, with interest in strikingly many holiday types and destinations, no particular demographic attributes.</td>
</tr>
</tbody>
</table>

15 Tourism and Development Study Group, Empirical study concerning German citizens' approachability in questions of environmental aspects of travelling
How can tourism have less impact on the environment?

WWF wants to reduce the ecological footprint of holiday trips and make use of the Germans’ high approachability in questions of environment and travelling for preserving and helping to appreciate biological and cultural diversity. Depending on the way it is managed, it may very well have many positive effects.

When properly informed, travellers can become ardent ambassadors of nature protection. When nature gains in economic value due to an increase in ecologically aware travelling, the disposition of holiday destinations’ populations to preserve nature will grow even more, as will their goodwill towards the creation of protected areas such as national parks. Tourism also offers opportunities for nature-orientated economic development: In its wake come alternative sources of income beyond activities that destroy nature or are even illegal, like felling wood or poaching. But one thing has to be kept in mind: From an ecological point of view, travelling to faraway destinations is always questionable. This is why trips like that should be made only rarely, and with a long duration of stay – the negative effects of plane travel on the global climate cannot be argued away.

What can travel service providers do?

To make sure that tourism has positive effects and the tourist footprint is minimized, WWF asks travel service providers and tour operators to comply with highest possible quality standards, with the best available environment protection practices, throughout the entire service chain. WWF has calculated the Tourist Climate Footprint of selected holiday trips as an example. WWF supports the development of a methodology to devise comparable standards for calculating the climate footprint. A standardized calculation of the footprint would result in more comparability and stimulate competition, as it would allow consumers to consciously choose trips with the smallest possible footprint. Furthermore tour operators should modify their offers according to the following criteria:

### Travel to and from the destination
- Preference of bus and train travel
- In case air travel is unavoidable: Justifiable relation between distance to destination and length of stay, e.g. no flights of less than 700 km, flights of 700 km and above only when staying at least for 8 days, 2000 km and above only when staying at least for 15 days.
- Compensation of CO₂-emission-related impacts on the climate through a distance-based surcharge which flows into climate protection projects bearing the Gold Standard¹⁶ quality label.

### Accommodation
- Ecologically aware management: Waste prevention and separation as well as energy and water conservation
- Adoption of an environmental management system (e.g. according to ISO 14001 ff or EMAS)
- Procurement of an ecotag (according to ISI 140024)

### Food
- Preference of regionally produced, seasonal, organic food and drink.

### Activities
- Avoid offering off-road tours by 4WD or motorbike, sightseeing flights by helicopter or plane, heli-skiing or snowmobile tours
- No activities that have negative effects on flora and fauna – e.g. through noise, unnatural light or the disregard of recommended minimum distances when observing animals, or by destruction of nesting or breeding places (instead, guided tours into protected areas should be offered).

¹⁶  [www.wwf.de/klima](http://www.wwf.de/klima)
What can tourists do?

One’s own behaviour is a decisive factor when determining to which extent the environment is affected by a holiday trip. Thus, holiday trips are not all the same. Every single tourist can contribute to minimizing his tourist footprint by consciously planning his travels with care. Apart from the directions given above, most of which can be applied to single trips as well, there is a multitude of questions the traveller should ask himself while planning his trip, and a multitude of choices he should contemplate:

How far do you want to travel?
Do you have to fly or drive 1000 or 10,000 kilometres to relax?
• Does it have to be the Bahamas, or couldn’t you just as well sunbathe and go for walks on the Isle of Borkum or Ruegen? The closer your holiday destination is to your home, the less energy you use, the lower the emissions you produce.

Avoid holiday destinations with insufficient environmental and nature protection standards
• e.g. with unchecked building booms, dirty beaches or seawater polluted by untreated sewage discharges.

Prefer tour operators who present themselves as environmentally aware
• e.g. by giving out information on the environment in holiday regions, by putting up their own environmental criteria for hotels or means of transport, by regular payments to regional environmental protection organisations, by preferring ecological means of transport.

It does not always have to be the car
• Particularly in summer, the metal avalanche of holiday car traffic, in addition to consuming large amounts of energy, pollutes the air with ozone, which is harmful to climate and health – not to mention the stress and the risk of accidents. But your holiday could just as well already begin on the way to your destination: When travelling by train, bus or ship. And at times, going by train is neither more expensive nor slower than going in your own car.

If you fly, do it CO₂-neutrally
• Compensate for the amount of harmful greenhouse gases produced by your flight. The climate protection project you choose should bear the Gold Standard quality label.

Read up on public transport at your destination
• Not everywhere do you have to rely on your own car or a rented one. There are busses and ferries in many regions, and at times you can even take your bike with you for free. Another advantage: That way you get to know the place and its people much more easily.

Be on the lookout for offers that allow you to really experience nature without destroying it
• e.g. on guided hikes, or while animal watching in national parks, on bicycle tours or river excursions in boats typical for the region or the like. Avoid activities like mountain biking, hiking off marked paths or boat rides in designated water protection areas.

Avoid sports that consume lots of energy or water (especially in places that are short of water already)
• e.g. golf in arid environments or floodlit tennis

Reduce your water consumption
• especially in summer and in hot regions.

Choose accommodation that is built in a way to ward off the summer heat naturally
• That way, you do not contribute to the enormous amount of electricity consumed by air conditioning.

Further tipps online at www.wwf.de/interaktiv/verbrauchertipps/besser-reisen/

The choice of accommodation is another important factor for determining if a holiday trip will disproportionately fuel climate change © Birgit Weerts / WWF
Where to find further information

Better travelling with WWF
WWF and “Forum anders reisen”\(^{13}\) (see below) have jointly developed organized trips into WWF project regions. A fixed part of the revenues generated by these products flows into nature protection activities. An important aspect of these trips is involving and counselling the local populations in the development of a sustainable tourism infrastructure by tourism experts. Further information you will find at http://www.wwf.de/interaktiv/verbrauchertipps/besser-reisen/reisen-in-wwf-projekte.

WWF’s advice for consumers concerning “Better Travelling” (e.g. trips into WWF projects, WWF holiday hints, CO\(_2\)-neutral flying, souvenir guide) you will find at www.wwf.de/interaktiv/verbrauchertipps/besser-reisen/.

Global Sustainable Tourism Criteria (GSTC)
define a minimum standard that any tourism business should aspire to reach in order to protect and sustain the world’s natural and cultural resources while ensuring tourism meets its potential as a tool for poverty alleviation. Further information at www.sustainabletourismcriteria.org.

Shopping guide “Bewusst reisen”\(^{14}\)
For everyone who wants to preserve the environment and support the local economy while on holiday, the shopping guide “Bewusst reisen” offers convenient advice and information. The Verbraucher Initiative\(^{15}\), the Verkehrsclub Deutschland\(^{16}\) e.V. (VCD) and WWF have compiled there numerous convenient hints concerning everything from departure to provisions, comparing environmental impacts of travelling by plane, car, train and bus and recommending national and international ecolabels. http://www.reisekompass-online.de.

Climate neutrality: WWF study compares standards
The market for voluntary climate protection donations is booming, offers for compensating greenhouse gas emissions spring up like mushrooms. The environmental foundation WWF had the standards of these offers examined – and discovered considerable faults. The report shows that solely the Gold Standard, a globally recognized quality standard, really is to be considered a warrant for the authenticity of compensation projects. The Gold Standard’s objective is to make sure that compensation projects really lead to a reduction of greenhouse gases. Furthermore these projects are supposed to boost sustainable development in their respective countries. More on this you will find at http://www.wwf.de/klima.

Destination nature
Information on holidays and excursions in German national parks and protected areas, including practical advice for travelling there and back by public transport, addresses of tour operators and environmental associations you will find at http://www.fahrtziel-natur.de.

Forum anders reisen
The “Forum anders reisen” is an association of travel service providers offering trips to all parts of the world that boast particular ecological and social sustainability. More detailed information concerning the association and numerous exciting trips – some of which were developed in cooperation with WWF – you will find at http://www.forumandersreisen.de.

The bicycle travel database
Offers data on more than 70,000 worldwide cycle tours by more than 100 tour operators, 1,900 cycle trips, more than 650 bicycle tracks, more than 500 bicycle hotels, contact information for more than 200 tourist boards, facilities to place orders for catalogues and lots of further helpful information on planning bicycle trips (http://www.fahrradreisen.de).

Viabono
The Viabono label has been awarded to more than 400 hotels, hospitality businesses, nature parks, municipalities, camping sites and landlords of holiday homes, all of which were able to demonstrate ecologically adequate management and an especially frugal handling of natural resources. The directory can be found at http://www.viabono.de.

INVENT – sustainable tourism offers for the mass market
In the context of the INVENT project, supported by the Federal Ministry of Education and Research, the Öko-Institut lead and managed the development of several innovative model travel products for different target audiences and different destinations of the package tour and mass market. In an across-the-board approach, the entire value creation chain of a holiday trip was examined – including transport to the destination, on-location stay, accommodation, holiday activities and the trip back home. Further information at http://www.invent-tourismus.de.

The travel analysis of the Forschungsgemeinschaft Urlaub und Reisen (F.U.R.)
is an empirical investigation to record and describe the Germans’ holiday travel behaviour, as well as their holiday motivations and interests. Every year, in January, about 7,500 persons that are representative for the German-speaking resident population in private households aged 14 or more are interviewed in this context. Further information at http://www.fur.de.
One of the Germans' favourite holiday destinations is still Germany. Such as here at the chalk cliffs on Rügen. © Christian Zapf / WWF

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WWF/Klimaneutrale Fliegen www.wwf.de/klima
WWF is one of the world’s largest and most experienced independent conservation organisations, with almost 5 million supporters and a global network active in more than 90 countries.

WWF’s mission is to stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature, by
- conserving the world’s biological diversity,
- ensuring that the use of renewable resources is sustainable and
- promoting the reduction of pollution and wasteful consumption.

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