



European tourism association

The European Tourism Association (ETOA) Declares a Climate Emergency

16th December 2020

Managing through the Covid-19 crisis remains the top priority across our industry. ETOA and its partners are determined to ensure tourism is central to recovery plans across Europe. For these to work, governments must take a more rational, science-based approach to travel restrictions.

But the largest long-term challenge for our sector is sustainability. On climate and environmental action, much is within industry control, from product development and supply chain management to energy and water efficiency. Social sustainability requires effective public-private sector collaboration for destinations to remain viable and appealing places to live, work and visit.

Tourism is based on discretionary spend, driven by demand as much as opportunity. Consumers and clients want to know what impact their choices have. Regulation and resources designed to achieve 2030/50 targets will bring new business conditions as well as investment. Long-term success will always require change: [climate-imposed adaptation across the industry is unavoidable](#).

By declaring a climate emergency, ETOA accepts [IPCC advice](#) and the emissions reduction targets that are based on it. It is examining its own environmental footprint and encourages its members to develop a climate action plan that suits them. We will work with partners including [Tourism Declares](#) to promote awareness and ensure that resources are available to support a commercially successful transition.

We will continue to argue that tourism must be part of the plan, and not only seen as part of the problem. Europe needs tourism, for its job-generation, its cultural diversity, and its value-adding creativity. It promotes international collaboration and mutual understanding. ETOA and its partners continue to fight to ensure that tourism has a valued place at the heart of policy making.

Just as safe and seamless travel is possible thanks to industry initiative during the Covid-19 pandemic, so is climate-friendly tourism. Unprecedented levels of strategic funding are needed. Tourism can be an engine for sustainable development that supports jobs in rural and urban communities, in travel and retail, hospitality and professional services. If we act together, it will be.

Tourism is a positive force. ETOA's members represent a diverse range of organisations across Europe and its source markets. To support recovery, we are offering [membership on a voluntary-payment basis](#) to suitable buyers who can deliver demand to Europe's tourism ecosystem. It is to ensure our industry is thriving in Europe in 2030 and beyond that we make this declaration today.

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