

# Making Green Choices Without Turning Blue!

**Mirko Lalli**

Founder & CEO The Data Appeal Company

**Carlotta Ferrari**

Director, Destination Florence





# Sustainability throughout history

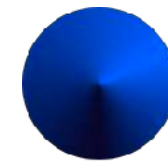
What do bamboo towels and an Ancient Indus civilisation have in common?

**Care for environment:** Many steps forward from the Industrial Revolution to these days, thus building a regulatory international framework of reference for sustainability as a whole



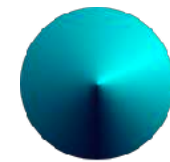
## 1972

The United Nations Conference on the Human Environment



## 1984

The World Commission on Environment and Development



## 1987

Publication of the Brundtland Report: "Our Common Future"



## 1992

Earth Summit - Agenda 21 and Rio Declaration

Source: Ferreira, Danie. (2023). THE EVOLUTION OF SUSTAINABLE TOURISM DEVELOPMENT: A TIMELINE FROM 1995 TILL 2015.





# The travel industry's path to sustainability

**Sustainable travel is no longer the ambition of the few but of the many -  
Booking.com, Sustainable Travel Report 2022**



## **Sustainable food**

Farm-to-table restaurants  
sustainable food tours  
promotion of local food



## **Eco-friendly accommodation**

Renewable energy sources  
Eco-friendly building materials  
Waste reduction & recycling



## **Experiential travel**

Local communities engagement  
Outdoor experiences  
Wildlife conservation





≡ Bloomberg

Illustration: Khylin Woodrow

Green | The Big Take

## Airline Passengers Will Be Forced to Pay for \$5 Trillion Carbon Cleanup

The aviation sector's plans to pass along the cost of decarbonization could add hundreds of dollars to the price of some flights.



By [Angus Whitley](#)

11 August 2023 at 01:00 CEST



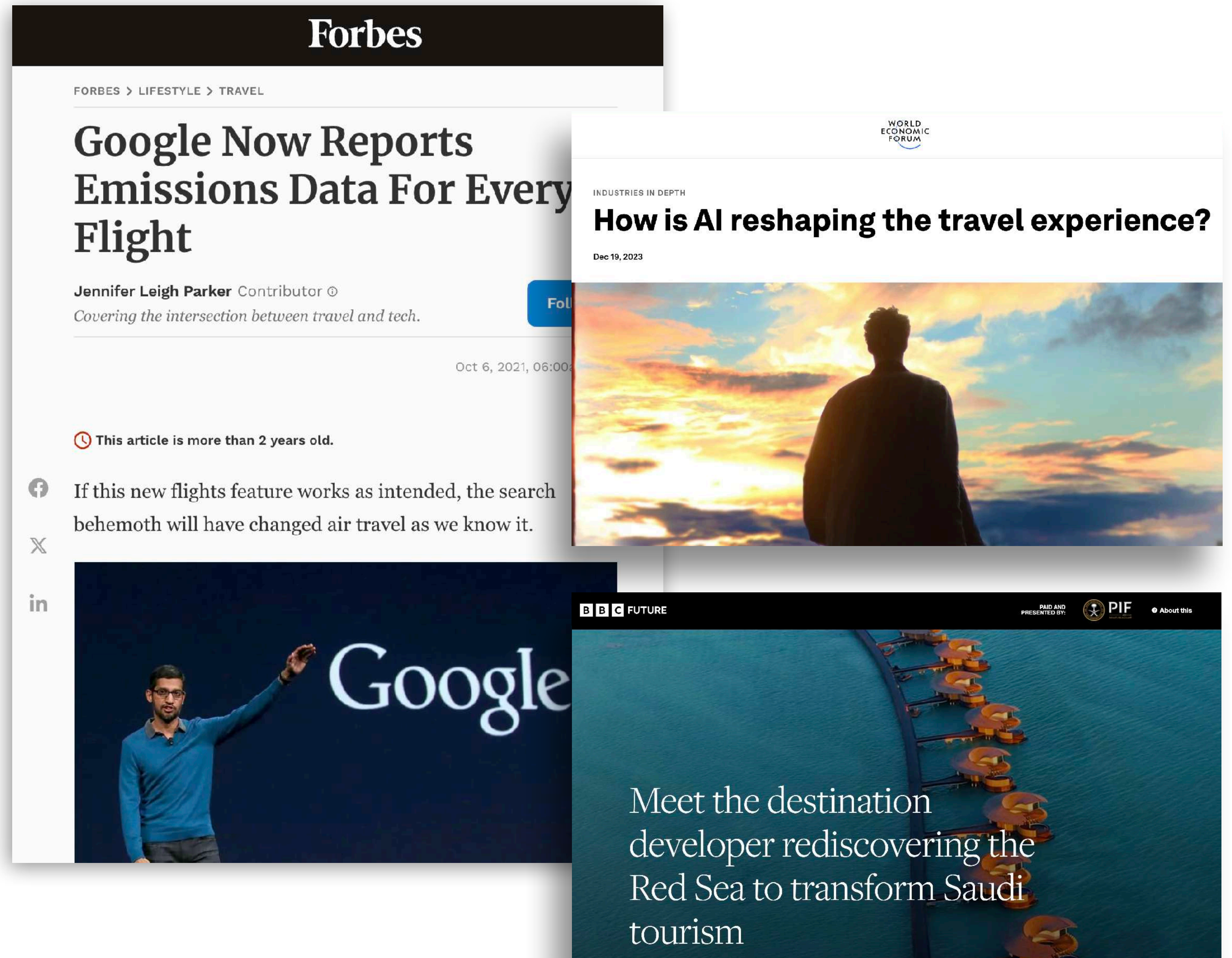




# How sustainable travel is evolving

The pre and post-pandemic scenarios:

- CO2 emissions are shown on Google Flights new feature
- Regenerative tourism strengthening communities and biodiversity
- Data and AI reshaping global tourism trends





# The Cutting Edge of Sustainable Travel

## The answer is in the data:

In 2022, the sustainable international tourism industry worldwide was estimated at \$172.4 billion and expected to grow to \$374.2 billion by 2028.



A global survey in 2020 showed that **Gen Z (56%)** and **millennial (51%)** travelers are the most concerned with sustainable travel. **Gen X (49%)** and **Baby Boomers (46%)** are the least concerned about it.



**77%** of travelers aged between 18-29 say that sustainability impacts their travel decisions, compared to **48%** of travelers aged 51 and above.



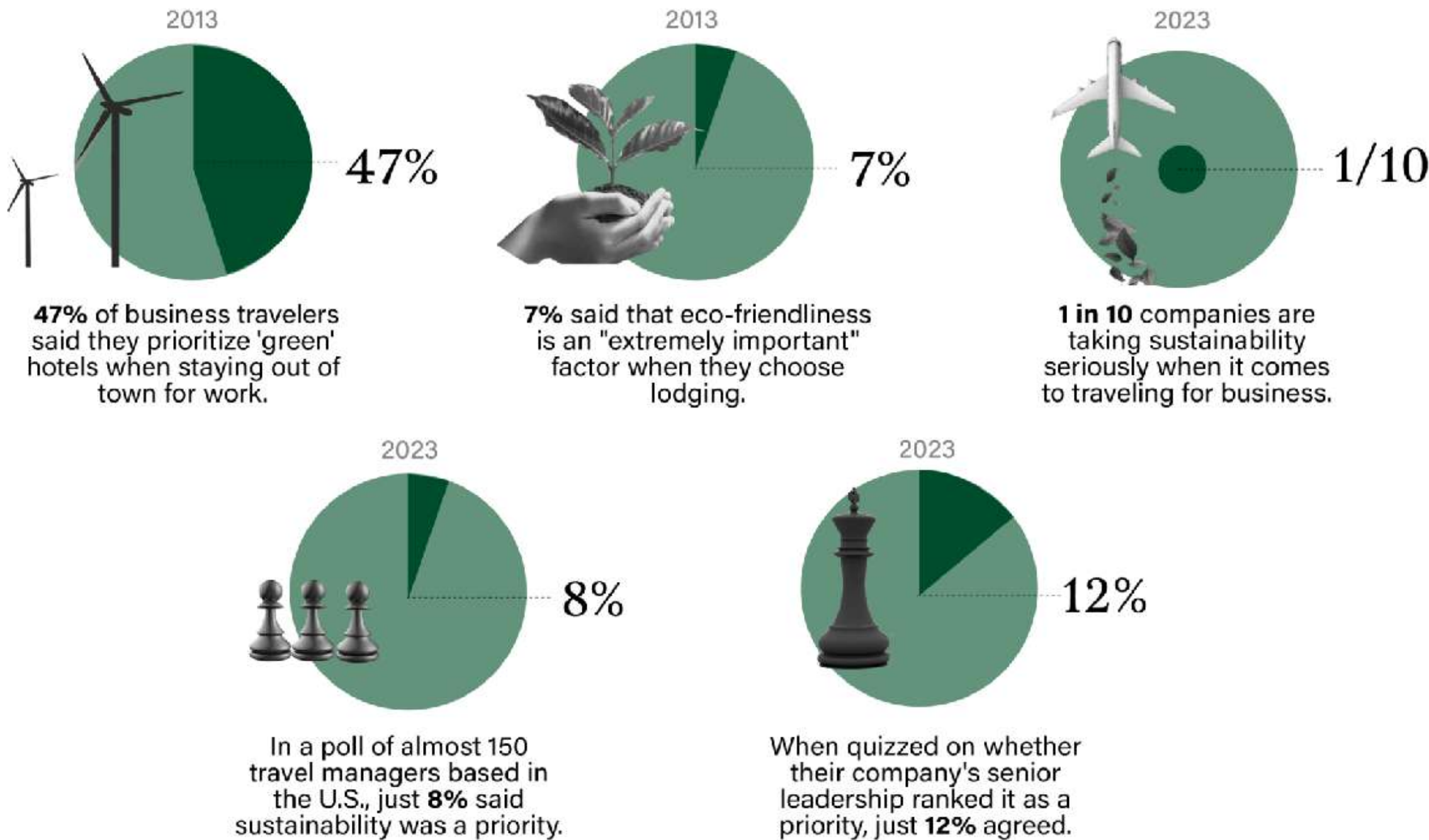
**76%** of travelers surveyed in 2023 say they want to travel more sustainably over the next 12 months.

TravelPerk. (n.d.). Sustainable travel statistics & trends. *TravelPerk. Retrieved April 18, 2024*



Data on Sustainable Business Travel: Findings From 10 Years Apart

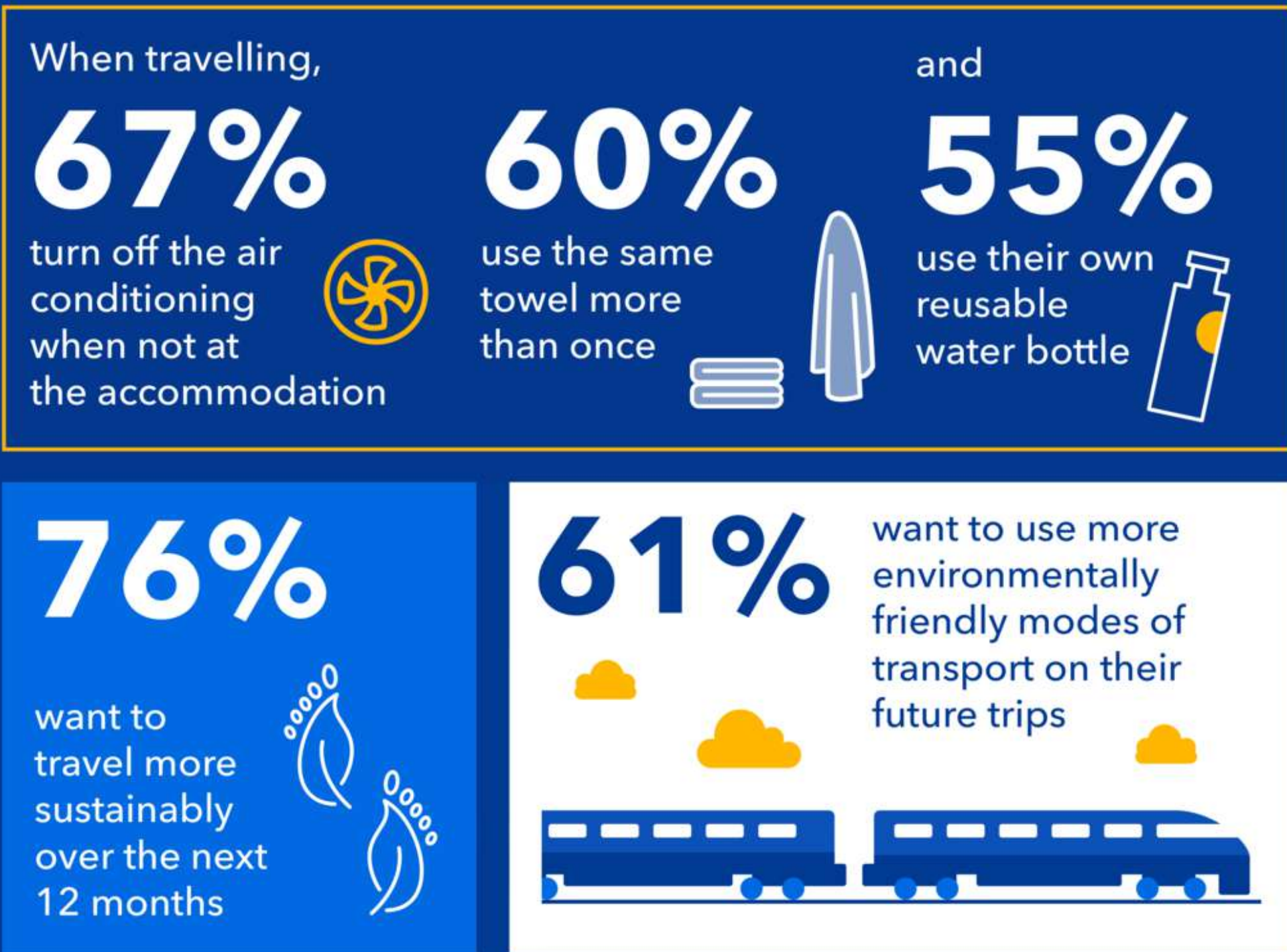
Source: Survey conducted by Timetric Intelligence and published as part of the Global Business Traveler Survey(2013). Research from industry body Global Business Travel Association and campaign group Transport & Environment(2023).



Skift. (2023, April 20). How Skift Has Covered Travel's Sustainability Efforts. Retrieved from <https://skift.com/2023/04/20/how-skift-has-covered-travels-sustainability-efforts/>, last seen on 2024/05/15

Traveller trends\* shaping sustainable travel in 2023

Booking.com



\* Insights gathered from over 33,000 travellers across 35 countries and territories.

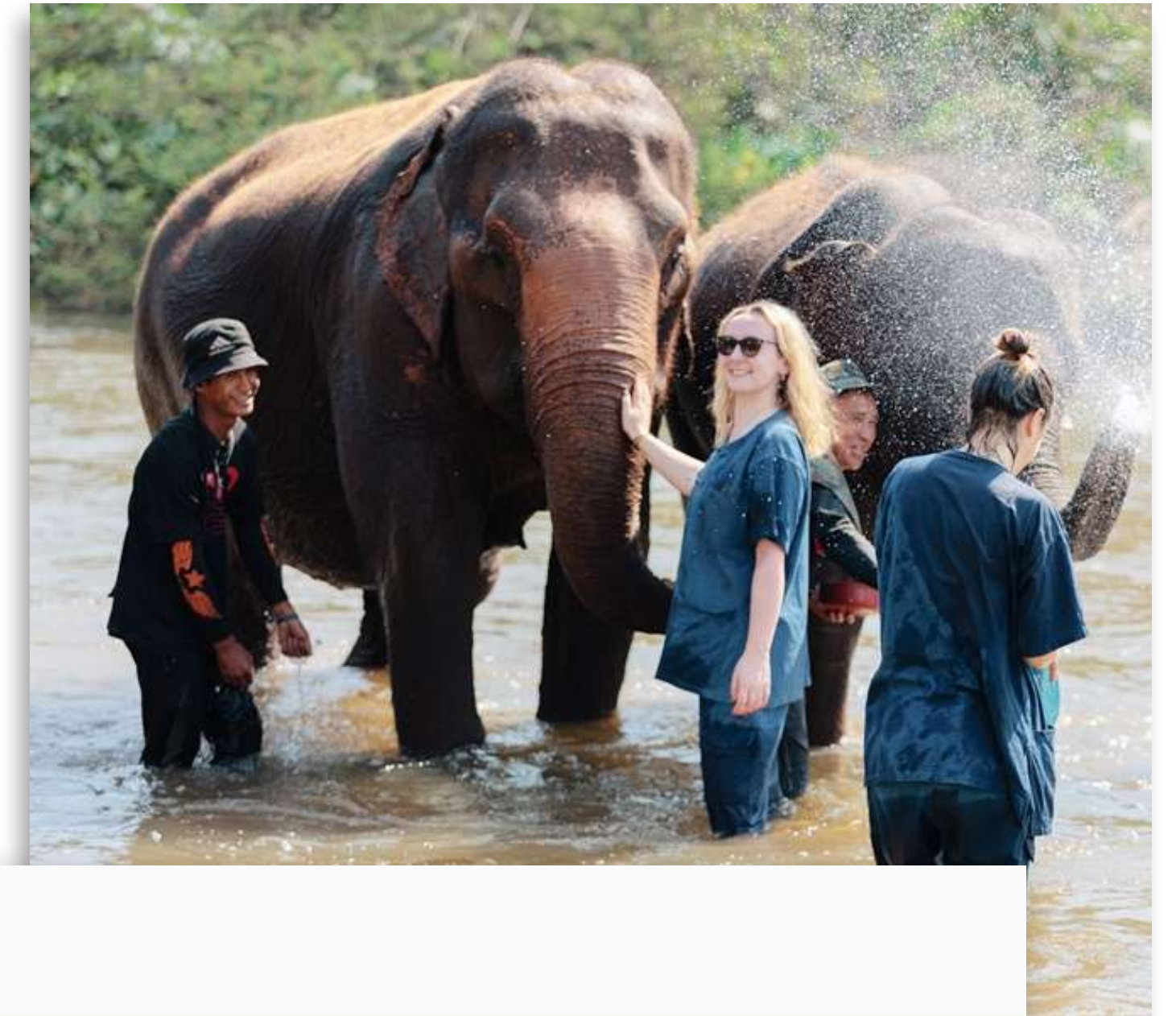
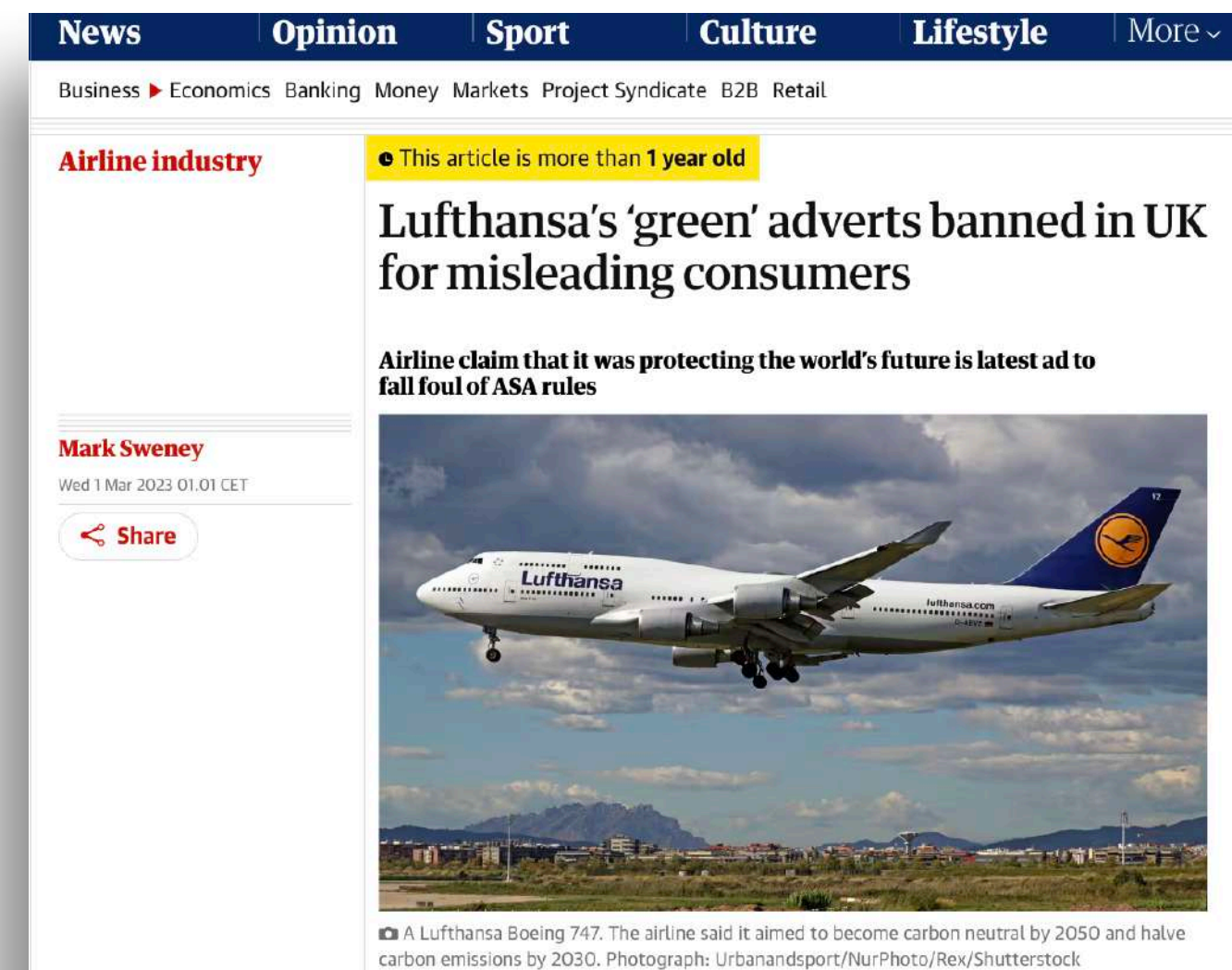
Booking.com. (2023). New research reveals trends driving sustainable travel in 2023. Retrieved from <https://partner.booking.com/en-gb/click-magazine/trends-insights/new-research-reveals-trends-driving-sustainable-travel-2023>, last seen 2024/05/15



# Greenwashing & tourism

## Spotting Greenwashing In the travel industry:

Eco-chic hotels or eco-lodges - Not so eco  
Animal “Sanctuaries” prioritizing  
entertainment over welfare  
Exaggerated or ambiguous carbon neutral  
and climate claims  
Manufactured or exploitative cultural  
experiences claiming to be authentic



European elections   Circular economy   Climate and environment   Economy and budget   Gender equality   All topics

[Topics](#) > [Climate and environment](#) > [Circular economy](#) > **Stopping greenwashing: how the EU regulates green claims**

## Stopping greenwashing: how the EU regulates green claims

The EU aims to put an end to greenwashing, when companies claim to be greener than they are, and provide more information to consumers on the durability of products they buy.



# Greenwashing & tourism



## BOOKING.COM DROPS "TRAVEL SUSTAINABLE" PROGRAM

**Booking.com** has removed its "Travel Sustainable" program, which scored accommodations based on their sustainability efforts.

The removal of the "Travel Sustainable Badge" follows pressure from the Netherlands Authority for Consumers and Markets (ACM). The badge was intended to help consumers find properties that are operating more sustainably.

**ACM objected to the Travel Sustainable program scoring system**, which gave properties a score between 1 and 3+ depending on their efforts. The organization called the "presentation of this program to be misleading."

"The claim Travel Sustainable may wrongly give the impression that traveling is sustainable," ACM said in a statement. "Additionally, it was not sufficiently clear to what aspects the claim refers, which may result in a distorted impression of the actual sustainability efforts of accommodations."

NEWS / ONLINE

BY LINDA FOX | MARCH 26, 2024

SHARE



What industry are you in?\*

Please select

Interaction questions

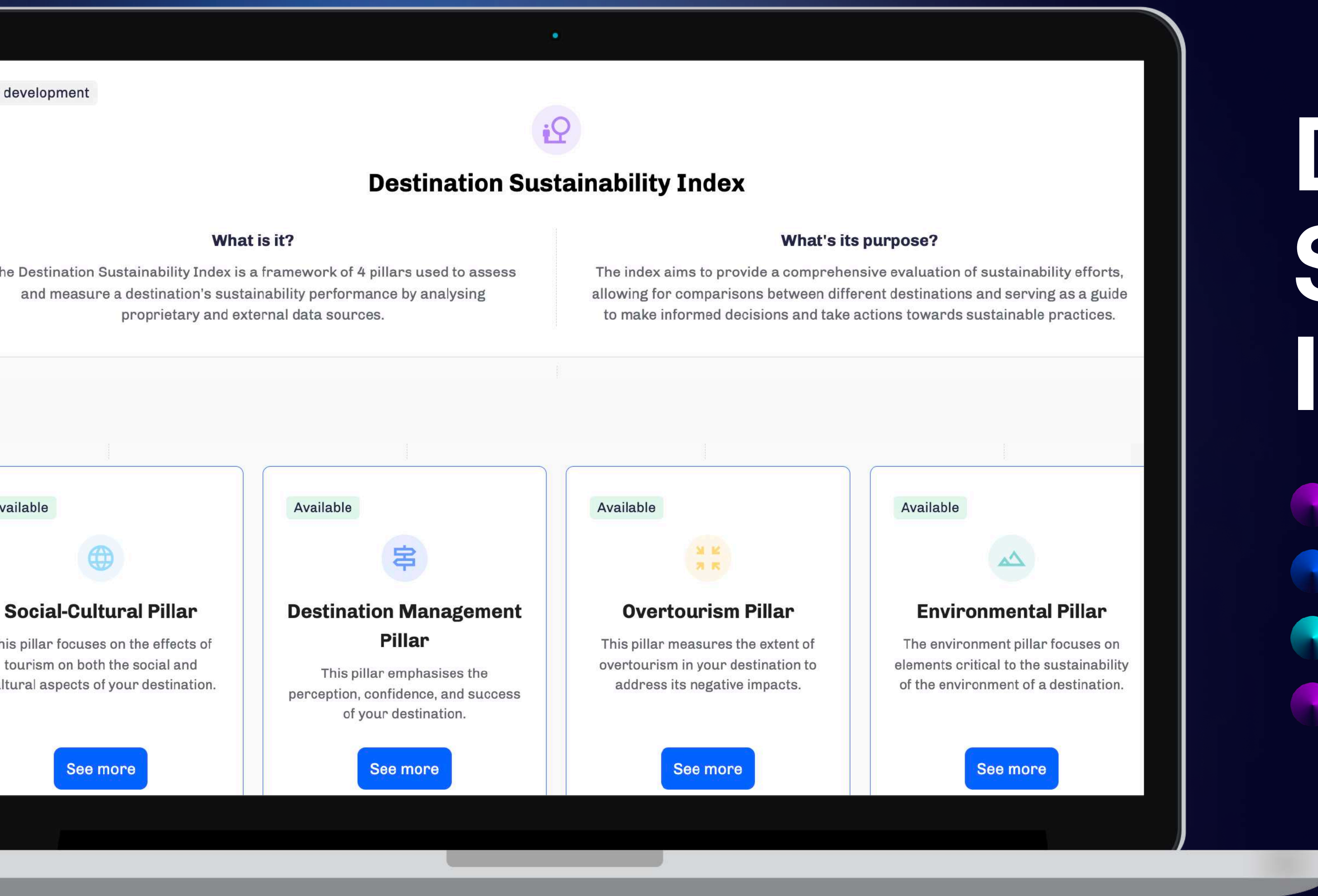
Next





# The Data Appeal Company fuels the most effective data-driven approach



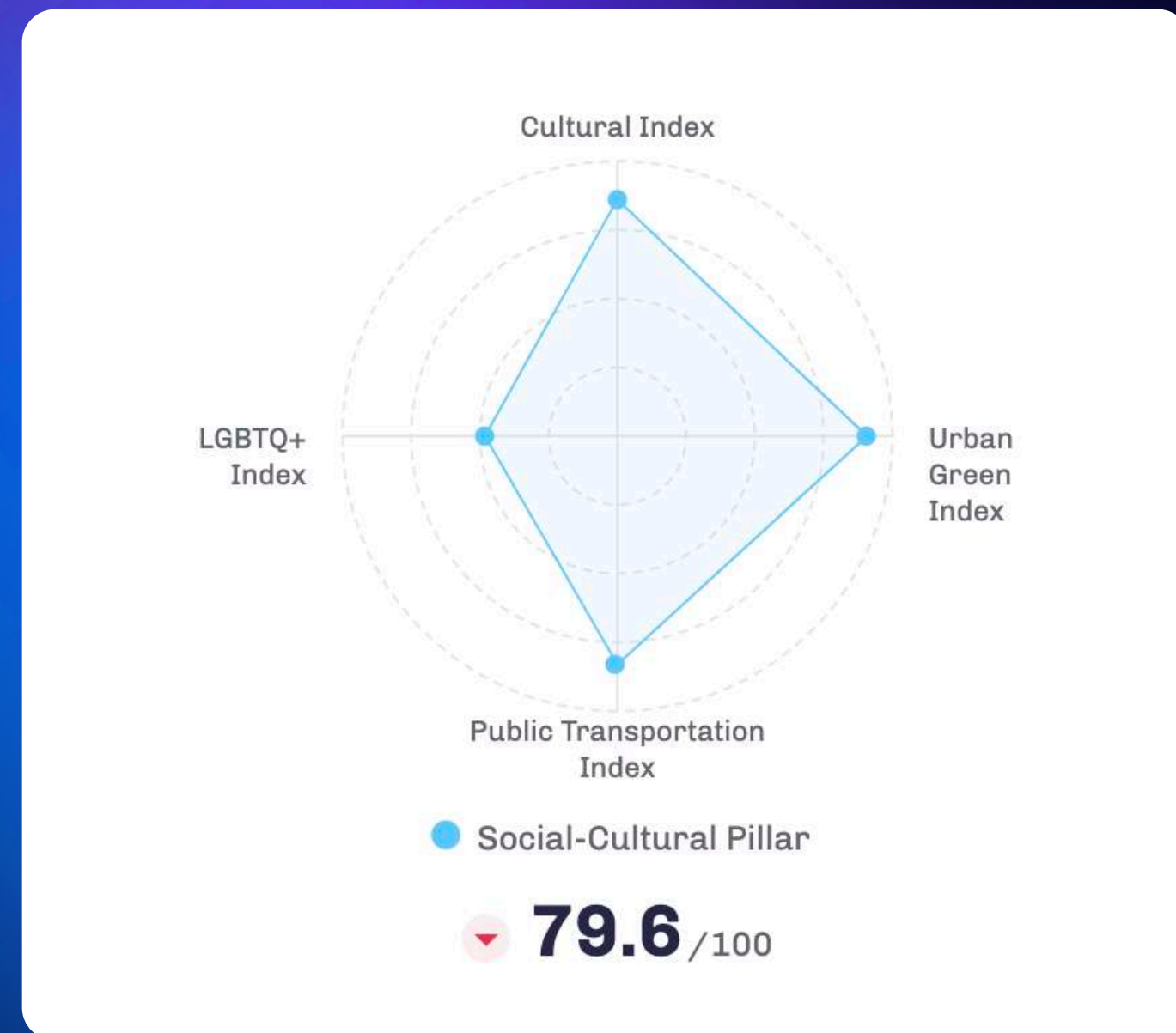


# Destination Sustainability Index

- Socio-Cultural Pillar
- Destination Management Pillar
- Overtourism Pillar
- Environmental Pillar

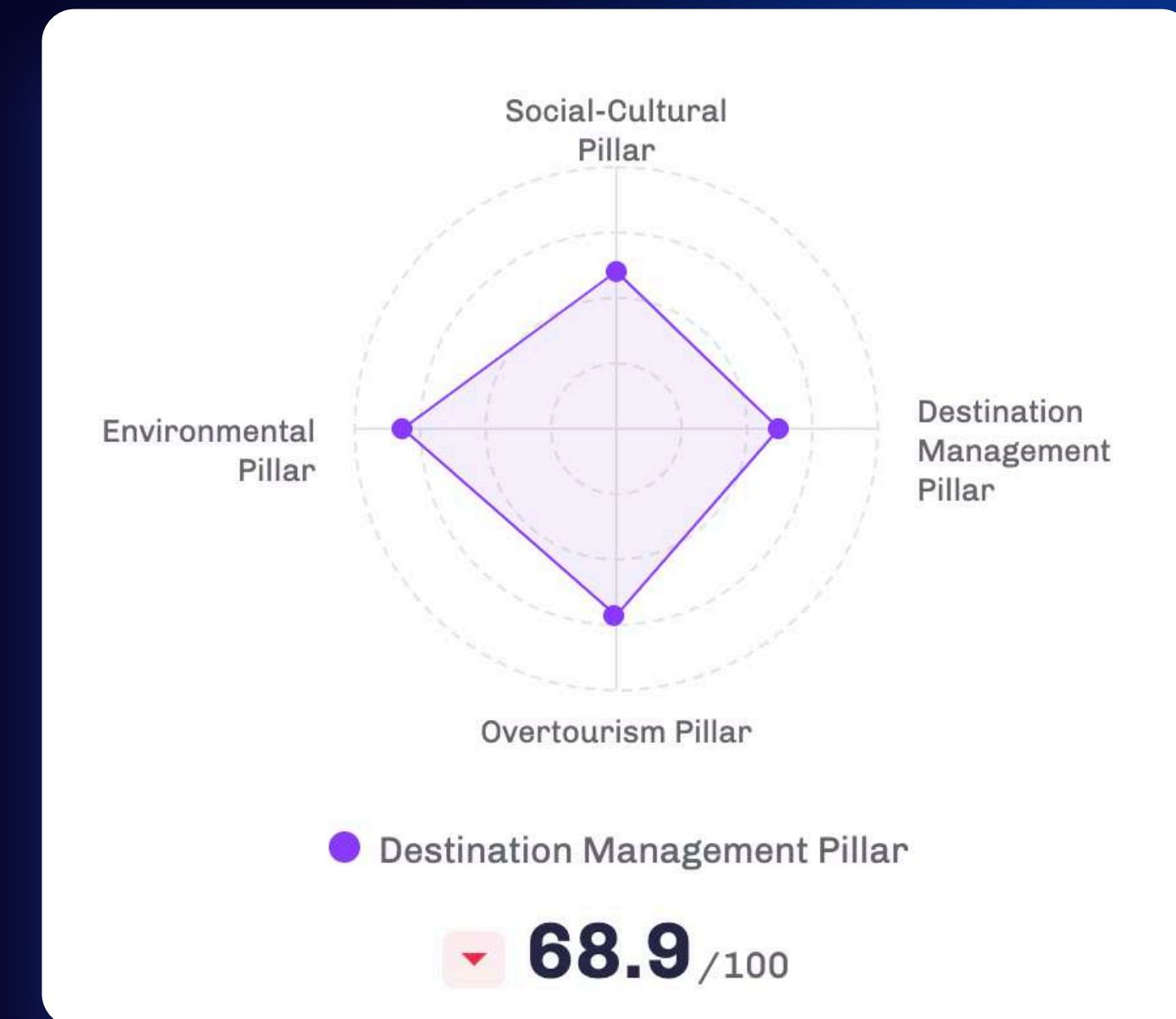


# Socio-Cultural Pillar



This pillar focuses on the impact of tourism on the local community and the destination's culture. It focuses on the effects of tourism on a destination's social and cultural aspects, such as the presence and quality of urban green, the destination's cultural vitality and reputation, and general accessibility in terms of public transportation.

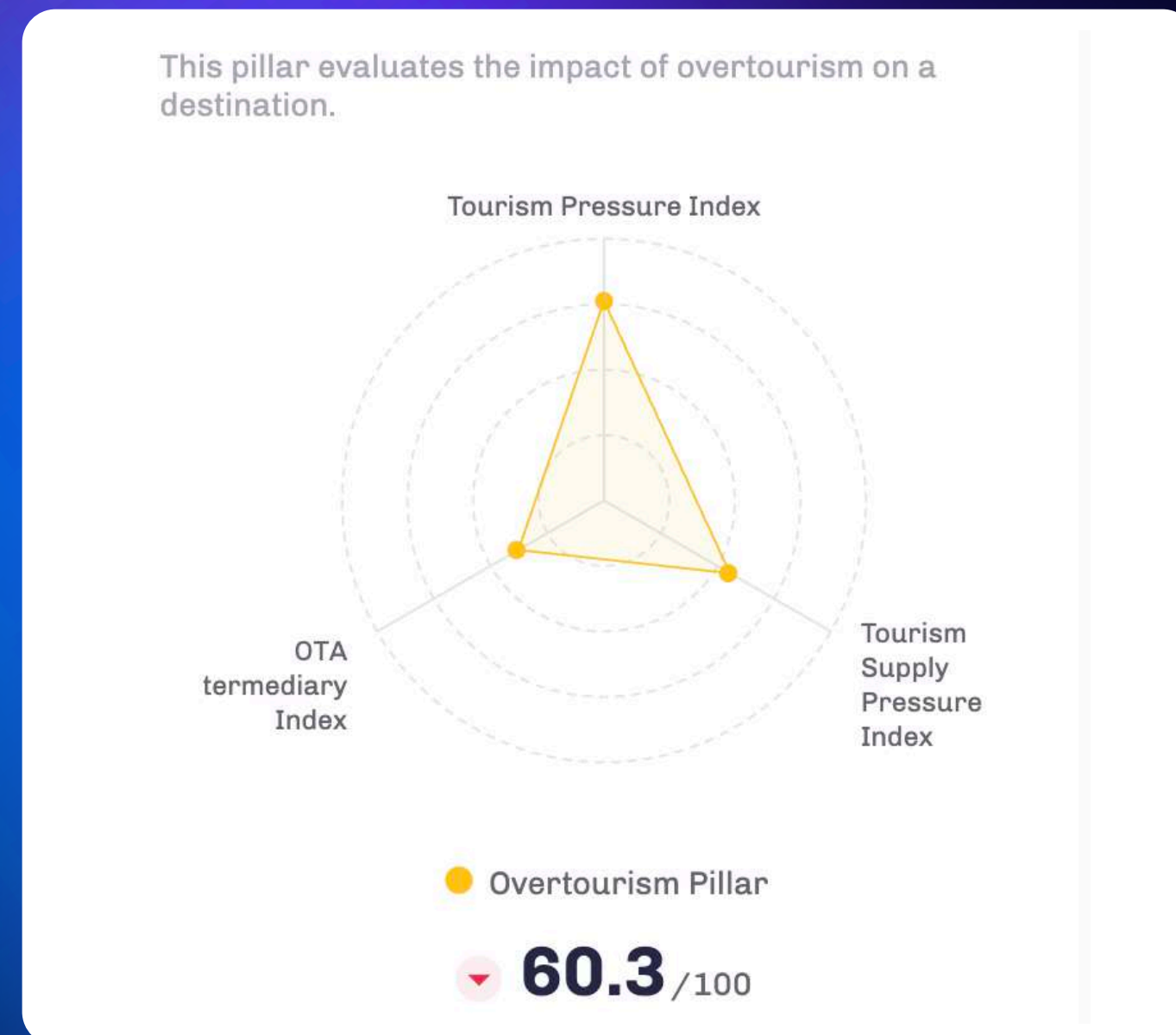
# Destination Management Pillar



This key pillar focuses on your destination's perception, confidence, and overall success.

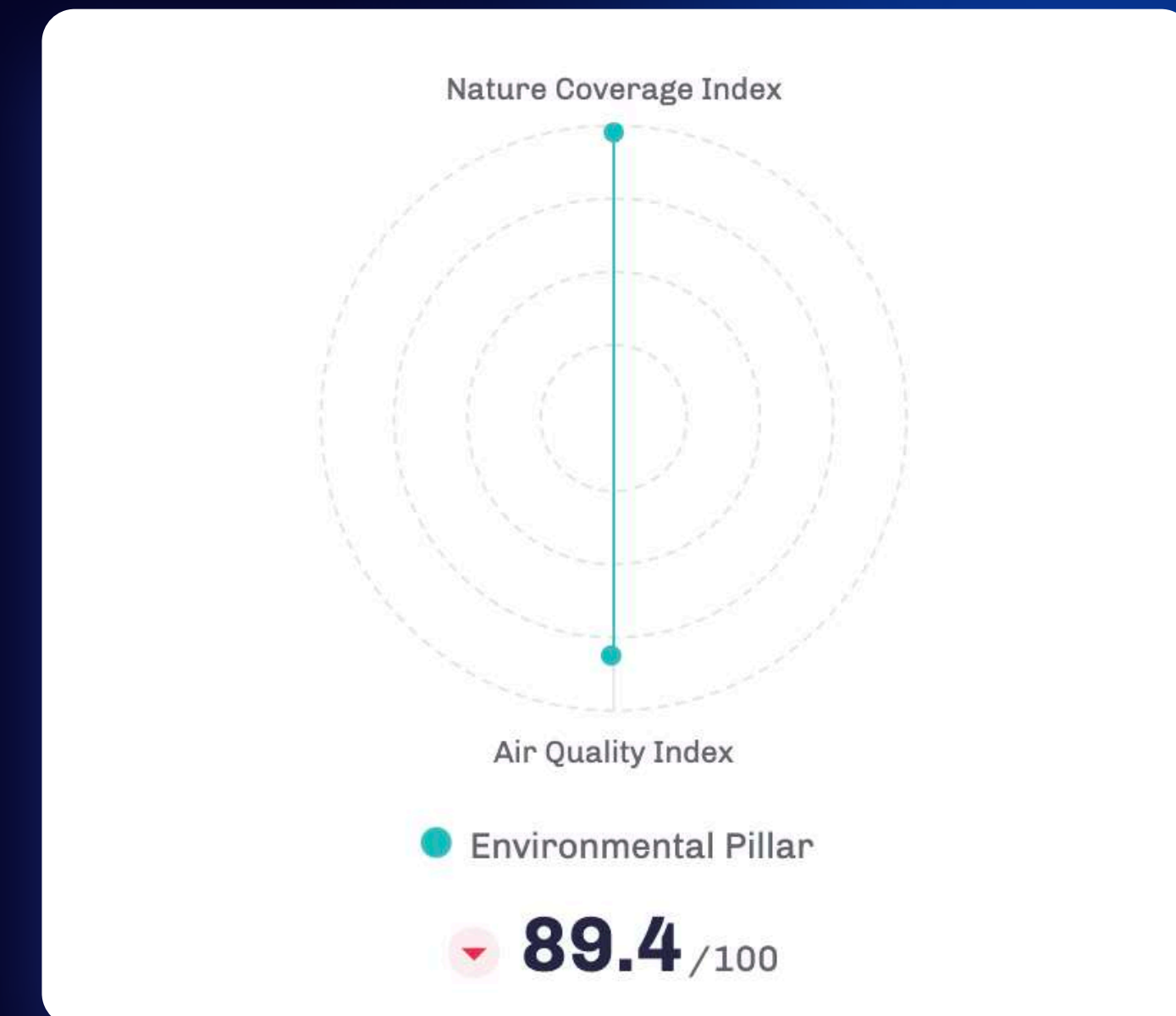


# Overtourism Pillar



Understand and manage overtourism effectively. Assess the impact of overtourism on your destination considering various indicators, such as tourism flows, pressures on tourism supply, population density and the satisfaction of the local community.

# Environmental Pillar



The environment pillar prioritises the sustainability of your destination's environment, allowing you to assess factors like greenery, natural surroundings, pollution levels, and air quality to meet the needs of visitors while nurturing a better life environment for the citizens.



# Case Studies





**SUSTAINABLE  
TRAVEL  
FINLAND™**

In order for the tourism industry to be able to respond to changing demand and secure its future, development must be sustainable. For this purpose, Visit Finland has developed the Sustainable Travel Finland programme for tourism companies and destinations. The destinations and companies that undergo the entire programme and meet the criteria, are awarded with Sustainable Travel Finland label.

[visitfinland.it](https://visitfinland.it)

## Destination Sustainability Index



High level of destination sustainability.

Destination Sustainability Index	73.2/100
Social-Cultural Pillar	60.5/100
Destination Management Pillar	78.2/100
Overtourism Pillar	72.3/100
Environmental Pillar	81.6/100



# How Bhutan aims to balance economy and environment through tourism

Sep 13, 2023

- Bhutan, a tiny Himalayan kingdom known for its pristine environment and sustainable development, will cap tourist numbers at 200,000 a year from 2023 to protect its natural resources and fight climate change.
- The move is part of the country's efforts to become carbon neutral by 2025.
- Bhutan is already 72% carbon negative, meaning it absorbs more carbon dioxide from the atmosphere than it produces.
- The government said the cap would be enforced through a quota system, with each tourist paying a daily fee of \$250. The money will be used to fund conservation and development projects.





# THE END OF TOURISM AS WE KNOW IT



- The key strategic concept is "**Localhood for everyone**," where residents and travelers co-create the tourism destination, enhancing Copenhagen as a place to live.
- Localhood emphasizes building human relationships and sustainable growth instead of mass marketing and growth at all costs.
- The strategy outlines five coordinates to ensure Copenhagen remains on track:
  - **Shareability is King:** Enable travelers, partners, and influencers to create shareable moments.
  - **Once Attracted, Twice Valued:** Encourage repeat visitation through exceptional experiences.
  - **Tomorrow's Business Today:** Attract new visitors from emerging markets.
  - **Co-Innovation at Heart:** Foster industry collaboration for mutual benefit.
  - **People-Based Growth:** Focus on making tourism beneficial for both residents and visitors, prioritizing the value of visitors over sheer numbers.

## DESTINATION SUSTAINABILITY INDEX

This index measures the level of sustainability performance in your destination.

2019 vs 2023



Destination Sustainability Index	67.5 / 100
Social-Cultural Pillar	68.0 / 100
Destination Management Pillar	84.7 / 100
Overtourism Pillar	75.5 / 100
Environmental Pillar	41.8 / 100



YES → BUT

## Venice Introduces Daily Fee for Visitors to Combat Overtourism

Local protests broke out over the plan, which had been years in the making.



**Bloomberg**

**Forbes**

BREAKING

## Venice Residents Protest Entry Fee For Tourists Amid Concerns City Will Turn Into A 'Theme Park'

«The proceeds of the ticket for the maintenance of Venice»: 12 thousand signatures have already been collected

The online petition launched a week ago by a resident. But no proceeds are expected this year: the expenses are greater than the income

the

Follow

Apr 25, 2024, 11:01am EDT

Home > Economy > Venice, record entry ticket: in 8 days the money expected in 3 months was raised

## Venice, record entry ticket: in 8 days the money expected in 3 months was raised

The entrance ticket to Venice did not stop tourists: the Municipality collected the money expected in 3 months in 8 days

May 3, 2024 1.29pm



# Cinque Terre: a continuous challenge between overtourism and climate change

by Beatrice Foresti **la Repubblica**



The president of the Cinque Terre National Park Donatella Bianchi: "We must protect biodiversity and the environment, without impacting the quality of the tourist experience offered by Tourism

OCTOBER 20, 2023

## Cinque Terre town pushes train company to limit tourist numbers

**The Local Italy** - news@thelocal.it  
Published: 8 Jul, 2019 CET. Updated: Mon 8 Jul 2019 14:49 CET

f t in

Fabrizia Pecunia, mayor of Riomaggiore and Manarola, the first two of five towns on the tourist trail and most visitors' landing point, wants to establish an "overcrowding alert": special measures that would allow the villages to prevent any more passengers disembarking in their tiny streets once a maximum number have arrived.

### DESTINATION SUSTAINABILITY INDEX

This index measures the level of sustainability performance in your destination.



Moderate level of destination sustainability.

Destination Sustainability Index	52.2 / 100
Social-Cultural Pillar	38.3 / 100
Destination Management Pillar	76.7 / 100
Overtourism Pillar	13.8 / 100
Environmental Pillar	79.8 / 100

### OVERTOURISM PILLAR

This pillar evaluates the impact of overtourism on a destination.



Very high level of tourist overcrowding.

Overtourism Pillar	13.8 / 100
Tourism Pressure Index	18.8 / 100
Tourism Supply Pressure Index	10.9 / 100
OTA Intermediary Index	9.8 / 100



So coming to  
Amsterdam for a  
messy night?

**Stay away**



## The Independent: far fewer British people going to Amsterdam, discouragement policy seems to be working

November 7, 2023, 9:08 PM · Modified November 10, 2023, 2:47 PM · By AT5



A lot fewer British tourists came to Amsterdam this year than in previous years. This was reported by the British news site **The Independent**. Earlier this year, the municipality started an **online campaign** to keep party tourists out of the city, and according to the site, that is having an effect. The number of British people dropped by 22 percent compared to 2019.

## Amsterdam welcomes decline of nuisance tourism after 'stay away' drive

The Guardian

Some locals say number of stag party-type visitors is down after campaign targeting young Britons



Beverley Boden, head of the department for aviation, tourism, finance and marketing at Teesside University International Business School, told *The Independent*: “The Dutch government has taken a unique approach to managing the swarms of people big European cities experience, and may seem contradictory, especially at a time when tourist bodies are battling to raise the number of visitors coming in.

“The Dutch approach shows it is possible to prevent rowdy tourists from coming over, and may serve as an effective blueprint for other countries looking to do the same. However, tourism is often a fundamental industry to a country’s economy, such as Spain, and any dip in visitor numbers can have a traumatic effect on an intricate and interdependent network of operators, hotels, vendors, attractions, and restaurants.

“Obviously, people are still free to fly to Amsterdam to enjoy the city as they please. This might invite a calmer kind of tourist as opposed to the so-called ‘louts’ that cause inner-city mayhem. The Dutch way certainly shows others that it is possible to shift the demographic of who arrives into the country which may, in the end, be better for other kinds of tourists.”



INDEPENDENT

### DESTINATION SUSTAINABILITY INDEX

This index measures the level of sustainability performance in your destination.



High level of destination sustainability.

Destination Sustainability Index	64.6/100
Social-Cultural Pillar	77.9/100
Destination Management Pillar	90.4/100
Overtourism Pillar	41.2/100
Environmental Pillar	48.8/100



## AMSTERDAM RULES.

Rules

Why would you like to visit Amsterdam?

Honeymoon

Stag party

Shopping

Sightseeing

Going out





[www.datappeal.io](http://www.datappeal.io)



FONDAZIONE

DESTINATION  
FLORENCE



DATA - Metropolitan city of Florence

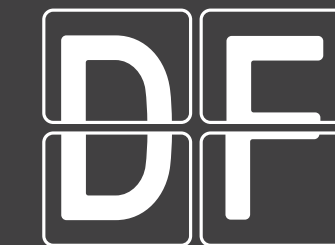
	Arrivals	Presences
2021	2.125.162	5.316.518
2022	4.424.448	10.954.567
2023	5.298.406	12.749.061
Var. % 2023 vs 2022	+19,8%	+16,4%
Var. % 2023 vs 2021	+149,3%	+139,8%

Main trends in 2023:

- **Foreign tourists:** 76.7% of overall presences (71.3% in 2022 and 53.8% in 2021)
- **Italian tourists:** -5.4%, compared to 2022

**Hotel facilities** have accommodated 41.1% of total arrivals (42.0% in 2022 and 45.3% in 2021).





# GOVERNANCE, A BIG ISSUE IN ITALY

FONDAZIONE DESTINATION FLORENCE X **ETOA**

MAGGIO 2024

FIRENZE





GOVERNANCE

- ITALY
- TUSCANY
- FLORENCE

ERROR  
404



FONDAZIONE

DESTINATION  
FLORENCE

# A NEW FOUNDATION FOR THE CITY

FONDAZIONE DESTINATION FLORENCE X **ETOA**

MAGGIO 2024

FIRENZE



## RULES AND REGULATION - MUNICIPALITY OF FLORENCE

Protection and valorization of Florentine and traditional business activities

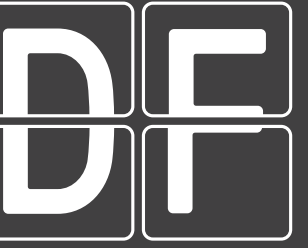
Protection and decorum of the historical city center of Florence

Deliberation on retail and business activities in public areas (markets)

Short rentals: we need a national and European strategy! in the meanwhile ....

Urban requalification: new areas outside the unesco centre





PARTNERSHIP WITH THE MINISTER OF TOURISM

# NEW NETWORK OF THE 5 MAIN TOURISTIC ITALIAN DESTINATIONS

FONDAZIONE DESTINATION FLORENCE X **ETOA**

MAGGIO 2024

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**Milan**  
**Venice**  
**Florence**  
**Rome**  
**Naples**

A virtuous model of cooperation and development, to systematize resources, share best practices and know-how, and share the solution to any common critical issues.



# DISPERSAL STRATEGIES: PROMOTION AND PRODUCT





HOW WE WORK:

**QUALITATIVE OPERATOR SELECTION**

**OPERATOR TRAINING**

**PRODUCT CONSTRUCTION**

**PROMOTION**

**SALES ACTIVITIES**

41 Municipalities all around Florence





## TYPES OF PRODUCTS

outdoor  
tuscan countryside  
walks  
bike  
food and wine





## Filtra per:

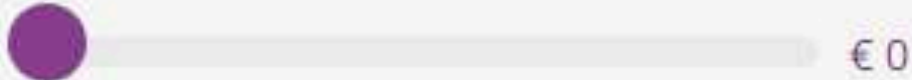
Parola:

📅 DATA

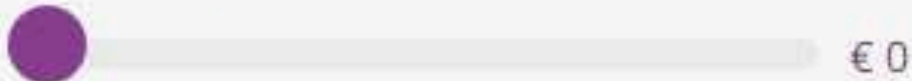
Dal - Al



Prezzo minimo:



Prezzo massimo:



Scegli il tuo stile



☐ Bicicletta

Categorie



Tipologie



Cerca



All'aria aperta

### Tour delle colline fiorentine in Vespa elettrica e degustazion ...

Scopri le colline di Firenze con un tour in autonomia con la Vespa elettrica. Segui il percorso sull'app, ammir ...

**A partire da 89,00 €**



Enogastronomia

### Menù del Giorno a KM 0 per due persone @Fattoria di Maiano

Pranzo o Cena: piatti del giorno per 2 persone nel ristorante Lo Spaccio della Fattoria di Maiano, con la fresc ...

**A partire da 75,00 €**



All'aria aperta

### Tuscany E-BIKE tour in inglese: da Firenze al Chianti con pran ...

Pedala senza sforzi su e giù per le colline toscane e goditi la meravigliosa vista da Piazzale Michelangelo. In ...

**A partire da 149,00 €**





# INFRASTRUCTURAL AND TRANSPORTATION STRATEGIES

BICIPOLITANA

TRAMVIA

AUTOLINEE TOSCANE



#ENJOYRESPECTFIRENZE

# A NEW COMMUNICATION CAMPAIGN FOR VISITORS



## #ENJOYRESPECTFIRENZE

The City of Florence's project for the #EnjoyRespectFirenze campaign aims at a renewal of the content and format of the campaign already promoted in 2017, to **educate and inform visitors** on choices and behaviors to adopt for a more **respectful, conscious and sustainable** approach towards the city: not just towards its priceless artistic and cultural heritage, but also towards its environmental resources and the citizenship that inhabits it.

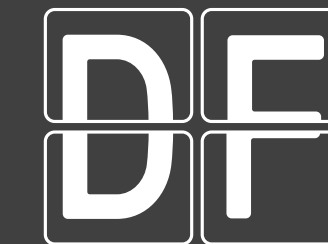
The goal is not to impose prohibitions on tourists, but to ignite visitors' sense of belonging to Florence. The campaign explores the application of behavioral sciences and nudging-a gentle, non-explicit encouragement toward particular options.



**FLORENCE IS ALIVE**

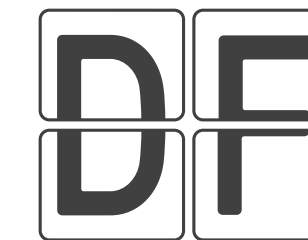
**Treat it with care**





# MANY FLOWS, MANY TARGETS



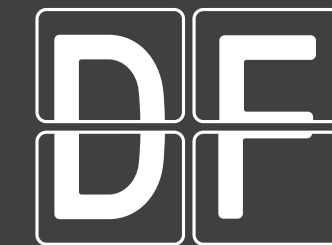


## MANY TYPES OF TOURISTIC FLOWS

CONGRESSES AND  
EVENTS  
(MICE tourism)

TEMPORARY  
CITIZENS  
(international  
students, digital  
nomads, etc.)





# INCLUSIVITY

FONDAZIONE DESTINATION FLORENCE X **ETOA**

MAGGIO 2024

FIRENZE





## AN INCLUSIVE ATTITUDE

PARTNER OF:

- AIGTL
- ELTA



# THANK YOU!