



Climate Change and Tourism in Europe

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Tourism depends on predictable weather patterns


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Tourism

Fifth Tourist Dies in Greek Heatwave – Can European Destinations Do More to Prepare?

Jesse Chase-Lubitz, Skift
June 18th, 2024 at 1:27 PM EDT




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World / Climate

Planet endures record-hot April, as scientists warn 2024 could beat heat records for second year in a row

By Laura Paddison, CNN
🕒 3 minute read · Published 10:00 PM EDT, Tue May 7, 2024



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Tourists to Shift From Europe's Southern Coastal Regions to Northern Coast Due to Global Warming

By Shkurta Januzi 🕒 August 1, 2023

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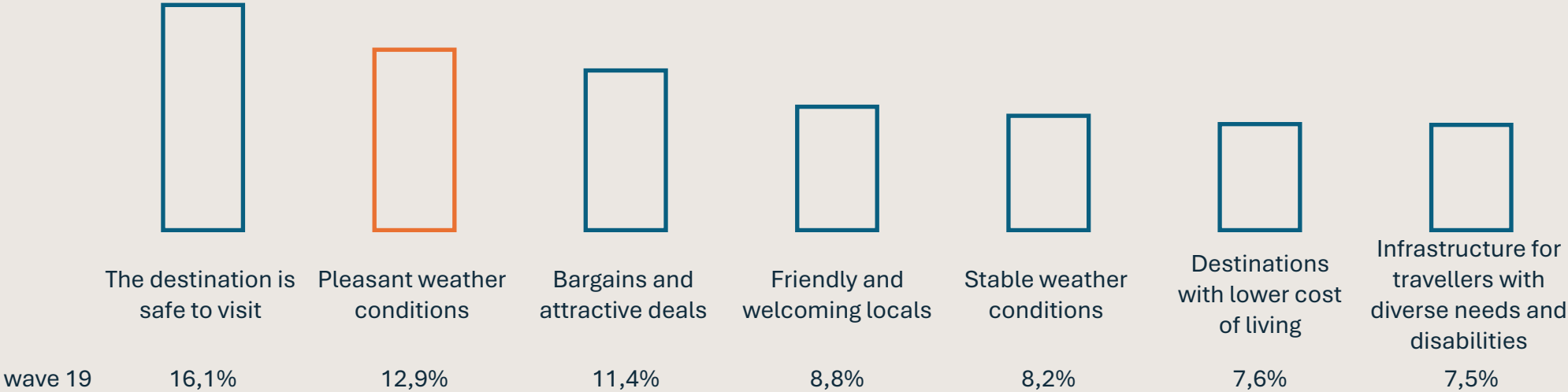


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Most important criteria for choosing a holiday destination in Europe



ETC Monitoring Sentiment For Domestic and Intra-European Travel (June-November 2024)

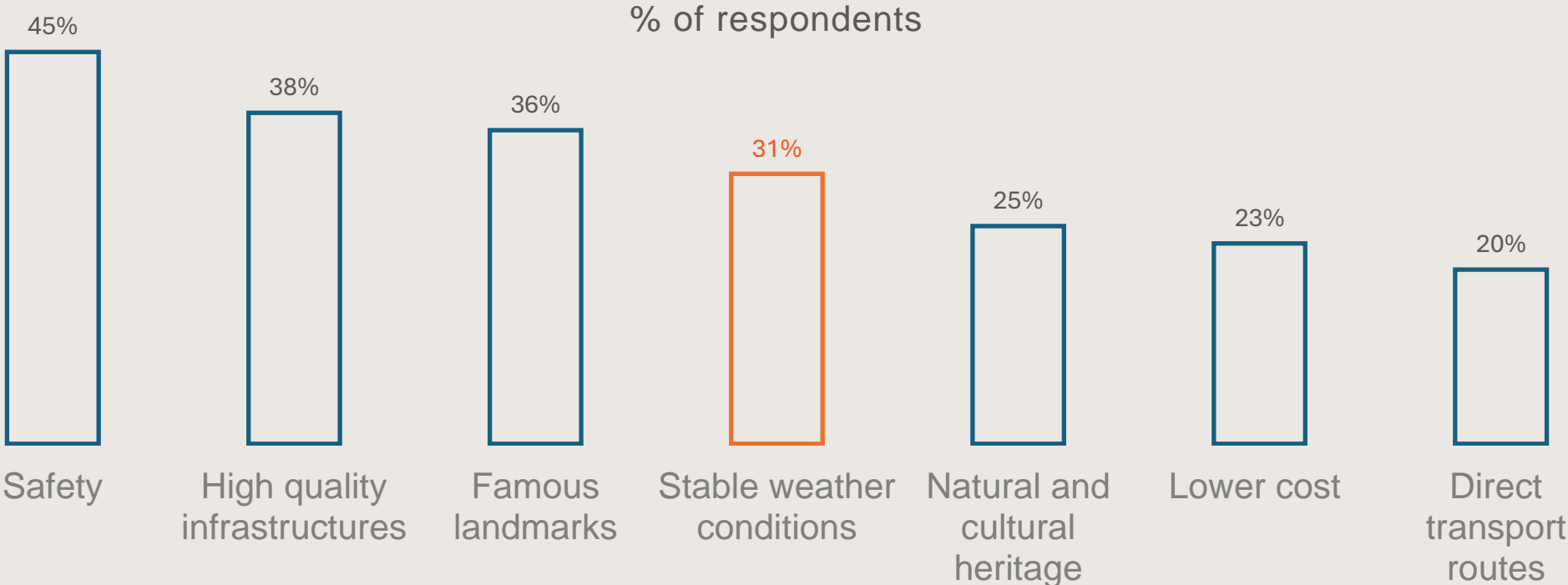


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Most important criteria for choosing a holiday destination in Europe



ETC Long-Haul Travel Sentiment Index, May-August 2024



The future of travel in the midst of climate change



Adaptation strategies



Brand reputation management



Future travel planning behaviour in Europe

Different seasonality patterns

Change in activities within the same destination

Northern destinations could gain demand as their climate becomes more temperate



The Netherlands

The Road to Climate-Neutral Tourism



Reality check

Innovation alone is not a magic bullet

Consumers and business owners need help

We need boldness and leadership

Action-oriented framework

Take ownership

Network approach



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Finland

Measure and report



Eco-Efficiency Index

Emissions vs Expenditure



Slovenia

Adaptation Strategy



Risks and vulnerabilities

Stresses the need for tourism to be involved in broader national climate change adaptation strategy

Holistic approach

Direct impacts (e.g. temperature increase)

Indirect impacts (e.g. expected increase of tourism impacts on biodiversity due to the prolonged summer season)

ACT NOW

Climate change is an existential threat to the tourism industry.

CAPS

are great tools to implement meaningful changes when inserted into a broader strategy for climate-friendly tourism.

Focus on

ADAPTATION

Crises in Tourism: Report and Checklist



Thank you for your attention



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