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**TOURISM TASMANIA – MARCH 2025**  
**OTHER 2024 CDP FLEXI-QUESTION INSIGHTS**



# AT A GLOBAL LEVEL THERE IS A HIGH LEVEL OF AWARENESS AND CONCERN FOR THE IMPACT OF TOURISM ON THE ENVIRONMENT, AS WELL AS STRONG IMPORTANCE PLACED ON SUSTAINABILITY, WITH SOME VARIABILITY EVIDENT ACROSS THE REGIONS

## SUSTAINABILITY SNAPSHOT

### GLOBAL (EXCL AUS)

1. Importance of sustainability – **78%**
2. Importance of travelling sustainably on holiday – **69%**
3. Have chosen a destination based on sustainability – **44%**
4. Awareness of environmental impact when travelling – **85%**
5. Concern about environmental impact when travelling – **80%**
6. Top barrier: Sustainable options are more expensive – **43%**
7. Intend to visit sustainable destinations in the future – **61%**
8. Sustainability should be incorporated into all aspects of travel – **70%**

### NORTH AMERICA

1. 76%
2. 65%
3. **31%**
4. 83%
5. **75%**
6. 44%
7. **56%**
8. 65%

### UK & EUROPE

1. **72%**
2. **62%**
3. **30%**
4. 85%
5. **76%**
6. 44%
7. **52%**
8. **65%**

### NORTH ASIA

1. 78%
2. 71%
3. **47%**
4. **80%**
5. 78%
6. **40%**
7. 62%
8. 69%

### SOUTH/SOUTHEAST ASIA

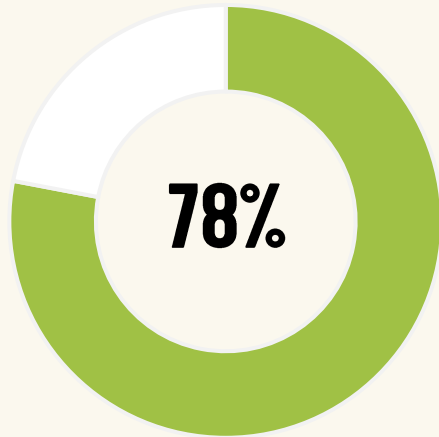
1. **87%**
2. **81%**
3. **68%**
4. **93%**
5. **90%**
6. 44%
7. **76%**
8. **79%**

### NEW ZEALAND

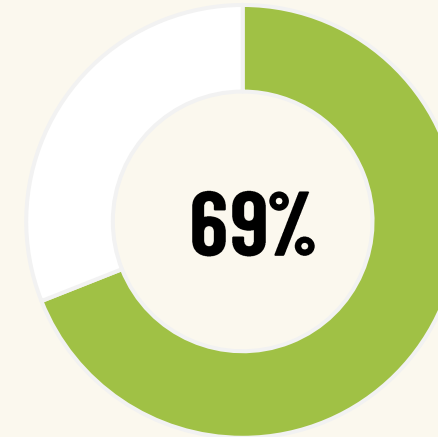
1. **66%**
2. **52%**
3. **22%**
4. **75%**
5. **68%**
6. **51%**
7. **45%**
8. **63%**

# SUSTAINABILITY IS IMPORTANT TO TRAVELLERS, BOTH GENERALLY AND WHILST TRAVELLING; OVER THREE QUARTERS SAY SUSTAINABILITY IN GENERAL IS IMPORTANT TO THEM, WHILE JUST OVER TWO THIRDS SAY IT IS PERSONALLY IMPORTANT TO THEM WHEN TRAVELLING ON HOLIDAY

**IMPORTANCE OF SUSTAINABILITY OVERALL**  
(VERY IMPORTANT/IMPORTANT %)



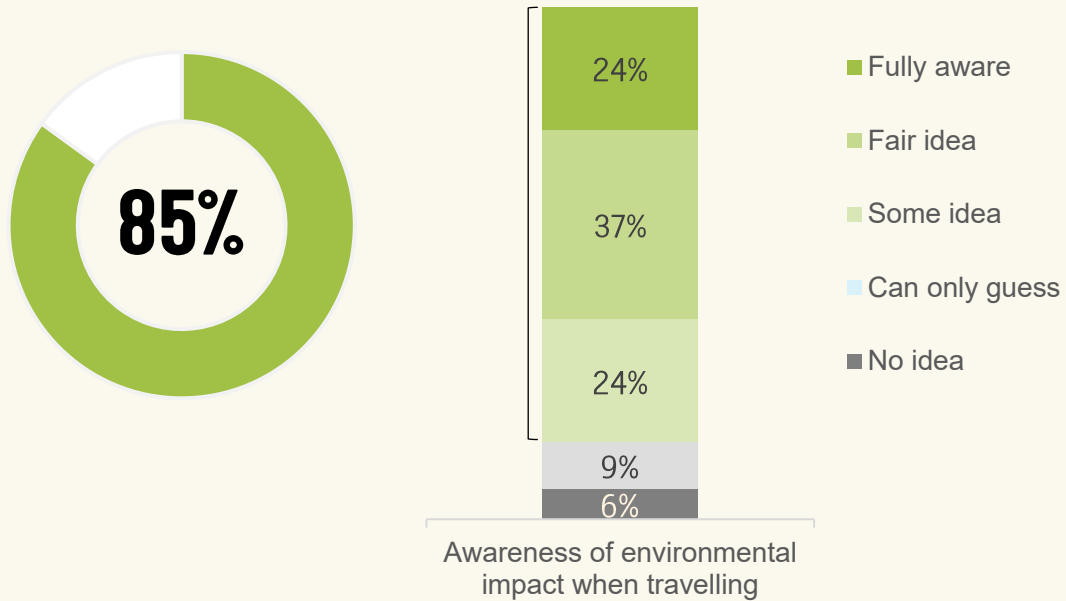
**IMPORTANCE OF TRAVELLING SUSTAINABLY ON HOLIDAY**  
(VERY IMPORTANT/IMPORTANT %)



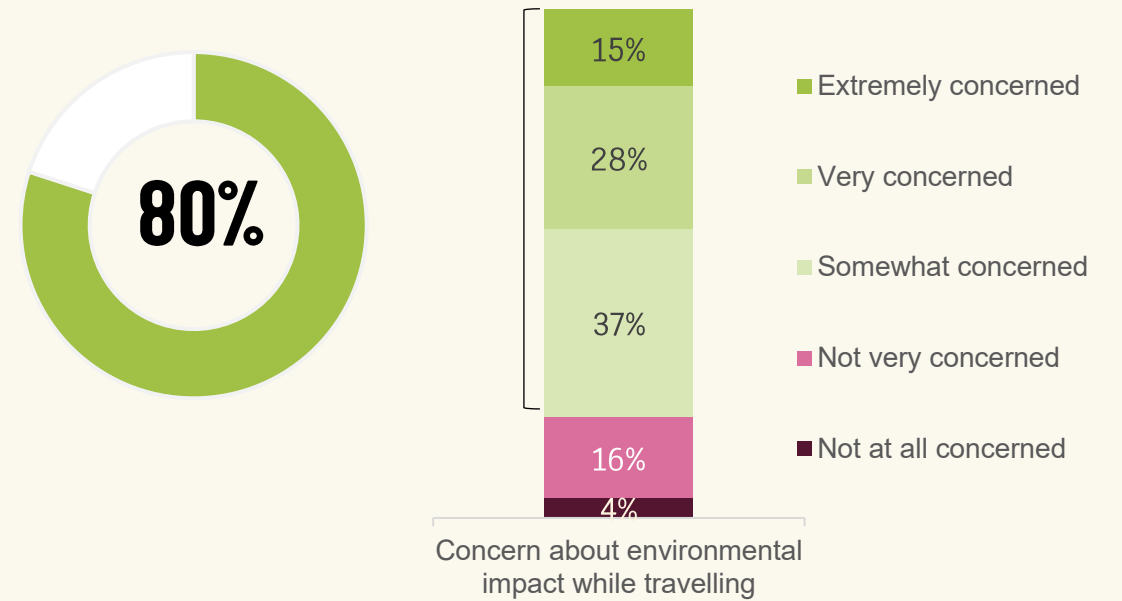
ST1. How important is sustainability to you generally?  
ST2. How important is it for you personally to travel sustainably when going on a holiday?  
Base: Global excl. Australia Apr '24 n=4,203

# THE MAJORITY OF TRAVELLERS ARE AWARE OF AND HAVE CONCERNS ABOUT THEIR ENVIRONMENTAL IMPACT WHILE TRAVELLING

## AWARENESS OF ENVIRONMENTAL IMPACT WHEN TRAVELLING



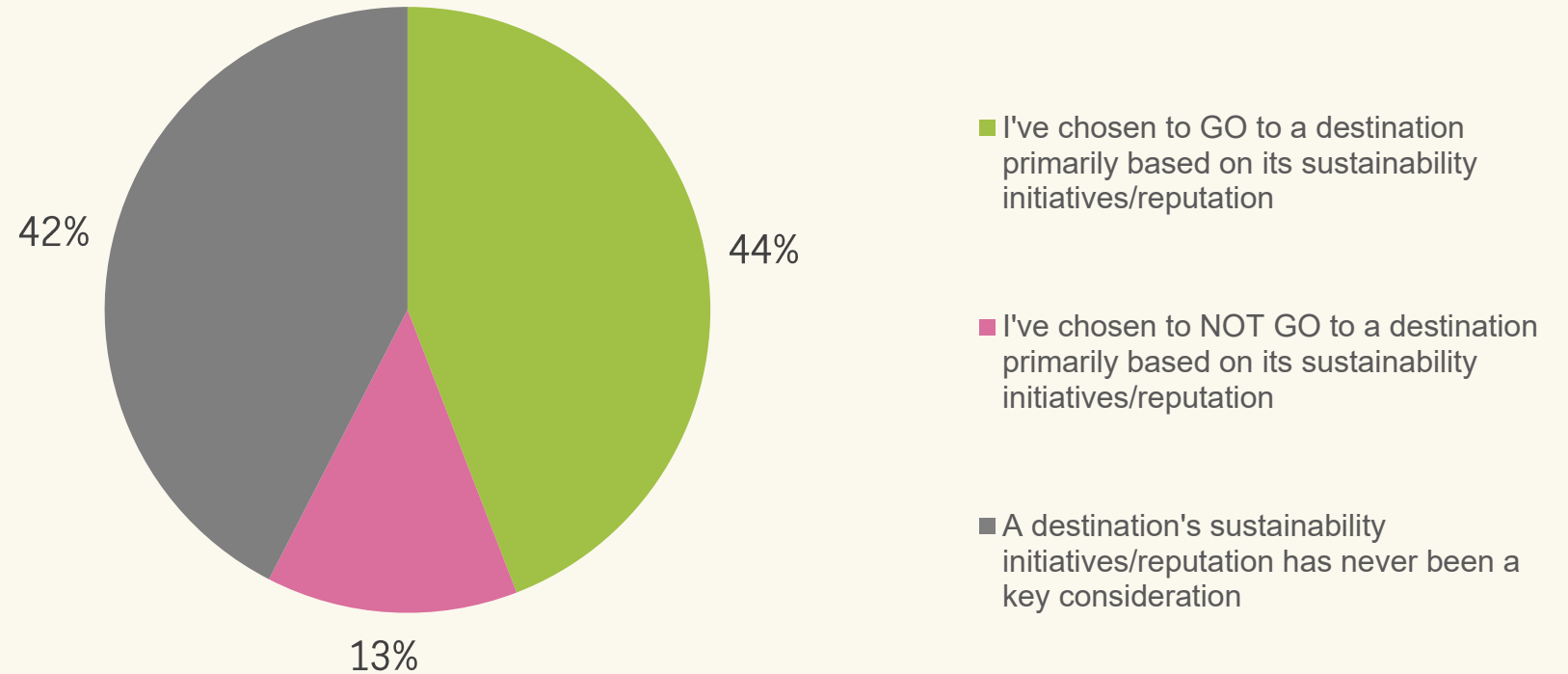
## CONCERN ABOUT ENVIRONMENTAL IMPACT WHILE TRAVELLING



ST5a. With regards to the environmental impact you have had in the past when travelling for leisure (i.e. in terms of carbon emissions, your environmental footprint etc.), which of the following statements best applies to you?  
ST5b. How concerned are you about your environmental impact when travelling for leisure (i.e. in terms of carbon emissions, your environmental footprint etc.)?  
Base: Global excl. Australia Apr '24 n=4,203

# 44% OF TRAVELLERS SAID THEY WOULD GO TO A DESTINATION BASED ON THEIR SUSTAINABILITY REPUTATION. A SIMILAR PROPORTION SAY IT HAS NEVER BEEN A KEY CONSIDERATION

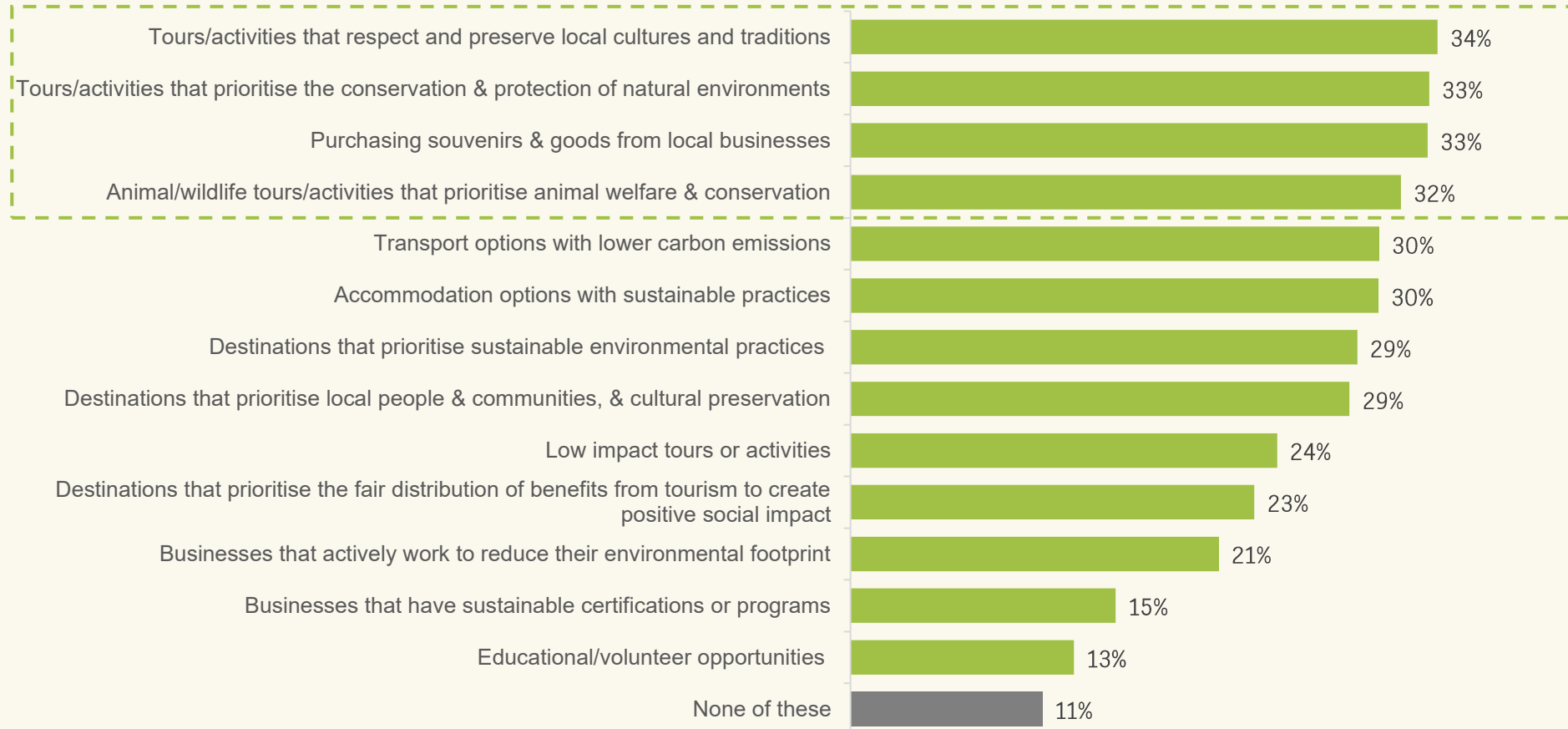
## DECISIONS BASED ON SUSTAINABILITY COMMITMENTS/INITIATIVES/REPUTATION



ST4. Have you ever chosen to go to or not go to a destination based on its sustainability commitments/initiatives/reputation?  
Apr '24, Base: Global excl. Australia n=4,203

# CHOOSING ACTIVITIES THAT WORK TOWARDS RESPECTING AND PRESERVING LOCAL CULTURES AND TRADITIONS IS IMPORTANT TO TRAVELLERS, ALONGSIDE SUPPORTING LOCAL BUSINESSES

## IMPORTANCE OF SUSTAINABLE FACTORS



ST3.. Which of the following sustainable practices do you look for/consider when thinking about where and how to travel?  
Base: Global excl. Australia Apr '24 n=4,203, North America n=500, UK & Europe n=1,000, North Asia n=1,200, South/Southeast Asia n=1,202, New Zealand n=301

# COST IS STILL THE MAIN BARRIER FOR TRAVELLERS WHEN CONSIDERING SUSTAINABLE OPTIONS

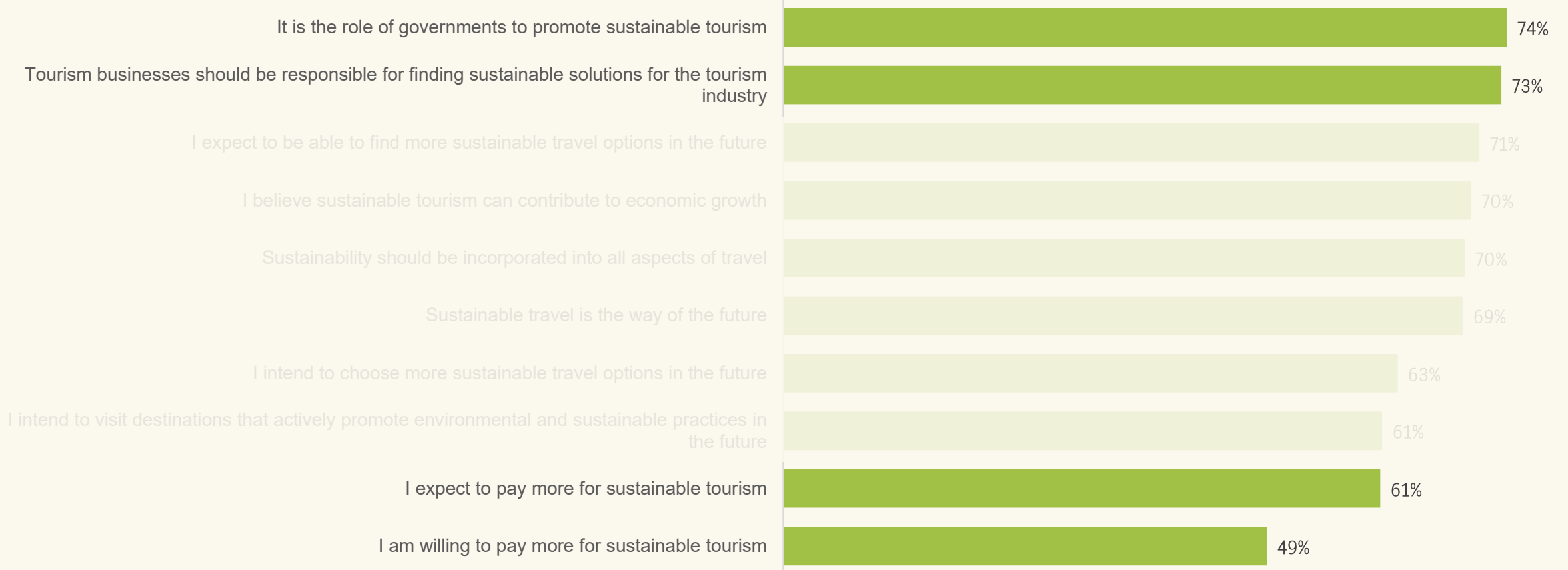
## BARRIERS TO CHOOSING SUSTAINABLE OPTIONS



ST7. What are some key reasons that get in your way from choosing sustainable options when travelling  
 Base: Global excl. Australia Apr '24 n=4,203, North America n=500, UK & Europe n=1,000, North Asia n=1,200, South/Southeast Asia n=1,202, New Zealand n=301

# TRAVELLERS BELIEVE IT'S THE ROLE OF BOTH GOVERNMENT AND THE TOURISM INDUSTRY TO ENABLE AND PROMOTE SUSTAINABLE TOURISM, WITH GENERAL POSITIVITY TOWARDS THE MOMENTUM THEY EXPECT

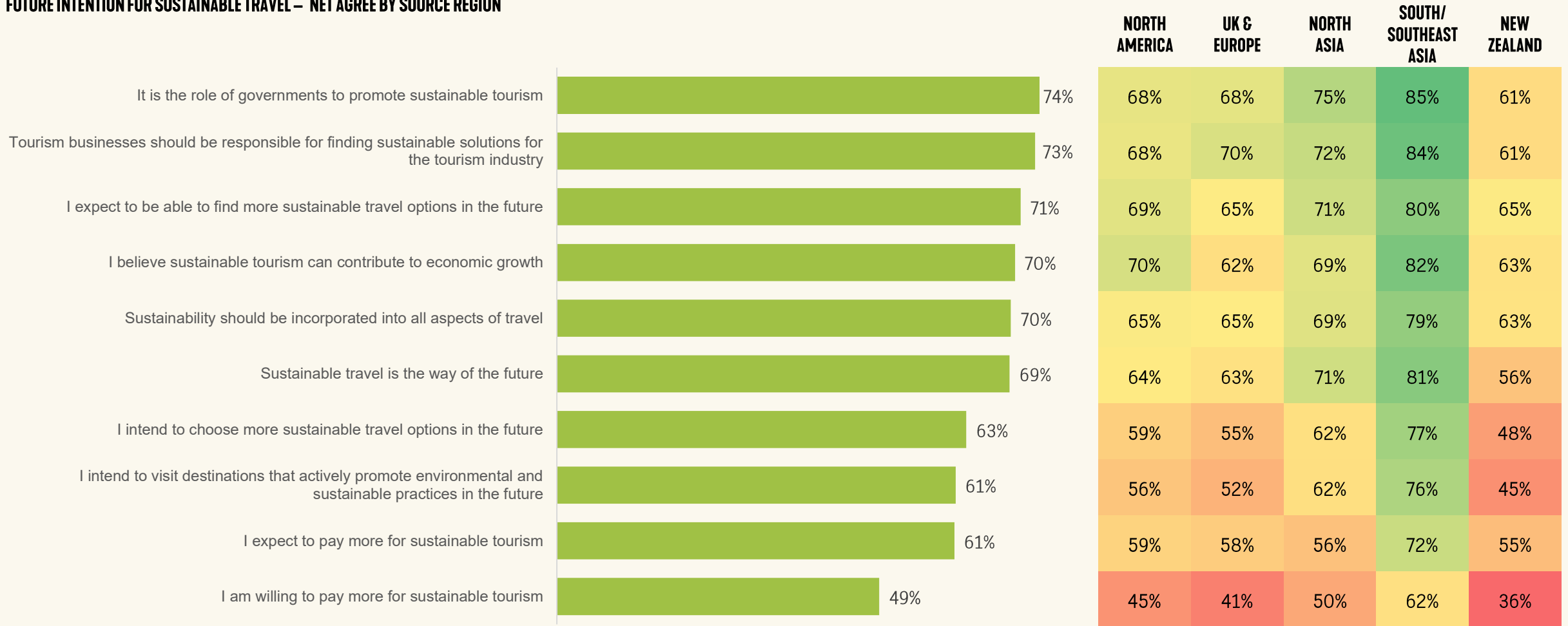
## FUTURE INTENTION FOR SUSTAINABLE TRAVEL – NET AGREE



ST8. Now thinking to the future with regards to leisure travel, how strongly do you agree or disagree with the following  
Base: Global excl. Australia Apr '24 n=4,203, North America n=500, UK & Europe n=1,000, North Asia n=1,200, South/Southeast Asia n=1,202, New Zealand n=301

# OUR TRAVELLERS FROM ASIA AGREE MORE STRONGLY ACROSS ALL ASPECTS OF FUTURE INTENTION FOR SUSTAINABLE TRAVEL, WHILE THOSE FROM NORTH AMERICA AGREE MOST WITH SUSTAINABLE TOURISM BEING ABLE TO CONTRIBUTE TO ECONOMIC GROWTH

## FUTURE INTENTION FOR SUSTAINABLE TRAVEL – NET AGREE BY SOURCE REGION



ST8. Now thinking to the future with regards to leisure travel, how strongly do you agree or disagree with the following  
 Base: Global excl. Australia Apr '24 n=4,203, North America n=500, UK & Europe n=1,000, North Asia n=1,200, South/Southeast Asia n=1,202, New Zealand n=301



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**Sustainability Focus**