

Sustainability Keynote:

Latest Global Trends in Sustainability

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Leading Hospitality and Tourism



Tourism in uncertain times



Tourism in uncertain times



“Historically, pandemics have forced humans to break with the past and imagine their world anew. This one is no different. It is a portal between one world and the next. We can walk through it, dragging the carcasses of our avarice, our data banks and dead ideas, our dead rivers and smoky skies behind us. Or we can walk through lightly, with little luggage, ready to imagine another world.”

Arundhati Roy - author and actress

Old system is crumbling

- ***Self interest drives ideal human behaviour***
- ***Consumption is good for its own sake***
- ***Only competition can lead to economic progress***
- ***Human values are ignored***



Why this matters to us?

Because our industry is responsible

Business travel is hugely important to global trade and our ability to connect but the downside is that business travel is estimated to account for somewhere between 2-3% of all global carbon emissions.

Because sustainability creates value

Value for travellers. Corporate travellers are increasingly seeking out and preferring ethical, eco-friendly, green experiences

Sustainability investment is on the rise

Environmental, Social and Governance (ESG) programs are already at the top of investors' agendas.

Clyde Travel (2023)



GLOBAL SUSTAINABILITY TRENDS

2023

1. Sustainable aviation

New flight efficiencies with AI-driven route optimization




1. Sustainable aviation

Fuel consumption monitoring



Flight emissions calculators



EMISSIONS CALCULATOR

Calculate CO₂ emissions and other greenhouse gas emissions from your SAS flight.

* Required information

From*
Oslo – OSL

To*
Minneapolis / St.Paul, MN – MSP

Travelers
1

☐ Round trip

ADD TO CALCULATION

FLIGHT EMISSIONS

Gardermoen **OSL** – St Paul Intl **MSP** 383 kg CO₂ ✕

1 traveler | A350-900 ▾

TOTAL 383 KG CO₂

[Detailed result](#) ^

EMISSIONS

CO ₂ – carbon dioxide	383 kg
NO _x – nitrogen oxides	2.36 kg
CO – carbon monoxide	203 g
HC – hydrocarbons	3.1 g
H ₂ O – water vapor	151 kg
SO ₂ – sulfur dioxide	122 g

FLIGHT	DISTANCE	CABIN FACTOR
OSL – MSP	6,487 km	82%

2. Shifts in transportation preferences

Rail over plane



Electric and driverless vehicles

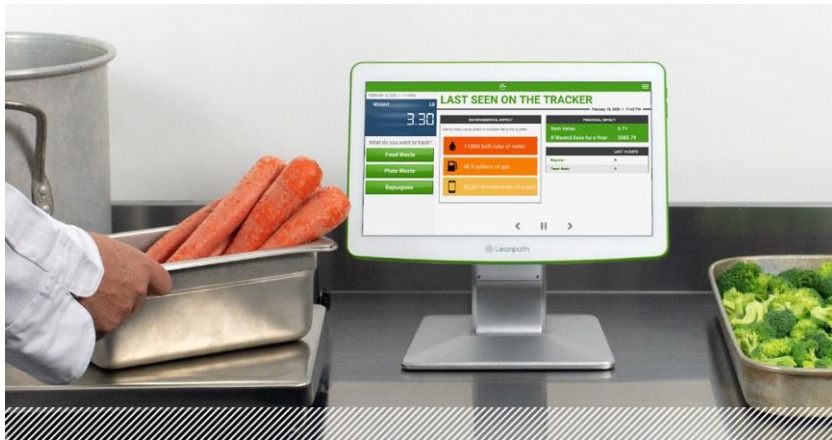
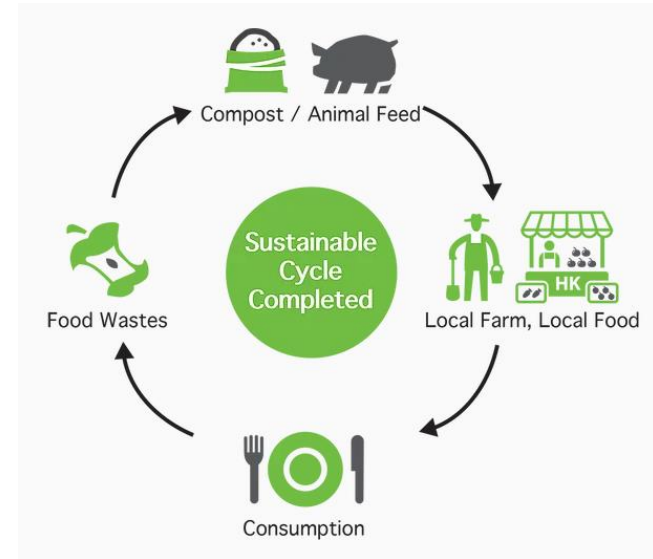


3. Shift towards resource sufficiency

Reducing energy usage through energy management systems



3. Shift towards resource sufficiency



“If it can’t be reduced, reused, repaired, rebuilt, refurbished, refinished, resold, recycled, or composted, then it should be restricted, designed or removed from production.”

Pete Seeger - folk singer and social activist

4. Changed corporate traveler

Digitization of all customer touch points



Traveller wellness as a priority



More ethically minded travellers



Key points

- ***Digital transformation enabling more sustainable travel***
- ***The rise of new economic models such as the economy of resource efficiency/circular economy***
- ***A more complex, tech-savvy, health and wellbeing focused, ethically minded traveller***



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Thank you

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