



**ADVENTURE TRAVEL**  
TRADE ASSOCIATION®

# Sustainability and Impact Report

**2024**

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# Introduction

The journey toward **sustainability and impact is never-ending**. It's not about reaching a single goal—it's about embracing a mindset of **continuous learning, improvement, and action**, step by step.

With over **20 years of commitment to responsible adventure travel**, ATTA is proud to present its **first Sustainability & Impact Report**. Sustainability has been at the core of our values since the beginning, and over the years, it has become even more integral to our work.

## ATTA's First Impact & Sustainability Report

In 2024, our strong foundations and intentional strategies allowed us to make **significant progress** across multiple fronts:

- **Making sustainability more accessible** to our members
- **Expanding education and training opportunities**
- **Enhancing sustainability at our events**
- **Reducing carbon emissions and driving climate action**

This report reflects not just what we have accomplished but also **how we continue to evolve**—learning, collaborating, and striving to make adventure travel a force for good.

Together, with our community, we move forward, **influencing positive change, learning and shaping a more sustainable future for travel**.

This the first step of an endless journey, we are proud and humbled to share with you.



# Membership Sustainability Commitment

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# The Membership Sustainability Commitment

## WHY

For over 20 years, the Adventure Travel Trade Association (ATTA) and its members have been committed to sustainability. To further this mission, we launched the [Membership Sustainability Commitment](#) to help members navigate the complexities of implementing sustainable practices and to support them in sharing their sustainable travel stories, helping to amplify their stories and inspire others in the industry. This initiative reflects ATTA's dedication to driving a positive impact in the adventure travel community.

## HOW

We drive sustainability efforts through various initiatives and collaborations. Our [Sustainability Resource Center](#) provides essential tools and guidance, while **partnerships with industry leaders** help amplify our impact. Through our community engagement platform, the **HUB**, we foster connection and knowledge-sharing among members. On the marketing and promotion front, we utilize the [Adventure.Travel platform](#) to highlight sustainable travel stories, **ATTA events** to facilitate networking and learning, and engage in **B2B2C partnerships** to extend our reach and influence across the travel ecosystem.

## WHAT

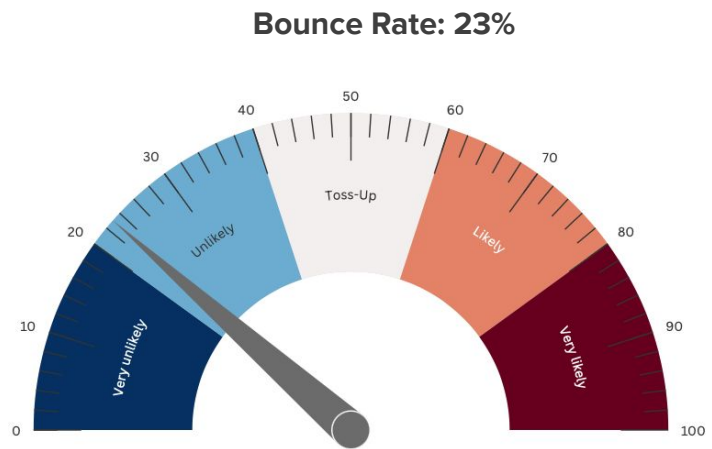
We invite our business members to demonstrate their dedication to sustainability by providing proof of their commitment. This is achieved through participation in certification programs or adherence to frameworks that include a third-party assessment, ensuring credibility and accountability in their sustainable practices.



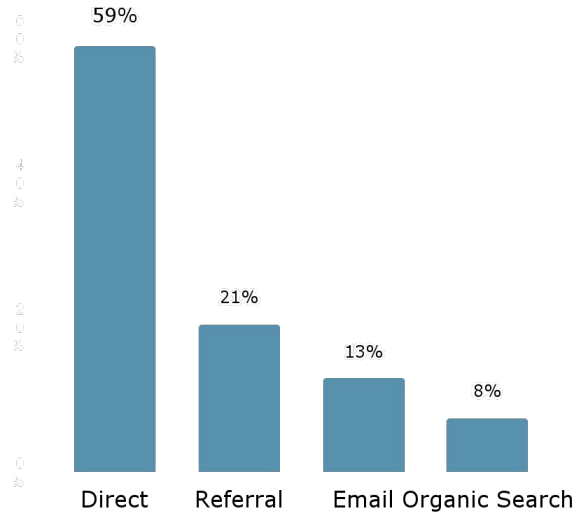
The Sustainability Resource Center serves as a comprehensive hub of knowledge on sustainability. It features a curated collection of research, webinars, courses, toolkits, guidelines, and special series, all designed to educate, equip, and empower our community. This resource aims to provide actionable insights and practical tools to help members integrate sustainability into their operations and initiatives.

# Sustainability Resource Center

2,762  
Total Views



Where users come from:



ATTA's Membership Sustainability Commitment extends to providing exclusive benefits for our members through partnerships with leading organizations in the field. Our **Strategic Sustainability Partners** are dedicated to helping businesses achieve their sustainability goals more efficiently and effectively. These partners offer expertise, tools, and services designed to make sustainability more accessible and actionable for our members.

# Sustainability Partners

ANIMONDIAL

beSmart Platform



ecollective equator™



Travelife Sustainability in tourism



# AdventureEDU

02



# AdventureEDU

In 2024, AdventureEDU directly supported tourism workforce development through **4,000+ hours** of training and mentorship for **208 students**, with an overall training quality rating of **4.8 out of 5**

The program uses a hybrid education format to deliver **flexible training for adventure travel professionals**, including guide training, business management, safety, marketing, and **sustainable product development**.

It focuses on shifting tourism away from overpopulated tourist hubs to **rural tourism and empowering community-led entrepreneurs**.



In 2024, select AdventureEDU programs were held in **Panama (with Colombian operators), Uzbekistan, and Fiji**, with each program tailored to meet the specific needs of the region.

The impacts of these programs include **increased business skills and confidence, valuable practical advice and strategic perspectives**, and a **sense of community and support among participants**.

# AdventureEDU since 2012

**2.500+**

Students

**50+**

Countries received EDU courses

The ATTA's **Adventure Travel Guide Standards (ATGS)**, developed in 2015 and revised every five years, underscores the pivotal role of adventure travel guides in responsible tourism.

This standard, created through a collaborative effort of professionals from **16 countries**, emphasizes not only **safety and quality experiences** but also the crucial aspect of sustainability. It recognizes **guides as key** agents in addressing the climate emergency, protecting biodiversity, and managing the social impacts of tourism.

The ATGS serves as a **voluntary industry guideline**, promoting best practices in adventure travel guiding, and encourages companies, guides, and destination managers to commit to these principles.

Professionals are invited to sign on, demonstrating their support for these standards. The **ATGS Governance Board**, a volunteer group of guides and industry experts, is responsible for maintaining and updating the standard, ensuring it remains relevant and effective in fostering sustainable and impactful adventure travel.

# Adventure Travel Guide Standards



**ADVENTURE TRAVEL**  
GUIDE STANDARD

# Sustainability at our Events

03



# Sustainability at our events

ATTA events are the most visible expression of our mission, and they must reflect our deep commitment to sustainability. We approach this through two key workstreams:

## Event Organization:

Guided by our [Sustainability at Events Checklist](#), we work closely with host destinations to implement sustainable practices tailored to their unique context and priorities. This includes key aspects such as transportation, catering, waste management, venue selection, and engaging local communities to ensure the event aligns with both global standards and local values.

## Content Strategy:

Sustainability is at the heart of our programming, educating and inspiring attendees with innovative practices and spotlighting sustainable travel as a cornerstone of our industry.

In the following pages, explore how these principles came to life in 2024—through partnerships, practices, and impactful content.



## Sustainability Efforts during Events - Selected Examples

### Awarded venue at AEEU

K3 KitzKongress, located in Kitzbühel, Austria, is a certified "Green Location" since 2014, demonstrating a strong commitment to ecological, economic, and social responsibility. The venue offers complimentary certification for events under the Austrian Ecolabel for "Green Meetings" or "Green Events," ensuring resource-efficient and low CO<sub>2</sub> operations. This process involves meeting criteria across eight areas, including mobility, catering, and accommodation, with K3 KitzKongress contributing 27 points in the "Event Venue" category. By choosing K3 KitzKongress, our company has supported sustainable event practices, aligning with our commitment to environmental responsibility.

### Waste Management at ATWS

During the 2024 ATWS held at the Panama Convention Center in Panama City from October 7th to October 10th, a total of 885.4 kg of solid waste was generated, along with 114.09 liters of used cooking oil. Of the solid waste, 80.8 kg was carton, 28.1 kg was plastic, 8.9 kg was Tetrapak, 15.1 kg was aluminum cans, 10.8 kg was glass, and 741.7 kg was general waste. These figures highlight the importance of implementing targeted waste reduction and recycling strategies to minimize the environmental impact of future events.

# Sustainability Content

During 2024, **6 events** of ATTA hosted event, Sustainability was a key focus across events. Events' agendas included Keynote and Concurrent Sessions, and Adventure Accelerators. These sessions were solely dedicated to sustainability issues.

10

Keynote Sessions

6

Concurrent Sessions

5

Adventure Accelerators

# TOMORROW'S AIR<sup>®</sup><sub>2</sub>

## Tomorrow's Air 2024 Impact Report

Tomorrow's Air educates, inspires, and mobilizes a global collective to reduce, remove and permanently store carbon dioxide emissions, ensuring our air for future generations.

In 2024, it's fifth year in operation, Tomorrow's Air funded 310 tonnes of carbon dioxide removal orders and reduced carbon dioxide emissions by 200 t/CO<sub>2</sub>e via sustainable aviation fuel. Learn more about the program's cumulative impacts in the latest Tomorrow's Air Impact Report.



# Initiatives

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# Sustainability Fund

In 2024, the Adventure Travel Trade Association established a Sustainability Fund aimed at advancing carbon reduction efforts and supporting nature-based conservation projects.

The Sustainability Fund complements ATTA's ongoing commitment to climate education and innovation through **Tomorrow's Air** and the **Adventure Travel Conservation Fund (ATCF)**. The Sustainability Fund is financed through contributions from ATTA's global events and projects. The fund supports several key initiatives, including carbon measurement and education related to ATTA's operations, training programs through Tomorrow's Air, CO<sub>2</sub> reductions via sustainable aviation fuel and removal technologies, and nature-based conservation projects facilitated by the ATCF.

In its inaugural year, the **ATTA Sustainability Fund** successfully raised **\$48,800**, marking a significant milestone in our commitment to climate action. This fund was created to drive meaningful change by supporting conservation efforts, reducing carbon impact, and fostering education on sustainable travel.

50%\*

For Conservation

50%\*

For Education

## A Balanced and Impactful Allocation

# Sustainability Fund

This is just the beginning. The **ATTA Sustainability Fund** is a testament to what our community can achieve together. As we continue to build momentum, we remain committed to accelerating climate solutions, empowering the industry, and making adventure travel a force for good.

(\*) To learn more about allocation go to page 29



# ATCF

In 2016, the Adventure Travel Trade Association, together with key leaders in the adventure travel sector, founded the Adventure Travel Conservation Fund (ATCF) to address the urgent need for conservation in adventure travel destinations. Guided by the belief that travel can be a force for good, the ATCF empowers travelers and the industry to actively protect and conserve the planet. Its mission is to provide direct funding to local initiatives that preserve the unique natural and cultural resources of adventure travel destinations, ensuring their long-term sustainability and resilience."



## 1% For the Planet

1% for the Planet is a global initiative that connects businesses and individuals to environmental solutions through annual financial contributions. The program enables meaningful support for nonprofit organizations, with donations directed to Environmental Partners selected for their proven impact, environmental focus, and alignment with sustainability goals. The Adventure Travel Trade Association has designated the ATCF as its nonprofit partner under the 1% for the Planet program. This partnership ensures that ATTA's contributions directly support initiatives that preserve and protect natural environments essential to adventure travel and local communities.



# Our Path to B Corp

Sustainability has always been a cornerstone of the ATTA mission, not just as a value we advocate to our members but as a standard we hold ourselves to. In alignment with this commitment, the ATTA has embarked on the journey to become a certified B Corporation by the end of 2026.

Pursuing B Corp certification reflects our belief that meaningful industry change starts with leading by example. This process involves a rigorous evaluation of our social and environmental performance, transparency, and accountability, ensuring that we align our internal practices with the principles of sustainability we champion. Achieving B Corp certification is not simply a milestone—it's a commitment to continuous improvement. By embedding these practices into our operations, we aim to set a precedent for the adventure travel industry, demonstrating how businesses can balance purpose and profit while creating lasting positive impacts on the planet and its communities. Through this initiative, ATTA reaffirms its dedication to making tourism a force for good, fostering an industry that benefits travelers, local communities, and the environment alike. Our journey toward B Corp certification underscores our mission to drive collective progress and inspire our members to join us in building a more sustainable future.





# Carbon Emissions Reduction

05



**1,969kg\* CO2e**

**-11%**

Compared to 2023 emissions

At the end of 2023, we completed our first full cycle of **carbon calculations for ATTA**—a milestone in our sustainability journey. With this achievement came a crucial next step: **defining our reduction goals for 2024**. Working closely with **Ecollective**, we developed a measurement process tailored to ATTA's unique business model. Along the way, we embraced an important lesson: **learning to live with imperfection**.

Unlike traditional businesses, **ATTA has limited direct control over its emissions**, as they are largely tied to our events. This means our role is less about making decisions and more about **influencing, coaching, and guiding**—helping our host destinations and community navigate meaningful reductions.

Another key learning was the need to set a **realistic yet ambitious reduction target**. Rather than a fixed goal, we adopted a **flexible bracket of 5% to 10%**—5% as a baseline and 10% as a stretch goal.

The result? A **+12% reduction**—exceeding even our highest expectations. While there's much to celebrate, we remain humble and committed to continuous learning, always striving to be the best **guides, influencers, and partners** in the journey toward a lower-carbon future.

# Our Journey to Carbon Emissions Reductions



The background of the slide features a detailed view of ancient mosaics. On the left, a vertical strip shows a mosaic with repeating circular motifs in shades of red, brown, and yellow. To the right, a larger section of a blue mosaic is visible, featuring a repeating pattern of stylized, interlocking shapes. The overall texture is granular and historical.

# Appendix

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# Sustainability Content

## AdventureELEVATE Latin America - Quito

- Opening Keynote - Resilient: Local Communities and their Role in Conservation Through Adventure Tourism
- Keynote - Friendly: The Next Generation of Sustainable and Profitable Companies
- Keynote - Genuine: What sustainability aspects stand out in Ecuador

## AdventureELEVATE Europe - Kitzbühel -

- Accelerator - Sustainability
- Keynote - Sustainable Growth in Tourism: A New Era of Responsibility
- Keynote Panel - Sustainable Austria
- Closing Keynote - Our Best Assets in an Uncertain World

## AdventureELEVATE North America - Asheville

- Adventure Accelerator - Indigenous & Community Tourism
- Adventure Accelerator - Transformative Business

# Sustainability Content

## ATWS - Panama

- Concurrent: Innovating Adventure: AI Solutions for a Sustainable Travel Future
- Concurrent: Sustainability Implementation Workshop
- Concurrent Climate Strategy Start to Finish: Perspective and Action Plans to Take Your Business' Climate Action to the Next Level
- Concurrent: Regeneration: A mindset and tools to connect with and learn from indigenous communities in tourism
- Keynote: Let's work together to create the future we want - Geoversity and indigenous guide-leaders in action in Panama.
- Adventure Accelerator - Empowering Indigenous Voices: Best Practices for Ethical Travel
- Adventure Accelerator - Sustainability Standards: Collaborative Discussions on Certification Programs

# Sustainability Content

## AdventureNEXT Costa Rica

- Keynote - The Intellectual Journey
- Keynote - Local Panel: Sustainable Tourism and Public-Private Partnerships

## AdventureNEXT Fiji

- Concurrent: Sustainability is crucial. Explore the development of exceptional travel products
- Concurrent: Collaboration for Sustainable Tourism Growth
- Keynote: Real Actions for Sustainable Impact



# Sustainability Fund Allocation

**50% Invested on Education**  
**24,400\$**

**50% Dedicated on Climate Action & Education**  
**24,400\$**

- Through **ATCF (1% for the Planet)**, these funds directly contributed to preserving and restoring natural environments, ensuring the protection of landscapes that are vital to adventure travel.

This investment enabled key initiatives:

- **Carbon Calculation & Advisory** – Partnering with Ecollective to measure and track ATTA's carbon impact.
- **Carbon Literacy Training** – Equipping our team with essential skills to drive reductions across operations.
- **Tomorrow's Air** – Supporting global carbon removal solutions and increasing education on Sustainable Aviation Fuel (SAF).
- **Expanding Adoption** – A portion of the fund helped scale climate initiatives at a dedicated event.

# Thank

# You