

Sustainability & Impact Report

2025



ADVENTURE TRAVEL
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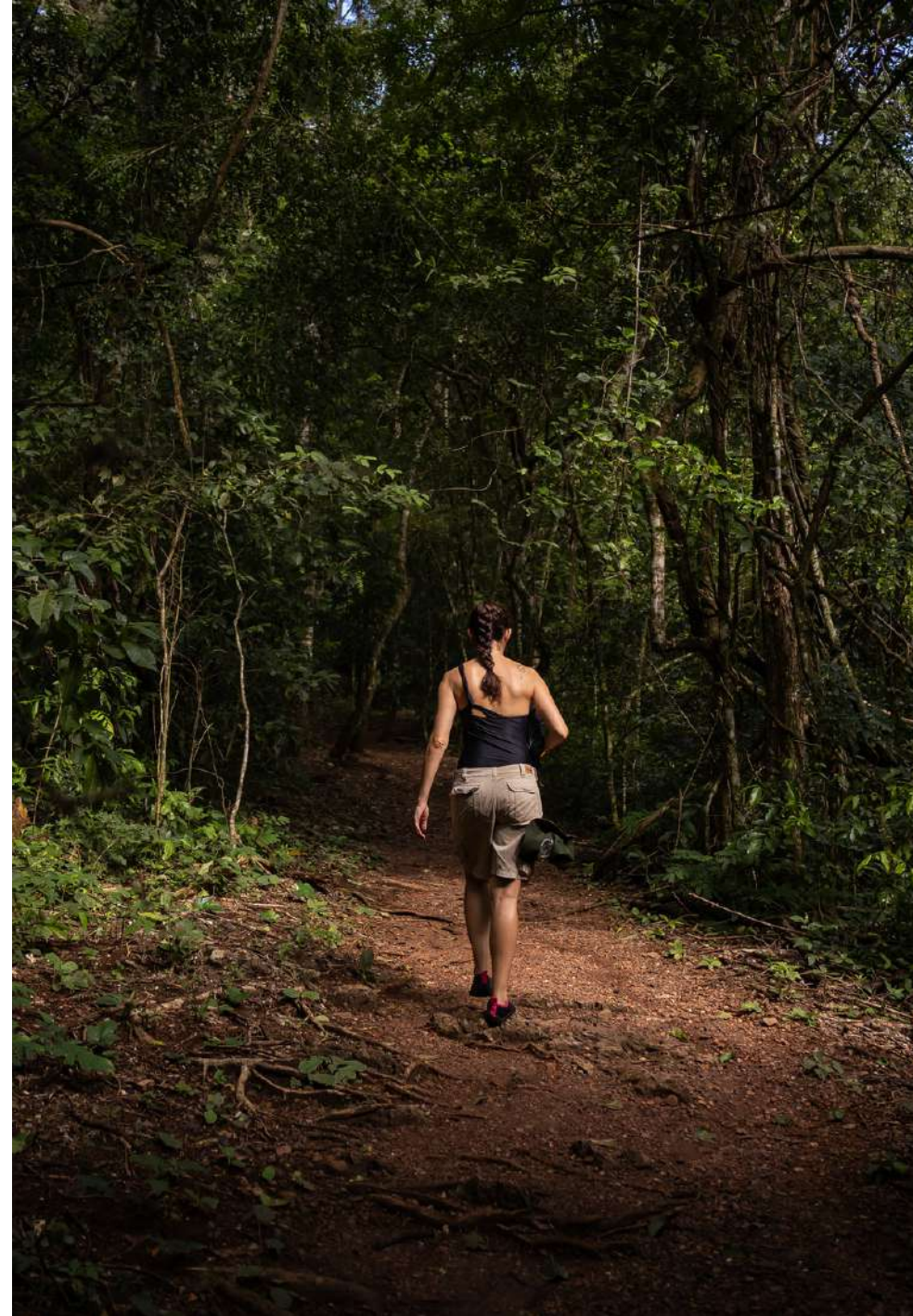
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Introduction

The journey toward sustainability is not defined by a single milestone, but by **continuous learning, improvement, and action**. With more than 20 years of commitment to responsible adventure travel, ATTA presents the second edition of its *Sustainability & Impact Report*.

Following the first edition published in 2024, this report documents a year of progress, refinement, and deeper engagement across our global community. In 2025, we focused on strengthening how we measure and support sustainability across the adventure travel ecosystem. We also expanded access to practical tools, education, and partnerships that help our community act with greater impact.

This report captures what we have achieved and how we continue to adapt. It reflects both direct action and the collaborative work we do alongside our community, partners, and destinations. As we move forward, we remain committed to honest reporting, shared accountability, and the belief that adventure travel can be a force for good.



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2025 By The Numbers

100

Companies committed to
Sustainability

1,713 kg CO2e

Average carbon foot print per
delegate in 2025

\$239.1M

Expected ROI from ATTA events over the next 3 years, 65% - 75% of which we
expect to stay within the destinations.

\$43,600

Raised and Invested through ATTA
Sustainability Policy and Fund.

81

Articles published via Adventure
Travel News (30,000+ subscribers)



Progress over Perfection

Reflections on What We Learned in 2025

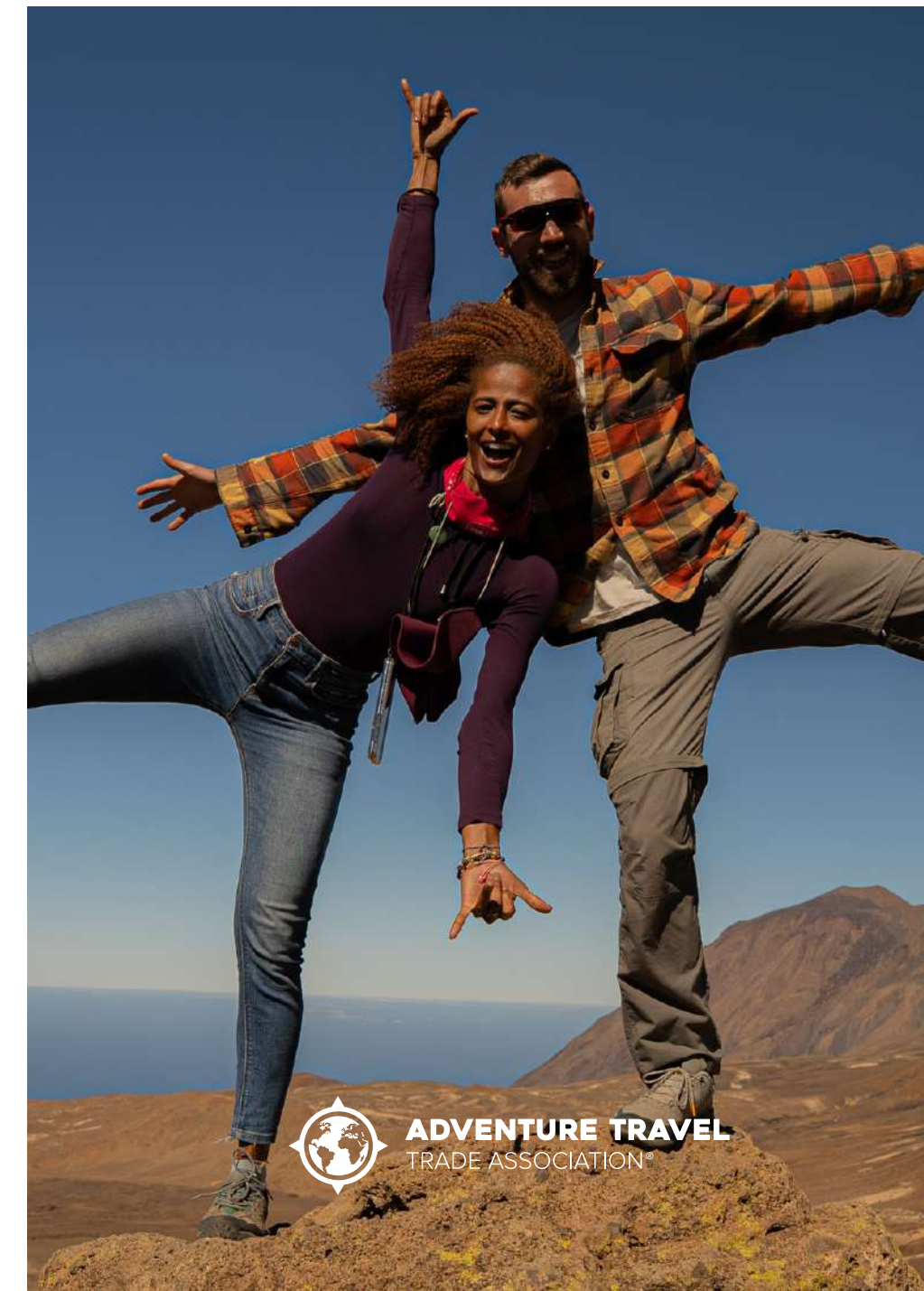
If there is one word that defines 2025, it is **learning**.

Some lessons came from progress. Others came from falling short of our own expectations. Both have made us a better organization.

One of our biggest lessons came from the **Membership Sustainability Commitment**. We believed adoption would happen faster. Instead, we discovered something much more valuable. Through dozens of conversations with members across the world, we learned that **sustainability cannot be reduced to a single framework or checklist**.

Every member we spoke with cares deeply about sustainability. It is part of their DNA. Yet the way they demonstrate that commitment varies enormously depending on their geography, business model, size, culture, and community. Rather than seeing this as a setback, we see it as confirmation of something we suspected from the beginning: **meaningful sustainability must leave room for different pathways**.

Our ambition remains unchanged—to build the world's largest community of businesses committed to sustainable travel. What has changed is our **understanding of how we get there**. We will need to be more flexible, more inclusive, and more focused on enabling progress rather than prescribing a single definition of success.



We learned a similar lesson through our **carbon reduction efforts**.

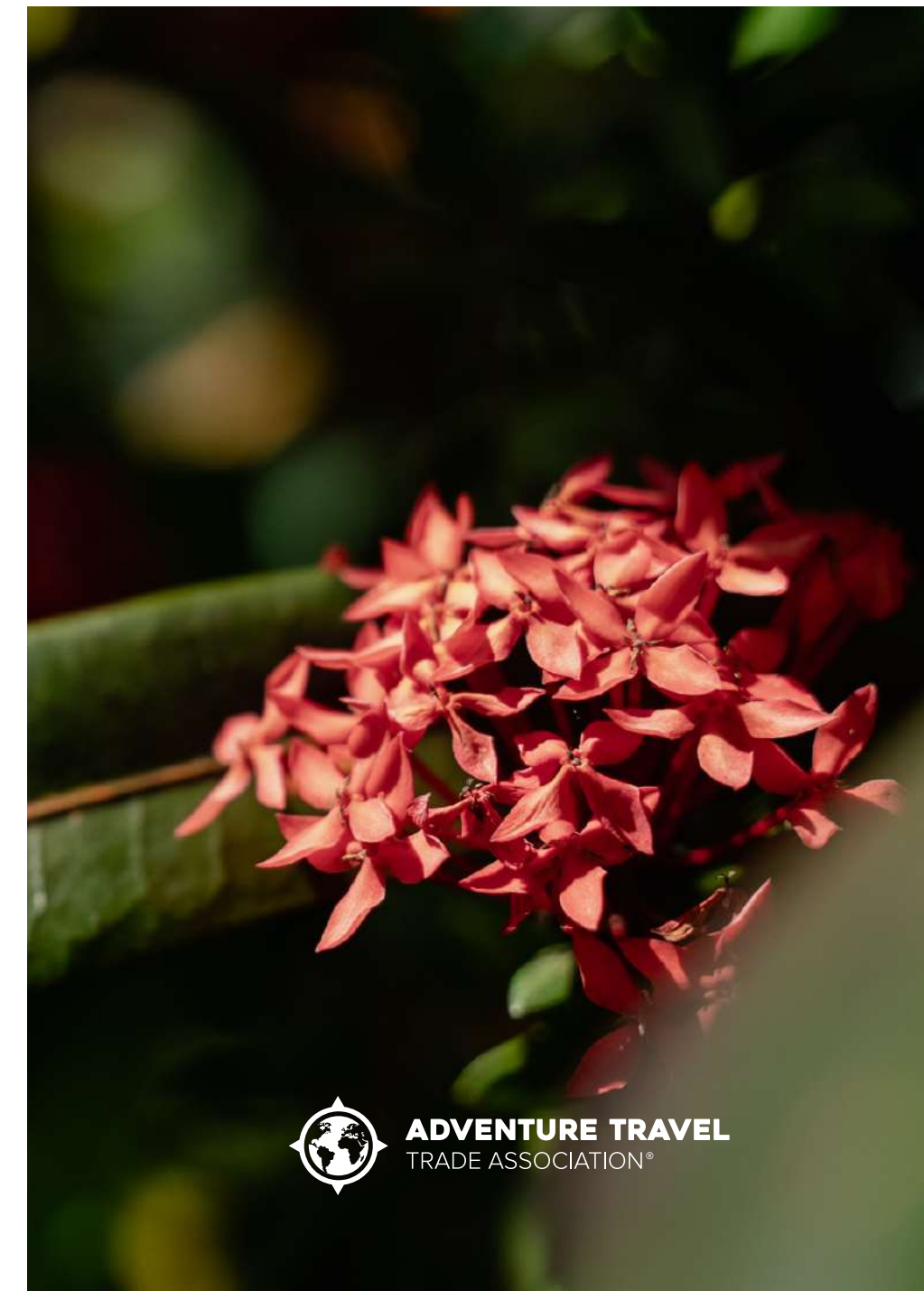
After reducing our per-delegate emissions by more than 10% in 2024, we achieved **only a 1.1% reduction** in 2025. At first glance, that feels disappointing. But it also reflects the **reality of our mission**. This year we intentionally brought our events to **more remote destinations**—places that benefit enormously from tourism but are harder to reach. That creates a real tension between reducing emissions and creating economic opportunities where they are needed most.

We do not believe sustainability means avoiding difficult trade-offs. It means acknowledging them transparently, measuring them honestly, and continually improving. Our commitment to reducing emissions remains firm, but we are equally committed to **supporting destinations that deserve a place on the global tourism map**.

Alongside these challenges came **important breakthroughs**.

This year prompted us to think more deeply about **what sustainability and impact mean for an organization like ATTA**. We realized that our contribution extends far beyond our own operations. Through **research, education, events, and communications**, we influence decisions made by thousands of businesses, destinations, and policymakers around the world.

That realization is why, for the first time, this report includes **Research & Knowledge** as a core dimension of our impact. Producing trusted research, generating market intelligence, and sharing knowledge are fundamental ways we help strengthen the adventure travel sector.

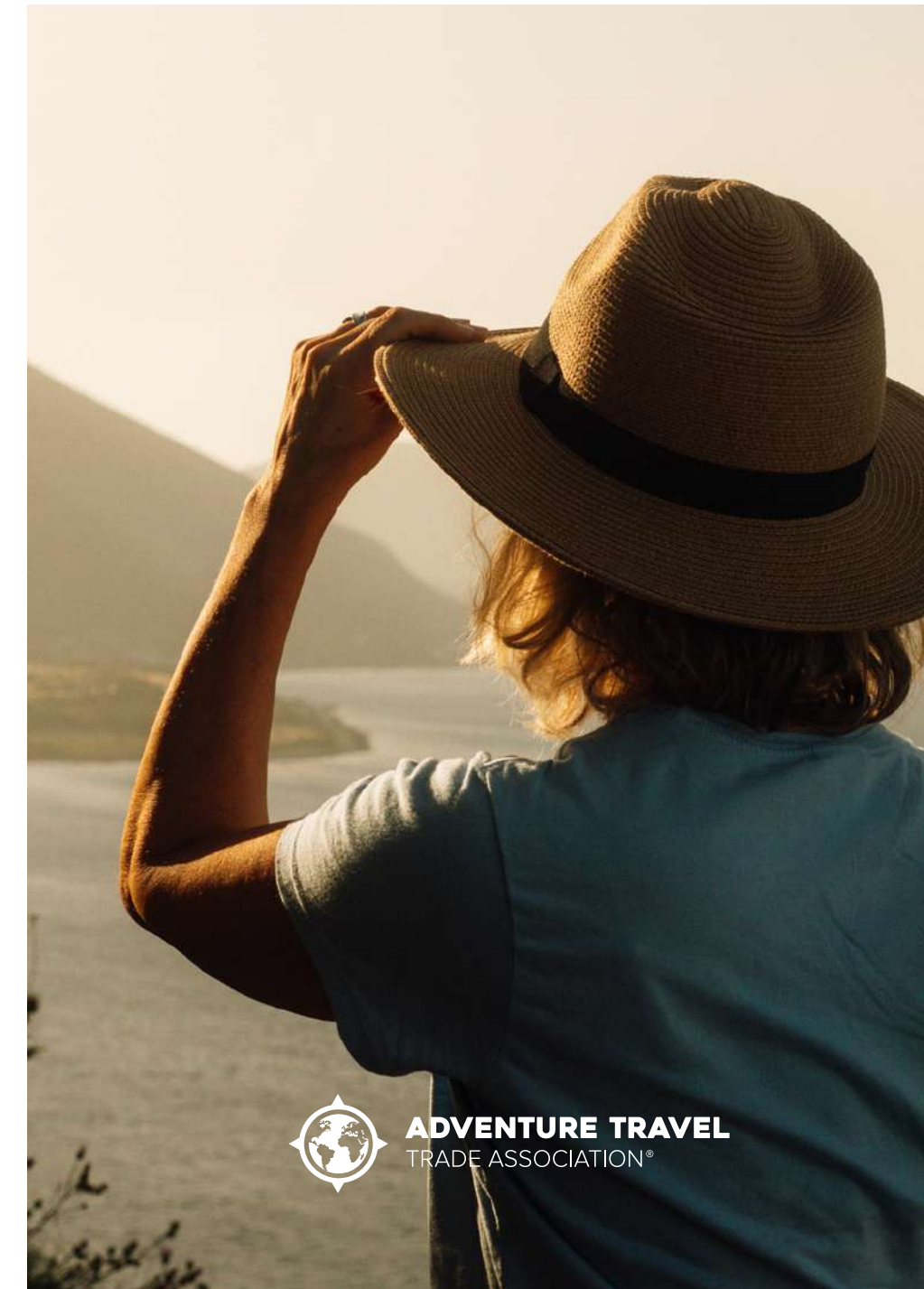


We also realized that one of our most meaningful impacts had never been explicitly captured in this report. For years, we have measured the economic value created by ATTA events. Over the past year, that work was further validated through our research, consistently showing that **65% to 75% of the projected return generated by our events remains within host destinations**. That means local businesses grow, jobs are supported, tourism economies are strengthened, and public investment in tourism is reinforced. Bringing this measure into our Sustainability & Impact Report reflects a broader understanding of what impact means for ATTA. It is not only about reducing our footprint—it is also about increasing the positive value we create for the communities and destinations we serve.

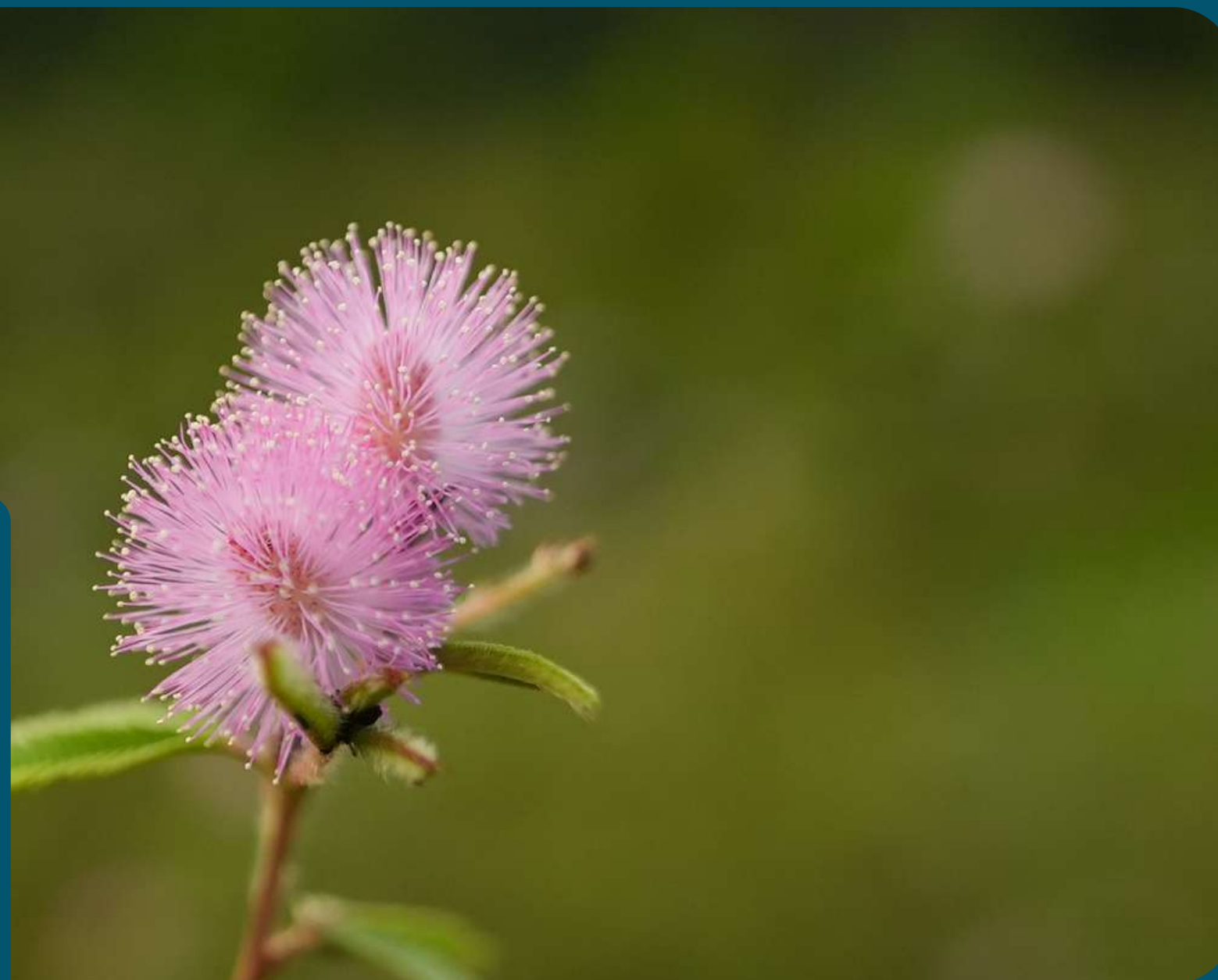
Another important realization was that, in adventure travel, **sustainability and safety are inseparable**. Climate change, geopolitical instability, and growing operational complexity make effective risk management a sustainability issue as much as an operational one. That is why we made our Safety & Risk Management course available to all Business Members—equipping our community to operate more safely, more responsibly, and more resiliently.

Finally, we learned that **some ambitions require more time than we anticipated**. Becoming a certified **B Corporation** remains an important aspiration for ATTA, but it has become clear that achieving this by the end of 2026 is not realistic. Rather than rushing toward a deadline, we have chosen to adjust our timeline while staying fully committed to the goal. Perhaps that is the greatest lesson of all. Stay true to your vision. Stay grounded in your values. Hold yourself accountable to your goals. But be willing to adapt your path as you learn. Sustainability is not about perfection. It is about continuous learning, continuous improvement, and continuing to move forward.

Thank you for being part of this journey.



1 Membership Sustainability Commitment



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 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 commitment to sustainability by providing credible evidence of their efforts. This may include participation in recognized certification or verification programs, or transparent public reporting and formal public commitments that outline their sustainability goals, actions, and progress.

What We've Learned

Throughout 2025, we held dozens of conversations with members, sustainability partners, and industry leaders to better understand what sustainability looks like in practice and how ATTA can best support its adoption across the global adventure travel community.

These conversations generated valuable insights that will shape the evolution of the Membership Sustainability Commitment in 2026. Our most important learning was **that commitment can be demonstrated in different ways.**

Our original approach recognized organizations that had completed third-party certification or assessment. While we continue to believe independent verification is an important pathway, we also learned that many organizations are making meaningful progress through transparent public reporting, sustainability strategies, and formal public commitments.

As a result, **we broadened the Membership Sustainability Commitment to recognize both independently verified certifications and credible public sustainability reporting or commitments.**

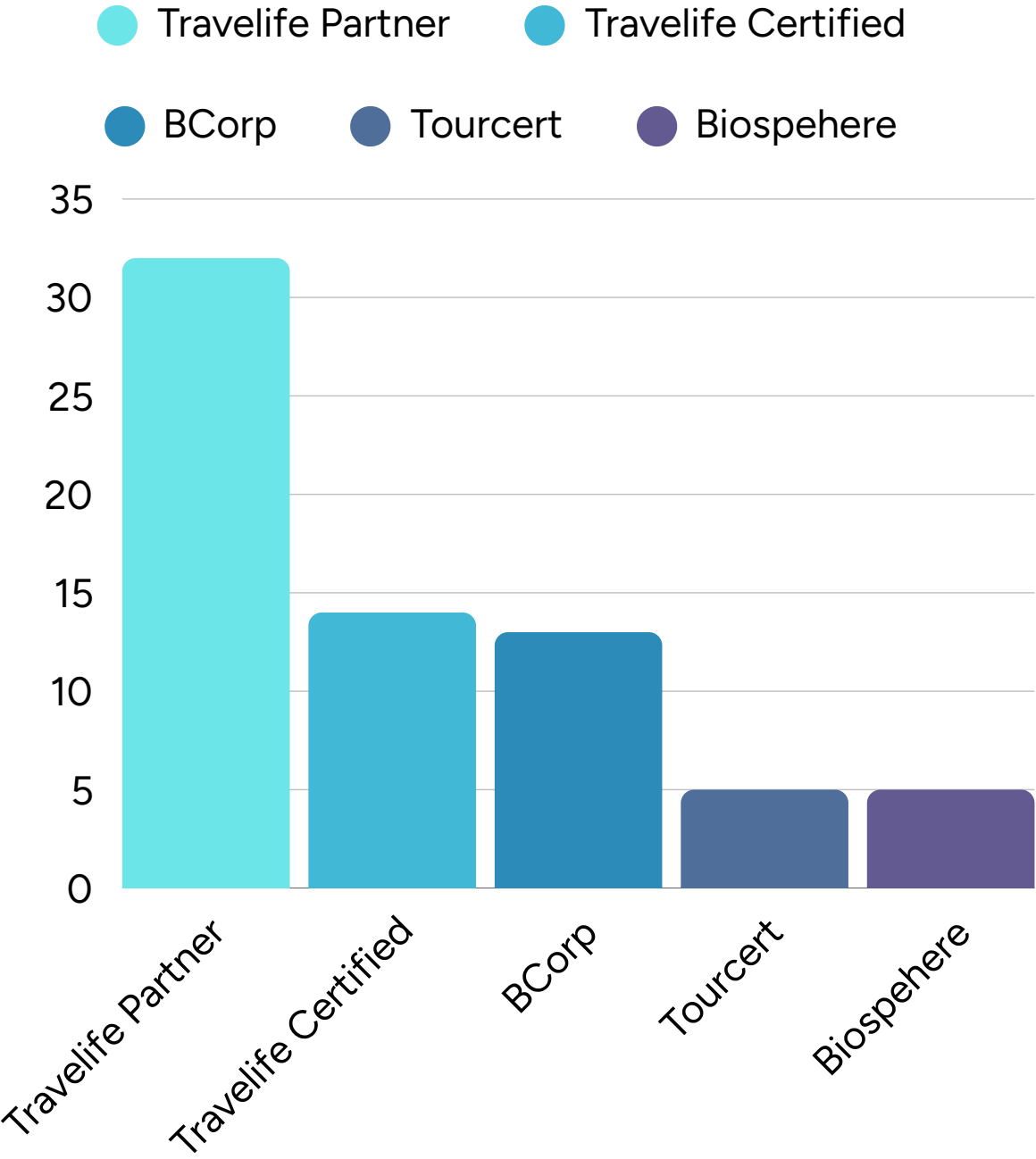
This evolution makes the program **more accessible and inclusive** while preserving its purpose. It creates a pathway for organizations that are beginning their sustainability journey, encourages greater transparency across the industry, and recognizes that meaningful progress often starts with a public commitment before leading to formal certification.

Our vision remains unchanged: to build the world's largest community of businesses committed to sustainable travel. What has changed is our understanding of how to help our community get there. By creating multiple credible pathways to participation, we believe we can enable more organizations to take meaningful action while continuing to raise the bar over time.

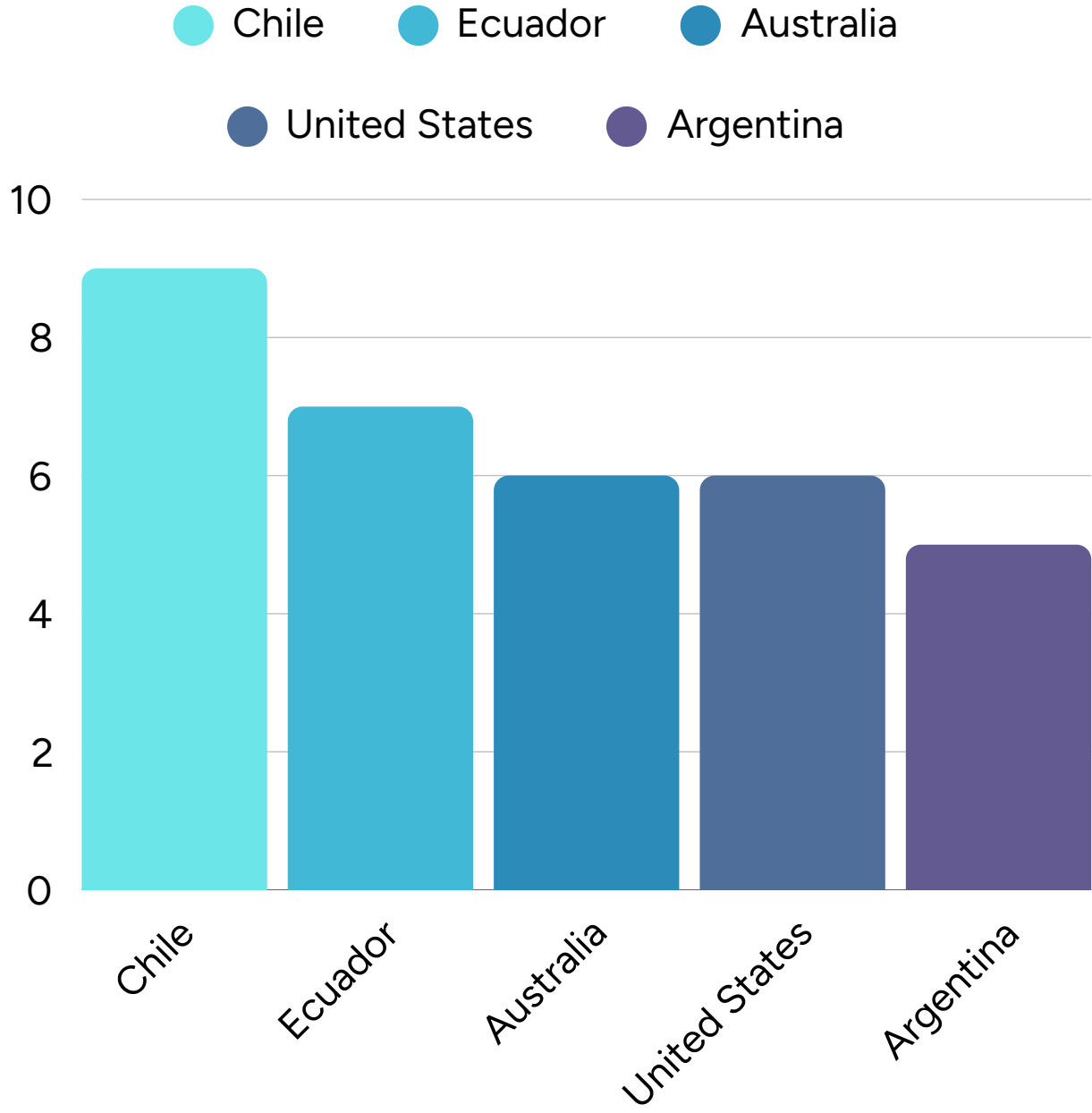
The Membership Sustainability Commitment

100
Certified companies

Top 5 Certifications



Top 5 Countries



The Membership Sustainability Commitment: Sustainability Partners

12

2 New Sustainability Partners since launch

The Reef-World Foundation

For over 20 years, The Reef-World Foundation has been a leader in marine conservation, working with communities, businesses, and governments to protect coral reefs by promoting sustainable marine tourism. Reef-World empowers people worldwide to conserve coastal resources and make the marine tourism industry a force for good that benefits the local communities, visitors and future generations.

UnTours

UnTours Foundation traces its roots to the pioneering travel company, UnTours. Since 1992, the foundation has directed all of UnTours' profits, along with contributions from dedicated travelers and supporters, into ventures that create meaningful change in communities and industries worldwide.

Travelife

Travelife for Tour Operators provides online training and practical tools for sustainability management and certification. The training and online tools are suitable for tour operators of any size and cover all management aspects of the travel company business including office operations, the supply chain, destinations and consumers.

The Membership Sustainability Commitment: Sustainability Partners

13

7 Webinars on the HUB

Animondial

ANIMONDIAL is a specialist consultancy that advocates an animal-friendly, nature positive, low carbon future, where tourism is part of the solution. ANIMONDIAL provides impact assessment, team training & strategic consultancy to support businesses to minimise harm and maximize positive outputs for biodiversity and nature.

BehaviourSMART

The beSMART Platform is an on-demand sustainability and marketing advisory that is scalable, easy-to-use, and affordable. The beSMART Platform is based on how human psychology works – it spurs micro actions that propel macro impacts, making it easy for businesses to adopt sustainable practices that lead to real-world results.

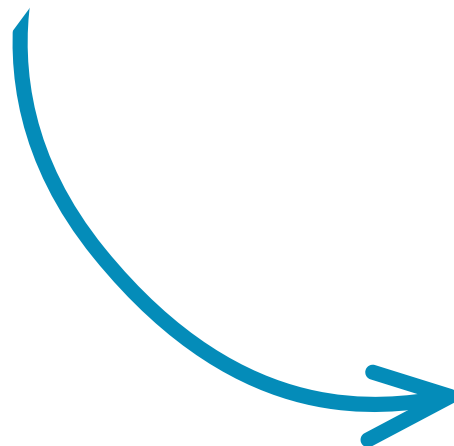
Climate Friendly Travel Services

Climate Friendly Travel Services (CFTS) provides an innovative and comprehensive approach to addressing the climate challenges faced by Travel & Tourism. By combining cutting-edge satellite-based Earth Observation technologies with practical, accessible Climate Action Plans, they empower tourism businesses, destinations, and decision-makers to thrive in the face of climate action.

The Membership Sustainability Commitment: Sustainability Partners

14

Featured Success story achieved within the first year of launch



Ecollective

In the last year ecollective has measured hundreds of thousands of vacations. From backpacking adventures, cruises to expeditions. Working with tour operators, hotels or destinations is often the same. How we can lower our negative impact on the planet whilst making adventures better for customers and the business?

[World Expeditions Accelerates Its Climate Action Plan Through ATTA's Ecollective Partnership](#)

Green Destinations

Green Destinations offers a structured and practical approach to sustainability with two distinct certification programs: Green Destinations Certified, a GSTC-Accredited certification for destinations, and the Good Travel Seal, a certification for tourism businesses recognised by Travalyst, ECOTRANS, and Destinet. Additionally, Green Destinations provides expert support, training, and tailored guidance through webinars and workshops to help businesses implement effective sustainability practices.

Green Key

The Green Key certificate is the leading standard for excellence in the field of environmental responsibility and sustainable operation within the tourism industry. This prestigious certificate represents a commitment by businesses that their premises adhere to the strict criteria set by the Foundation for Environmental Education.

2

AdventureEDU



AdventureEDU

In 2025, AdventureEDU directly supported tourism workforce development through 300+ hours of in-person and virtual training for 246 students, achieving an overall training quality rating of 4.7 out of 5.

The program uses a hybrid education model that combines mentorships, workshops, field training, and online self-paced courses to provide flexible training for adventure travel professionals, including guide training, business management, safety, marketing, and sustainable product development.

In 2025, AdventureEDU programs were held in **Panama, Chile, Cabo Verde,** and **Japan**, with each program tailored to meet the specific needs of the region.

"Thank you for the excellent training and for choosing such outstanding instructors. I've already registered for the next course. It's incredible how you 'guessed' exactly what we have needed for years." — AdventureEDU Cabo Verde Participant

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**.



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AdventureEDU in 2025



246
Students



4
Countries that received EDU
courses

Sustainability is Safety

7+	Hours
6	Expert Reviews
25	Templates
30+	Quizzes

Since January 2025, our online AdventureEDU course “Safety & Risk Management” has been offered free of charge to all Business Members as an ongoing member benefit.

The course guides adventure travel operators and managers through the full process of developing and implementing a comprehensive safety management system for guided experiences. Delivered in a progressive, practical format, it covers essential risk management principles and safety best practices. Participants gain access to ready-to-use tools, real-world examples, and hands-on exercises designed to support immediate application within their operations.

3

Research & Knowledge



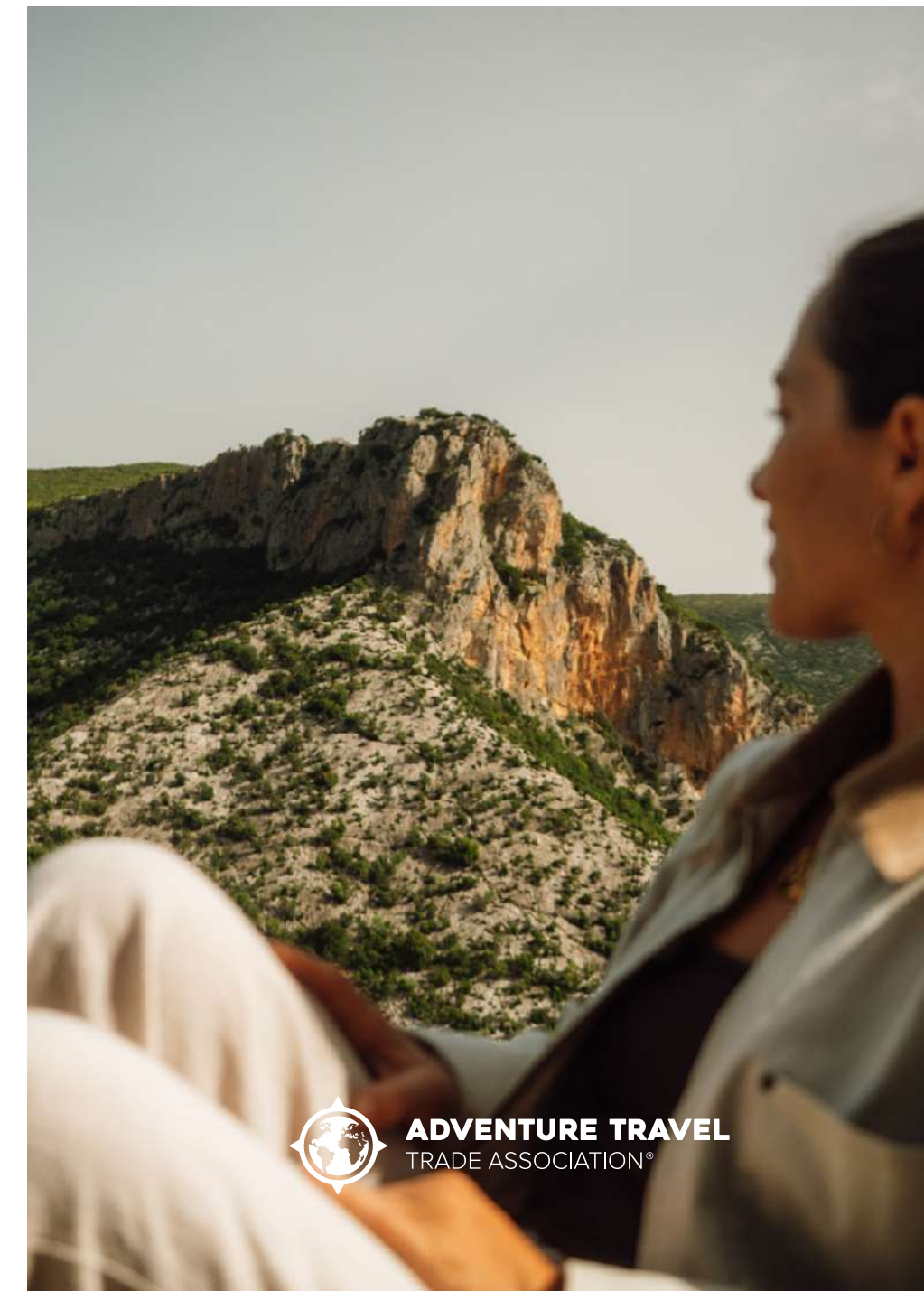
Research & Knowledge

New to the 2025 Sustainability & Impact Report is a dedicated section highlighting ATTA's contribution through research and knowledge.

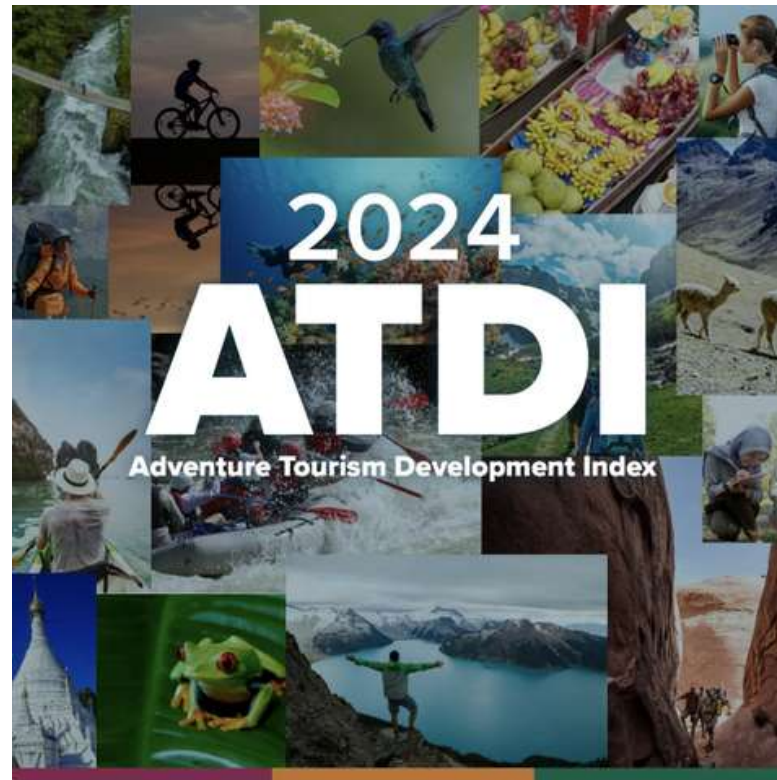
Beyond convening the global adventure travel community, ATTA serves as the industry's leading source of research, market intelligence, and thought leadership.

Our research equips businesses, destinations, governments, and industry leaders with trusted data and actionable insights to make better decisions. It helps the sector understand its own evolution, identify emerging trends, and quantify the economic, environmental, and social value of adventure travel.

By translating evidence into practical knowledge—and amplifying it through Adventure Travel News—we support better business strategies, more effective public policies, and greater recognition of adventure travel as a catalyst for sustainable economic development around the world.



What we published in 2025



ATDI 2024-2025

A global ranking from ATTA and George Washington University International Institute of Tourism Studies (GW IITS) that assesses adventure tourism competitiveness of countries around the globe.



Trends & Insights 2025

Offers essential benchmarks for those working in the sector and provides external observers with a data-informed view of the health, direction, and unique values driving the global adventure travel industry today.



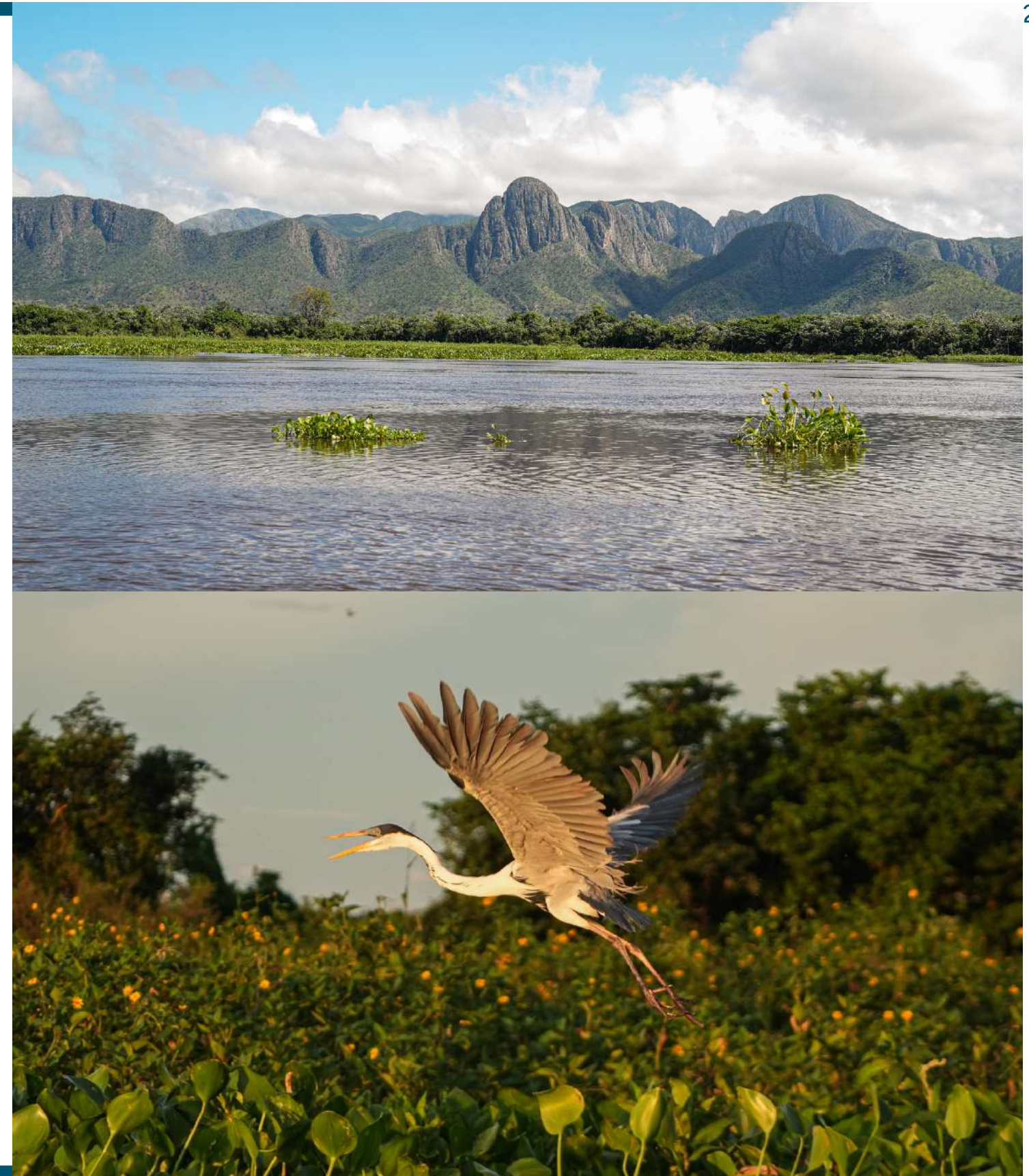
Market Sizing 2025

Examines the rapid expansion of the adventure travel market, which has surged to over \$1 trillion in value.

ATDI - Supporting Destinations to be more Sustainable.

The 2024-2025 ATDI underscores sustainability as central to adventure tourism competitiveness, introducing a Climate Resilience pillar and strengthening Sustainable Development metrics.

It emphasizes human development, inclusiveness, environmental health, protected natural areas, and climate mitigation, reinforcing the link between responsible tourism, conservation, and long-term destination resilience and competitiveness worldwide.



Trends & Insights - Creating awareness for operators to be more Sustainable

In 2025, sustainability and climate action deepened across the adventure travel sector, with 49% of operators holding or pursuing certification and 50% educating travelers about climate-conscious travel. Operators are prioritizing greener itineraries, sustainable supplier purchasing, water conservation, and formal safety and risk management planning.



Market Sizing - Bringing light how consumers behaves towards sustainability

Sustainability remains central to adventure travel's growth, with travelers across all segments showing strong openness to responsible practices. While not always the top planning driver, most are willing to reduce waste, consume locally, and travel off-season—signaling meaningful opportunity for low-barrier, high-impact sustainable action.



Adventure Travel News & Sustainability

Articles
Published in
2025

207

Adventure Travel News (ATN) is ATTA's official media platform, designed to inform, educate, and connect the global adventure travel community. Reaching an audience of over 30,000 subscribers, ATN shares curated articles, industry insights, and member stories that highlight key trends, best practices, and innovations shaping the sector. It also serves as a space to amplify sustainability efforts, share research, and showcase the work of members and partners—helping drive awareness, engagement, and informed action across the industry.

Key Facts:

Total
visits

92,905

Articles on
Sustainability

81

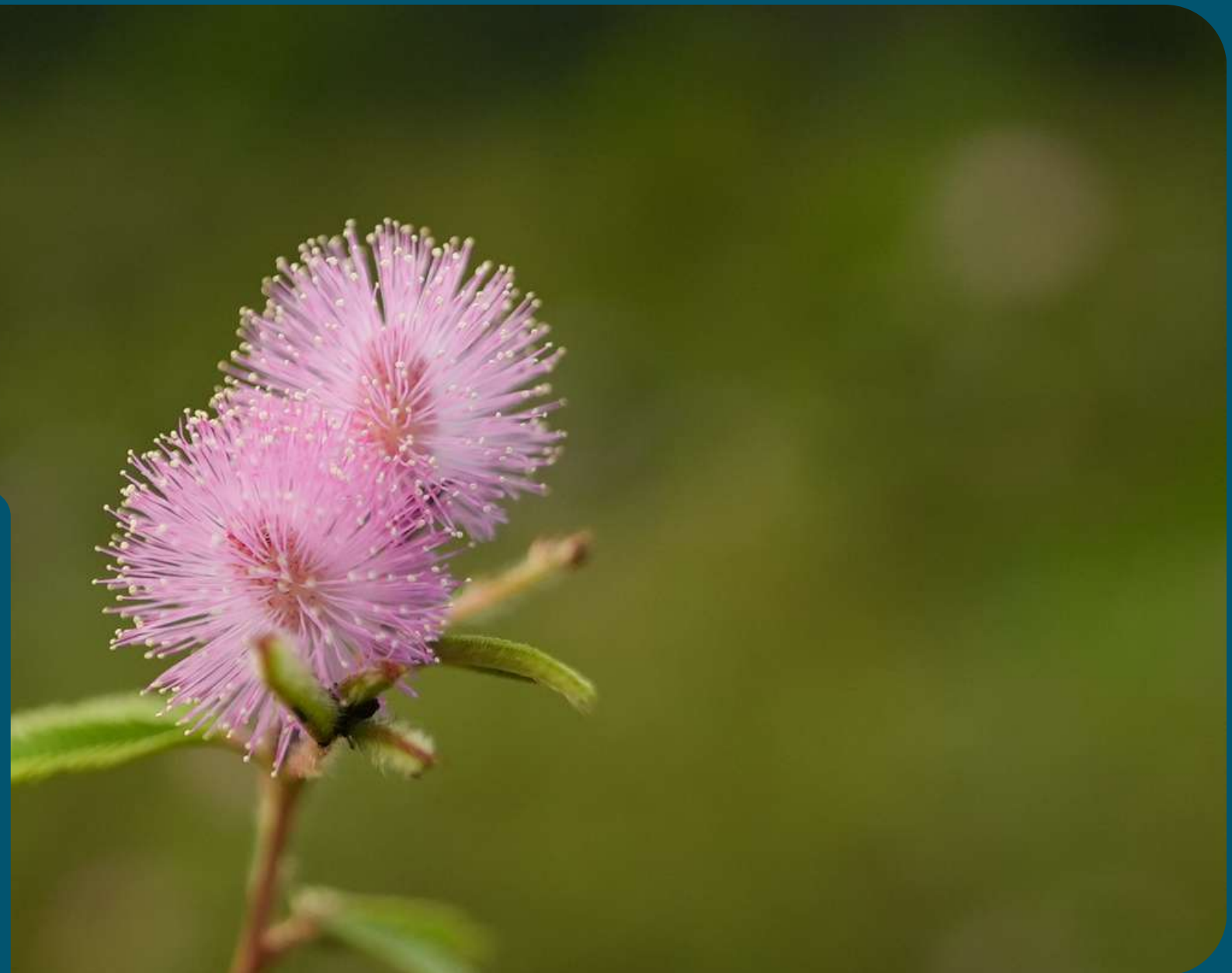
[Read all Sustainability Articles here](#)



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4

Sustainability at our Events



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 2025—through partnerships, practices, and impactful content.



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Sustainability Efforts During Events: Selected Examples

Compensei's Decarbonization Plan

AdventureELEVATE Latin America 2025 was guided by a comprehensive decarbonization plan developed in partnership with Compensei, with the goal of reducing greenhouse gas emissions across every stage of the event — from planning through dismantling.

Compensei conducted a **full sustainability assessment** and implemented **data-driven reduction strategies** addressing **transportation, waste management, event setup, and energy consumption**. Measures included tracking travel and supplier emissions, prioritizing direct flights, implementing waste separation and composting systems, using sustainable and rented materials, minimizing generator use, and monitoring energy efficiency throughout the event. Continuous data collection ensured measurable impact and will inform future improvements.

A key component of the strategy was the **Carbonômetro**, an interactive tool that allowed attendees to calculate the emissions generated by their travel. By entering their transport details, participants received immediate feedback on their carbon footprint while contributing to a real-time dashboard that tracked collective travel emissions.

Throughout the event, **Compensei's Lounge** served as an engagement hub where attendees could receive guidance on using the Carbonômetro, explore carbon mitigation options, and learn about sustainable travel solutions.

This integrated approach combined measurement, reduction, and participant engagement — reinforcing AdventureELEVATE's commitment to transparent, accountable climate action.

ADVENTURE ELEVATE®
LATIN AMERICA
BONITO, MS • BRASIL
27 - 29 APRIL 2025

Sustainability Efforts During Events: Selected Examples

Fundación Reforestemos Chile

At ATWS 2025, sustainability efforts were implemented through a collaboration led by **SERNATUR**, together with **Fundación Reforestemos** and **HuellaSmart**. The event's carbon footprint was calculated by HuellaSmart under internationally recognized standards (ISO 14064-1 and GHG Protocol), ensuring a transparent and rigorous assessment of emissions across both the Pre-Summit Adventure and the main Summit.

The analysis confirmed that the majority of emissions were associated with air travel, reflecting the long distances required to reach Patagonia. In contrast, locally delivered services — including accommodation, food, transportation, materials, and waste management — had comparatively low impact, demonstrating careful logistical planning and responsible event management practices.

As a nature-based climate action, SERNATUR and Fundación Reforestemos are advancing a voluntary ecological **restoration initiative** through the planting of approximately **4,100 native trees**. Each tree is estimated to capture around 0.3 tCO₂e over time, contributing to long-term carbon sequestration, ecosystem recovery, and meaningful social and environmental co-benefits. This restoration aims at reinforcing our commitment to responsible environmental stewardship.



Sustainability at our Events: Content

During 2025, ATTA hosted 4 events in which **sustainability** was a key focus. Events' agendas included Keynote and Concurrent Sessions, and Adventure Accelerators. These sessions were solely dedicated to sustainability issues.

8

Keynote Sessions

2

Concurrent Sessions

1

Adventure Accelerator

ATTA Events ROI

\$239.1

**million \$USD expected
in the next 3 years**

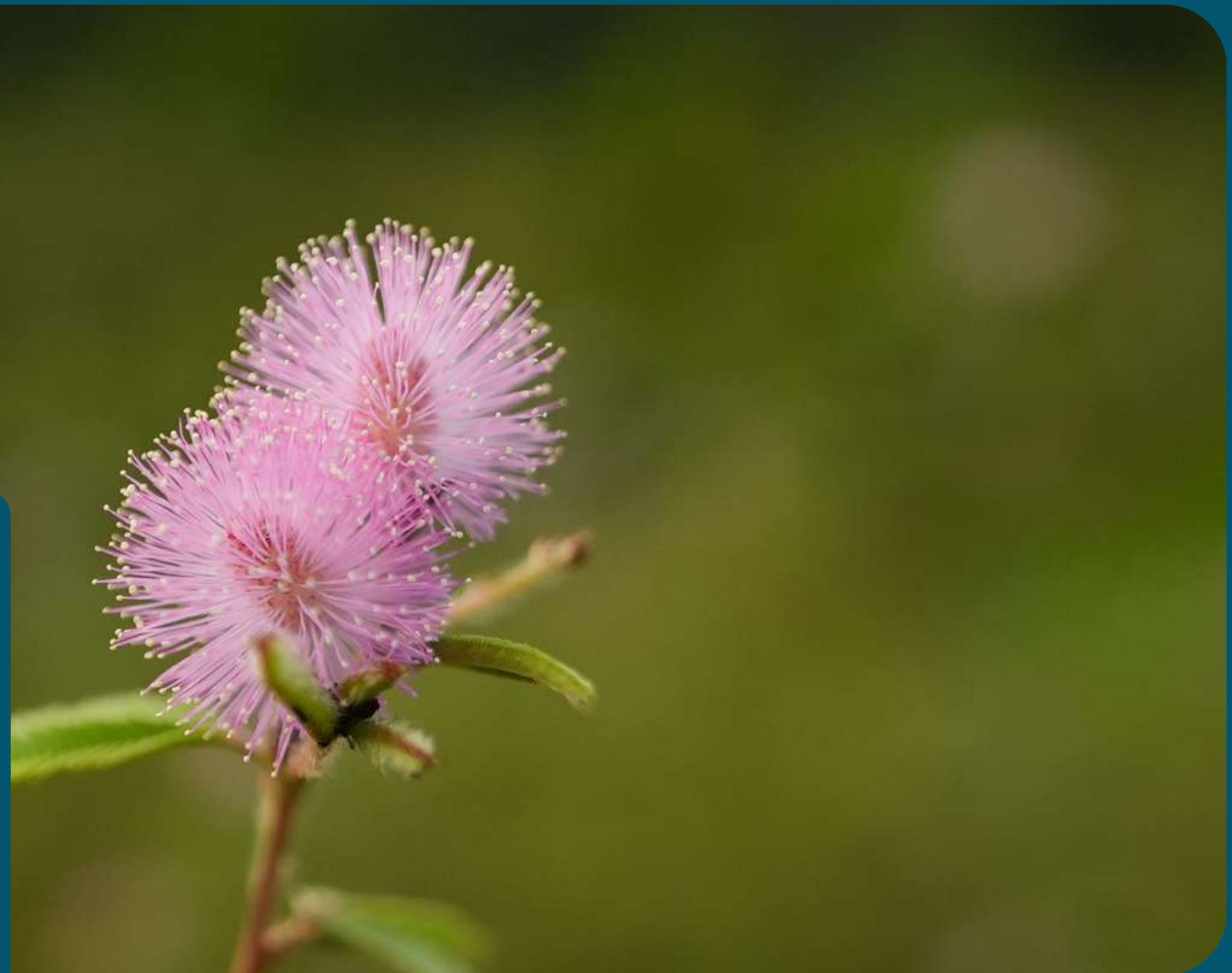
Driving Economic Impact Through Events

ATTA's global events are a catalyst for meaningful business outcomes. In 2025, they generated an estimated \$239.1 million in ROI, underscoring the power of connection, collaboration, and opportunity within the adventure travel community. Between 65% and 75% of the return generated by our events stays within the host destinations.



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5 Tomorrow's Air



The Evolution of Tomorrow's Air to Wren

The Next Chapter for Tomorrow's Air

Tomorrow's Air was founded within ATTA with a bold vision: to make climate action accessible, credible, and meaningful for the travel industry. Since its launch, the initiative has helped educate businesses, inspire travelers, and demonstrate how travel can contribute to climate solutions.

In 2025, we reached an important milestone. To enable Tomorrow's Air to continue evolving and expand its impact, ATTA made the strategic decision to spin the initiative off to Wren, a public benefit corporation and leading climate platform. Tomorrow's Air will continue to operate as Wren's travel-industry solution, preserving its educational mission, community roots, and innovative spirit under the continued leadership of founder Christina Beckmann. We are deeply grateful for Christina's vision and leadership in building one of the travel industry's most innovative climate initiatives.

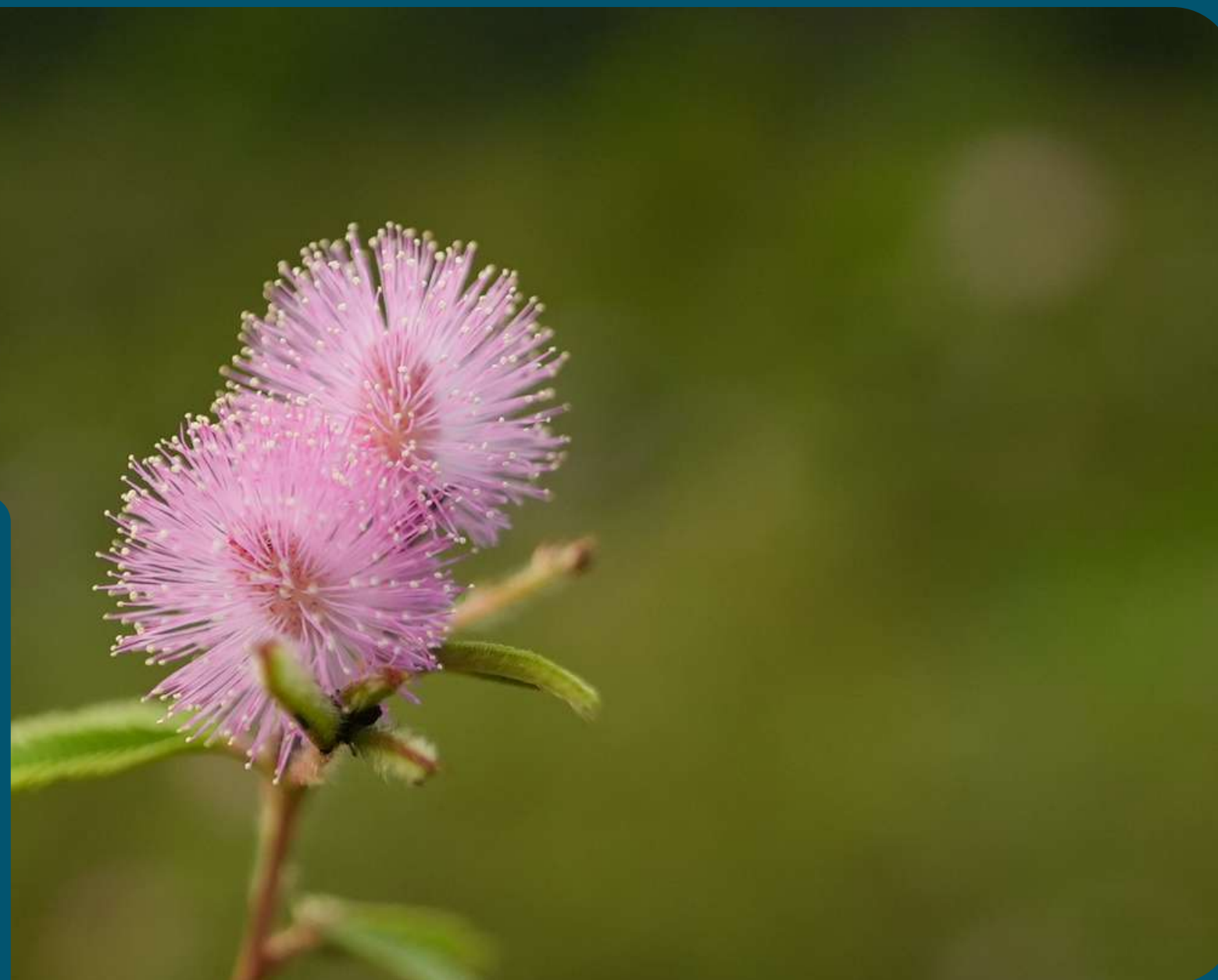
For travel companies and ATTA members, this transition brings new opportunities, including access to nature-based climate solutions, seamless technology integrations, simplified climate contributions, and new ways to engage travelers in meaningful climate action.

This transition reflects a core belief at ATTA: sometimes the greatest impact comes from creating something, helping it grow, and then empowering it to thrive independently.

Together, ATTA and Wren remain committed to making climate action easier, more transparent, and more impactful for the global travel industry.

[Learn More Here](#)

6 Initiatives



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.



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Adventure Travel Conservation Fund

In 2025, ATTA continued to strengthen its partnership with the Adventure Travel Conservation Fund (ATCF), reinforcing a shared commitment to advancing conservation across the adventure travel industry. Through this collaboration, **ATTA supports ATCF through direct financial contributions aligned with its 1% for the Planet commitment**, and by providing in-kind support that amplifies ATCF's reach and impact.

Throughout the year, **ATCF was actively promoted across ATTA's ecosystem**, through dedicated communications, editorial coverage, and the HUB. **ATCF also maintained a strong presence at key industry events**, creating opportunities for engagement, education, and connection with members and partners.

This partnership reflects a shared approach: combining funding, visibility, and community engagement to support conservation initiatives that protect the natural and cultural assets at the heart of adventure travel. By working together, ATTA and ATCF continue to expand the industry's ability to contribute meaningfully to conservation outcomes worldwide.

In total, ATTA provided over \$30,000 in in-kind support alongside direct financial contributions, extending ATCF's ability to fund and scale conservation initiatives.



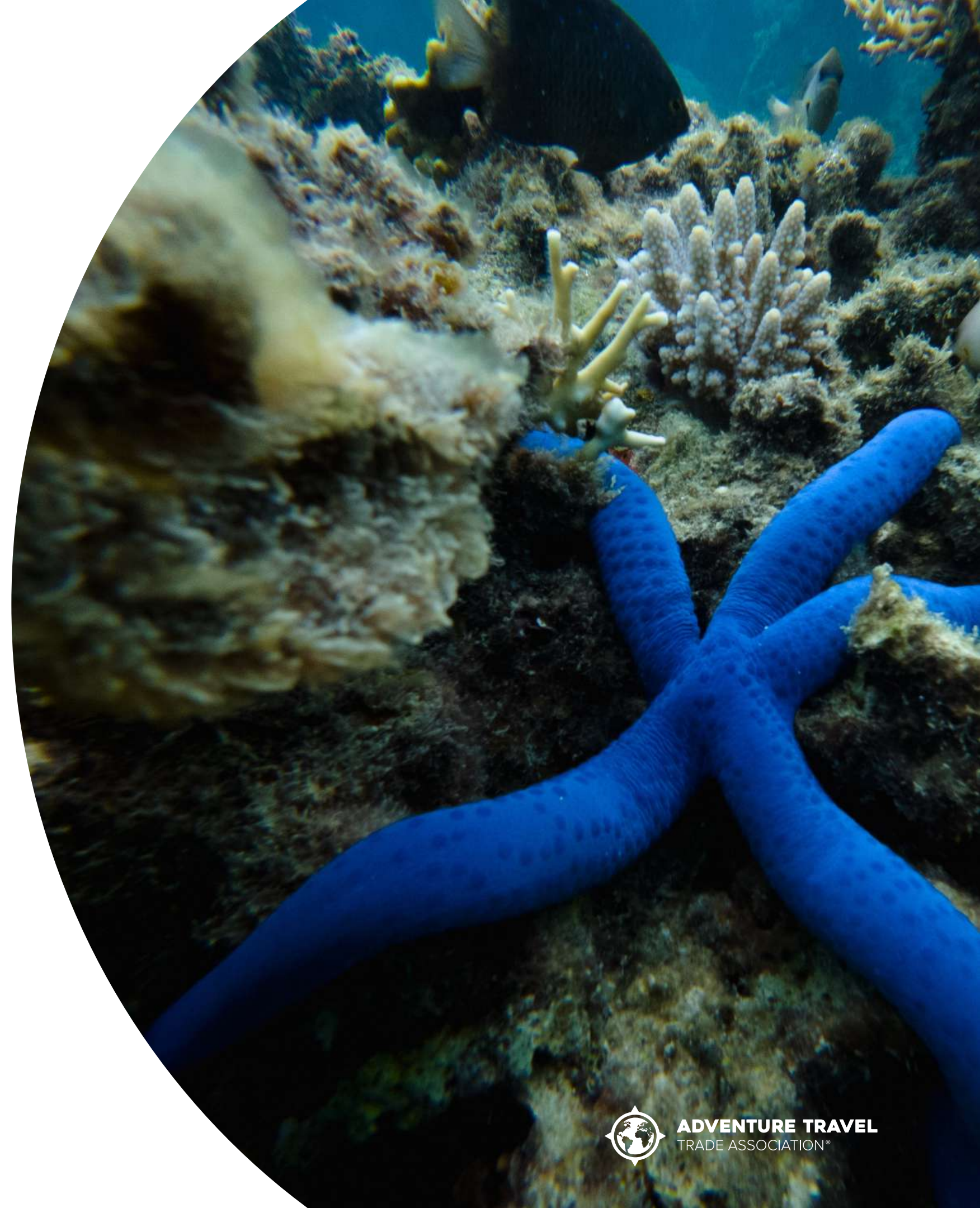
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1% for the Planet

Founded in 2002, 1% for the Planet is built on the idea that businesses have a responsibility to give back for the natural resources they use. The organization brings this to life by encouraging companies to commit 1% of their annual revenue to environmental causes, ensuring that **giving is both consistent and meaningful.**

What sets 1% for the Planet apart is its focus on accountability and impact. Contributions are directed to carefully vetted nonprofit partners and verified annually, creating a **transparent system that channels funding to high-impact environmental initiatives.**

At a time when environmental issues remain underfunded globally, 1% for the Planet plays a critical role in mobilizing the private sector as a force for good. Since its founding, the network has directed **hundreds of millions of dollars** to organizations working across conservation, climate action, and environmental protection worldwide.



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Sustainability Fund

In 2024, the Adventure Travel Trade Association established the **Sustainability Fund** to advance carbon reduction efforts and support nature-based conservation projects.

The Sustainability Fund complements ATTA's ongoing commitment to climate education and innovation, including its work with the Adventure Travel Conservation Fund (ATCF). It is financed through contributions from ATTA's global events and initiatives.

The fund supports key areas such as carbon measurement and education related to ATTA's operations, CO₂ reduction and carbon compensation solutions, and nature-based conservation projects implemented through the ATCF.

Sustainability Fund: 2025 Allocation

50%

For Conservation

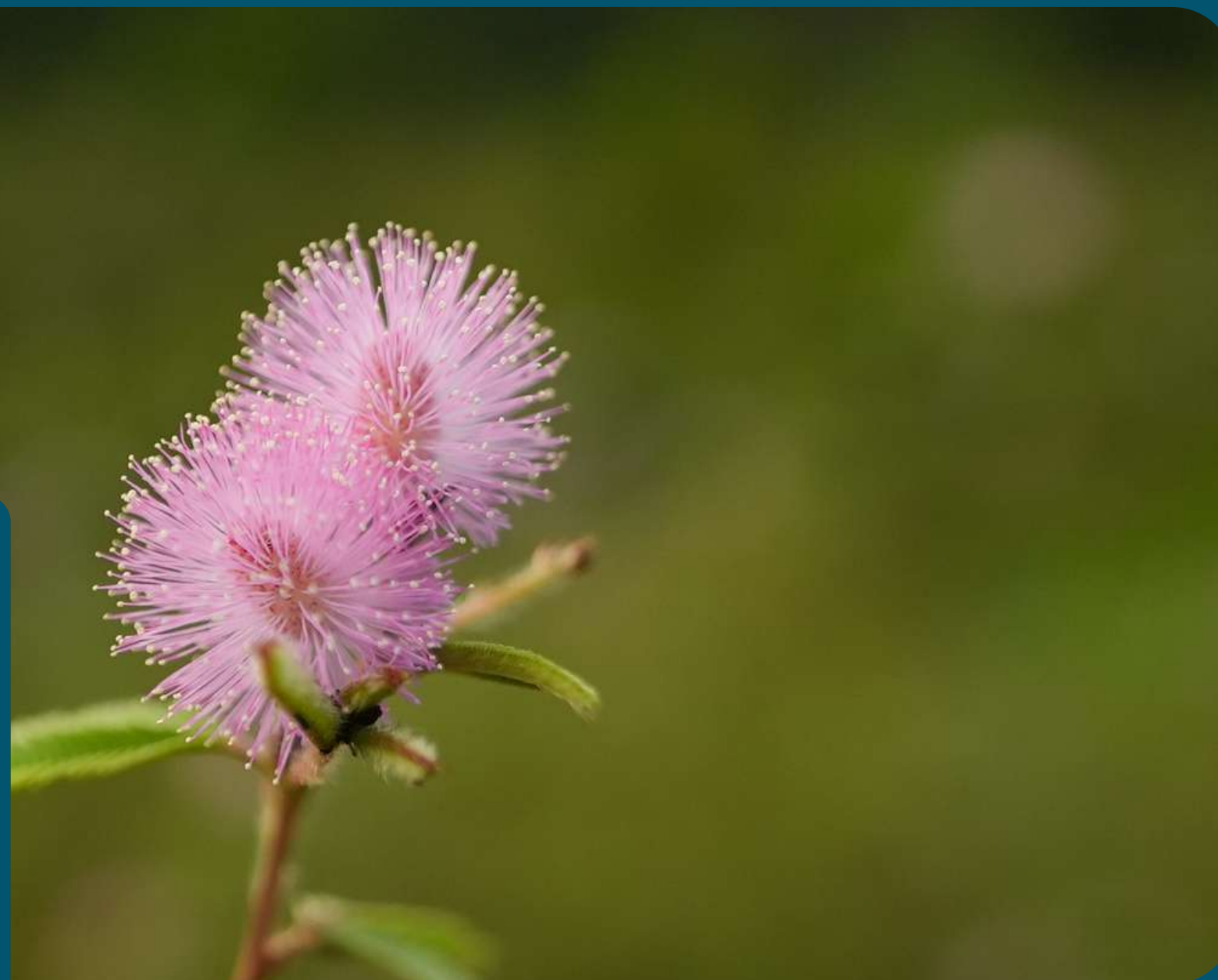
50%

For Education and
Consultancy

In 2025, the ATTA Sustainability Fund raised **\$43,600**, strengthening our ability to invest directly in the future of adventure travel. The Fund represents ATTA's pragmatic approach to sustainability. Alongside our ongoing efforts to measure and reduce our environmental footprint, we **reinvest in conservation and nature-based solutions** that protect the places and communities that make adventure travel possible.

ATTA remains one of the leading contributors to the **Adventure Travel Conservation Fund (ATCF)**, reinforcing our commitment through **1% for the Planet**, while also investing in local nature-based initiatives in the destinations that host our flagship events. The ATTA Sustainability Fund turns our sustainability commitments into **tangible action**—combining emissions reduction efforts with investments in conservation, destination resilience, and the long-term stewardship of the natural environments that are the foundation of adventure travel.

7 Carbon Emissions



Our Journey to Carbon Emissions Reductions

At the end of **2023**, we completed our first full cycle of carbon calculations for ATTA—an important milestone in our sustainability journey. This laid the foundation for defining our reduction goals and approach in **2024**, which resulted in a 12% reduction in emissions, exceeding our initial expectations.

In partnership with Ecollective, we developed a measurement process tailored to ATTA's unique business model, while embracing a key principle along the way: **progress over perfection**.

Unlike traditional businesses, ATTA has limited direct control over its emissions, which are largely tied to events. As a result, our role is not only to reduce, but to influence, guide, and support our host destinations and community in achieving meaningful change.

2025 Carbon Emissions

In 2025, our total carbon emissions decreased from 2,770,920 kg to 2,284,834 kg, a reduction of 17.54% compared to 2024. However, our per-delegate emissions, the metric we use to track genuine efficiency, only decreased by 1.1%, falling short of our 10% target.

In 2025, we brought events to more remote destinations, including our Summit in Puerto Natales, Patagonia. Travel to these locations carries a higher emissions footprint per delegate. And yet, bringing the industry to underserved and remote destinations is central to ATTA's mission: to diversify tourism flows, reduce pressure on over-visited places, and open new opportunities for destinations that need them most.

This is a tension we accept and intend to keep navigating. Progress over perfection remains our guiding principle, and in this case, progress means being honest about trade-offs rather than optimizing numbers at the expense of purpose.

We will continue refining our measurement approach, in partnership with Ecollective, to better account for the complexity of our model and set targets that reflect both our ambitions and our mission.



1,713kg*

CO₂e

-1.1%

Compared to 2024
emissions

(*) Average carbon footprint per delegate



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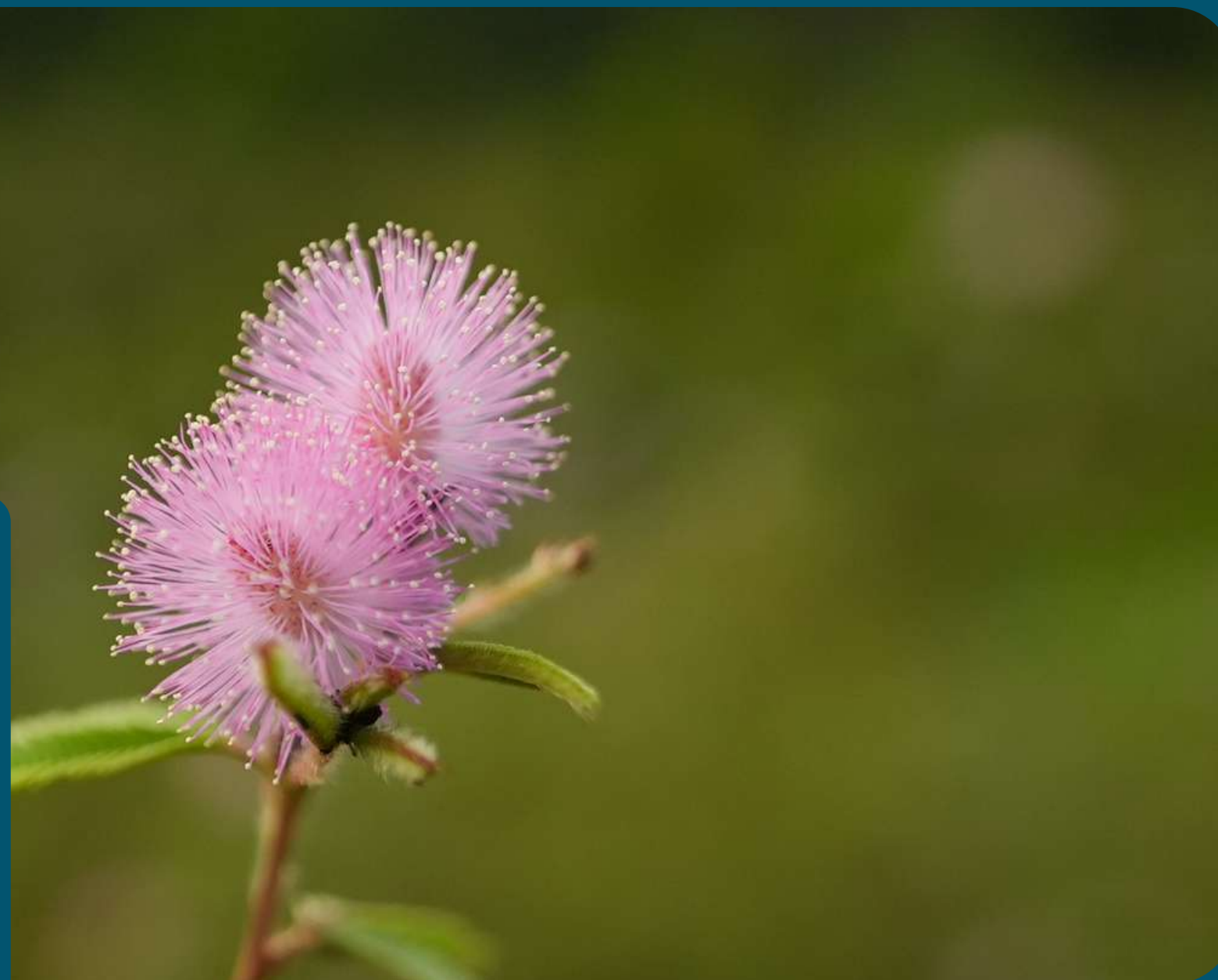
A Note on Methodology

In 2025, our per-delegate carbon footprint fell to 1,713 kg CO₂e, down from 1,732 kg CO₂e in 2024 marking a reduction of 1.1%.

You may notice this figure differs from the 1,969 kg CO₂e we reported last year in our first Sustainability & Impact Report. In preparing this report, our carbon consultants at Ecollective refined their methodology specifically, removing a 15% buffer that had previously been applied to hosted flight calculations. This buffer was designed as a conservative uplift, but its application to flights resulted in a significant overstatement that didn't accurately reflect real-world emissions. The adjustment has been backdated to 2024 to ensure year-on-year comparisons remain meaningful.

8

Looking at
2026



Looking Ahead to 2026

Our commitments for the year ahead

1 Reach our goal per-delegate emissions target

After falling short in 2025 — where remote event destinations drove up per-person footprints — we are committed to hitting our 5-10% reduction goal in 2026. We will work more closely with host destinations earlier in the planning process to identify lower-emission options for transport, accommodation, and logistics, without compromising our mission to bring the industry to places that need it most.

3 Deepen the economic and long-term impact of our events

We want to better understand and communicate the lasting effect our events have on destinations — visitor flows, local business growth, conservation investment, and community wellbeing over time. In 2026 we will develop a framework for measuring destination impact beyond the event itself, so we can show stakeholders the full value of where we choose to convene.

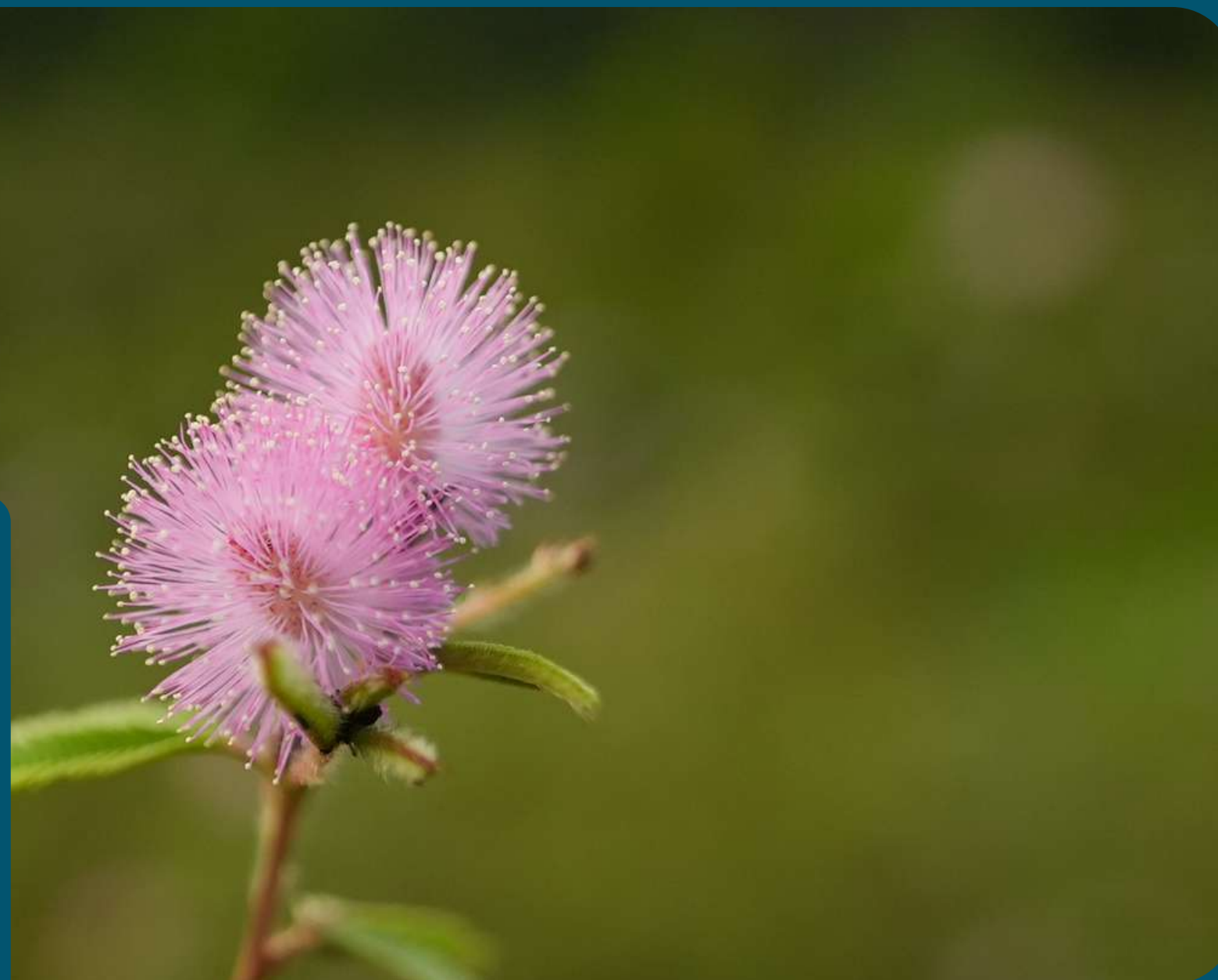
2 Grow and spotlight our sustainability-committed community

We will expand the number of members holding a Membership Sustainability Commitment certification, making it easier for our members to submit relevant documentation. Equally important, we will make their work visible — through dedicated features on our website, editorial coverage in Adventure Travel News, and newsletter spotlights that tell the real stories behind their sustainability journeys.

4 Make sustainability accessible to more businesses

We will grow our network of Sustainability Partners — the certified programs, tools, and consultancies available to ATTA members — with the goal of making it easier for companies at every stage of their sustainability journey to find the right entry point. More partners means more pathways, lower barriers, and a broader, more diverse community of businesses taking meaningful action.

9 Appendix



Sustainability Content

AdventureELEVATE Latin America 2025 - Bonito (MS)

- Opening Keynote - It sounds “Bonito”: Innovating Adventure Product Development for All
- Adventure Accelerator - Indigenous & Community Tourism
- Keynote: Overtourism & Responsible Traveling
- Keynote: This is Bonito: Local Panel, Sustainability & Conservation Practices

AdventureELEVATE North America 2025 - Denver (CO)

- Keynote - Wellness, Community and Lifelong Learning: What’s Next in Adventure Travel
- Round table - Future-Proofing Adventure Travel: Strategies for Resilience and Innovation
- Keynote - Turning Challenges Into Opportunities in North American Tourism

AdventureNEXT 2025 Cuenca

- Plenary - Culture, Living Roots: Culture and Communities at the Heart of Adventure
- Plenary - Threads of Identity: Weaving Culture, Community, and Tourism in the Andes
- Plenary - Conservation, Resilient: Innovation for Conservation and Sustainable Travel

ATWS 2025 - Chile

- Concurrent Session - Bridging Sustainability, Parks, and Tourism — Protecting Nature While Inspiring Travel

Sustainability Fund Allocation

50% Invested on Conservation and Compensation

- 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.

50% Dedicated on Consultancy and Education

- Carbon Calculation & Advisory – Partnering with Ecollective to measure and track ATTA's carbon impact.
- Say Hueque Planting Trees initiative in the Chilean Patagonia as a result of our carbon compensation strategy for ATWS 2025.

THANK YOU!



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