The invisible burden of tourism

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BUT AT WHAT COST?
The unaccounted costs associated with the additional demand of visitors. E.g.

- additional infrastructure required to transport, feed, accommodate, provide energy and water, and manage the waste of tourists and those employed in the sector.
- protecting/maintaining shared environmental & cultural assets
- impacts on biodiversity

www.invisibleburden.org
GOODBYE OVERTOURISM (for now)

Immediate needs:
• Public health and safety
• Business survival
• Returning visitors

An opportunity:
• DMOs connecting with their communities
• A chance to rebalance tourism
Smart recovery will put the community and resource protection at its centre.
A new model for tourism

- Community engagement & mandate
- Better data of impacts and risks
- Tools and levers to manage impacts
- A shared public/private agenda
- Finance and investment for sustainable outcomes
Businesses are getting ready for recovery:

- increasingly concerned that destinations are vulnerable
- Looking for high-quality local experiences
- Working on procurement and supply chain issues
- Reduced footprint and resource circularity
Thank you!

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