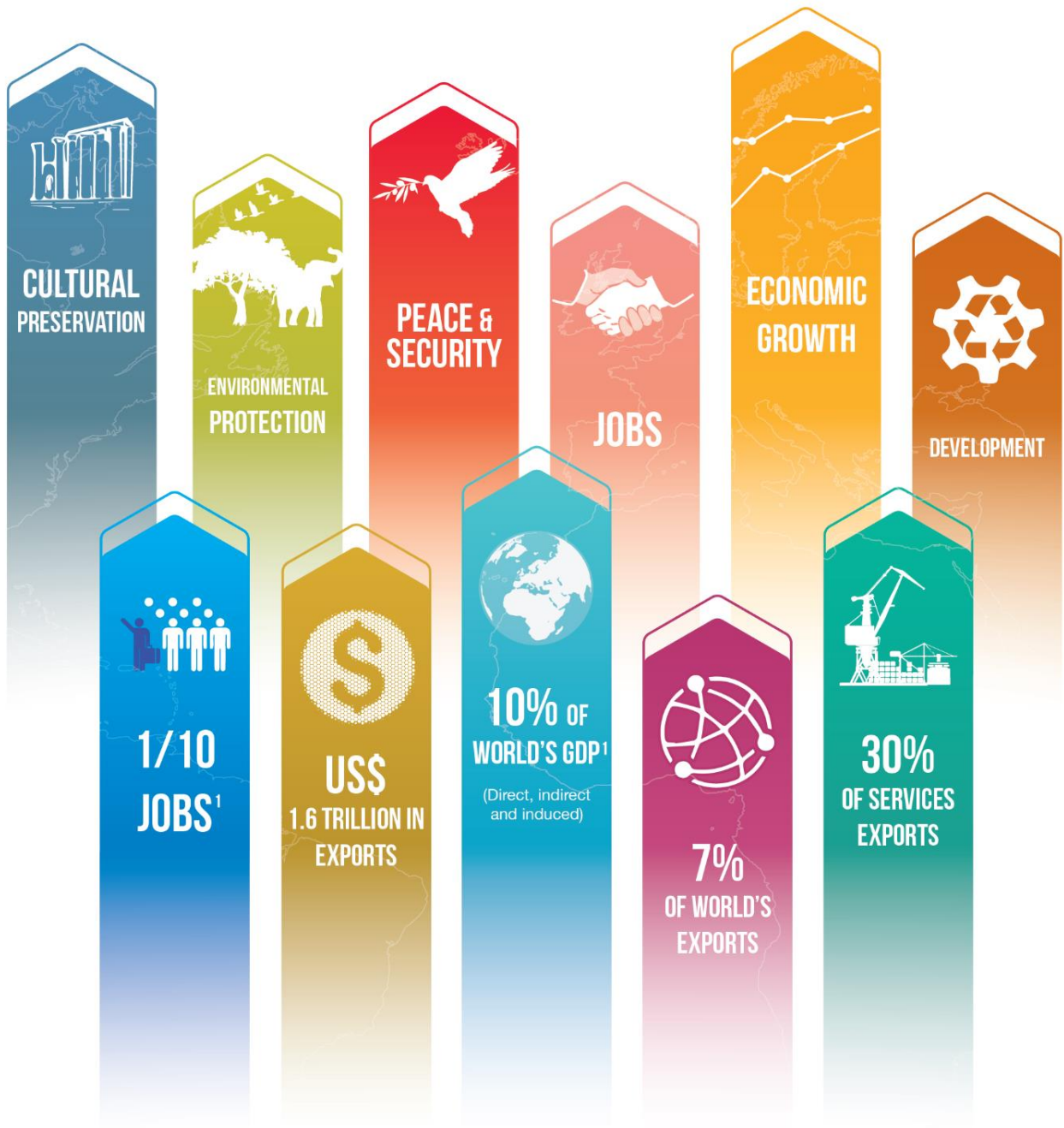


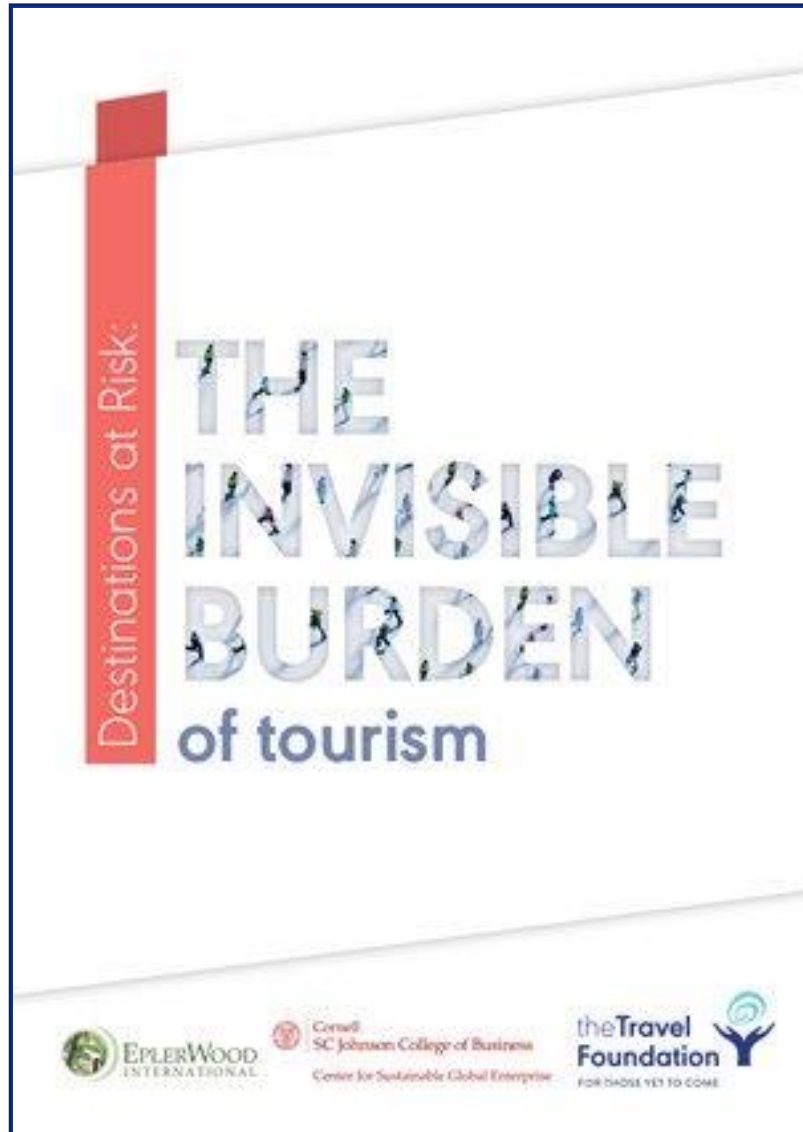
# The invisible burden of tourism

Jeremy Sampson CEO, the Travel Foundation





**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](http://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



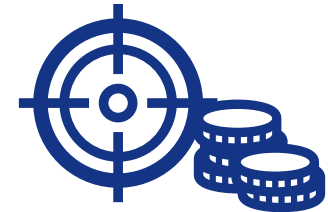
Tools and levers to  
manage impacts



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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