

Virtuoso Impact Report  
**SUSTAINABLE TRAVEL**  
**2024 HIGHLIGHTS**

# Virtuoso Impact Report

## Table of Contents

- **Partner Study** ..... **Page 3**
  - Partner Representation & Global Efforts ..... 5-12
  - Sustainability as a Profit Driver, AI, and Future Plans ..... 13-17
  - Celebrating Culture ..... 18-23
  - Supporting Local Economies ..... 24-31
  - Protecting the Planet ..... 32-40
- **Member Study** ..... **Page 41**
  - Member Representation ..... 43
  - Sustainable Travel Knowledge & Business Focus ..... 44-53
  - Advisor Perspective on Luxury Traveler Preferences & Beliefs ..... 54-64
  - Advisor Perspective on Partners & Destinations ..... 65-68
- **Traveler Insights** ..... **Page 69**

*This is a highlights document.  
The full report will be published  
in November.*

# VIRTUOSO IMPACT REPORT SUSTAINABLE TRAVEL 2024: PARTNER HIGHLIGHTS

# 2024 Partner Sustainability Study

- Second annual Virtuoso Partner sustainability study
- To capture the incredible work and efforts of our partners, to elevate this impact, celebrate collective success and recognize individual impact
- Over doubled the number of responses from 2023 (215), so we now have data on 482 companies
- Done in alignment with the United Nations' 17 Sustainable Development Goals (SDGs)
- Data processed and analyzed in collaboration with the African Leadership University's School of Wildlife Conservation

# PARTNER REPRESENTATION & GLOBAL EFFORTS

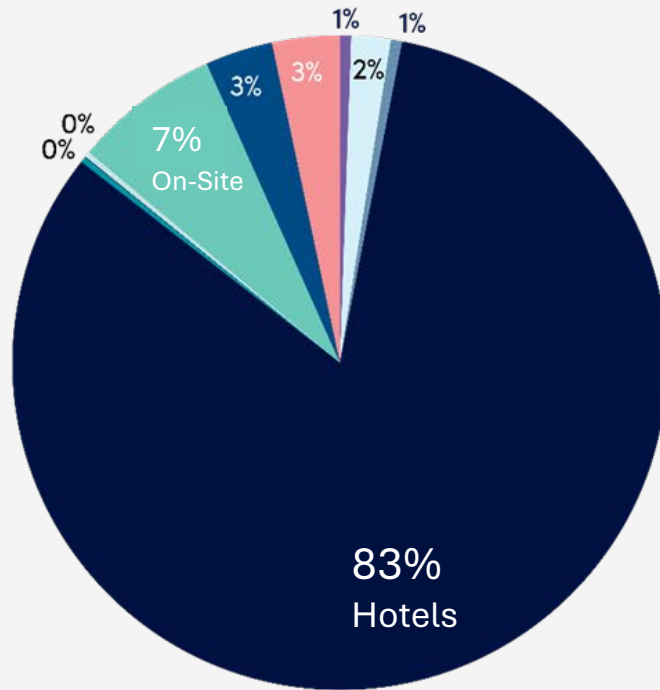
# Partner Representation



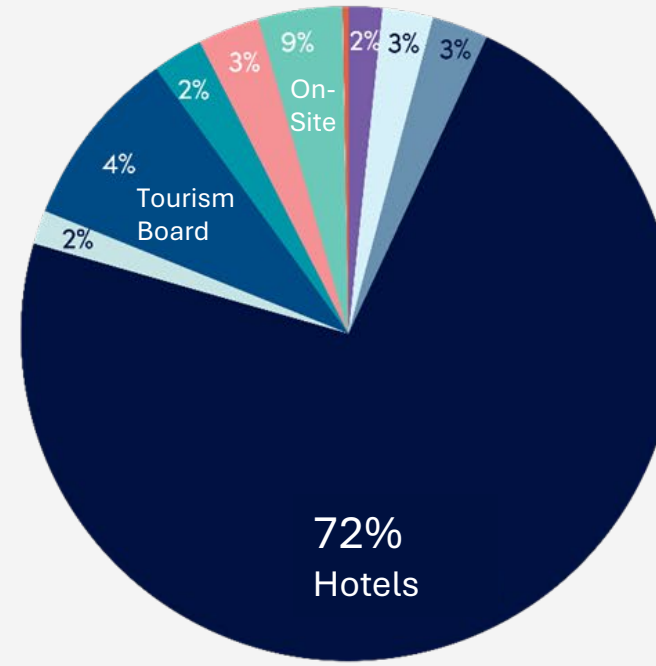
482 PARTNERS FROM  
OVER 70 COUNTRIES  
REPRESENTED

Increased global  
representation by 16%





# Partner Representation



Virtuoso Partner Study  
Representation  
(by partner type)



Virtuoso Network  
Representation  
(by partner type)

-  Airline
-  Cruise Line
-  Hotel Chain
-  Hotel or Resort
-  Hotel Representative
-  On-site
-  Service Provider
-  Tour Operator
-  Tourism Board
-  Rail Carrier
-  Space Travel

Partner responses n = 482  
Total partners n = 2530  
July 2024

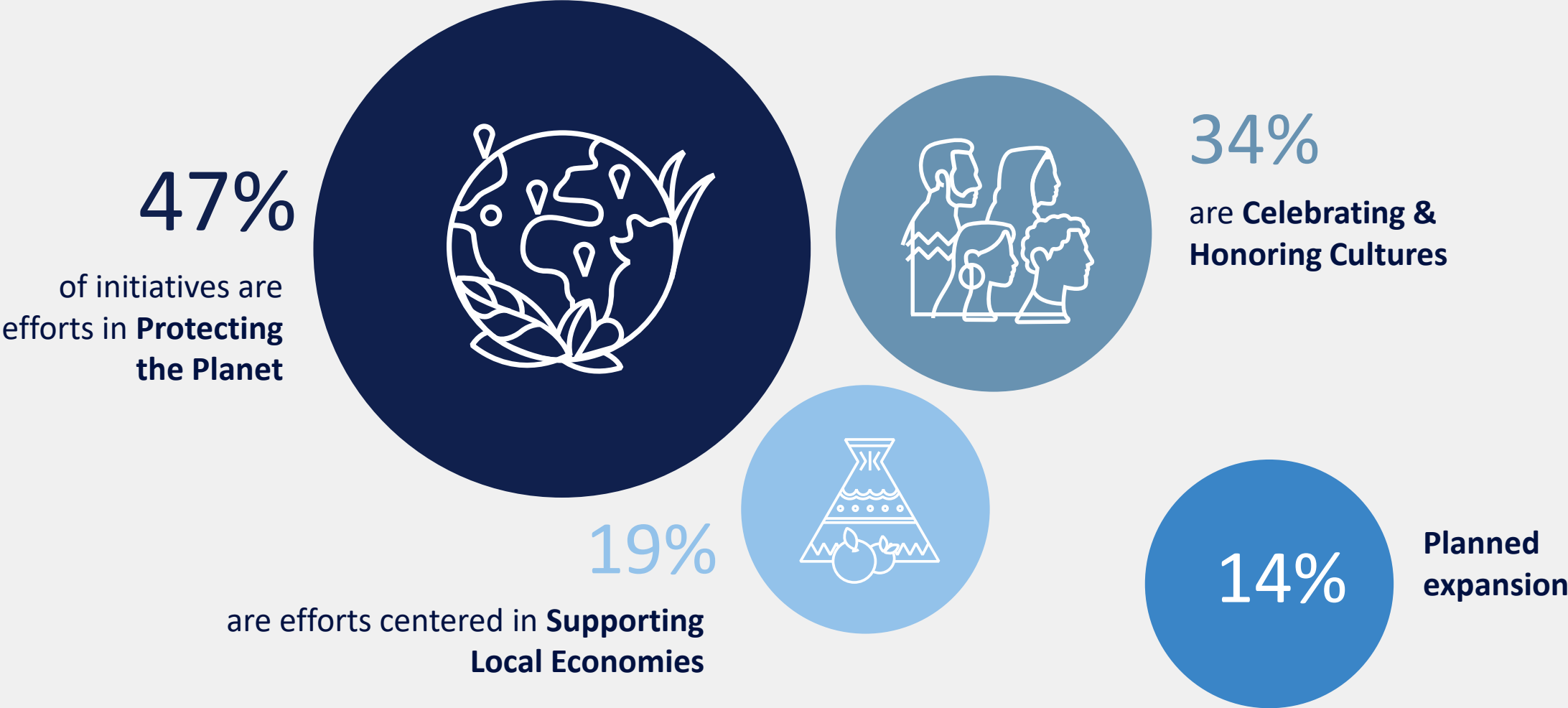
# Aligned with UN Sustainable Developmental Goals

*Funneled into our three core pillars of sustainability*

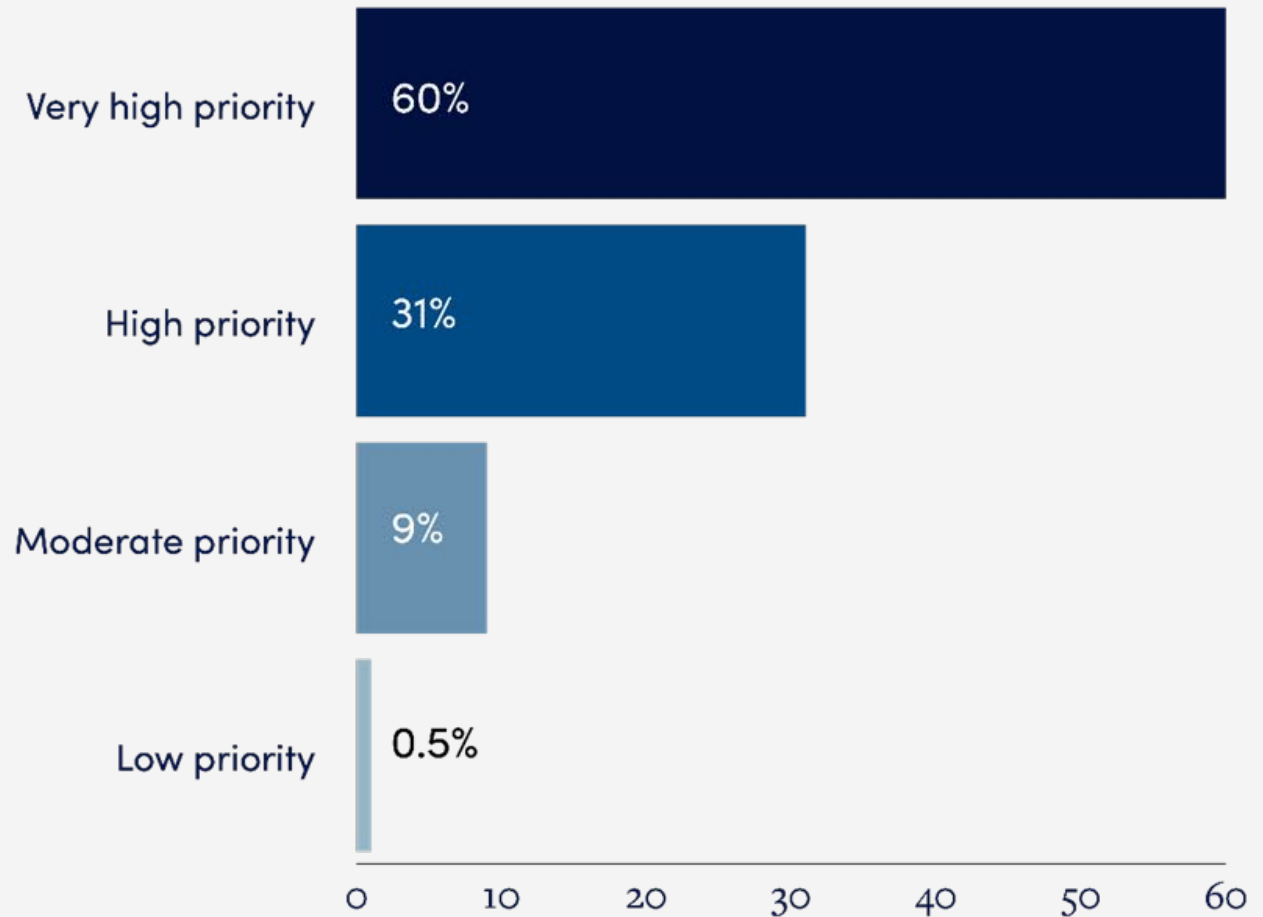




# Virtuoso Partners have over **7,000 initiatives** currently in place

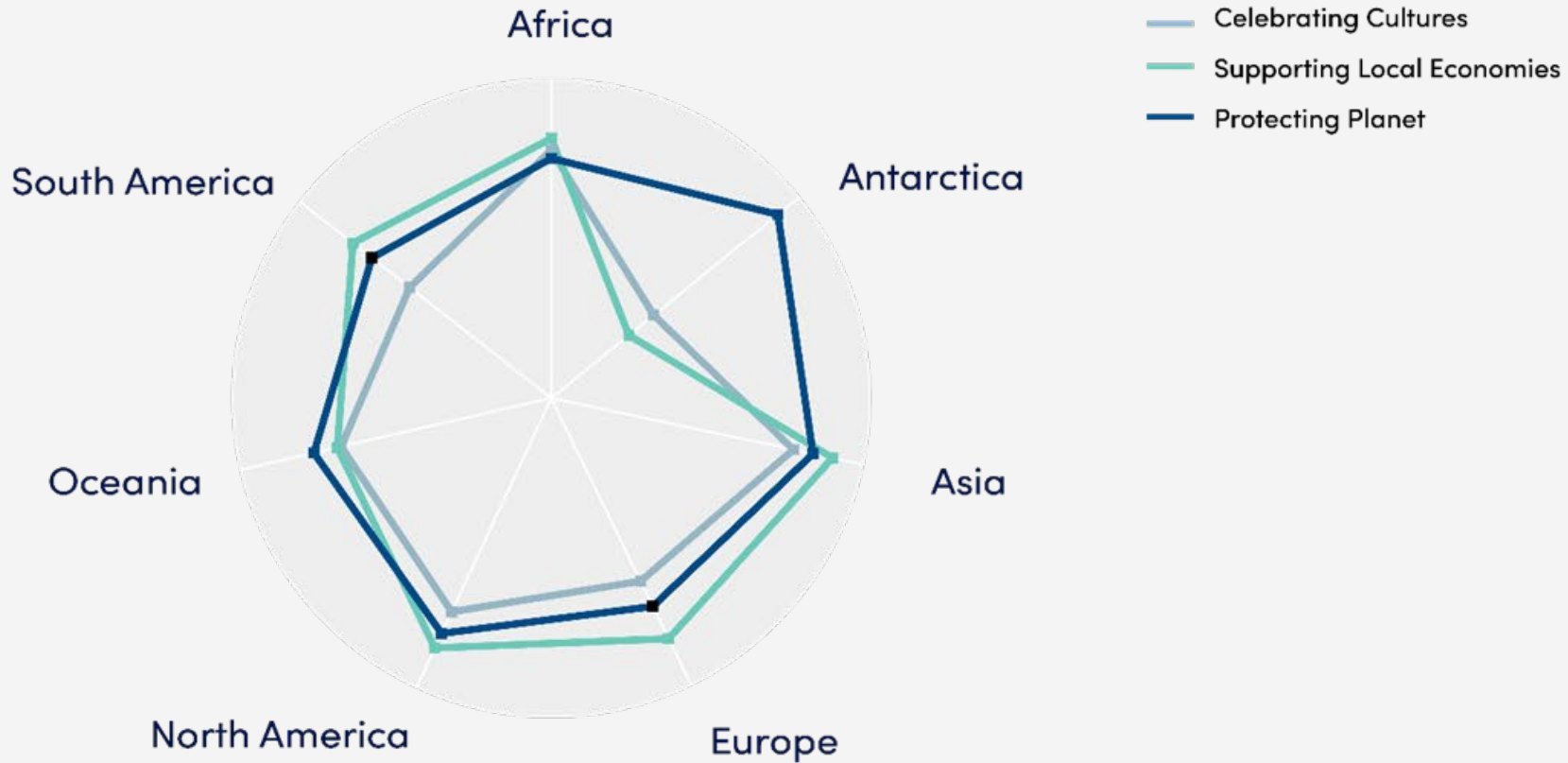


# How would you rate the level of priority your company places on sustainability initiatives?

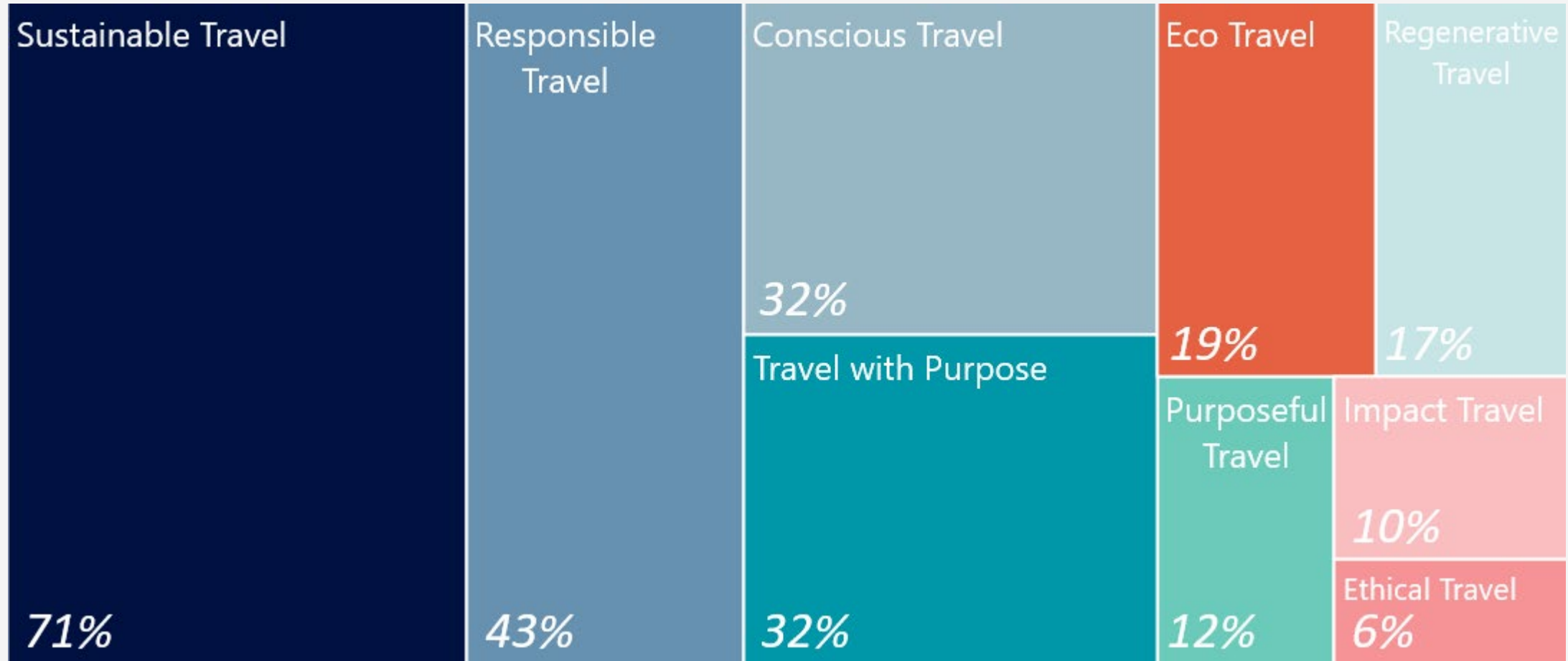


# Global Efforts in Place

*By Pillar*

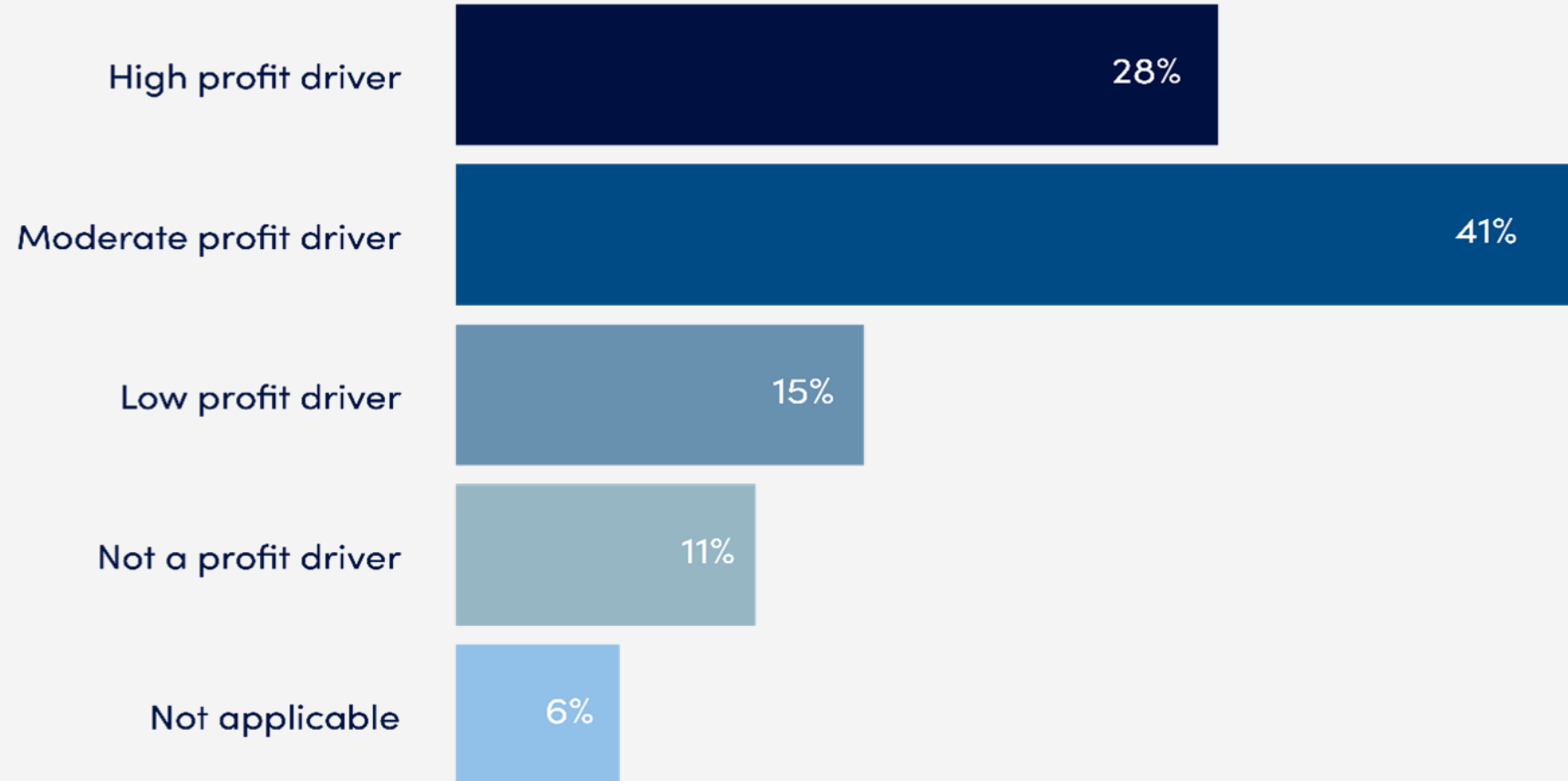


# What terms do you use when talking about sustainable travel?



- Sustainability as a Profit Driver
- Use of AI
- Future Plans*

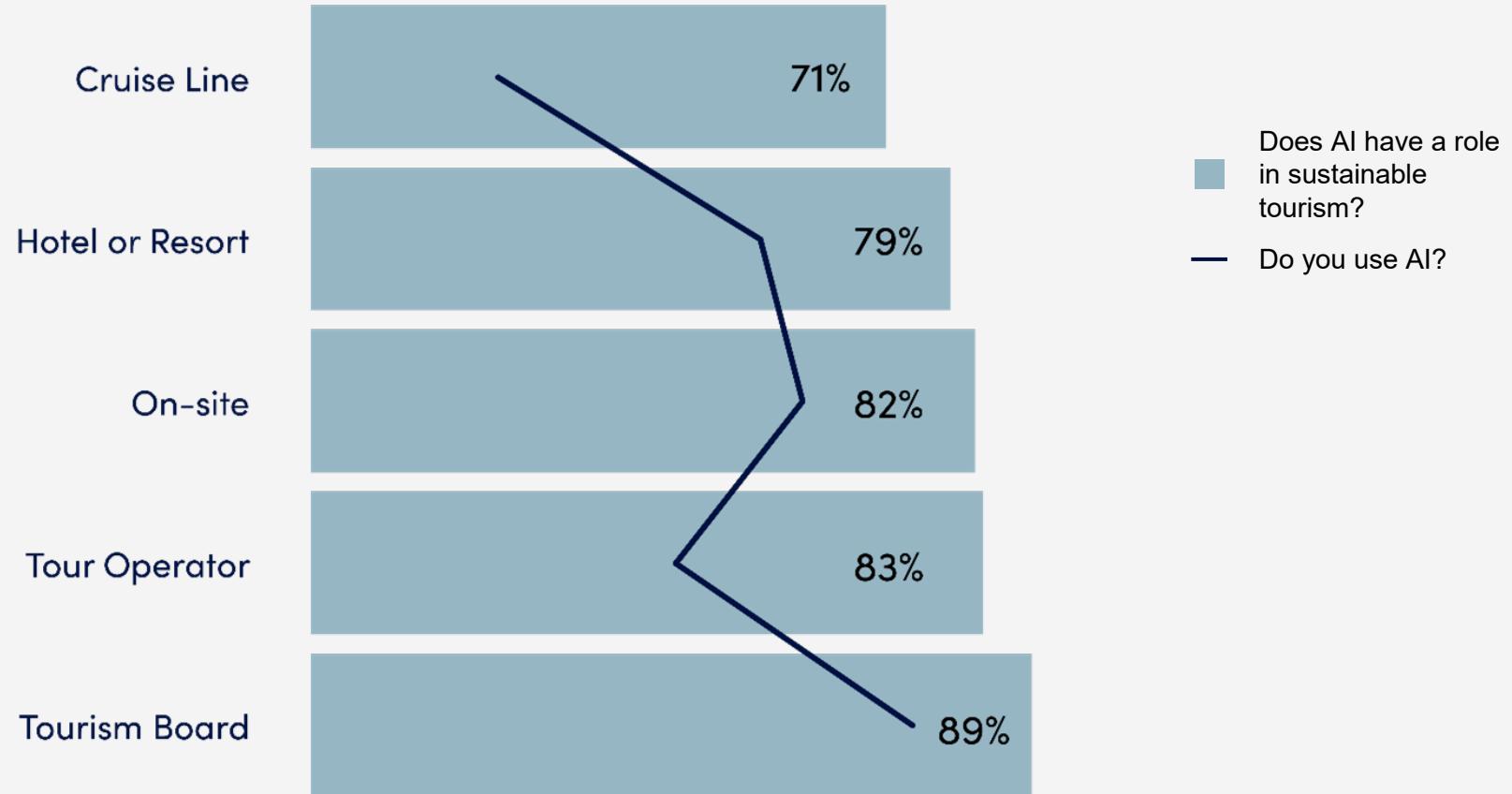
# Sustainability as a Profit Driver



# Profit Drivers By Effort

Sustainability activity	Category	Count	Profit drivers
Waste Management (Profit)	Protecting Planet	202	41.91%
Local Businesses (Profit)	Supporting Local Economies	165	34.23%
Renewable/Sustainable Energy (Profit)	Protecting Planet	156	32.37%
Carbon Emissions (Profit)	Protecting Planet	147	30.50%
Water and Sanitation (Profit)	Protecting Planet	143	29.67%
Sustainable Agriculture (Profit)	Protecting Planet	138	28.63%
Sustainable Consumption and Production (Profit)	Protecting Planet	138	28.63%
Local Products/Handicrafts (Profit)	Supporting Local Economies	136	28.22%
Wildlife (Profit)	Protecting Planet	122	25.31%
Environmental Education Guests (Profit)	Protecting Planet	109	22.61%
Local Culture Education (Profit)	Celebrating Cultures	91	18.88%
Environmental Education Staff (Profit)	Protecting Planet	87	18.05%
Sustainable infrastructure (Profit)	Supporting Local Economies	83	17.22%
Gender Equality (Profit)	Celebrating Cultures	82	17.01%
Land Conservation (Profit)	Protecting Planet	80	16.60%
Water and Marine Resources (Profit)	Protecting Planet	80	16.60%
Training and Apprenticeship (Profit)	Celebrating Cultures	80	16.60%
Education (Profit)	Supporting Local Economies	66	13.69%
Indigenous Cultures (Profit)	Celebrating Cultures	66	13.69%
Cultural Restoration (Profit)	Celebrating Cultures	59	12.24%
Equality (Profit)	Celebrating Cultures	58	12.03%
Children and Youth (Profit)	Celebrating Cultures	56	11.62%
Food security (Profit)	Celebrating Cultures	43	8.92%
Peaceful Societies (Profit)	Celebrating Cultures	43	8.92%

# Role of AI in Sustainable Tourism





# Planned Sustainability Efforts

*By partner type*

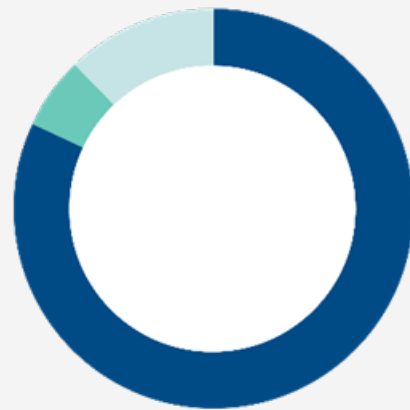
Partner-type	Number	Protecting Planet	Supporting Local Economies	Celebrating Cultures
Airline	3	9.09%	0.00%	3.70%
Cruise Line	10	3.64%	0.00%	2.22%
Hotel Chain	3	9.09%	0.00%	11.11%
Hotel or Resort	399	9.43%	6.64%	7.32%
Hotel Representative	1	9.09%	0.00%	0.00%
On-site	34	8.02%	2.94%	6.21%
Service Provider	1	18.18%	50.00%	0.00%
Tour Operator	16	4.55%	1.56%	6.94%
Tourism Board	15	9.70%	10.00%	8.15%
Total	482	9.07%	6.17%	7.12%



# CELEBRATING CULTURE

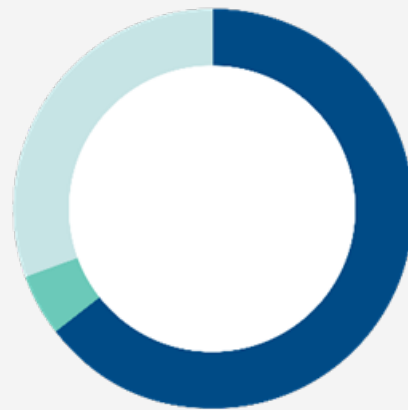
# Celebrating Cultures

## Leading Efforts



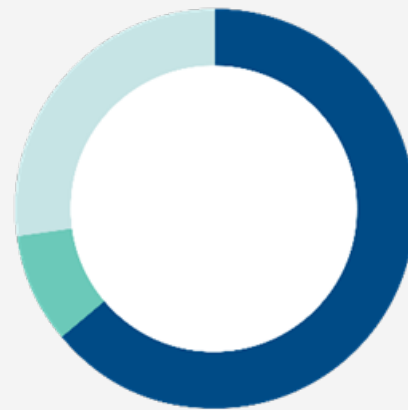
**GENDER EQUALITY**

82% in place  
6% planned



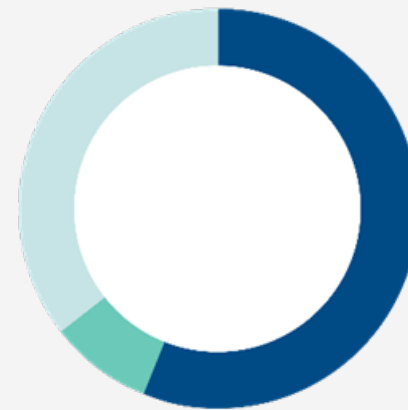
**EQUALITY**

66% in place  
5% planned



**TRAINING AND  
APPRENTICESHIP**

64% in place  
9% planned



**CHILDREN AND  
YOUTH**

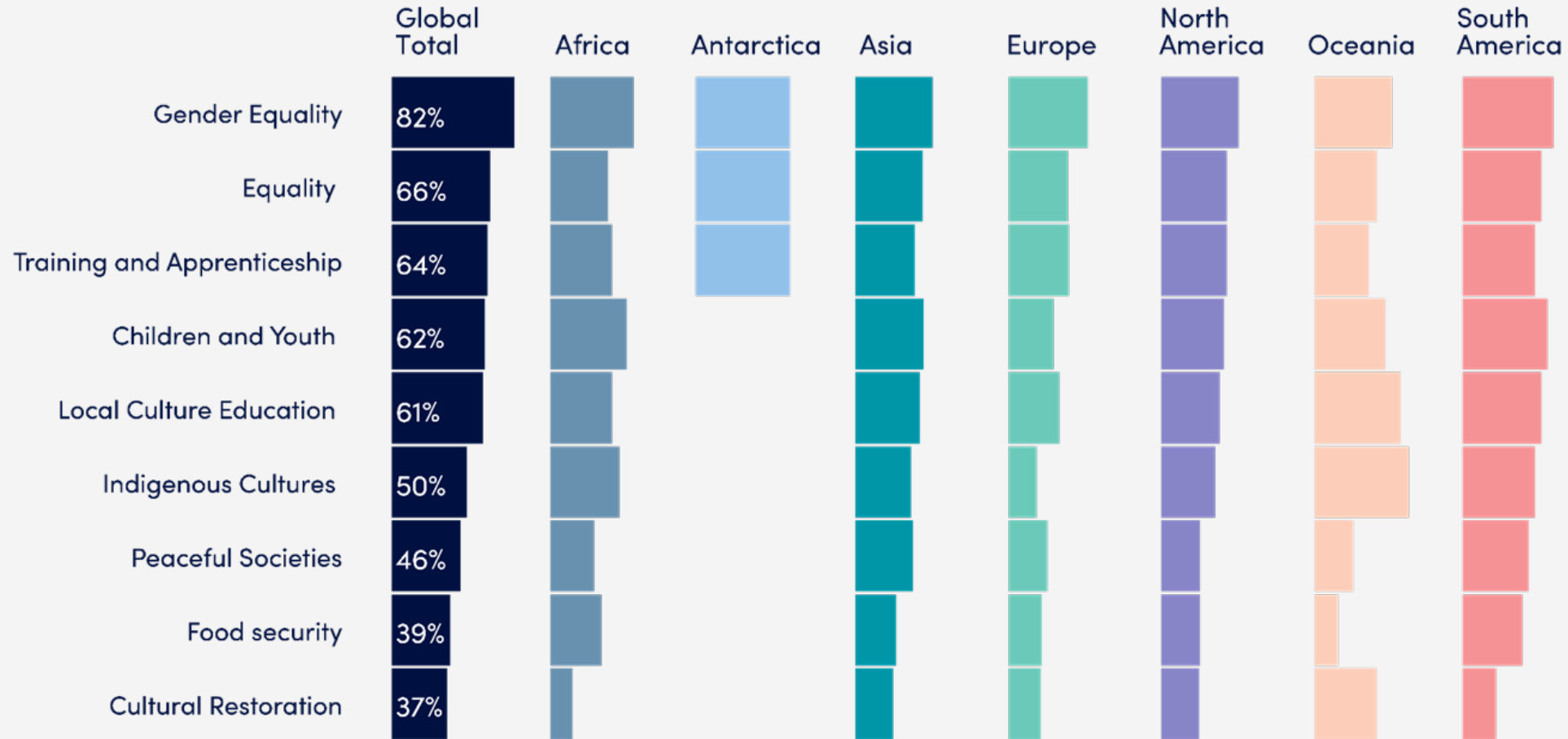
62% in place  
9% planned



**LOCAL CULTURE  
EDUCATION**

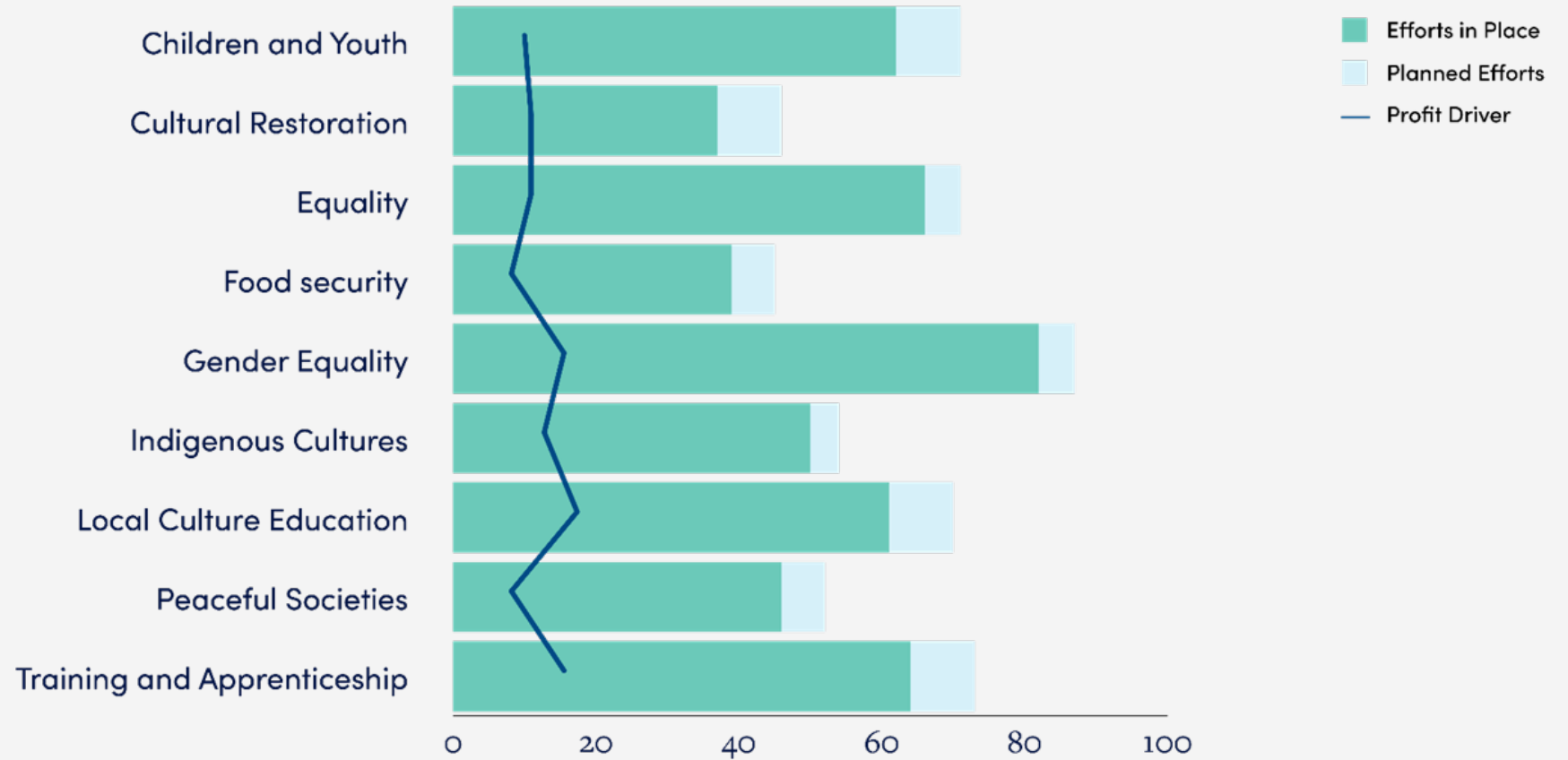
61% in place  
9% planned

# Celebrating Cultures



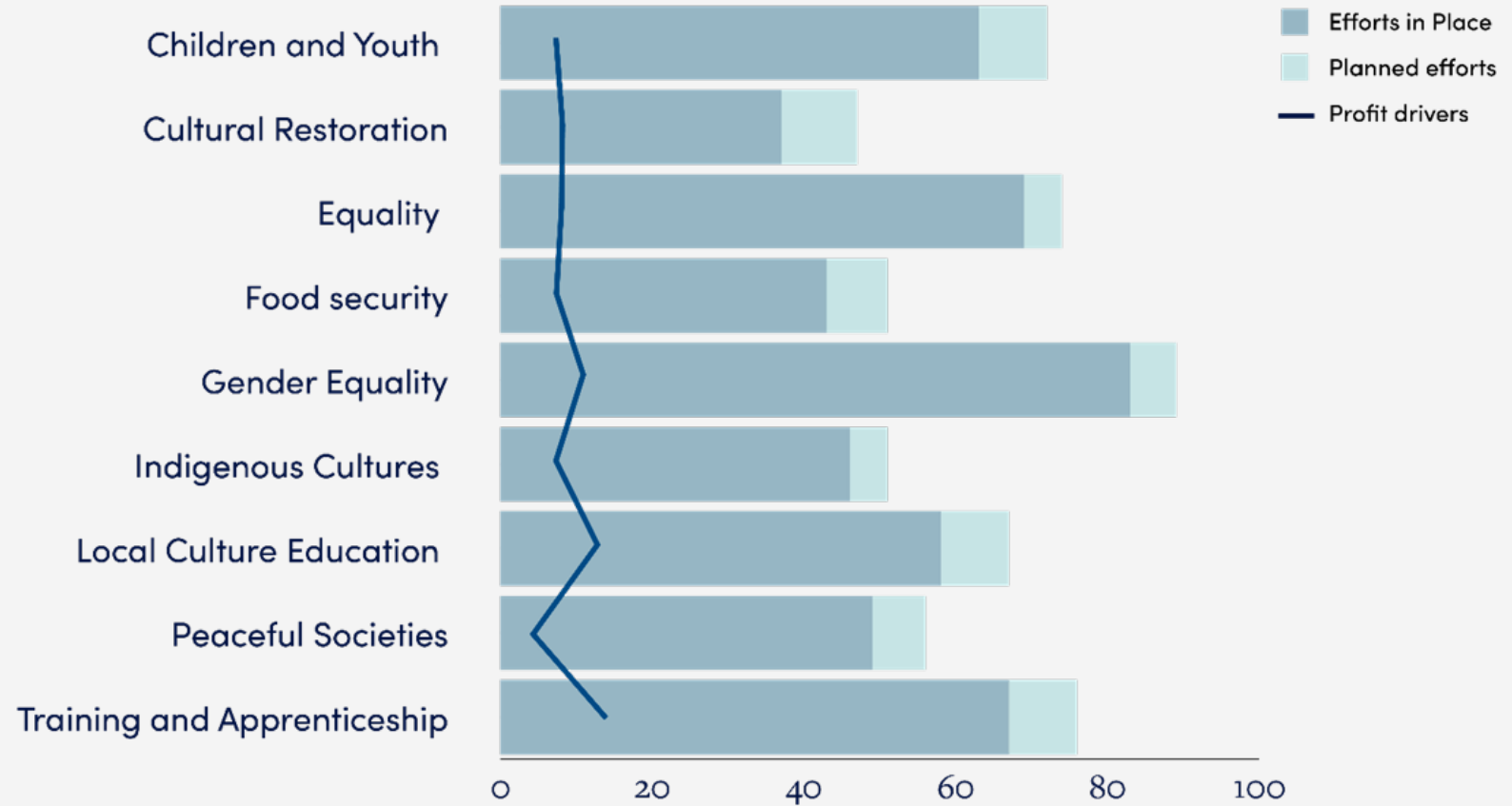
# Celebrating Culture

Efforts in place, planned efforts, level of profit driver



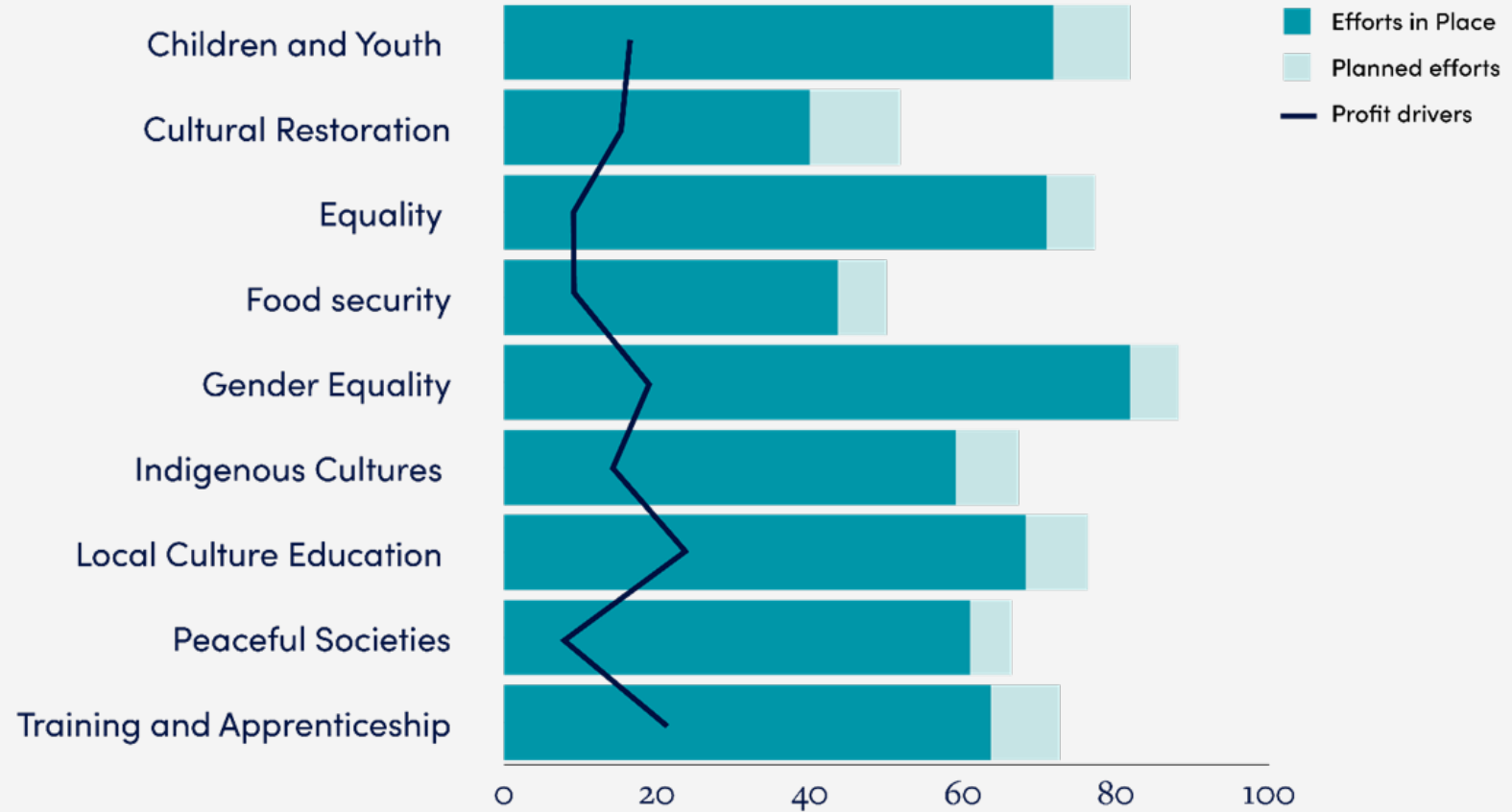
# Hotels & Resorts

## Efforts in Place: Celebrating Culture



# Asia

## Efforts in Place: Celebrating Cultures



# SUPPORTING LOCAL ECONOMIES



# Local Economy Spend



\$82  
million

In charitable donations  
facilitated by 258  
Virtuoso Partners



Average  
\$460

Per visitor is spent or  
donated with local  
artisans, businesses,  
NGO's, programs,  
individuals, or groups



22%

Of revenue goes back  
into the local economy



# Over 385,000 local jobs created

Total Number of  
Employees: 709,657

**55%**

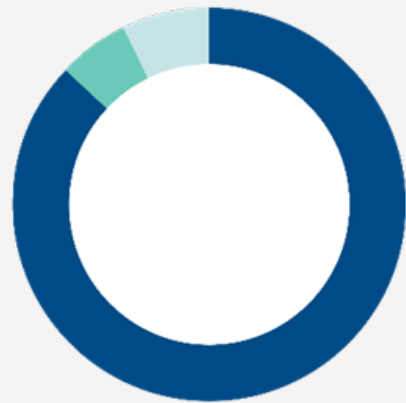
Representing people from the  
local community

By 482 (19%) Virtuoso Partners in  
60+ countries



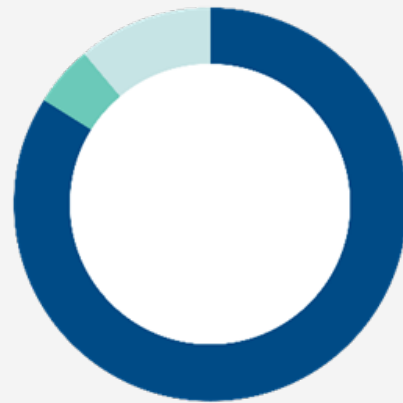
# Supporting Local Economies

## Leading Efforts



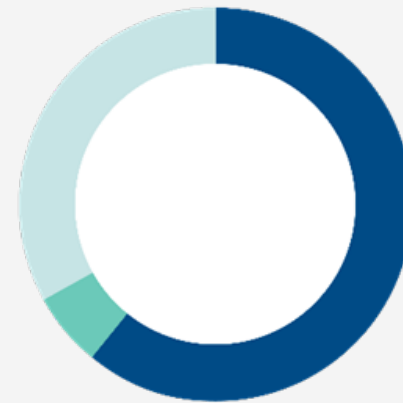
LOCAL  
BUSINESSES

87% in place  
6% planned



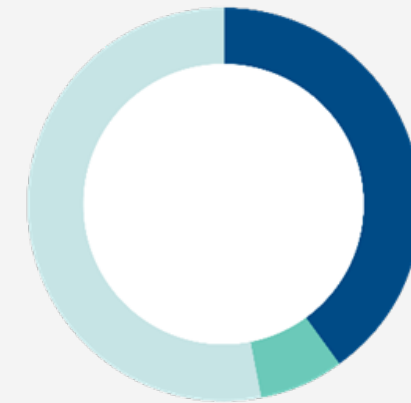
LOCAL PRODUCTS /  
HANDICRAFTS

84% in place  
5% planned



EDUCATION

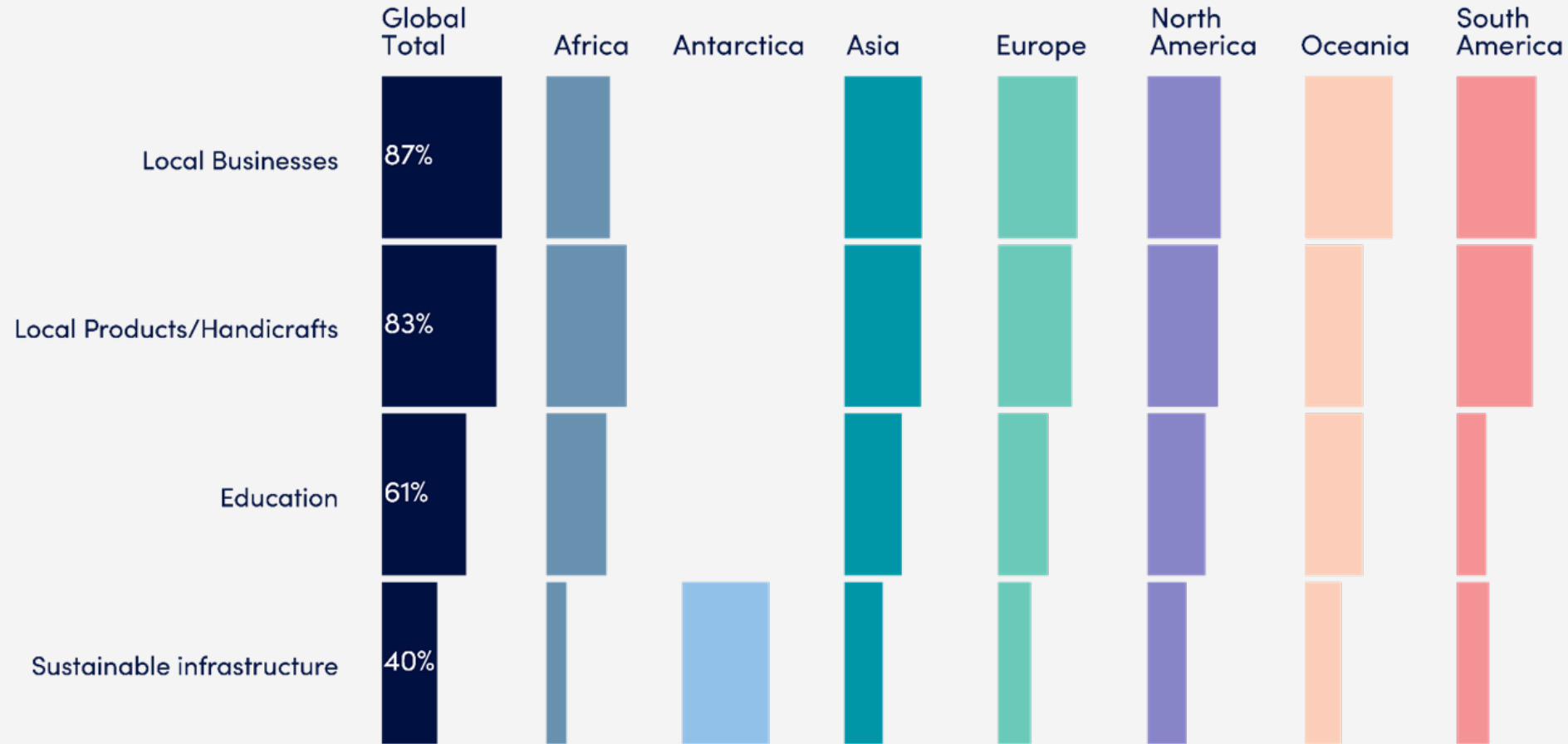
61% in place  
6% planned



SUSTAINABLE  
INFRASTRUCTURE

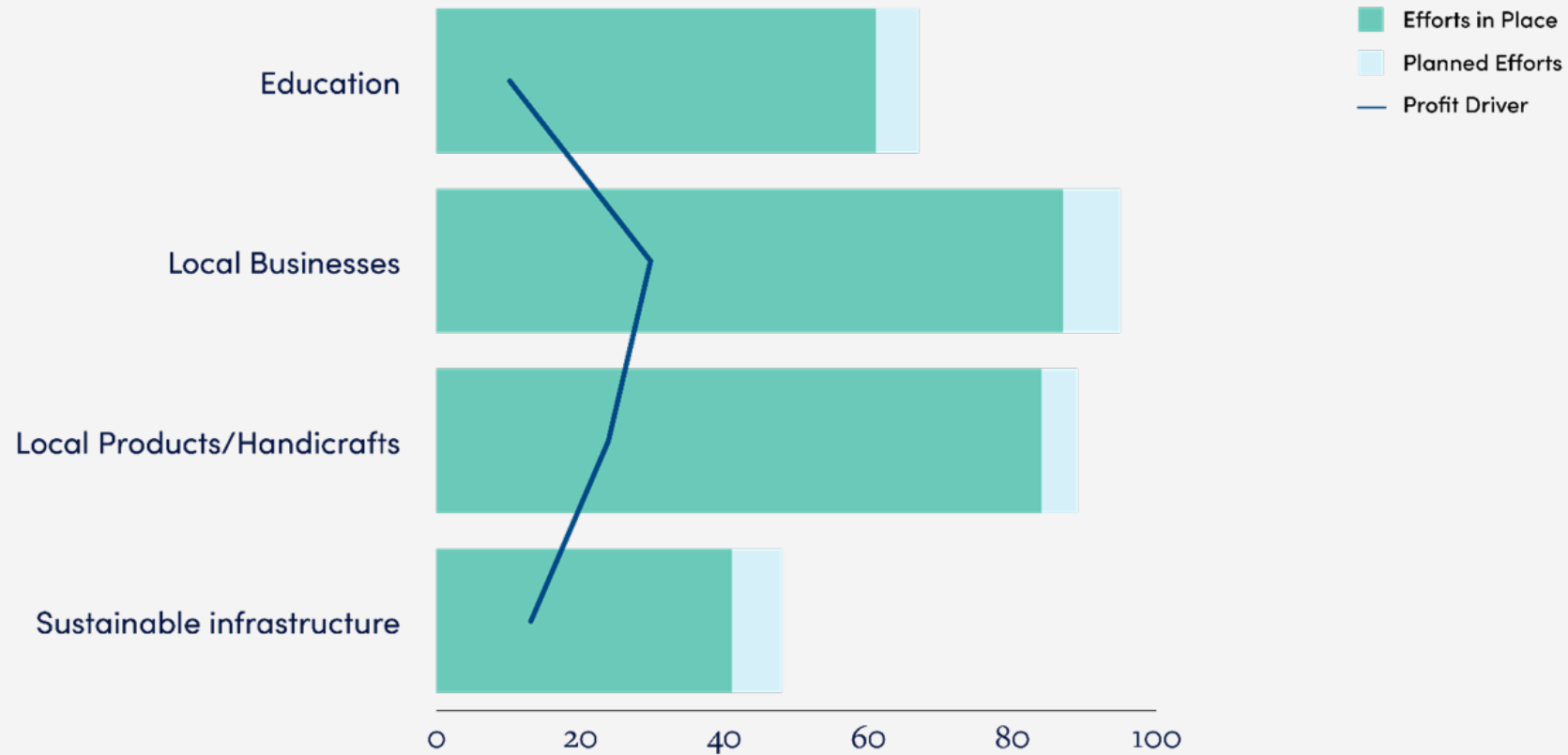
40% in place  
7% planned

# Supporting Local Economies



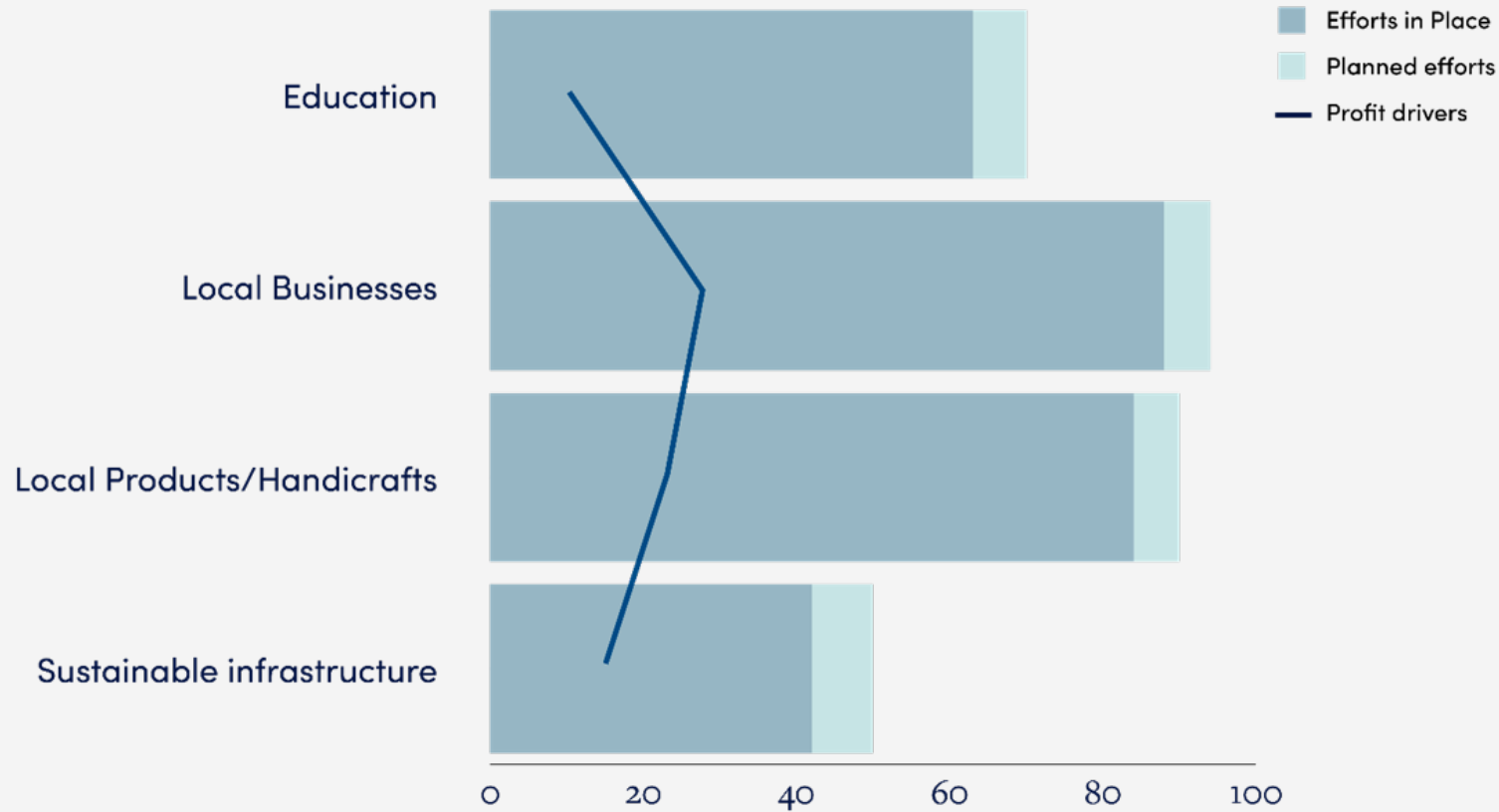
# Supporting Local Economies

Efforts in place, planned efforts, level of profit driver



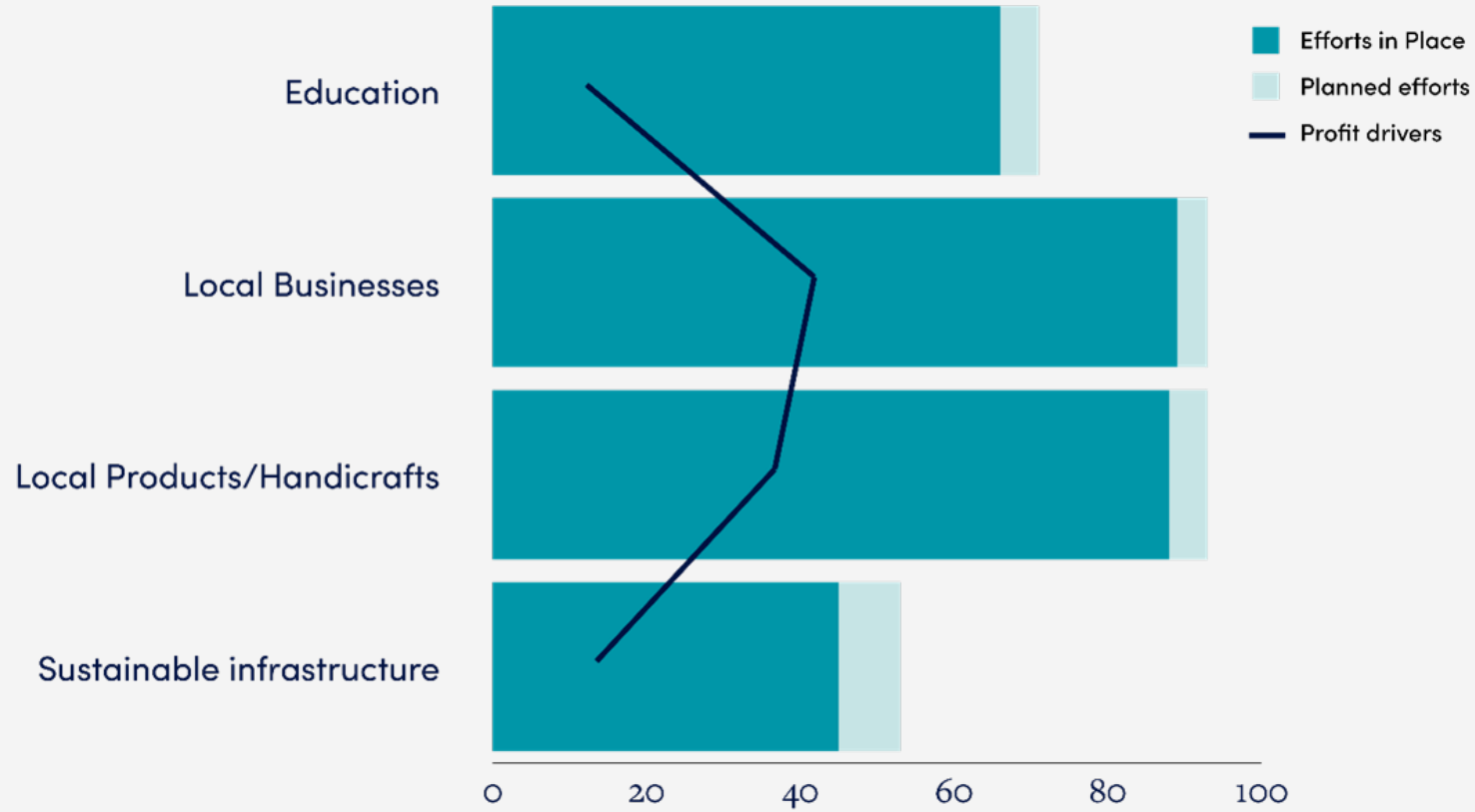
# Hotels & Resorts

## Efforts in Place: Supporting Local Economies



# Asia

## Efforts in Place: Supporting Local Economies



# PROTECTING THE PLANET



# Land Conservation

**AMERICAS**  
10k Sq Km.  
2.5 M Acres

**EUROPE**  
101 Sq Km  
25k Acres

**ASIA**  
450 Sq Km  
111k Acres

**AFRICA**  
156,000 Sq Km  
38.5 M Acres

**AUS/  
OCEANIA**  
11.5 Sq Km.  
2.8k Acres

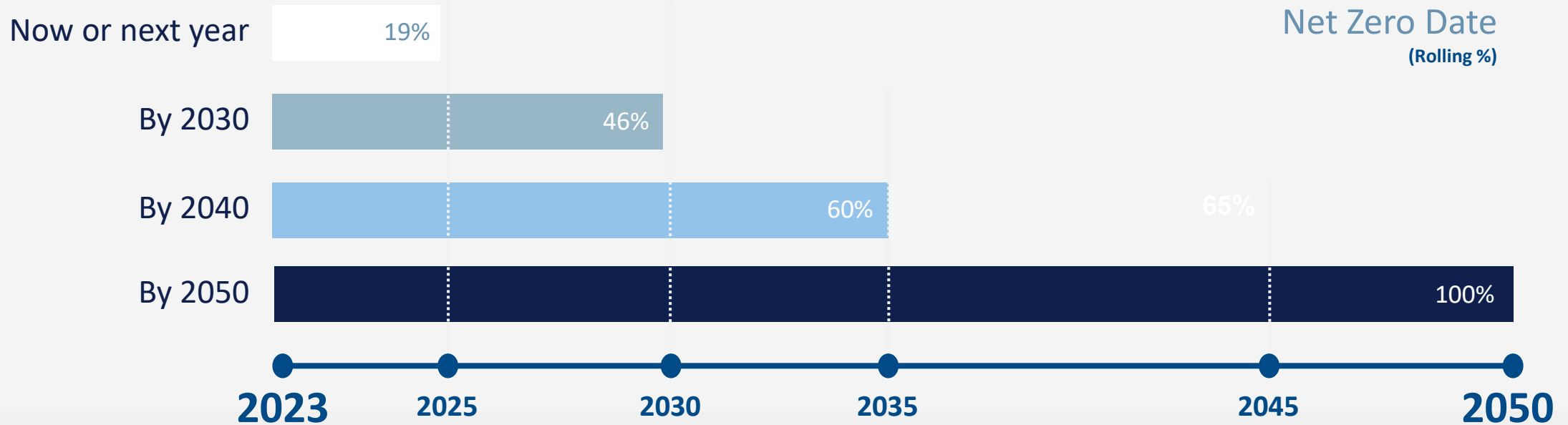
Over *167,000 Sq KM / 42 M Acres* in active land conservation efforts

\*an area as large as Florida

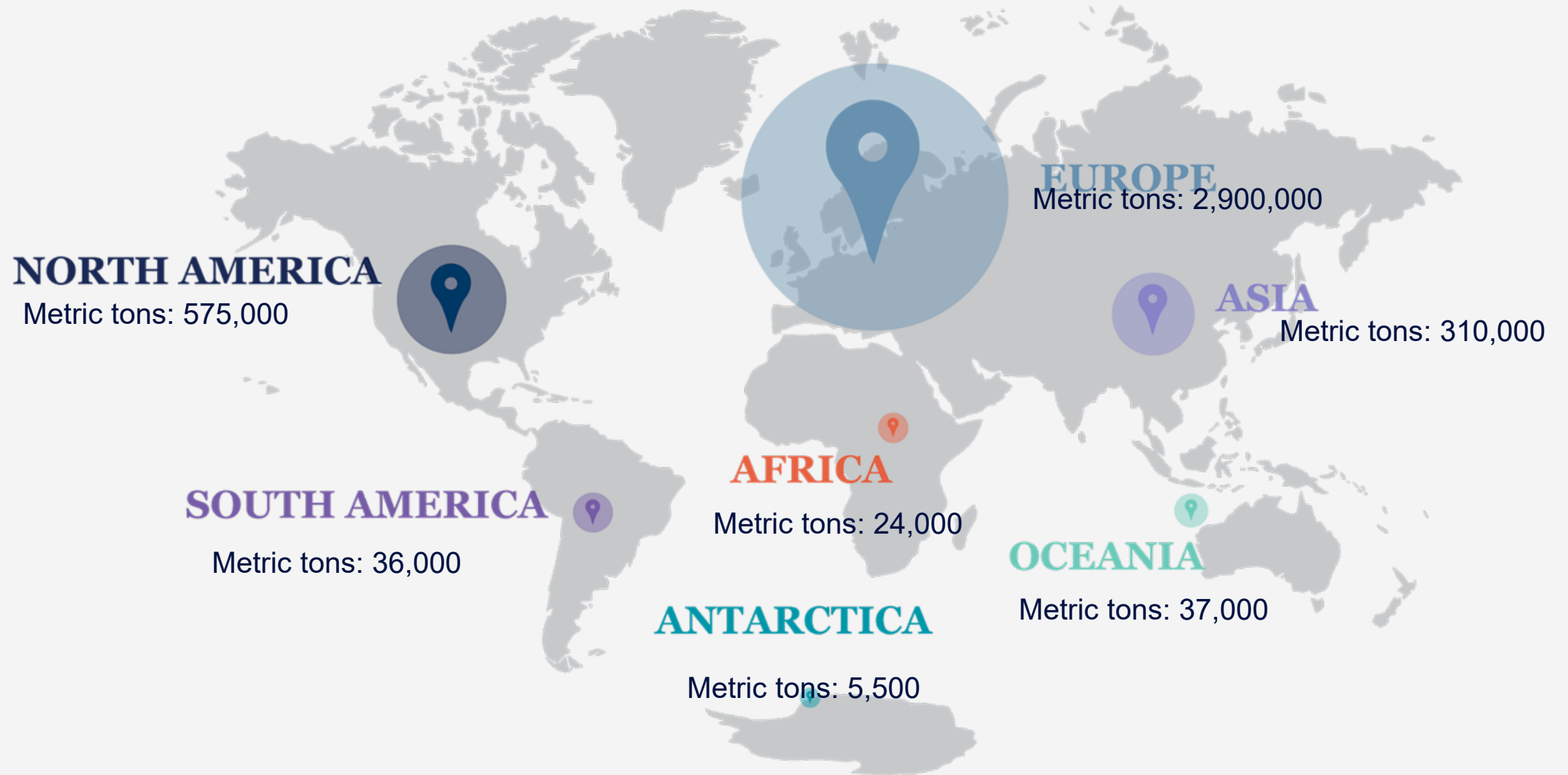


# 95 Partners plan to be Net Zero by 2050

NET ZERO Projections among Sustainability Partners with a Net Zero Date  
(Rolling %)



# Carbon Offsets



# Protecting the Planet

## Leading Efforts



WASTE  
MANAGEMENT

91% in place  
9% planned



ENVIRONMENTAL  
EDUCATION FOR  
STAFF

83% in place  
7% planned



ENVIRONMENTAL  
EDUCATION FOR  
GUESTS

78% in place  
10% planned



WATER AND  
SANITATION

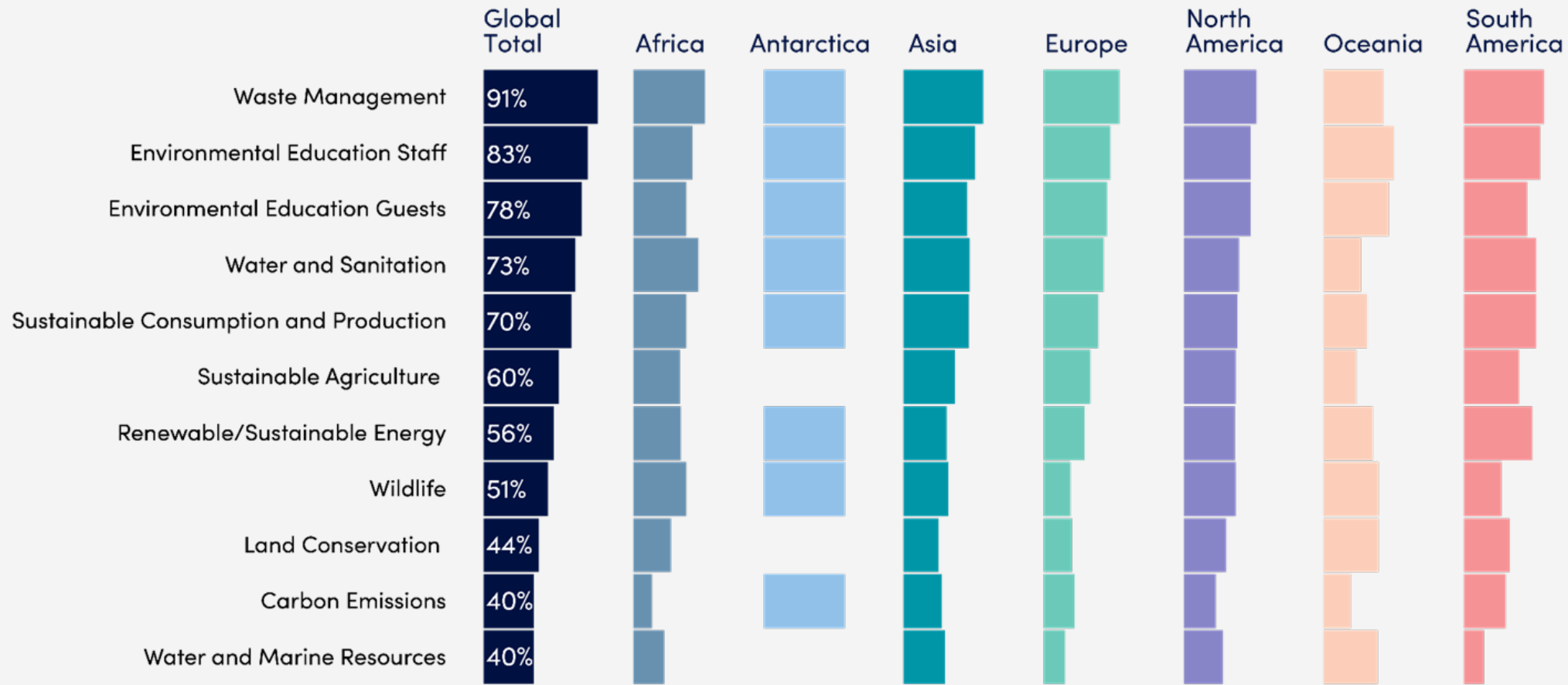
73% in place  
9% planned



SUSTAINABLE  
CONSUMPTION  
AND PRODUCTION

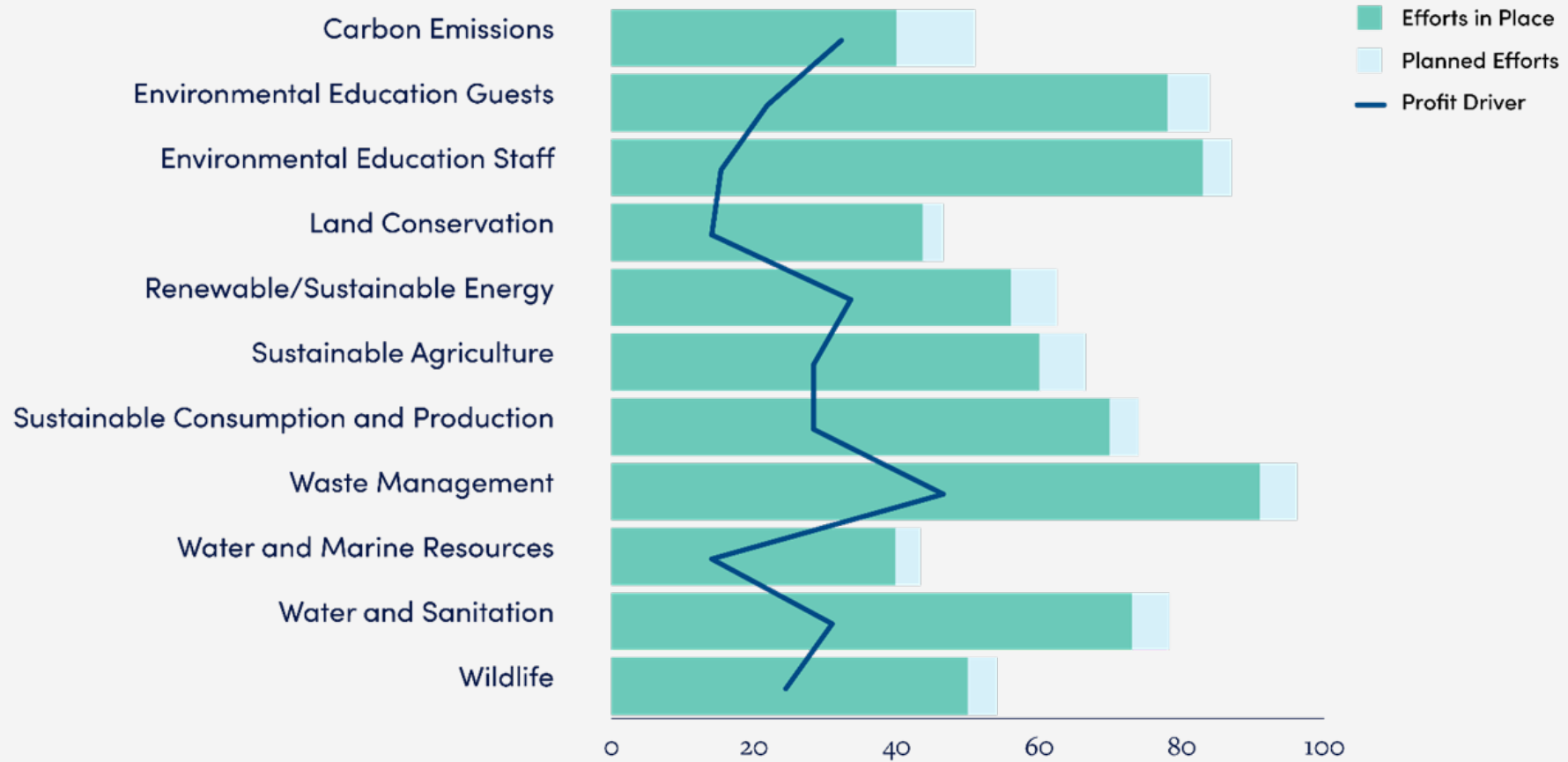
70% in place  
7% planned

# Protecting the Planet



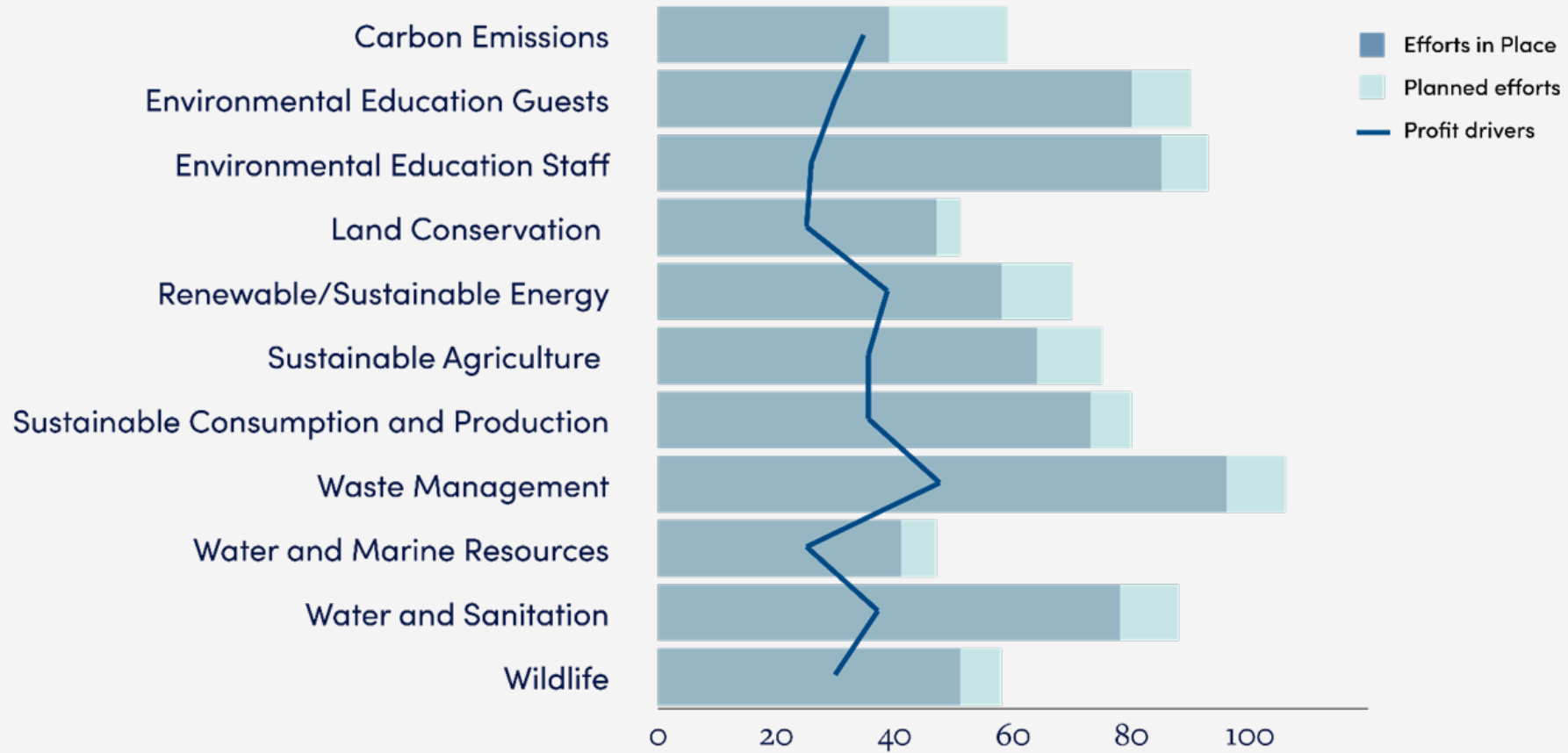
# Protecting the Planet

Efforts in place, planned efforts, level of profit driver



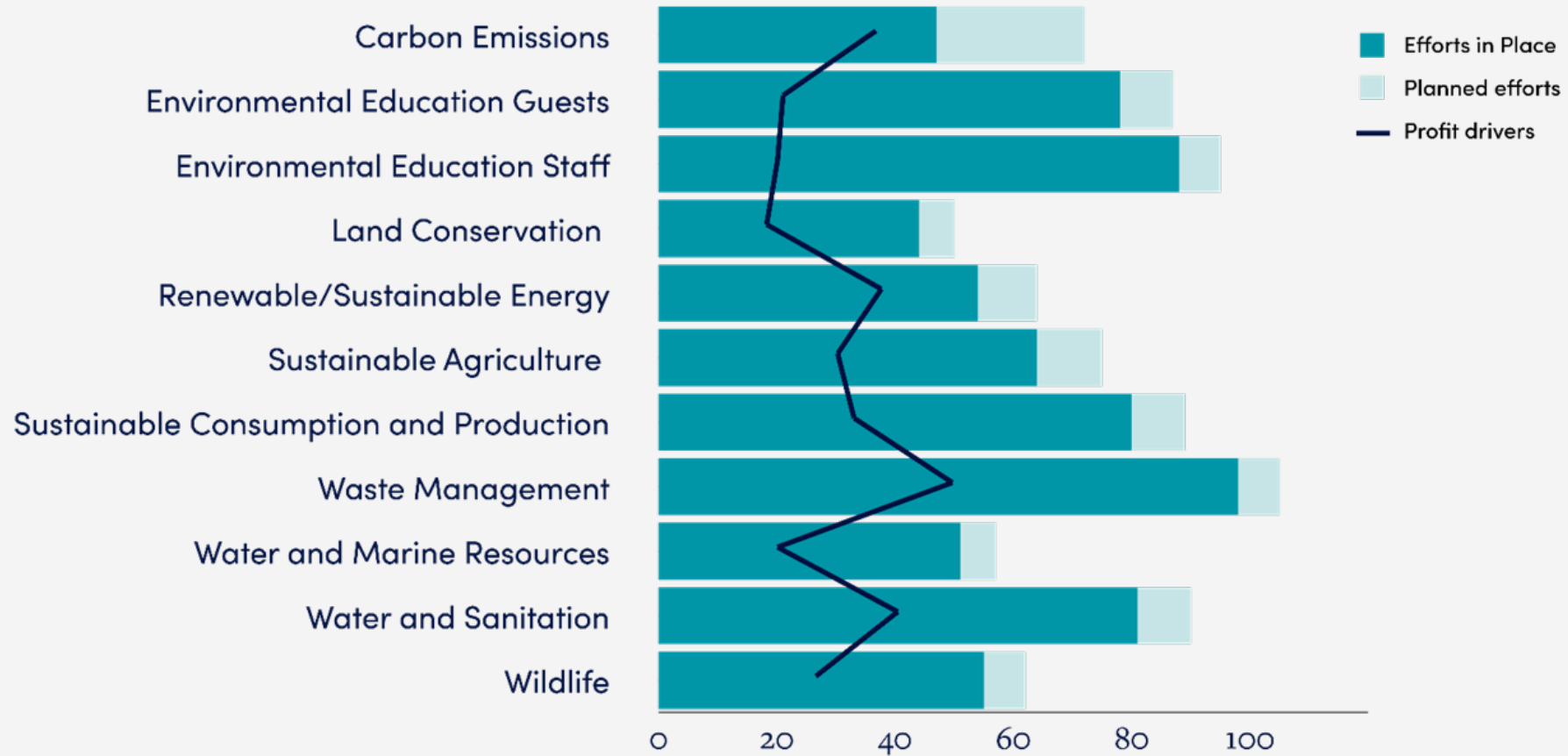
# Hotels & Resorts

## Efforts in Place: Protecting the Planet



# Asia

## Efforts in Place: Protecting the Planet



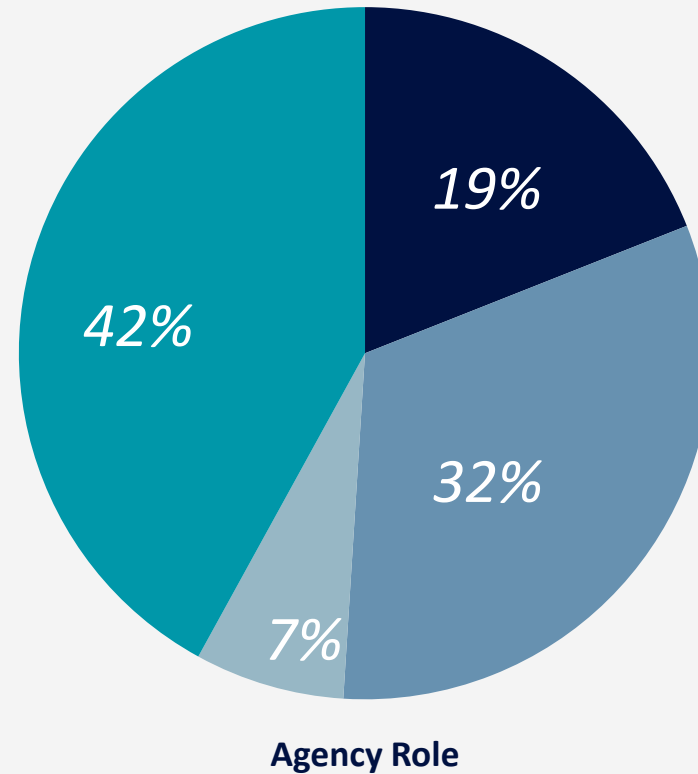


# VIRTUOSO IMPACT REPORT SUSTAINABLE TRAVEL 2024: MEMBER HIGHLIGHTS

# Introduction to Study

- First annual Virtuoso Member Sustainability Study
- To gather valuable insights on sustainability from Virtuoso's global network of travel agencies and advisors, this study aims to understand the role of travel advisors in promoting sustainable tourism. It explores the perceptions of sustainability among luxury travel advisors and travelers, and identifies opportunities for Virtuoso and its Preferred Partners to enhance support for travel advisors on their sustainable travel journeys.
- Data processed and analyzed by the Virtuoso Sustainability Team

# Member Representation

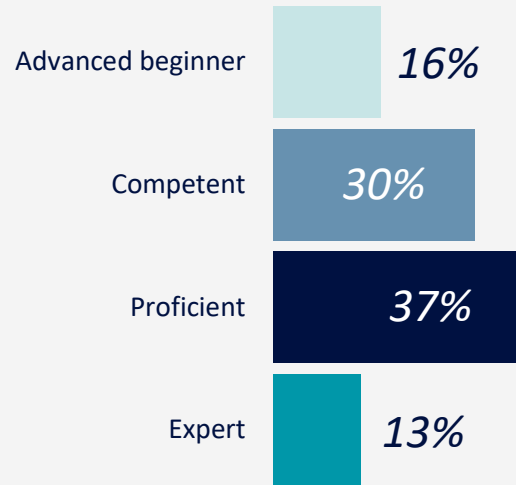


- Advisor
- Agency owner/manager
- Agency staff (non-advisor)
- Independent contractor

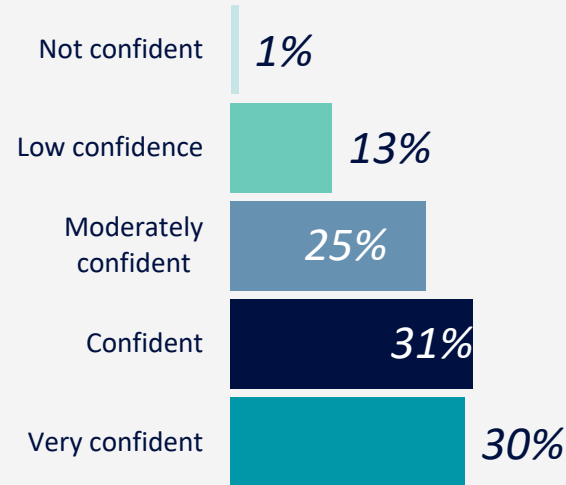
# SUSTAINABLE TRAVEL KNOWLEDGE & BUSINESS FOCUS

# Knowledge & Confidence

Your level of sustainability knowledge

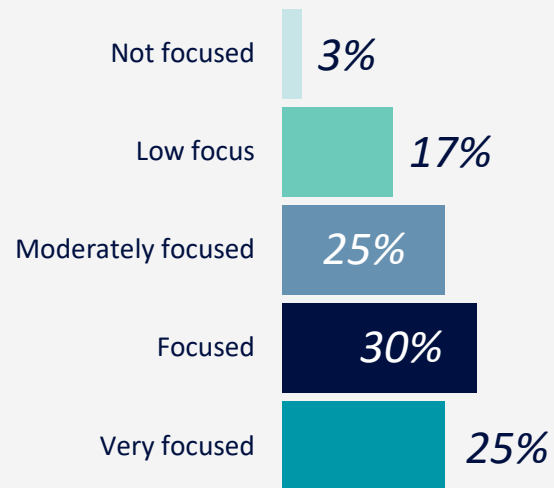


Your level of confidence in terms of talking about sustainability with partners and clients

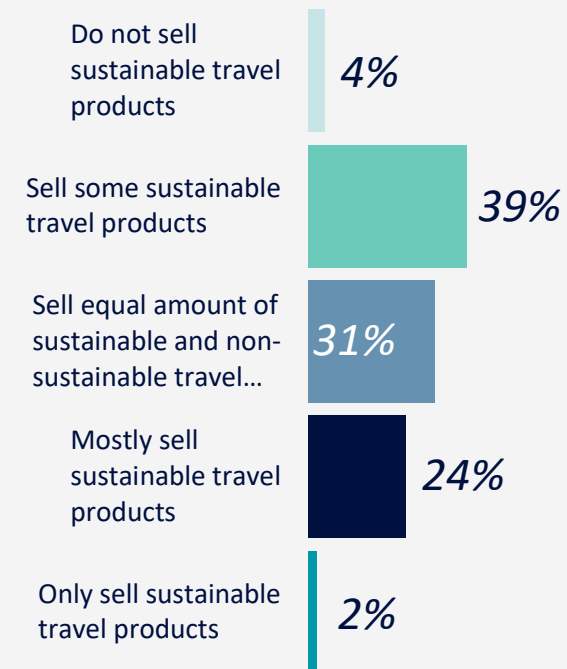


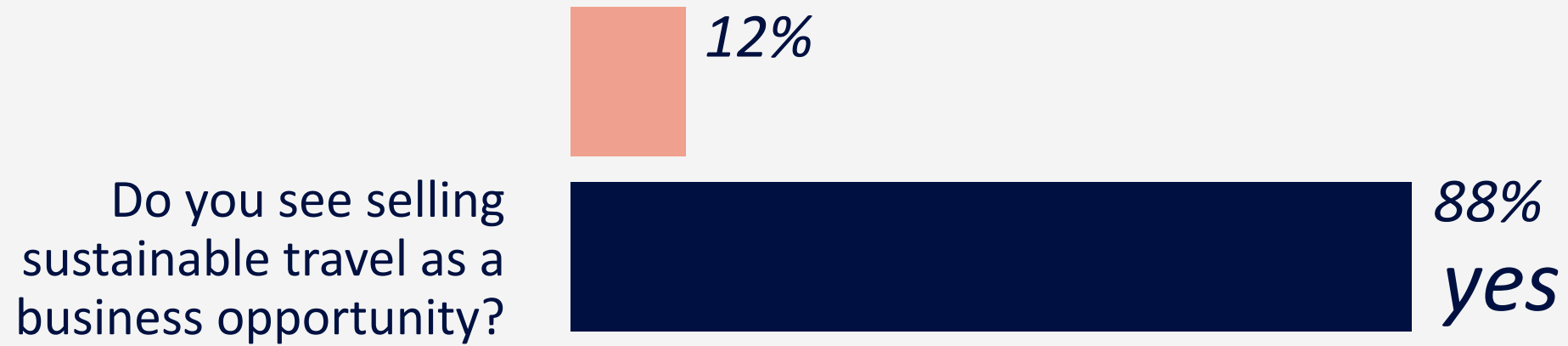
# Business Focus

How focused your business is on sustainability

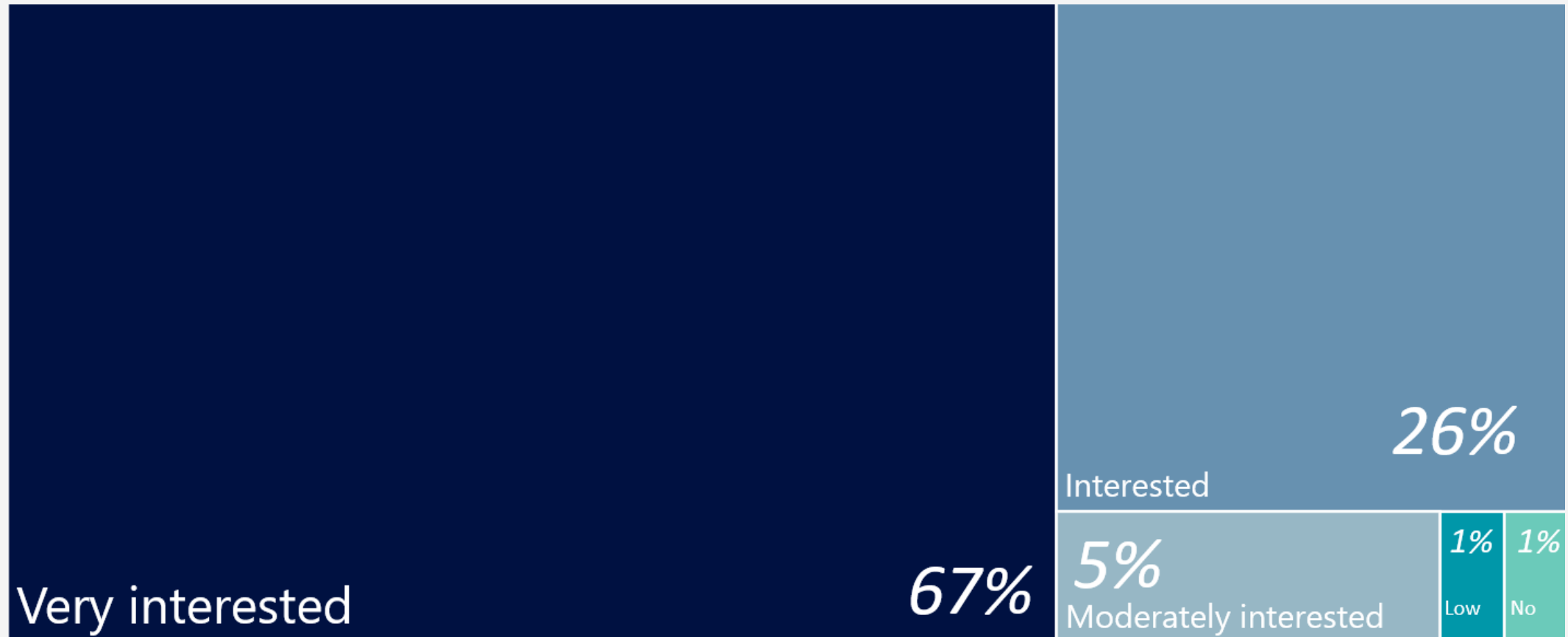


Are you already intentionally selling sustainable travel products/destinations?





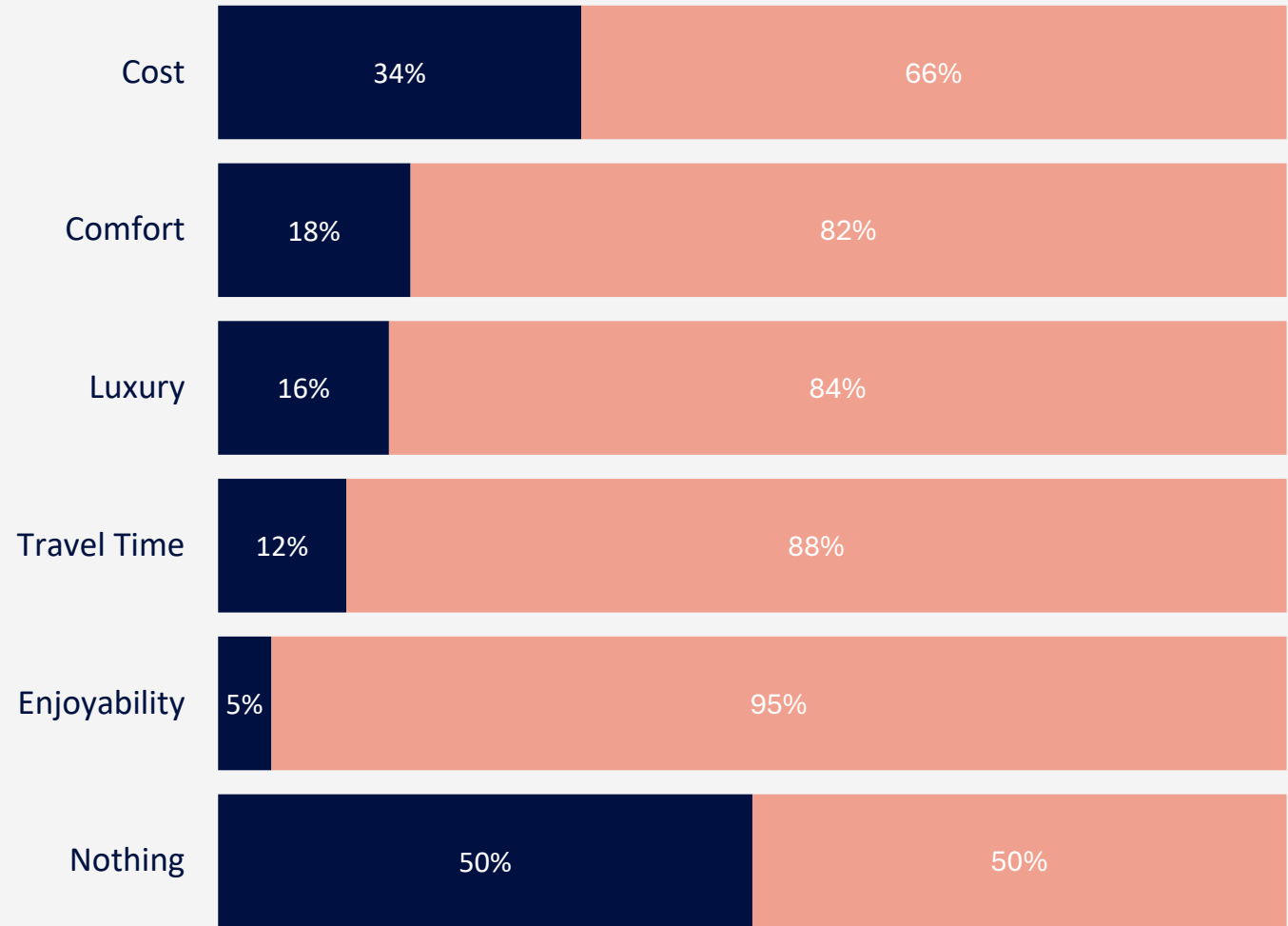
# How interested are you in selling more sustainable travel products/destinations?





# What do you (the travel advisor) believe is compromised when prioritizing sustainability in travel? Select all that apply

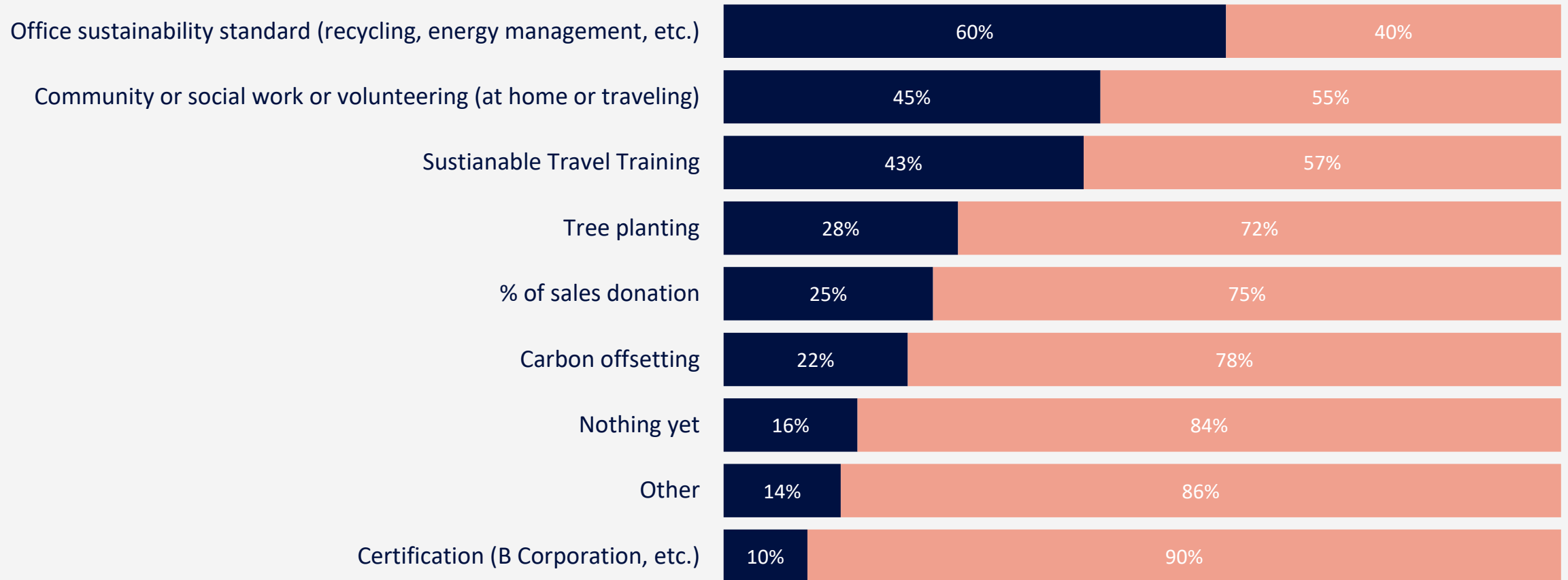
- Yes
- No



# What sustainability programs do you have in place?

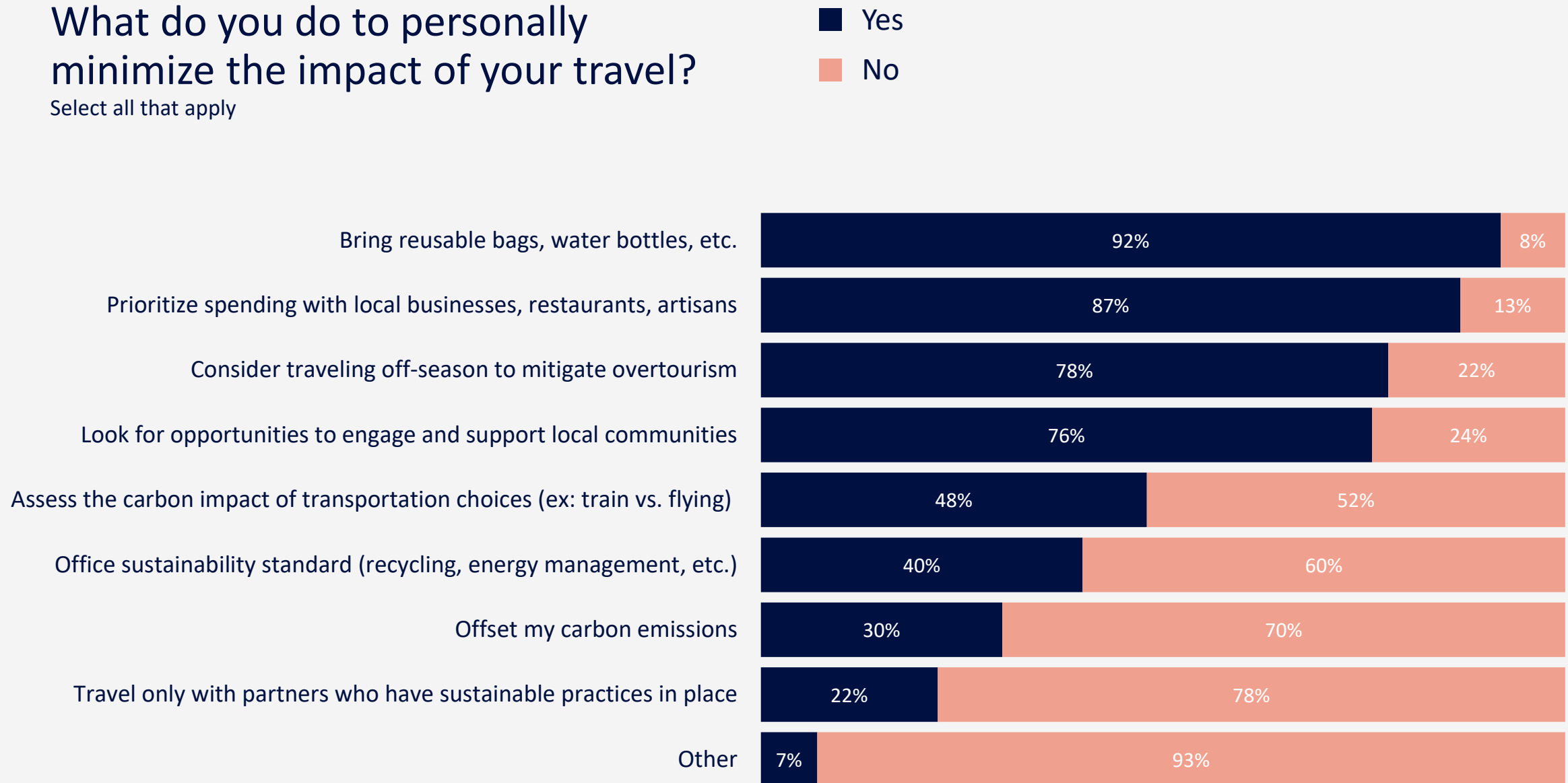
Select all that apply

■ Yes  
■ No

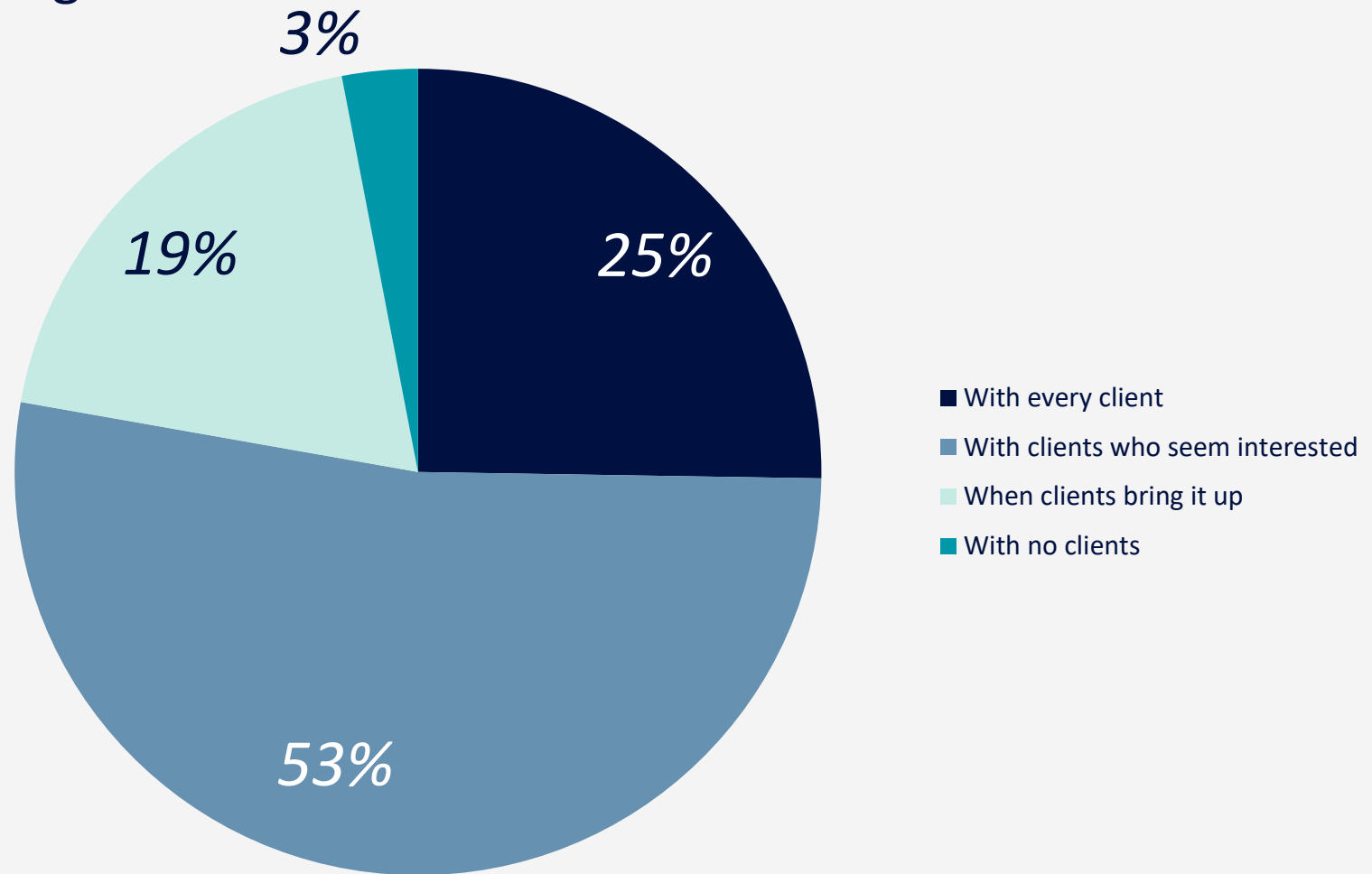


# What do you do to personally minimize the impact of your travel?

Select all that apply

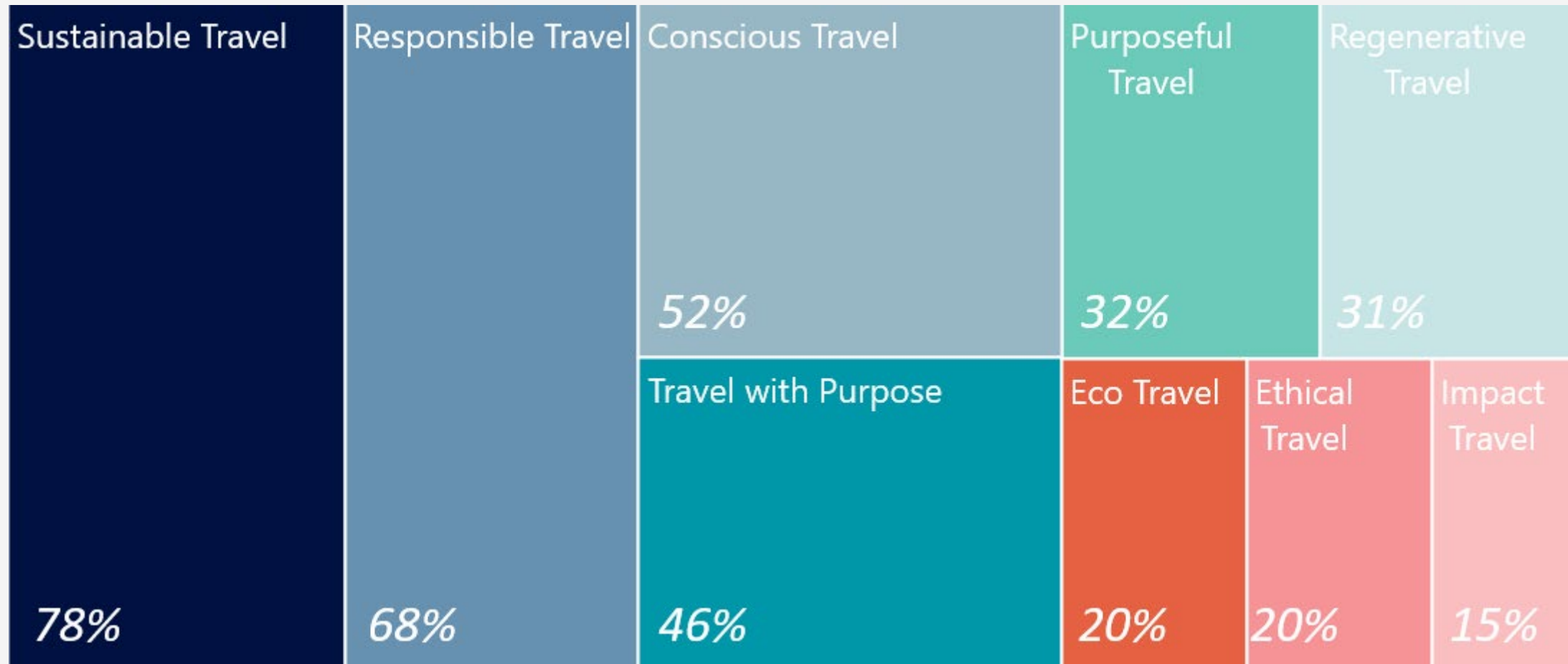


How often are you talking to your clients about sustainable travel choices?



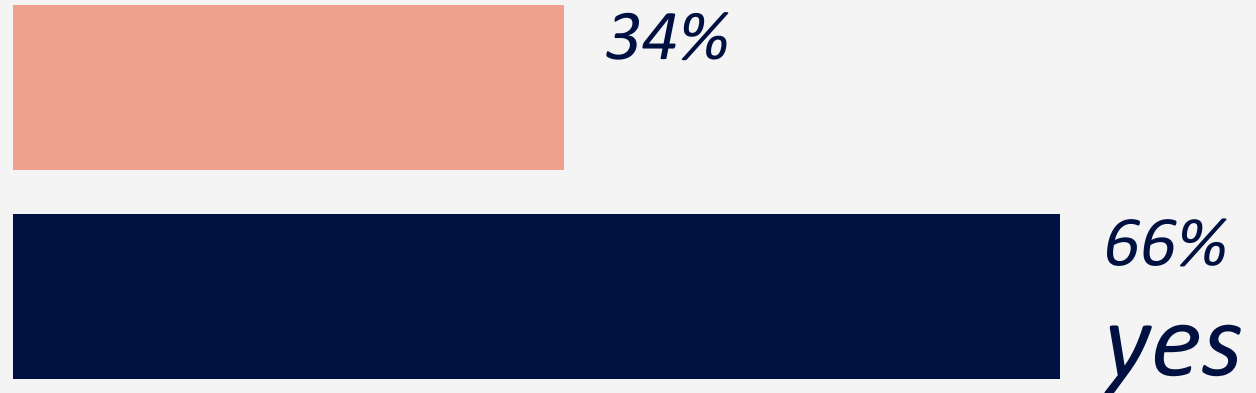
# What terms do you use when talking about sustainable travel?

(select all that apply)

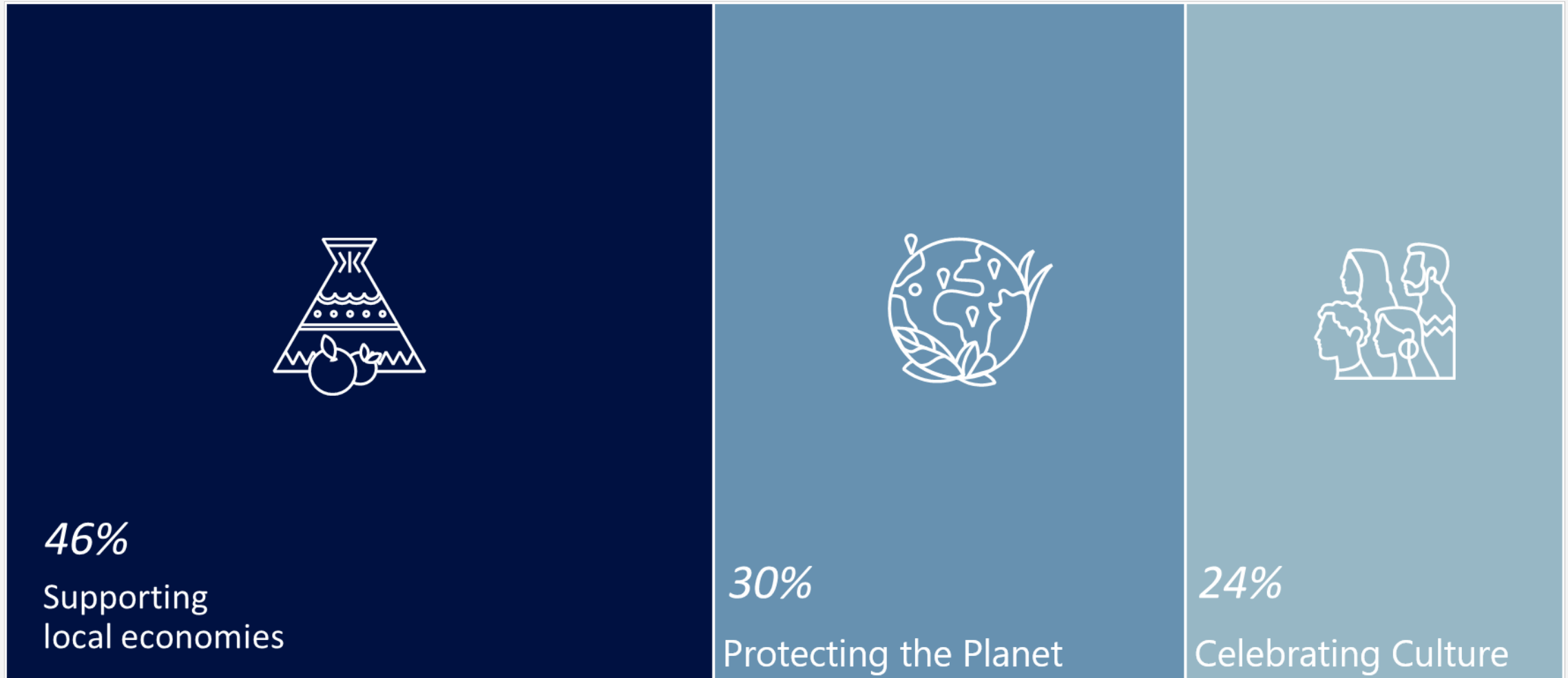


# ADVISOR PERSPECTIVE ON LUXURY TRAVELER PREFERENCE AND BELIEFS

Are your clients willing to spend more if they know about a partner or destination's sustainable practices and/or projects?

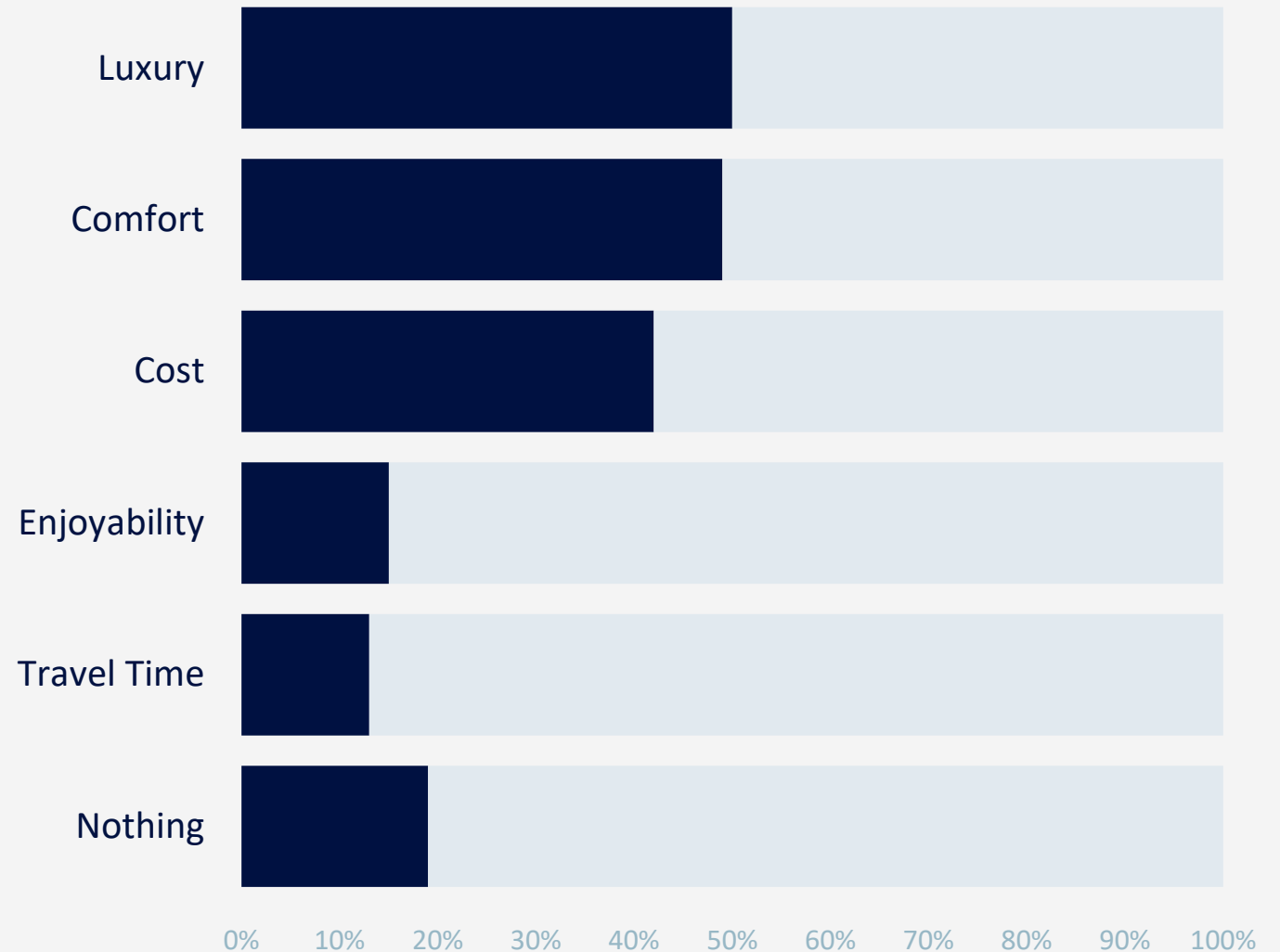


## What pillar of sustainability do you see your clients more inclined to support?

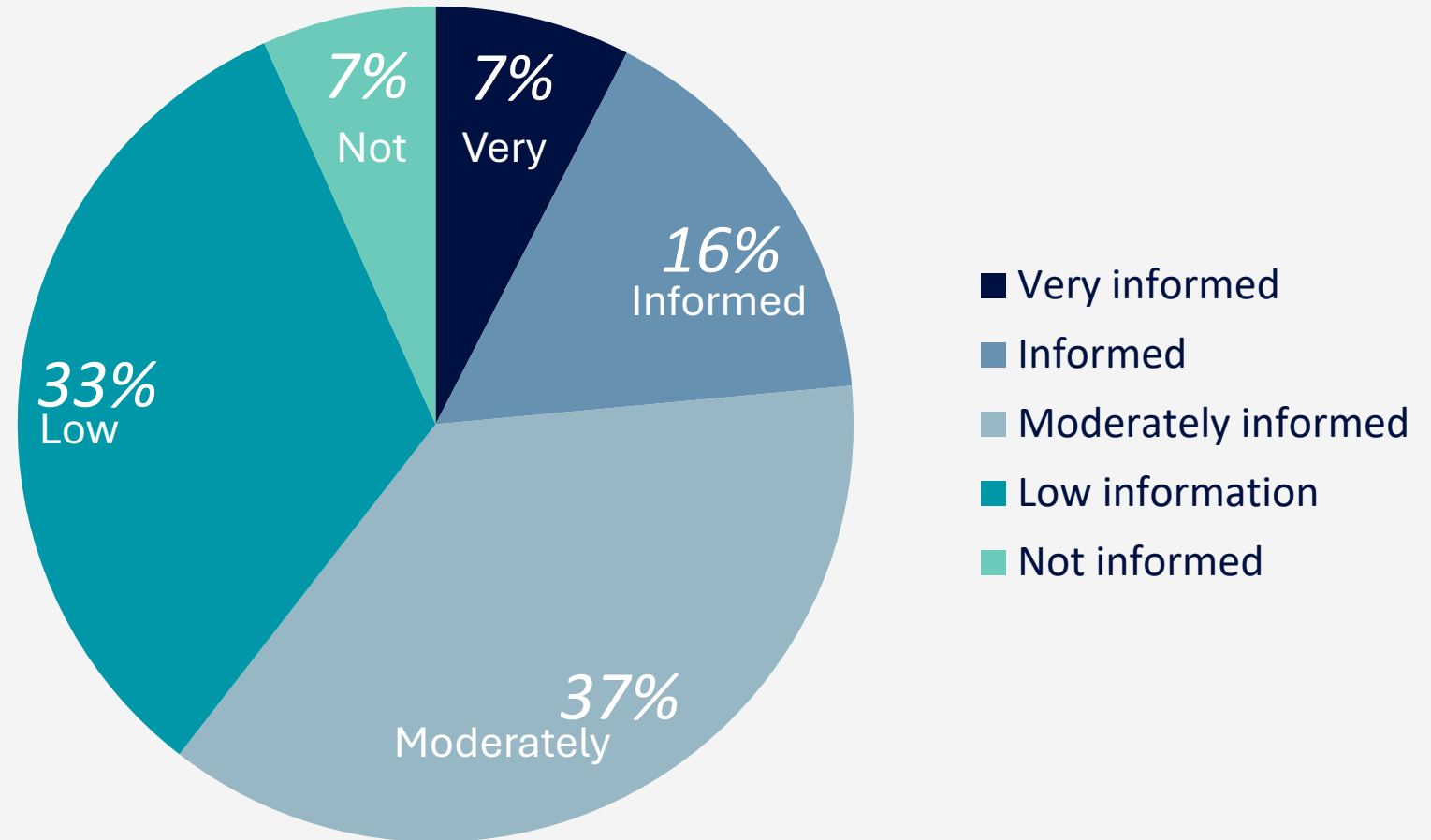




What do you think **clients/travelers** believe is compromised when prioritizing sustainability in travel?

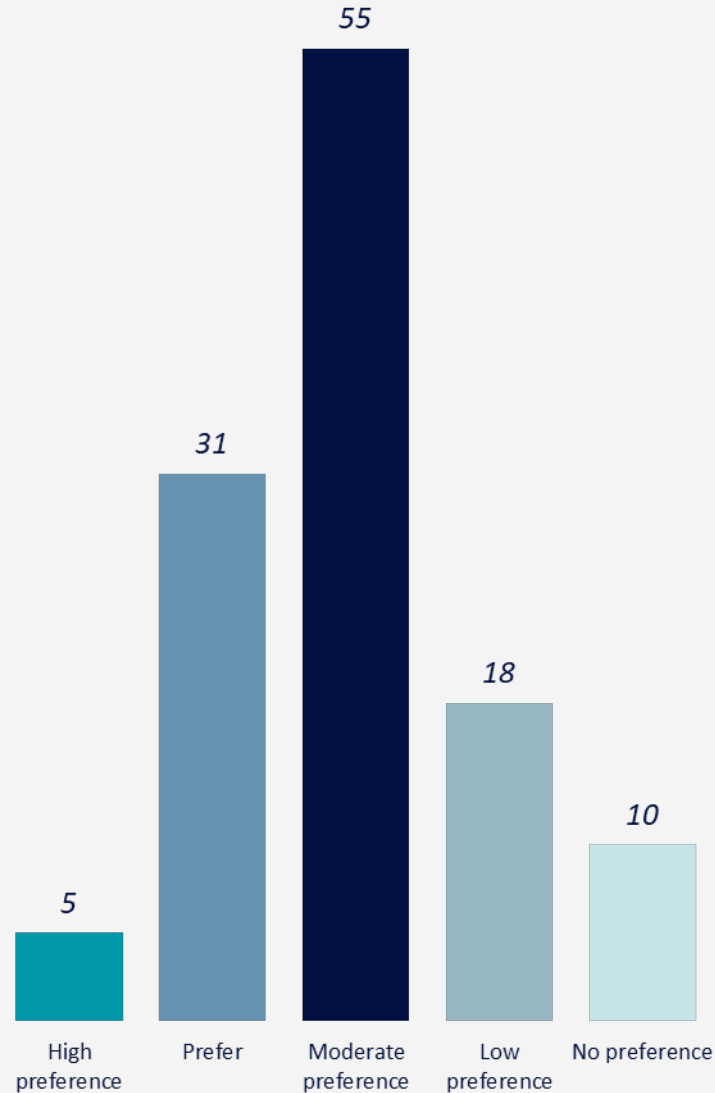


How informed are your clients about a partner or destination's sustainable practices and/or projects?



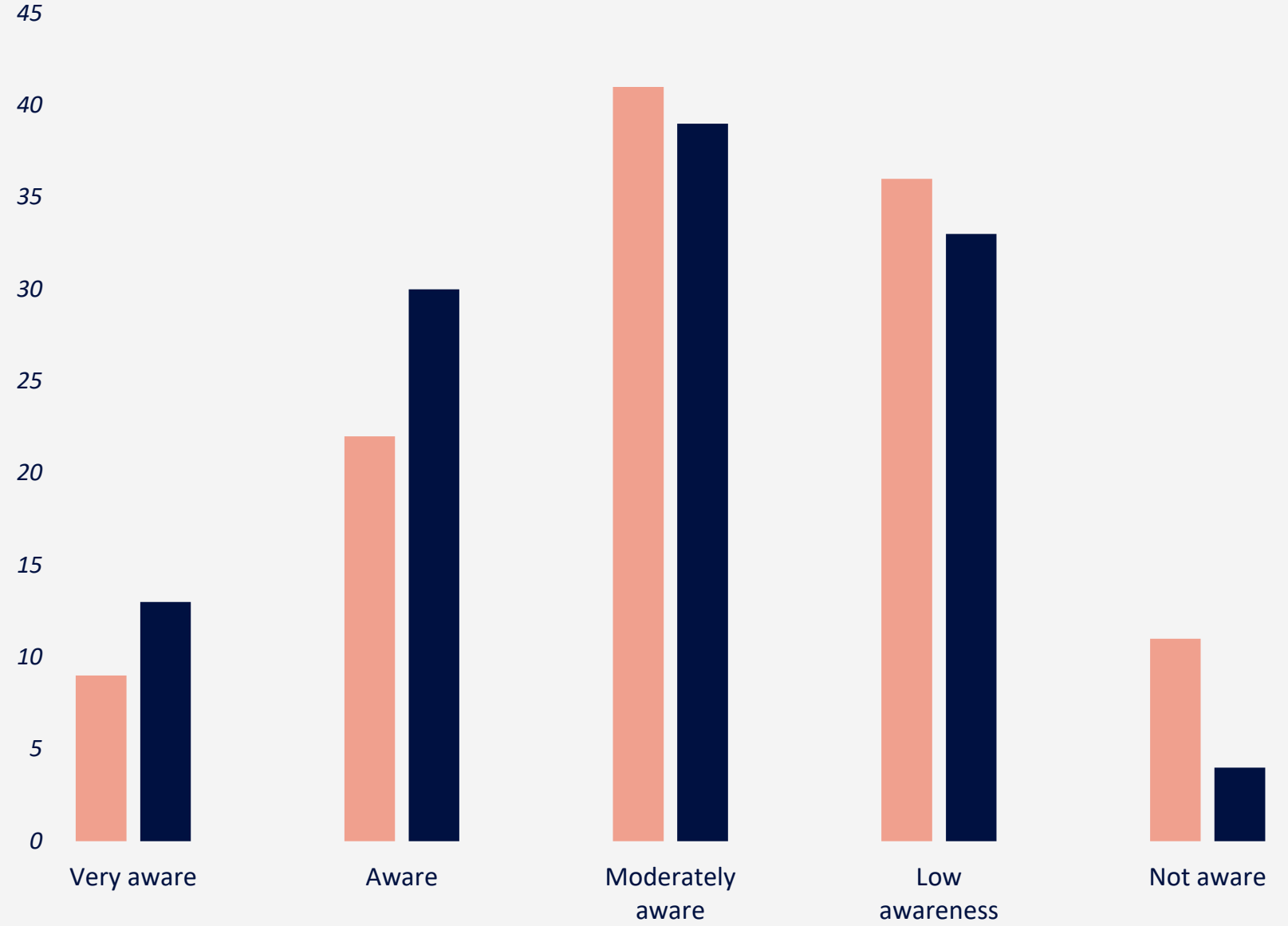
# Sustainable Travel Preference

Do your clients who prioritize sustainability prefer trips with **explicit sustainable elements** (like eco-lodges or community/environmental activities) or, are they satisfied **knowing that their travels are conducted responsibly**

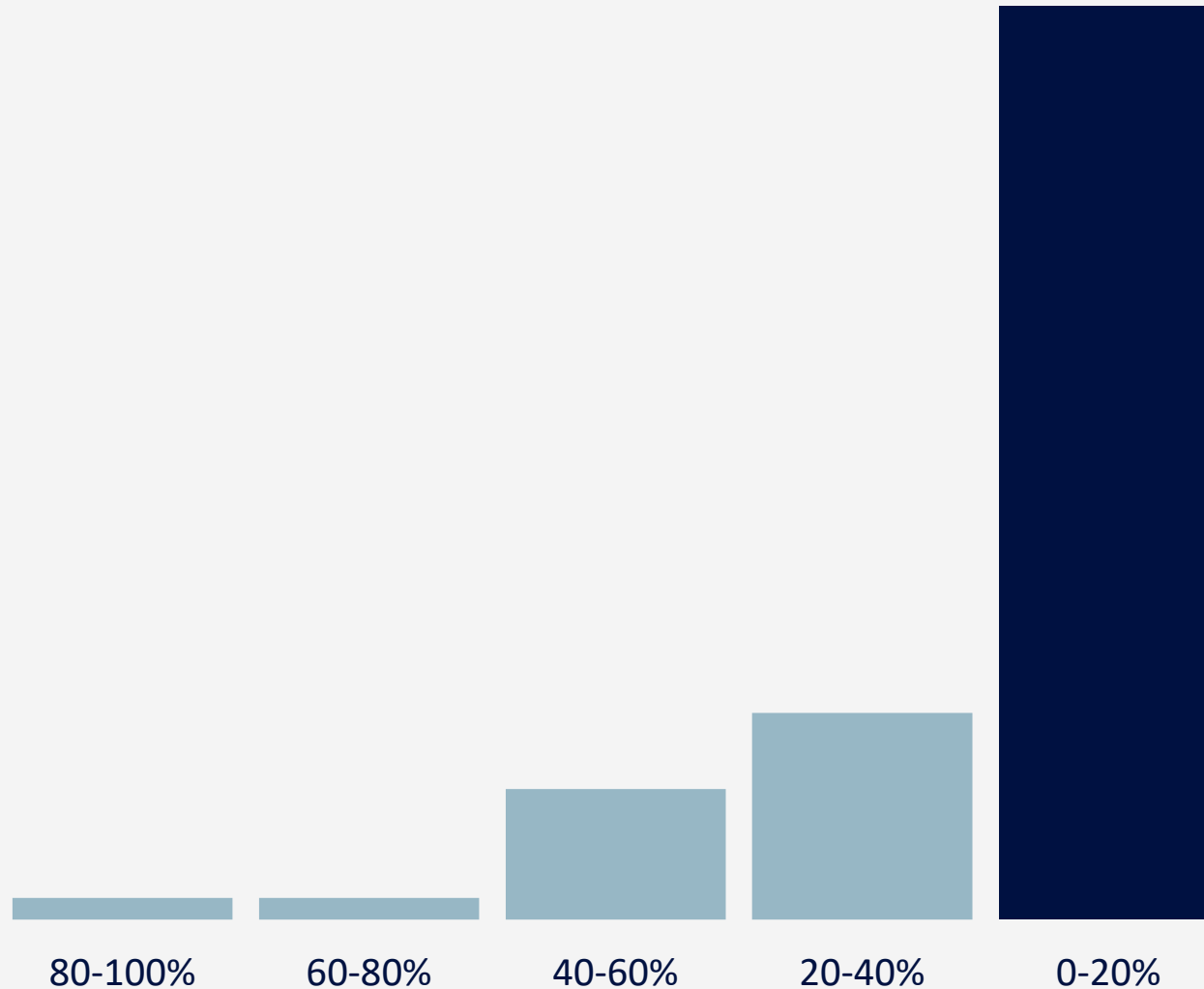


# How aware are your clients of the potential impact that their travel choices have?

- Positive Impact
- Negative Impact



What portion of your clients offset the carbon emissions of their travel?



# Climate

Is changing climate and/or extreme weather events and conditions affecting travel planning and choices?



Are your clients open to travel at off-season/off-peak times due to the climate?

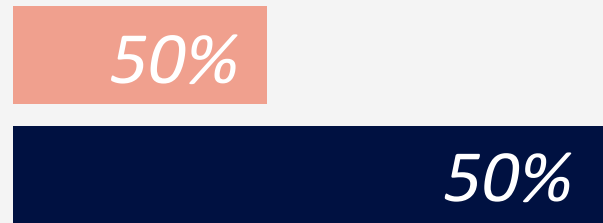


■ Yes  
■ No

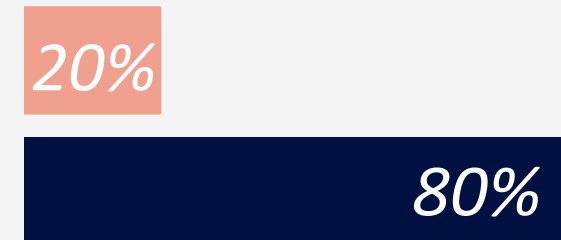
Are your clients choosing to travel at off-season/off-peak times due to the climate?



Are your clients traveling to alternative destinations due to climate?

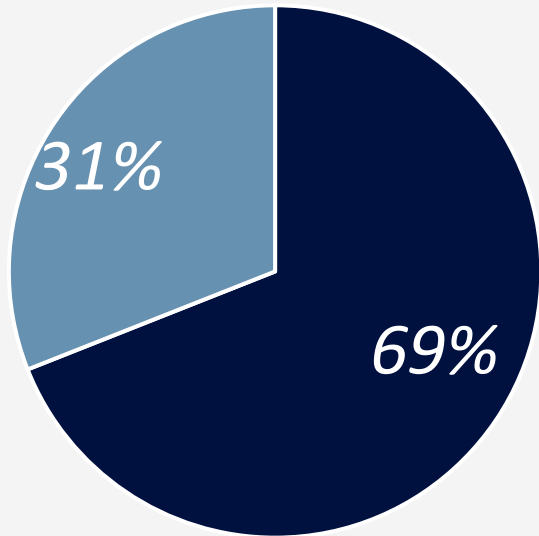


Are your clients open to exploring alternative destinations due to climate?



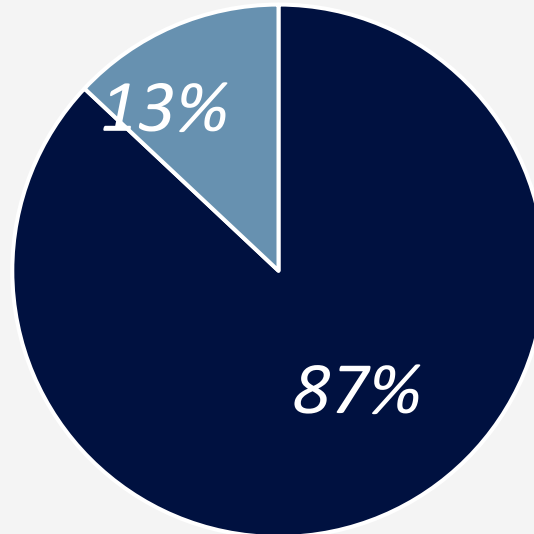
# Overtourism

Are your clients **traveling** to alternative destinations due to overtourism?



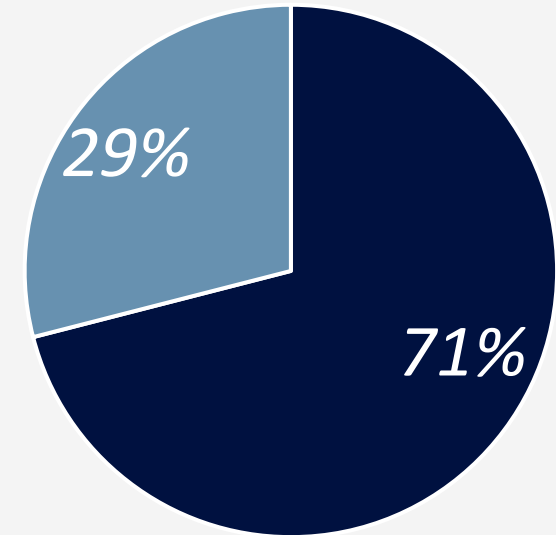
■ Yes

Are your clients **open** to exploring alternative destinations due to overtourism?



■ Yes

Are your clients **avoiding** certain destinations due to overtourism?



■ Yes

## What are some alternative destinations you are sending your clients to?

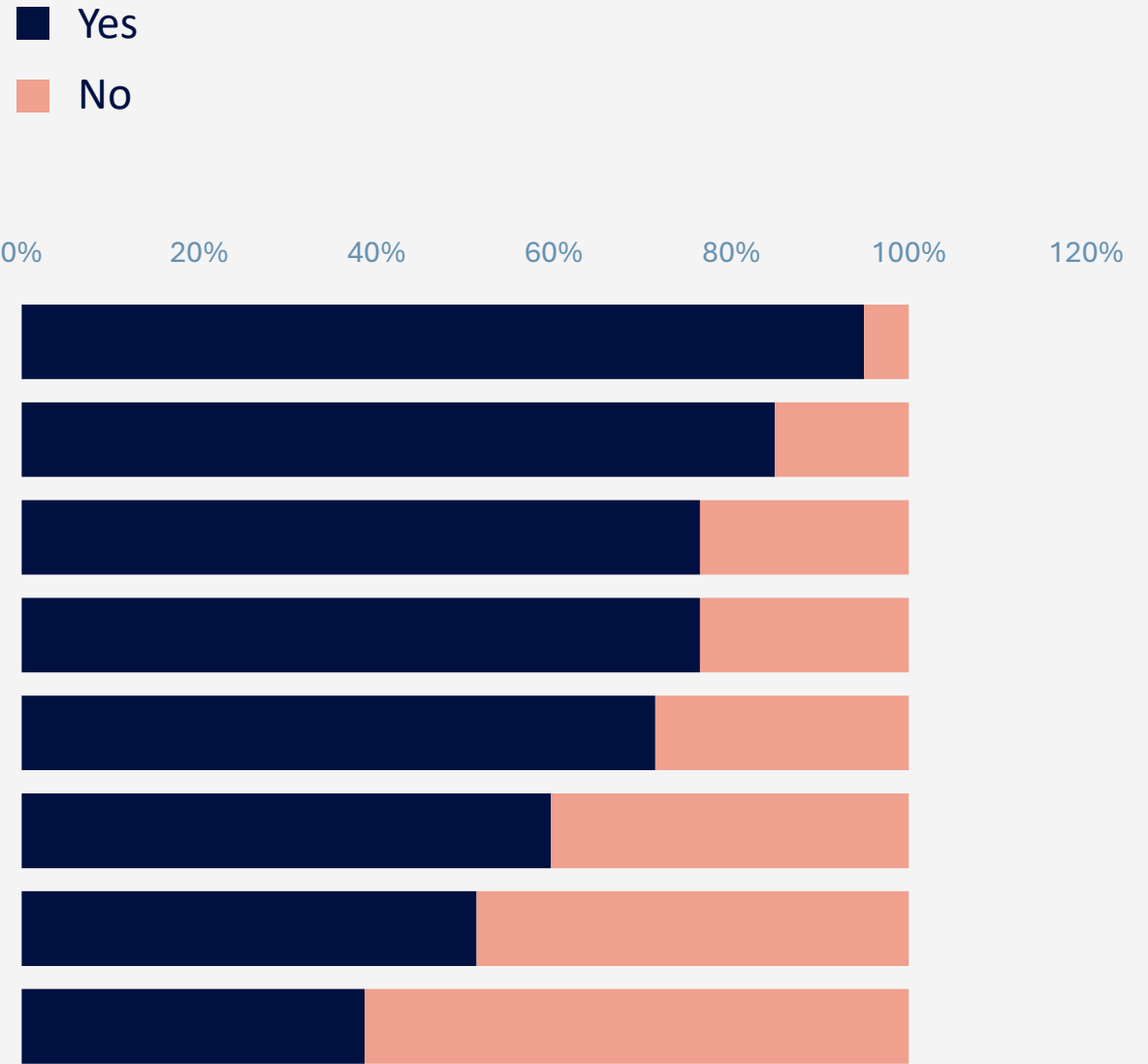
- Antarctica
- Australia
- Bhutan
- Colombia
- Costa Rica
- Iceland
- New Zealand
- South Africa
- Slovenia, Croatia and Portugal as (*alternative to Italy*)
- Montenegro (*alternative to Croatia*)
- Scandinavia (*alternative to Western or Southern Europe*)
- Guatemala (*alternative to Costa Rica*)
- Vietnam



# ADVISOR PERSPECTIVE ON PARTNERS & DESTINATIONS

# Because sustainability covers so many aspects of business, **what are the mandatory things that you expect from “sustainable” travel suppliers?**

Select all that apply

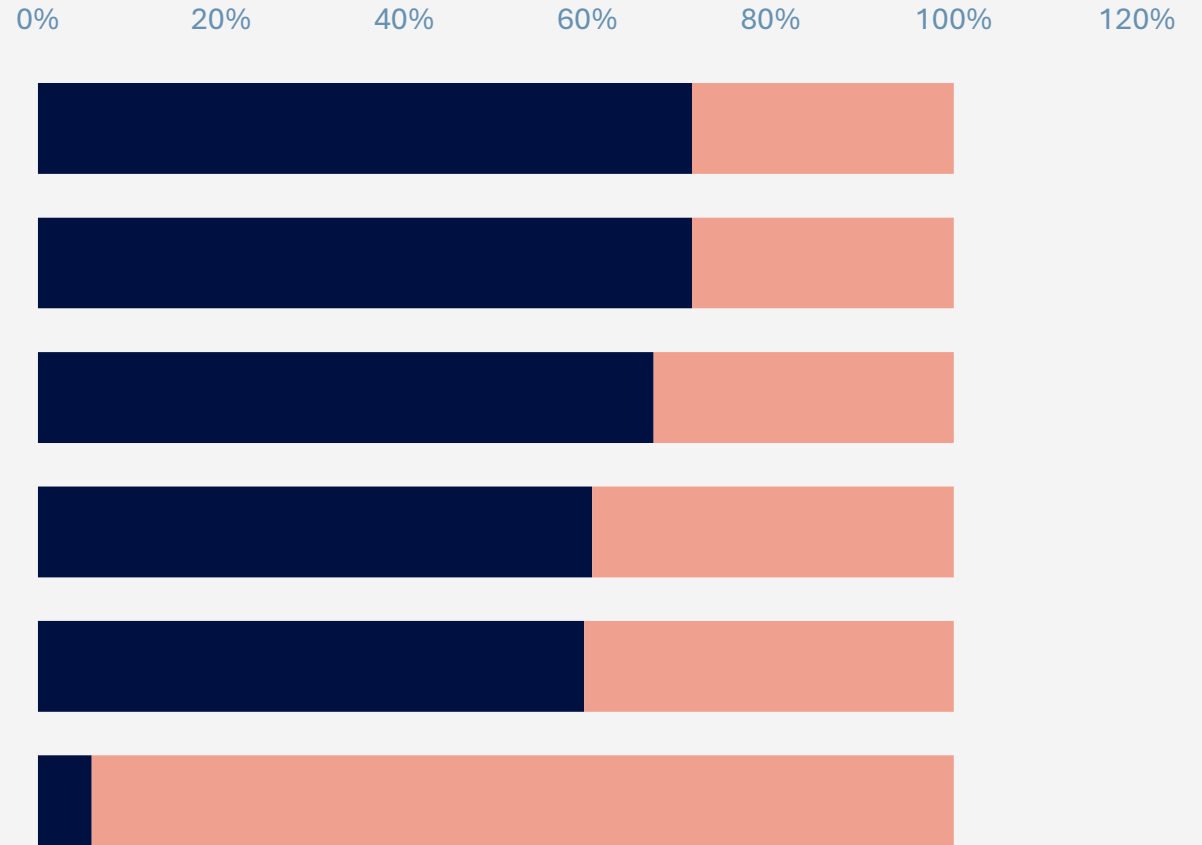


Source: 2024 Virtuoso  
Impact Report, Sustainable Travel  
2024

# What helps you **trust** that preferred partners and/or destinations are truly sustainable?

Select all that apply

■ Yes  
■ No



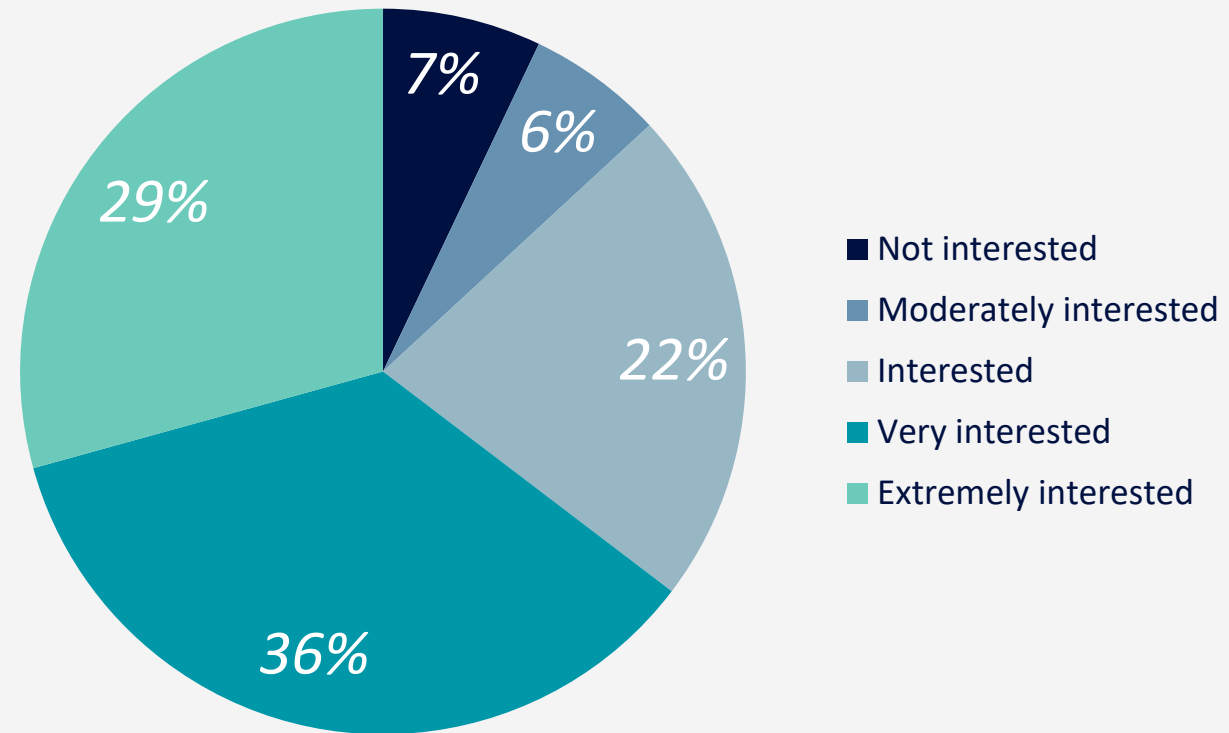
**Off the top of your head,  
please name up to five  
destinations that you believe  
are most "sustainable"**

- Costa Rica
- Iceland
- New Zealand
- Norway
- Bhutan
- Galapagos
- Slovenia
- Switzerland
- Kenya
- Finland
- Botswana
- Portugal
- Canada
- Australia
- South Africa
- Maldives
- Ecuador
- Peru
- Denmark
- Tanzania
- Copenhagen
- Panama
- Sri Lanka
- Japan
- Singapore
- France

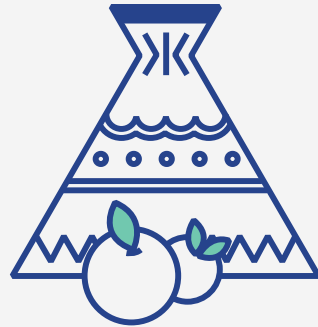
# VIRTUOSO IMPACT REPORT SUSTAINABLE TRAVEL 2024: TRAVELER HIGHLIGHTS

How interested are you in making sustainable travel choices during your trips?

**64 % of Virtuoso travelers aspire to travel more sustainably**



# Virtuoso Travelers are willing to pay more for companies that...



35%

Benefit Local People  
and Economy



30%

Adopt Environmentally-  
Friendly Philosophies and  
Practices



35%

Preserve Natural and  
Cultural Heritage

# VIRTUOSO IMPACT REPORT SUSTAINABLE TRAVEL 2024

To learn more about Virtuoso and our partner's sustainability efforts, visit:  
[Sustainable Travel for Virtuosos](#) and sign up for our newsletter.

Or contact us at [sustainability@virtuoso.com](mailto:sustainability@virtuoso.com)

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