



THE GUIDE TO FUTURE-PROOF TRAVEL FROM INTENTION TO IMPACT





THIS IS YOUR OPPORTUNITY TO TAKE AN EXTRA STEP.
SHOW THE WORLD WHAT WE CAN DO, TOGETHER.



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The responsibility lies with us. Of course, our customers play a role – they can make more sustainable choices. But for that, we must provide accessible and comparable information about the positive and negative impacts of travel products. In addition, every travel company has its own responsibility to contribute to climate, nature, and culture, with the ambition of achieving a net positive impact by 2050. This is how we build a future proof industry, together.

Frank Radstake, Director ANVR

FOREWORD BY FRANK RADSTAKE

One thing always stands out to me when it comes to travel: we are a sector built on stories, connection, and responsibility. Whether it's an adventure in the Andes, a business deal in Singapore, or a warm family weekend in the green hills of the Ardennes — we bring people together and make borders fade, both literally and figuratively. The strength of our sector lies not only in offering unforgettable experiences, but also in providing a vital boost to local economies, employment, and the preservation of nature and culture. It sounds like a win win situation, doesn't it?

But let's be honest: we also know the downside. As a travel industry, we have impact. And just like any company or consumer leaves a mark, so do we – sometimes a bit too prominent. Climate change is becoming increasingly visible: not only on the Maldives, but also when you cycle through the rain on your way to the office. Overtourism, vulnerable areas, and difficult tradeoffs are part of our reality. This calls for responsibility, not only from 'the sector', but from all of us. Because only together we can decide which stories remain beautiful, and which do not.

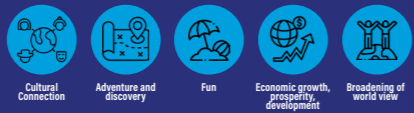
With this guide, we show that measuring means knowing. Measuring impact is not a complicated hobby for policymakers, it is simply the starting point. But remember: not everything that counts can be counted (to borrow from Einstein). Exactly the things that are less tangible often deserve extra effort of us. In this way, we build a travel industry that is future proof and truly creates positive impact – socially, economically, and ecologically. Here in the Netherlands, but especially out there, in the places where the world lies at our feet.

ANVR is rolling up its sleeves and supporting its members in the transition toward that positive future. Diversity is our strength. Every entrepreneur chooses their own path, as long as it leads in the right direction. Because without collaboration, we are not moving, and that would be a waste of all those beautiful destinations.

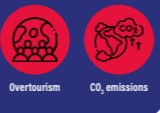
So, pick up this guide. Whether you are just starting out or have been active for years: this is your tool to take that extra step. Let the world see what we can achieve, together.

VISION ON A FUTURE-PROOF TRAVEL INDUSTRY

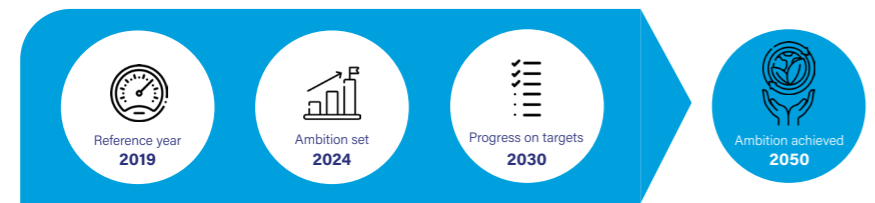
Travel has both a positive impact



as a negative impact



THE TIMEFRAME IN WHICH WE ARE GOING TO REALISE A FUTURE-PROOF TRAVEL INDUSTRY ...



OUR AMBITION ...

The Dutch Travel industry:

- Has a **positive** impact
- Creates **value**: Societal, Economical, Ecological
- Contributes to the **destinations**
- Operates **transparent**
- Shows **leadership** in the **supply chain**

THREE OVERARCHING FOCUS AREAS HAVE BEEN IDENTIFIED BASED ON OUR AMBITION ...

1. IMMEDIATE EMISSION REDUCTION

Immediate greenhouse gas reduction is essential.

- Minimum number of travel days for long distance travel
- Average distance of trip
- International train
- Long distance bus
- Electric mode of transportation
- S&F
- CO₂ compensation
- Growth in close-by travel
- Future technologies

2. SUSTAINABILITY IN THE VALUE CHAIN

We transform the value chain, and set societal and ecological targets to do so.

- Living wage
- Local products
- Plastic reduction
- Inclusive and equal

3. SUSTAINABLE DESTINATIONS

Product development leads to societal, economical and ecological added value in destinations.

- Economical
- Societal
- Ecological
- Product development



[Click here for the full ambition text](#)



“In 2050, the travel industry will have a positive social, ecological, and economic impact, both domestically and at destinations abroad.”

This ambition is laid down in the [ANVR Sustainability Vision of 2024](#), developed together with our members.

To achieve this, we focus on three core areas:

1. Climate: towards net-zero emissions by 2050

For a future proof travel industry, the immediate reduction of **greenhouse gas emissions** is essential. Technological innovation will need to play a significant role, although we do not yet know how substantial that contribution will be. It is therefore important to shift towards emission-free mobility and to reduce the emissions of accommodations, so that we can meet our 2050 target.

2. A socially responsible, more sustainable, and transparent supply chain

The impact of travel is largely determined by the choices made by the partners you work with. However, sustainability information across the supply chain is still limited. That is why we are working to increase transparency, for example by developing reporting standards and encouraging certification.

3. Preservation and regeneration of travel destinations

Travel, when done with respect for people, nature, and culture, can be a positive force that contributes to economic development, nature conservation, and community well-being. The question is how we ensure that the benefits outweigh the drawbacks, such as **overtourism** and environmental degradation. We aim to gain more insight into this, in close cooperation with destinations.



This guide supports you on the path toward becoming a future proof travel company. It helps travel companies step by step to understand, reduce, and improve their sustainability impact.

The guide is structured around three main themes: CLIMATE, NATURE and PEOPLE. Each theme includes background information, practical examples, and references to useful tools.

Use this guide as a starting point for improvement: identify where your organization is already making progress and where further gains can be achieved. You do not need to tackle everything at once. Explore the impact of your travel products, set achievable goals for your organization, and contribute to strengthening the long-term resilience of the sector. This English guide is an updated version (04/2026) compared to the Dutch version (11/2025).

HOW TO USE THIS GUIDE

Climate

Mapping greenhouse gas emissions is an important first step in the sustainability policy of travel companies. This is not easy, but it provides the information needed to effectively reduce your **emissions**. This can save costs. And more and more travelers, partners, and stakeholders expect transparent reporting on climate impact. The ANVR therefore encourages travel companies that are not already doing so to start measuring and reporting their emissions now.

Read more about this theme:

- ➔ [Measuring climate impact](#)
- ➔ [Reducing climate impact](#)

Nature

Nature is one of the greatest treasures we can share with travelers. It is essential for both travel organizations and destinations that we protect it. The ANVR sees nature conservation and restoration as a shared responsibility. By working together with nature organizations, local communities, and travelers, we can not only preserve what is still there, but also contribute to a world in which nature and animals are given space again.

Read more about this theme:

- ➔ [Nature](#)

People

Sustainability is also about people. Travel connects us with others around the world - it allows us to see, feel, and understand how we are all connected. That contact can bring many benefits, but it can also have unintended negative effects if we are not mindful of how we interact. The ANVR therefore sees positive social impact as an essential part of future proof travel. Our goal is that travel not only provides wonderful experiences for the traveler, but also brings lasting benefits to the people we meet along the way.

Read more about this theme:

- ➔ [People](#)



CLIMATE



For the travel industry, the biggest climate challenge – and opportunity – lies in reducing emissions from transport.

Mobility is at the heart of our sector, but it is also the biggest source of emissions. Travel companies only have limited influence over this: for example, they do not determine how much sustainable aviation fuel (SAF) is available or how easy it is to book international train journeys.

Nevertheless, travel companies can certainly contribute to reducing their climate impact. For example, by helping customers make different choices, promoting sustainable transport options, and working with partners who are taking concrete steps towards ‘net-zero’ travel.

As a first step, it is important to identify what causes your emissions and to analyze where there is room for improvement.

CLIMATE: TOWARDS NET-ZERO EMISSIONS

Measuring Climate Impact Using the ANVR Method

To demonstrably reduce your climate impact, measurement is the first step. The most widely accepted standard for this is the [Greenhouse Gas \(GHG\) Protocol](#)¹. However, the **GHG-protocol** does not include a specific guideline for the travel sector. This leads to practical challenges and incomparable outcomes². For this reason, ANVR has developed its own simplified method, aligned with the principles of the GHG Protocol but focused on the core of the travel business: the climate impact of sold travel products³. After all, this is where the vast majority of emissions occur.

Step 1: Inventory

The calculation according to the ANVR method includes nearly all emissions directly or indirectly caused by travel products:

- ➔ transport to and from the destination,
- ➔ all local transfers,
- ➔ all accommodation stays, and
- ➔ excursions or activities at the destination,

What does Net-Zero Emissions mean?

In 2021, ANVR signed the [Glasgow Declaration](#)⁴, committing the sector to rapidly reducing greenhouse gas emissions on the path towards net-zero by 2050. The Glasgow Declaration sets “net zero” greenhouse gas emissions as the goal. But what does that mean?

According to the Science Based Targets initiative (SBTi), net-zero means reducing direct and indirect emissions by at least 90% by 2050, with a maximum of 10% compensated, for example through reforestation or carbon storage⁵. Activities within your value chain should not cause net emissions, in line with the goal of limiting global warming to 1.5°C. This means that a climate action plan must primarily focus on decarbonizing the core of your business. For a travel company, this means ensuring that the travel products you sell cause progressively less CO₂ emissions.

... regardless of whether you offer these directly or through a partner organization. ANVR provides standard emission factors for these elements. These are up-to-date data on greenhouse gas emissions for an activity or standard values (estimates). Consumption at the destination and waste (processing) are excluded, as information is difficult to obtain and no reliable standard values exist.

Step 2: Calculation

Once you have the relevant emissions data or standard values, and you know how often a trip (including all components) has been booked, you can calculate the climate impact. If you also know how many travelers participated (including activities), you can calculate the average emissions per traveler.

The most practical approach is to assign ANVR recommended standard values or actual data (via API connections) to all bookable travel components in your booking system. If you work with standardized travel packages, you can enter these into Carmacal, the tool developed by BUAS in collaboration with ANVR to calculate the climate impact of travel packages. Data can be entered manually or via API. The ANVR recommended standard values and the API connection with Google TIM are integrated into the tool.

Step 3: Comparing with a Baseline Year and Across Companies

To assess whether we are on track, we compare climate impact (total emissions) with a baseline year. In the publication about the ANVR climate impact measurement method (to be found on the website), this comparison is explained thoroughly.

Although total emissions in the sector must decrease, this does not mean that every individual company must reduce at the same rate. In some cases, for example after acquisitions, emissions may even rise. That is why we also look at average emissions per traveler, which should decline. It is also useful to compare average emissions between companies with similar offerings, enabling us to identify successful interventions and learn from one another.

Step 4: Communicate

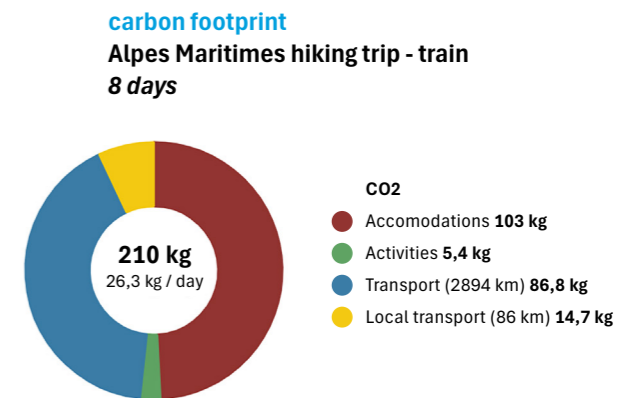
From 2027 onwards, ANVR will publish an annual update on the sustainability progress of the travel sector. The annual reporting on the climate impact of your sold travel products is an important part of this. ANVR also aims to highlight inspiring best practices, and the challenges travel companies encounter.

Travel companies may also report the climate impact of their sold travel products separately or include it in a broader sustainability report. In the climate measurement report, the ANVR provides practical guidance on how to do this. Reporting is essential to demonstrate that we are actively working toward achieving the sector's vision.

One of the most important moments to make climate impact visible is during the booking process. The ANVR method can also be used to estimate the expected impact of a travel product in advance. This allows customers to compare different options based on climate impact.

Communication about this impact to travelers is the responsibility of each travel company. On the right, you will find an example of a calculation for a trip. (source: carmacal.org).

Be aware to always state that the figures are calculated using the ANVR method. If you use different assumptions, clearly indicate this.





What can you do to reduce your climate impact?

Setting a goal

A good starting point is formulating a clear objective and developing a concrete climate action plan. This plan outlines the steps your organization will take to reduce its climate impact. The ANVR will introduce a template to formulate a climate action plan at the end of 2026. The actions you include depend on your own business model, customer focus, and operational context. What works well for one company may be less effective for another.

To determine which measures are most promising, you need insight into the sources of your greenhouse gas emissions (see also: [Measuring climate impact](#)). Below are several examples of measures for inspiration.

Science Based Targets

You may choose to have your reduction target validated by the [Science Based Targets initiative](#) (SBTi), which helps companies formulate credible emission reduction goals⁶. offers sector specific validations, although not yet for the travel industry. [A version for SMEs](#) has recently become available⁷. Validation by SBTi involves associated costs.

The ANVR Method and the GHG Protocol

As noted earlier, the Greenhouse Gas (GHG) Protocol is the global standard for measuring climate impact. How does the ANVR method relate to it?

The GHG Protocol distinguishes three types of emissions:

- ➔ **Scope 1:** direct emissions from owned or controlled sources (e.g., fuel use in company vehicles, gas consumption in offices).
- ➔ **Scope 2:** indirect emissions from purchased energy (e.g., electricity for offices or data centers).
- ➔ **Scope 3:** all other indirect emissions in the value chain (e.g., emissions from hotels and transport partners⁸, catering, employee commuting).

For travel companies that own aircraft, flight emissions fall under Scope 1. For companies using third party flights, these emissions fall under Scope 3. Reporting only the climate impact of travel products (Scope 3) can therefore give a distorted picture. Under the ANVR method, flight emissions are always included, regardless of aircraft ownership. The ANVR method captures part of Scope 3, specifically category 11: “emissions from the use of sold products”, and excludes Scopes 1 and 2. It is therefore a partial calculation of a travel company’s climate impact, but it covers the most important component. The results can be used independently, for example to inform travelers about the expected impact of a trip, or as part of a broader climate report. It is essential to explain what is and is not included in the calculation, for example by stating that the ANVR method has been applied.

Note: the ANVR method provides guidance for reporting part of Scope 3 emissions, but it is not sufficient for reporting under frameworks such as VSME, which require Scopes 1 and 2 as well. Guidance on calculating these emissions can be found through [Klimaatplein](#)⁹, the [SME Climate Hub](#)¹⁰ (for SMEs), or [SBTi](#)¹¹ (for larger companies). Practical tips and subsidy options for reducing office energy use are available through [DEB](#)¹².

Taking Action

Below are methods and strategies travel companies can apply to reduce their climate impact.

1. Avoiding emissions – quality over distance

➔ **Prioritize quality over distance.**

To meet climate goals, it is essential to reduce the average travel distance. This can be achieved by shifting the focus from the destination to the quality of the experience¹³. Direct marketing and product development toward comparable experiences closer to home.

➔ **Avoid high-impact excursions.** Do not promote activities with disproportionately high emissions (e.g., helicopter flights). Instead, highlight more sustainable alternatives, such as electric boat tours.

➔ **Increase customer awareness.** Help travelers understand the climate impact of their choices and encourage them to select lower-impact options. Offer sustainable alternatives where possible, such as trains instead of flights, direct flights instead of transfers, or certified sustainable accommodations. Provide practical climate tips before and during the trip¹⁴.

2. Minimizing emissions – use more sustainable options

➔ **Promote sustainable transport options.** Offer more train or bus journeys, or encourage customers to choose car holidays.

➔ **Select more efficient airlines.** Choose airlines that demonstrably operate more fuel-efficient fleets. Tools such as Google TIM or the Atmosfair Airline Index¹⁵ can support comparisons.

➔ **Support Sustainable Aviation Fuel (SAF).** Contribute to the transition to cleaner aviation by purchasing SAF. Encourage customers to contribute to SAF when booking flights.

➔ **Promote sustainable local transport.** Encourage replacing domestic flights with overland travel where safe and feasible. Promote trains, buses, and (electric) shared mobility at the destination. Collaborate with local transport providers committed to sustainability and integrate these options into travel packages.

- ➔ **Invest in electrification.** Actively offer electric or hybrid rental cars and inform customers about their benefits. Electric vehicles have an average CO₂ footprint around 60% lower than petrol cars over the same distance¹⁶.
- ➔ **Work with certified accommodations.** Encourage partners and accommodations to obtain recognised sustainability certifications. ANVR members now have access to [BeCause](#)¹⁷ real-time database of certified accommodations.
- ➔ **Promote renewable energy in accommodations.** Encourage accommodations to invest in renewable energy sources such as solar panels or local green energy projects.

3. Compensating – addressing unavoidable emissions

- ➔ Travel will continue to generate emissions in the coming years. Even in a net-zero scenario for 2050, compensation plays a role, as fully emission-free travel is not yet realistic¹⁸. The goal is to reduce emissions so significantly that compensation becomes manageable, affordable, and free of negative side effects. Compensation should always be the final step, not a substitute for reduction.





TRAVELING WITH RESPECT FOR PEOPLE, NATURE, AND CULTURE CAN BE A POSITIVE FORCE THAT CONTRIBUTES TO ECONOMIC DEVELOPMENT, NATURE CONSERVATION, AND WELL-BEING.

The role of ANVR

With the signing of the Glasgow Declaration, ANVR has committed the sector to effective climate action on the path toward net zero emissions by 2050. To monitor whether sufficient progress is being made, ANVR requires its members to begin, no later than 2026, mapping their emissions and, from 2027 onwards, reporting annually on:

- ➔ 1. the **total** emissions of all travel products sold in a calendar year, and
- ➔ 2. the **average** emissions of those travel products, expressed per person per day.

The ANVR method has been developed to support this reporting. In addition, ANVR encourages members to have a climate action plan in place by the end of 2026, outlining how they will structurally reduce their emissions.

ANVR is calling for action while also recognizing the limitations. The travel industry is partly dependent on progress made in other sectors, particularly aviation. For this reason, ANVR advocates for sustainable innovation across the entire travel value chain and for a level playing field for travel companies.



Sources

- 1 [Greenhouse Gas \(GHG\) Protocol](#)
- 2 World Tourism Organization. (2023). *Climate Action in Tourism – An overview of methodologies and tools to measure greenhouse gas emissions*. UNWTO Madrid.
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- 6 [How to set science-based targets - Science Based Targets Initiative](#)
- 7 [Target Validation Services for SMEs - SBTi Services](#)
- 8 For travel companies with their own aircraft, flight emissions fall under scope 1 according to the GHG protocol, but for companies that use third-party flights, this is scope 3. Reporting the climate impact of travel products (scope 3) can therefore give a distorted picture. In the ANVR method, flight emissions are always included, regardless of who owns the aircraft.
- 9 [About the scope and borders of your CO²-footprint - Klimaatplein](#)
- 10 [SME Climate Hub](#)
- 11 [The Corporate Net-Zero Standard - Science Based Targets Initiative](#)
- 12 [DEB - Energy saving and the sustainable transition of entrepreneurs](#)
- 13 Peeters, P. & Papp, B. (2023). *Envisioning Tourism in 2030 and Beyond. The changing shape of tourism in a decarbonising world. The Travel Foundation.*
- 14 [Climate-Friendly Travel Tips List - Sustainable Travel International](#)
- 15 [Atmosfair Airline Index](#)
- 16 [Electric cars: cleaner and climate conscious | Milieu Centraal](#)
- 17 [BeCause | Sustainability Software for Travel](#)
- 18 [Envisioning Tourism in 2030 \(Envisioning 2030 - how can Travel and Tourism plan for a decarbonising world? The Travel Foundation\)](#)



NATURE



Tourism is about experiencing the world – its landscapes, wildlife, oceans, forests, and biodiversity. A healthy natural environment is the foundation for sustainable and meaningful travel. Even for business travel, nature conservation plays an indirect but essential role: more than half of the global economy depends on well functioning ecosystems¹⁹.

The travel sector therefore has not only an interest, but also a responsibility toward nature. With our global footprint and reach, we have the potential to be a driving force for nature restoration. By investing in nature positive destinations and restoration programs, tourism can contribute to biodiversity, community well being, and a resilient planet.

What can you do for the nature at destination?

Nature conservation is not only about financially supporting parks and reserves, but also about preventing harm in vulnerable natural areas and contributing to the restoration of degraded landscapes. This helps capture CO₂, allows biodiversity to recover, and supports the protection of endangered species.

The basic principle of ‘nature positive’ tourism is simple: **prevention is better than cure**. Below is a simplified step by step approach to nature conservation and restoration, based on the internationally recognised *mitigation hierarchy*²⁰. This framework is used by the European Commission, international development organisations, and the Netherlands Environmental Assessment Agency.

1. Prevent

➔ **Prevention is always the first step.** Familiarize yourself with the destinations you offer, for example by using the [WWF Risk Filter](#)²¹ and try to identify the most vulnerable natural areas. Avoid excursions in ecologically sensitive zones, support anti-poaching programs, and ensure that travelers comply with local and international regulations for the protection of plants and animals. Follow the [do’s and don’ts of animal welfare in tourism activities](#)²².

2. Minimize

➔ **Reduce as much as possible the negative impacts you cannot prevent.** Choose small-scale, local excursions, [avoid the use of plastic, and collaborate with local partners on sustainable waste management](#)²³. Inform travelers about the fragility of nature at the destination and clearly explain how they can contribute to conservation.

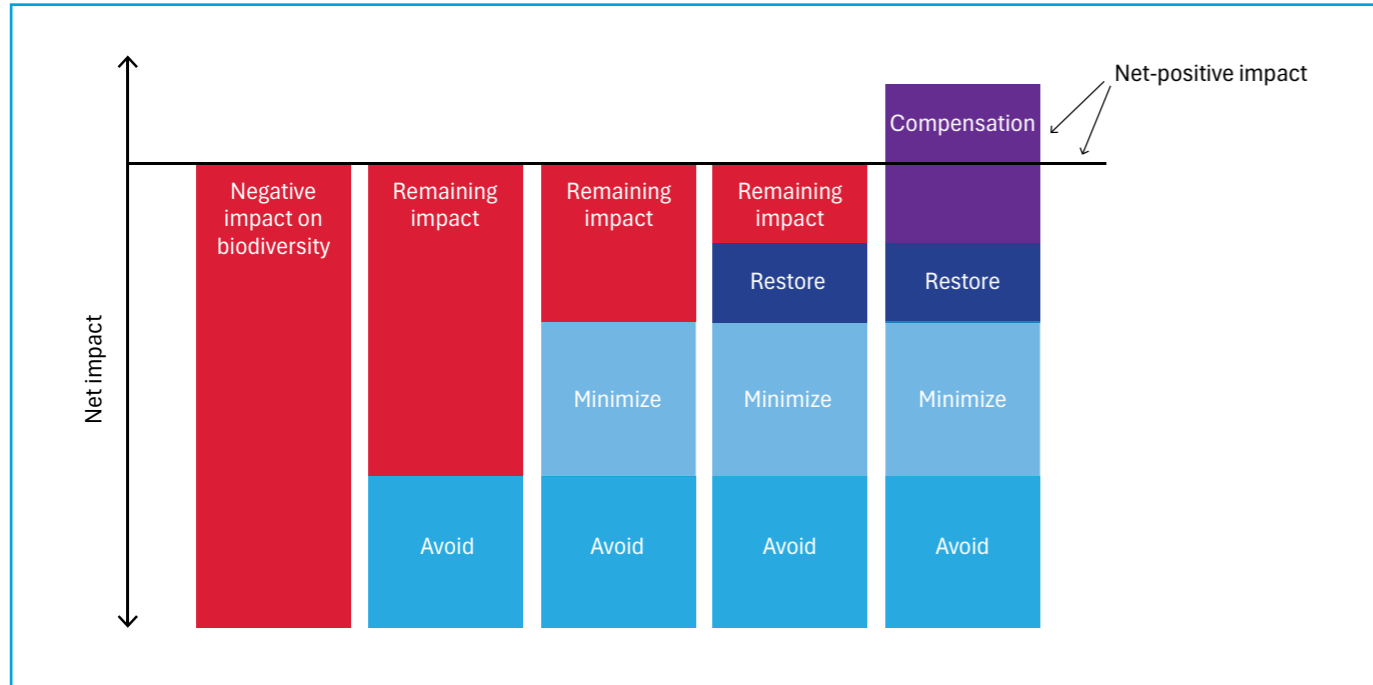
3. Restore

➔ **Contribute to the restoration of damaged ecosystems**, for example by investing in natural areas in the destinations you offer. Think of reforestation, coastal restoration, or coral reef regeneration. On-site restoration is preferable to

compensation elsewhere, as it tackles the root of the problem. If you support nature restoration initiatives that involve local communities, you also contribute to the local economy, which is essential for long-term ecosystem recovery.

4. Compensate

- ➔ **Is restoration at the destination not (yet) possible?** Then opt for compensation elsewhere, such as investing in nature projects in other parts of the world. However, consider this as a final step, not a substitute for prevention and restoration.



The role of the ANVR

ANVR views nature conservation and restoration as a shared responsibility. By collaborating with nature organizations, local communities, and travelers, we can not only preserve what remains, but actively contribute to a world in which nature and wildlife have the space to thrive.

In 2021, ANVR introduced guidelines for animal friendly tourism activities. These provide travel organizations with clear do's and don'ts to protect animal welfare and promote respectful wildlife encounters.

ANVR also invests in knowledge development related to nature conservation. Much is still unknown about the impact of tourism and business travel on destinations. Together with partners and members, ANVR is working to expand this knowledge so that we can learn and improve collectively.

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- 19 [World Economic Forum 2024, Scenarios to protect biodiversity and ecosystem services.](#)
- 20 [First Things First: Avoid, Reduce ... and only after that-Compensate | WWF.](#)
- 21 [WWF Biodiversity Risk Filter - Inform](#)
- 22 [Do and Dont's Dierenwelzijn & Toeristische activiteiten](#)
- 23 [Plastic Waste Reduction Toolkit - Plastic Reduction.](#)



PEOPLE

Sustainability is not only about climate and nature, but also about people.

Travel connects us with communities around the world and shows us how different and yet how similar we are. These encounters foster understanding, respect, and a sense of interconnectedness – something that is more essential now than ever.

The travel sector plays a key role in this: by consciously managing its social footprint and connecting travelers with local communities in a respectful way, travel can contribute to fair opportunities, strong local economies, and greater mutual understanding.

What can you do to improve your social impact?

ANVR views positive social impact as an integral part of future proof travel. Our goal is that travel not only creates meaningful experiences for the traveler, but also delivers lasting benefits for the people we meet along the way. ANVR encourages travel companies to work with local partners in a respectful, fair, and reciprocal manner. This can be embedded through active discussions on the themes below and by formalizing agreements in contracts, codes of conduct, or local projects. Travel companies can strengthen their social impact by addressing the following themes in their operations and partnerships:

1. Prevention – reciprocal relationships, ethical policies, and creating equal opportunities

- **Fair compensation for local partners.** Ensure a **living wage** for all people who work for you, directly or indirectly. This contributes to economic stability and helps prevent exploitation. Set minimum rates and good working conditions in contracts, and make payments directly to local partners whenever possible.
- **Protection of children and vulnerable groups** to prevent abuse, child labor, and exploitation. Follow guidelines such as [The Code](#)²⁴ and the [Don't Look Away programme](#)²⁵. Train your staff and inform travelers about appropriate behavior.
- **Avoid overtourism throughout the supply chain.** Overcrowding can harm livability, local services, and social cohesion. Spread visitor flows, avoid hotspots during peak periods, and collaborate with local authorities on dispersion strategies.
- **Respect for culture and traditions.** Cultural misunderstandings or exploitation can harm local communities. Develop codes of conduct for partner organizations and travelers, and actively involve local communities in excursions and activities to ensure interactions remain equal and authentic.

2. Minimize – ensure negative impacts are kept to a minimum and benefits are widely shared

- ➔ **Strengthen the position of women**, as inequality, lower wages, discrimination, and violence against women remain widespread issues²⁶. Work with female guides, drivers, and hotel staff, offer training, and set diversity objectives in supplier policies. This enhances gender equality and resilience within communities.
- ➔ **Increase the share of spending that remains local**. Local spending ensures that the benefits of tourism flow directly to local communities. You can achieve this by purchasing directly from local markets, restaurants, and small-scale accommodations. Set a concrete target percentage (for example, 50% of all spending should remain local).

3. Restore – actively contribute to restoring or strengthening social structures in communities that receive tourism

- ➔ **Community-based tourism²⁷ & cultural exchange** give local communities more control and income, and can enrich the travel experience. Develop tours or workshops led by local residents or give them a voice in decision-making.
- ➔ **Support local NGOs and social projects**, as local organizations often fill essential societal gaps, for example in education, healthcare, and nature conservation. Through collaboration, you can directly contribute to local development.
- ➔ **Be accessible and accountable**. Ensure that in every country where you operate, local communities can find and reach you easily. Stay open to feedback or complaints.



What is a living wage?

In many parts of the world, there is no statutory minimum wage. And in many countries where a minimum wage *does* exist, it is not enough to cover basic living expenses. That is why it is important to ensure that people who work for you, directly or indirectly, receive a *living wage*. A living wage allows a worker to support their family and still save a small amount. According to the OECD Guidelines for Responsible Business Conduct, companies must ensure that their supply-chain partners worldwide:

- ➔ Comply with local legislation, meaning they pay at least the minimum wage (where one exists) and pay overtime and social security contributions according to applicable regulations;
- ➔ Pay more than the minimum wage where necessary, ensuring wages are sufficient to meet the basic needs of workers and their families while allowing for modest savings.

More information and examples of codes of conduct for collaboration with supply chain partners can be found on the [SER-website](#)²⁸. If you want to know approximately what a living wage costs in the countries where you operate, you can consult [WageIndicator.org](#)²⁹ or the [Fair Wage Network](#)³⁰.

The role of the ANVR

The ANVR represents the entire travel sector and works on programs that strengthen children's and human rights worldwide. Below are several examples. In addition, the ANVR collaborates with partners to improve understanding of the social and economic impact of travel on destinations, with the aim of sharing knowledge within the industry.

Child Labour Project

With support from the Dutch government and a consortium of Dutch tour operators and Indonesian DMCs, the ANVR mapped child labour in the tourism supply chain in Indonesia between 2020 and 2022³¹. In the follow up phase, the ANVR is developing interventions to eliminate child labour and exploitation. A key component of this is a toolkit enabling travel companies to conduct assessments and plan interventions at destinations worldwide. This toolkit will be presented in Q3 2026 and published at the end of 2026.

Roundtable of Human Rights in Tourism

The ANVR is a member of the [Round Table of Human Rights in Tourism](#)³², an international non profit organisation that promotes awareness and implementation of human-rights standards in tourism. Through this membership, the ANVR contributes to knowledge sharing. Here you can learn more about how travel companies can respect and protect human rights.

The Code

Since 2011, the ANVR has been a member of [The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism](#)³³. Members are encouraged to combat misconduct, train their staff, and motivate customers to report suspicions via www.dontlookaway.nl.

Sources

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- 30 [Fair Wage Network](#)
- 31 Netherlands Enterprise Agency (2025). [Eradication of child labour in tourism.](#)
- 32 [Roundtable Human Rights in Tourism](#)
- 33 www.thecode.org/ The ANVR stimulates her members to sign the Code individually





TRANSPARENCY



Transparency and reporting on our social, environmental and economic impact is one of the guiding principles of our shared ambition.

TRANSPARENCY

Certification

Certification provides travel companies and their supply-chain partners with practical tools to make their operations more sustainable. It is also a useful resource for travelers who want to make more sustainable choices. Certification schemes cover a far broader range of themes than those mentioned in this guide. They offer a comprehensive approach in which your performance is independently verified. A sustainability certificate therefore helps travelers make conscious and more responsible decisions.

The ANVR has encouraged its members for years to obtain certification through Travelife or other recognized labels. On the Travelife website, you can find which travel companies are certified: [Travelife for Tour Operators and Travel Agents](#)³⁴. The basic training in sustainable tourism provided by Travelife is mandatory for all ANVR members. The ANVR also collaborates with other industry associations to create more clarity around the difference between recognized and non-recognized sustainability labels, as many labels exist in the travel industry and not all are independently audited.

For example, the ANVR has partnered with [BeCause](#)³⁵, an international database providing up to date and reliable sustainability information on accommodations holding recognized certifications. The ANVR also recommends that corporate travel providers work with [EcoVadis](#)³⁶. This aligns with the strong preference within the corporate travel segment for EcoVadis as a tool for providing sustainability transparency, as many businesses already use it extensively.

Sustainability Reporting

Not all sustainability efforts are visible through certification. Therefore, the ANVR is developing a reporting standard that will allow members to present their sustainability efforts in an accessible and comparable way, even if they are not (yet) certified. This reporting framework will cover the full scope of corporate social responsibility, both in the Netherlands and at destinations abroad.

Where possible, the standard will align with international sustainability reporting guidelines, but it will be simplified and adapted to the realities of travel businesses. The standard is expected to be published in 2026.

Sources

- ³⁴ [Travelife for Tour Operators and Travel Agents](#)
- ³⁵ [BeCause | Sustainability Software for Travel](#)
- ³⁶ [EcoVadis](#)



WRAP UP





The ANVR Sustainability Guide helps travel organizations move step by step toward a future proof sector. How do you turn your intentions into real impact?

- **1. Start by gaining insight** into your impact on climate, nature, and people.
- **2. Then set priorities:** where can the greatest progress be achieved?
- **3. Next, formulate a clear goal.**
- **4. Translate this into a concrete action plan** that is feasible within your organization and supply chain.
- **5. Finally, it is essential to communicate** about progress and results – and to learn from one another.

Together, we are building a transparent, continuously learning travel industry that not only shows the world, but also helps protect it.

Want to know more about sustainability?

Would you like to stay informed about what ANVR is doing in the field of sustainability? Do you want to share an experience? Or do you have a suggestion on how ANVR can support its members?

Get in touch with the team at:
duurzaam@anvr.nl

And keep an eye on the members' page:
[Duurzaam reizen | ANVR](#)



Emissions, greenhouse gases, CO₂e: when we refer to *emissions*, *greenhouse gases*, or *GHG emissions*, we mean CO₂ as well as all other emissions that have a proven impact on climate change. We express these in **CO₂ equivalents (CO₂e)**, a metric that relates the climate impact of all greenhouse gases to the warming effect of CO₂.

Overtourism: destinations where hosts or guests – local residents or visitors – feel that there are too many tourists, resulting in an unacceptable decline in the quality of life in the area or in the quality of the visitor experience.

GHG Protocol: the **Greenhouse Gas Protocol** is an international standard used by organizations to measure or estimate their greenhouse gas emissions.

Regeneration of destinations / regenerative tourism: this refers to situations where tourism and business travel demonstrably contribute to improving the quality of place (flora, fauna, infrastructure), local well being (residents), experience (tourists and locals), and work (businesses and employees).

Sustainable Aviation Fuel (SAF): aviation fuel produced from renewable resources or waste streams, such as used cooking oil, plant-based waste, or non edible crops. SAF is intended to significantly reduce aviation CO₂ emissions compared to conventional kerosene.

Living wage: a wage that is sufficient for workers and their families to obtain the goods and services they need for an acceptable standard of living.

Community based tourism: a responsible and innovative form of tourism in which travelers engage directly with local communities, promoting cultural exchange and supporting the local economy.

COLOPHON

This guide was developed by the ANVR as part of a joint effort to promote a more sustainable travel industry.

Editors:

Sharon van Ede en Eva den Breejen

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