

# VISION 2050

## Sustainability and Regeneration in Hospitality and Tourism

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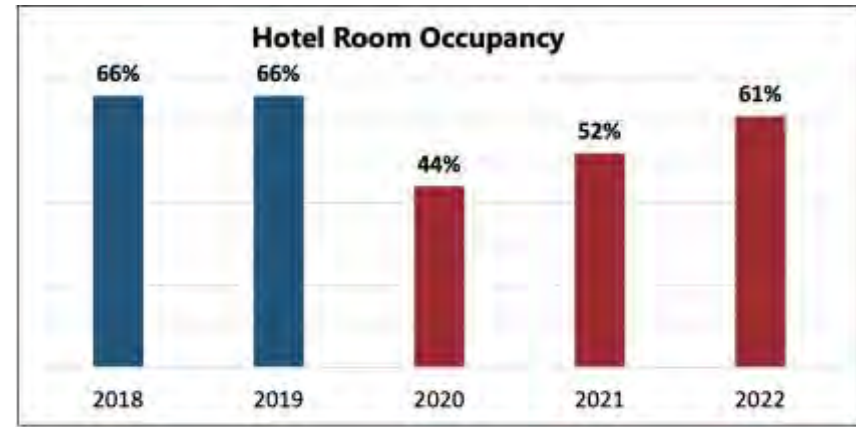
# COVID-19

## 9x worse than 9/11

## Worst Year Ever on Record

## for Travel Industry

- 56% of hotel rooms were empty
- \$82B less revenue than 2019
- \$13B less in taxes
- 2019 revenue levels are not expected to return until **2024**



Source: Oxford Economics



- 4 million jobs lost across all of hospitality (670,000 direct hotel jobs) - eliminating 10 years of job growth.
- FL lost over 30% of its workforce



## Annual Employment Rates Breakdown of Top 10 States by Employment

	2019	2020	2021	2022
<b>United States</b>	<b>2,341,271</b>	<b>1,668,955</b>	<b>1,863,026</b>	<b>2,157,180</b>
<b>California</b>	292,566	201,589	225,397	268,098
<b>Nevada</b>	191,479	148,040	169,197	179,017
<b>Florida</b>	206,667	143,738	167,107	189,090
<b>Texas</b>	151,481	121,894	131,734	144,419
<b>New York</b>	116,106	64,724	78,078	102,070
<b>Georgia</b>	57,288	44,955	47,802	53,487
<b>Pennsylvania</b>	65,571	43,904	49,415	59,025
<b>Arizona</b>	58,680	43,445	46,037	53,969
<b>Colorado</b>	52,929	39,737	45,064	49,686
<b>Illinois</b>	60,643	39,205	44,057	54,224

Source: Oxford Economics



# Why Do We Need Tourism?

*Travel Changes Lives for the better*

- Deepen our connections with friends and family and transform ourselves
- Create memories and better develop compassion and gratitude
- Shows us how we are interconnected & that we are much more alike than different
- Learn new ways to live and we dissolve biases and prejudices toward others
- Gain confidence, reduce stress, and experience happiness

***And when the system is designed properly, local communities are lifted up financially and their culture and heritage are preserved.***

***Pre-COVID it represented 10% of GDP and 1 in 10 jobs.***



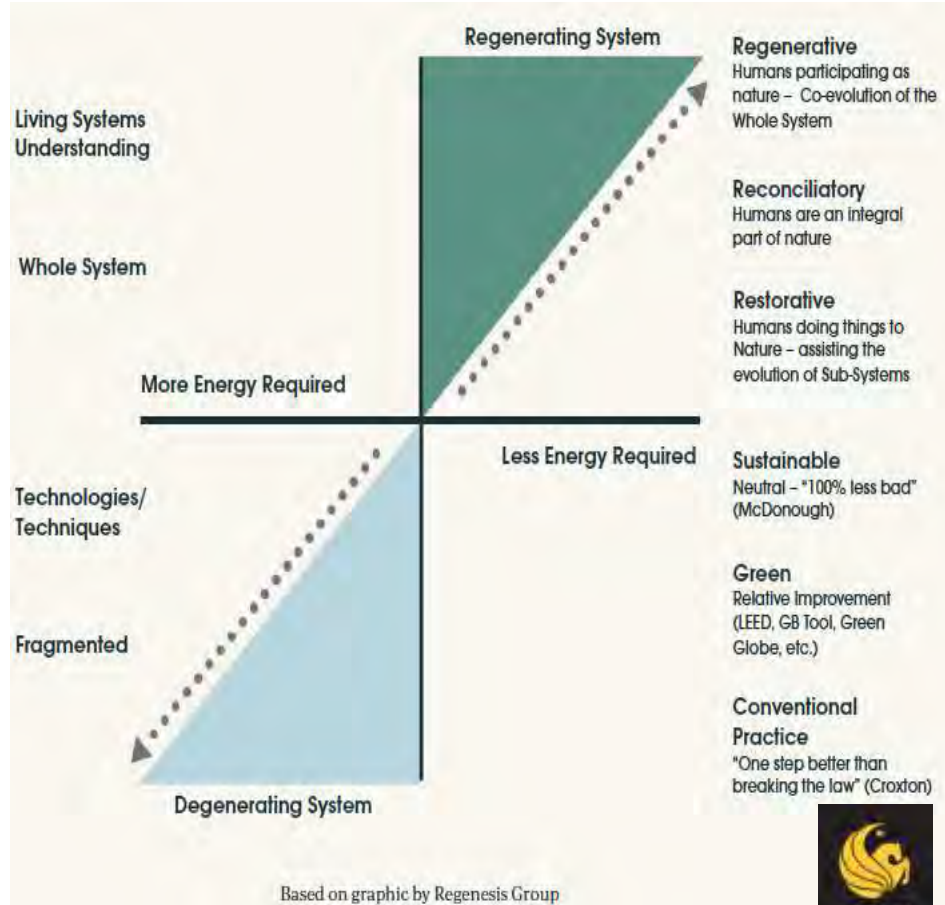
# Is Tourism Solving or Creating Problems?

## Inclusive Prosperity - Shareholder vs Stakeholder Orientation Equity – Who is Benefitting? Who is Harmed?

- Climate Crisis – Are those responsible the same as those that feel the consequences?
- Human Rights – Should a profitable company pay its full-time workers enough to afford basic needs - food, housing and clothes?
- Wealth Creation- Should wealth stay locally or be extracted to another market?
- Equal Opportunity for all – Gender, Race, Sexual Orientation, & Ability
- Best in the World – Is this even possible if you are not also the Best for the World?
- Externalities- Should tax payers be responsible for these or the creators of them?

# Regenerative Travel vs. Sustainable Travel

- Sustainable Travel is about reducing harm...being green
- Sustaining a broken system give us the same broken system.
- Our Past Practices have created a debt that Sustainability can not repay
- We need to produce a net positive impact, to regrow and repair what is already damaged. We need to regenerate before we can be sustainable.





# What is the Purpose of Business?

To solve problems. To make life better.

To provide profitable solutions to problems of people and planet, while not causing harm  
- Colin Mayer

Isn't there a disconnect between business and today's tourism business?



# Is Business Solving Problems?







Sawday's



EILEEN FISHER



Etsy

FAIRPHONE

OluKai



allbirds



KICKSTARTER



method.



klean kanteen

patagonia



seventh generation

Goodwings

Hootsuite



UCF

# What is the Future of Tourism?

 BTourism

WE ENVISION A GLOBAL TOURISM INDUSTRY THAT USES TRAVEL AS A FORCE FOR GOOD TO HELP CITIES, REGIONS AND COUNTRIES IMPROVE THE ENVIRONMENTAL, SOCIAL AND ECONOMIC PERFORMANCE OF THEIR VISITOR ECONOMY, AND BECOME MORE SUSTAINABLE AND HEALTHY PLACES TO VISIT, MEET AND LIVE IN.





# THE FUTURE OF TOURISM IS AT STAKE.

Join us in building a better tomorrow.

**FUTURE  
OF TOURISM**



## THE COALITION





#### 1. See the whole picture

Recognize that most tourism by its nature involves the destination as a whole, not only industry businesses, but also its ecosystems, natural resources, cultural assets and traditions, communities, aesthetics, and built infrastructure.



#### 2. Use sustainability standards

Respect the publicly available, internationally approved minimum criteria for sustainable tourism practices maintained by the Global Sustainable Tourism Council (GSTC) for both industry and destinations. [Learn More.](#)



#### 3. Collaborate in destination management

Seek to develop all tourism through a collaborative management structure with equal participation by government, the private sector, and civil society organizations that represent diversity in communities.



#### 4. Choose quality over quantity

Manage tourism development based on quality of visitation, not quantity of visitors, so as to enhance the travel experience while sustaining the character of the destination and benefiting local communities. [Learn more.](#)



5. Demand fair income distribution  
Set policies that counter unequal tourism benefits within destination communities that maximize retention of tourism revenues within those communities.



#### 6. Reduce tourism's burden

Account for all tourism costs in terms of local tax burdens, environmental and social impacts, and objectively verifiable disruption. Ensure investments are linked to optimizing net-positive impacts for communities and the environment.



#### 7. Redefine economic success

Rather than raw contribution to growth in GDP, favor metrics that specify destination benefits such as small business development, distribution of incomes, and enhancement of sustainable local supply chains.



#### 8. Mitigate climate impacts

Strive to follow accepted scientific consensus on needed reductions in greenhouse gas emissions. Invest in green infrastructure and a fast reduction in transport emissions involved in tourism - air, sea, and ground.



#### 9. Close the loop on resources

When post-pandemic safety allows, turn away from use of disposable plastics by tourism businesses, and transition to circular resource use.



10. Contain tourism's land use  
Limit high-occupancy resort tourism to concentrated areas. Discourage resort sprawl from taking over coasts, islands, and mountain areas, so as to retain geographical character, a diverse economy, local access, and critical ecosystems.



#### 11. Diversify source markets

In addition to international visitation, encourage robust domestic tourism, which may be more resilient in the face of crises and raise citizens' perceived value of their own natural and cultural heritage.



#### 12. Protect sense of place

Encourage tourism policies and business practices that protect and benefit natural, scenic, and cultural assets. Retain and enhance destination identity and distinctiveness. Diversity of place is the reason for travel.



#### 13. Operate business responsibly

Incentivize and reward tourism businesses and associated enterprises that support these principles through their actions and develop strong local supply chains that allow for higher quality products and experiences.

# FUTURE OF TOURISM



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# "TRAVEL BETTER" PLEDGE

**Take the Travel Better pledge to join our movement and voice your commitment to responsible tourism:**

I am committed to PROTECTING and PRESERVING our planet's most vulnerable destinations so that future generations of residents and visitors can continue to experience the splendor of these places for years to come. I pledge to "Travel Better" by making a conscious effort to:

- LIGHTEN the footprint of my travels
- CONSERVE the wild places I explore
- SUPPORT the people and communities I visit
- RESPECT the wildlife I see
- CELEBRATE cultures authentically and respectfully
- ADVOCATE for sustainable tourism

<https://sustainabletravel.org/get-involved/travelbetter/>

LEARN: <http://tourism4sdgs.org>

MEASURE: <https://app.bimimpactassessment.net/get-started/partner/floridaforgood-sdg>



Join us in making  
**tourism** a driver  
for **positive change**

**SDG**  
**ACTION**  
**MANAGER**

Developed by  
**B**  
Lab



**FLORIDA** FOR GOOD





As we inspire all businesses to be like B Corps,  
we unleash the latent power of markets to create a more  
shared and durable prosperity for all.



We...

reduce inequality,  
alleviate poverty,  
restore a healthier environment,  
build stronger communities,  
and create more high quality jobs with dignity and purpose.



**LEGACY**  
VACATION RESORTS  
CERTIFIED B CORP

# This is How We Are Doing!

Working together to meet goals that support our workers, the environment, and our community. Here are a few of the steps we have taken to do so:

- Full Headcount
- No Pay Cuts
- Living Wage Guaranteed (50% > Min Wage)
- Employee Income Advance Programs
- Carbon Neutral
- Eliminated almost all single use plastic
- Committed to Net Zero by 2030
- New Recycling Programs
- Volunteering- 500% > 2020 Goal
- Educating Guests about B Corps
- Improved B Corp score
- B Tourism – Co-Launched for industry



*Sustainable Travel*

Legacy Vacation Resorts is an active and proud member of the 1% For The Planet, Florida For Good and B Corporation families.

[LEARN MORE](#)

