

Progress Report 2025



 Travalyst

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Travalyst

Foreword

From the very beginning of Travalyst, our ambition was founded on being a catalyst for travel's power to create a world where people, places, and wildlife can all thrive.



Photo credit: Misan Harriman

As we look back on 2025, I'm incredibly proud of the progress our coalition has made. From aligning the industry around Certifications to launching the Data Hub, Travalyst continues to step forward as the coalition this industry needs to help drive real systems change. These are not small milestones. They represent years of trust-building, collaboration, and collective effort.

Meaningful action demands courage, especially when the path ahead is uncertain. We are living through a moment when the temptation to retreat feels stronger than ever. Geopolitical tension. Economic anxiety. Climate injustice. Deepening societal inequity. The constant, overwhelming noise can take a toll on everything from our mental health to our hope for the future.

But breakthroughs are rarely born in calm waters. The era of 'soft sustainability'¹ is over. Today, travellers, communities, and businesses alike are asking harder questions – and rightly so. Together, as a coalition, we can absorb the shocks, spread the

risks, steady the course, be more resilient, and ensure no single organisation carries the burden alone.

Last year saw an estimated 1.52 billion international tourist arrivals globally: a 4% increase from 2024 levels². And figures are expected to grow again this year. These figures sit against a challenging backdrop, with destinations pushed to their limits and travellers not knowing which information to trust. As more people travel, they have huge potential to drive inclusive growth in the destinations they visit, and so trusted, accessible information, to enable better decision making, has never been more important.

Looking ahead, we will continue to place reliable sustainability information into the hands of decision makers worldwide. We know that lasting change doesn't happen through isolation. It happens through partnership and collective action, and I'm so proud of the contribution that everyone in the Travalyst community has made this year.

This work has never mattered more, and we will continue, together, to make it count.

Prince Harry, Duke of Sussex
Founder

1. John Elkington, 2026

2. UN Tourism World Tourism Barometer, 2026

CEO Reflections



When I joined Travalyst two years ago, tourism's efforts to become more sustainable had momentum, enthusiasm, and investment. Since then, the operating context has become more challenging, with companies wary of shifting political priorities, increased regulatory scrutiny, and growing consumer skepticism. Any initiative must be able to demonstrate clear financial return and measurable impact.

Meeting these demands is only made harder because the tourism sustainability frameworks and standards designed to guide this process are often incompatible with one another and in need of an update. Most companies I speak to just want clarity – agreed rules, shared methodologies, and credible disclosure. To this end, I am proud that during this increasingly challenging time, we've refined and continued to scale the Travel Impact Model (TIM) for the aviation sector, advanced a global consumer-facing accommodation impact ecosystem, and developed a universal rail prototype. We've also represented collective industry interests on sustainability at successive COP meetings, and engaged regularly and directly with policy discussions across the European Union.

The need for a clear and coordinated approach such as this is only becoming more urgent. Climate change is intensifying extreme weather events, and many tourism destinations face mounting risks, just as overtourism pushes their residents to breaking point. Peak travel periods are shifting, and lesser-known and visited cities and community-based tourism models are rising in popularity. Planning is becoming more complex.

Travalyst's role is also evolving in response. For several years we have convened our coalition of

partners, facilitating a unique collaboration between some of our industry's most powerful travel, technology, and payment companies, exploring together how – despite being competitors – we can harness our collective scale to deliver impactful and long-lasting change to the tourism system. We've identified critical leverage points and made progress exposing some of the structural layers and key information shaping travel.

The next phase will require deeper insight, increased participation and collaboration, and greater data sharing to accelerate the change we all desire. Through initiatives such as the Data Hub, we'll digitise the most widely used and endorsed methodologies, accelerating their uptake through global scaling and open access. By providing travellers, destinations, policymakers, and businesses with credible and consistent information about environmental and social impacts, we can fundamentally strengthen trust across the system, and so change it for the better.

The real change will come through helping our partners, destinations, and all of the industry, use such data to future-proof tourism, designing search, recommendation and other interventions that encourage travellers toward under-visited destinations, boost non-flight options, and

support local circular economies, community-led initiatives, and conservation activity.

This will reshape how our industry operates. If we can do this, the measurable value of tourism, to visitors, residents, environments, and economies will be clearer than ever before.

A handwritten signature in black ink, reading "Julie Cheetham".

Julie Cheetham
CEO

We are changing travel, for good.

Our vision is a world where travel and tourism empowers travellers, businesses, and communities to build a net-zero, equitable, and nature-positive world. As an independent coalition, we leverage our expertise, insight and influence to accelerate this ambition, mobilising the industry to share trusted sustainability information at scale to drive impact-led change.

About this report

This Progress Report reflects on our activities throughout 2025, capturing developments across our coalition, partnerships, and workstreams, while also recognising that much of this work is designed to enable long-term systems change.

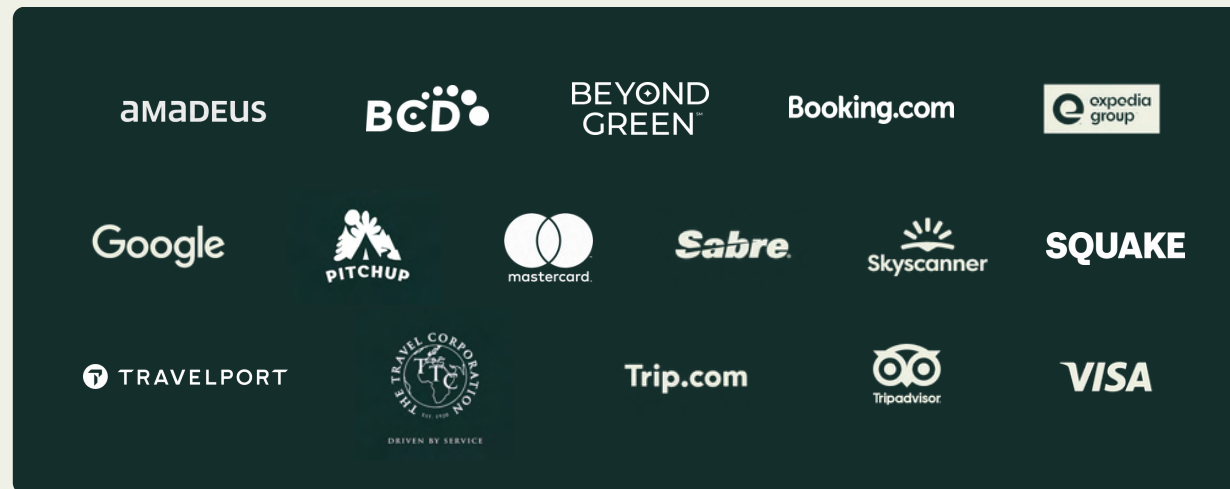
It intentionally looks beyond short-term metrics. While quantitative indicators are important, many of the most significant signs of progress in 2025 were qualitative: stronger alignment across stakeholders, growing regulatory engagement, increased industry participation, improved technical collaboration, and the creation of shared solutions intended to support long-term change across the travel ecosystem.

It reflects not only what we delivered, but why our work matters within the transition toward a more sustainable, equitable travel industry.

Our Coalition

Travalyst's work is powered by a small but mighty team of Secretariat members and consultants based all over the world, overseen by our Coalition Council, Board, and Founder. Our Independent Advisory Group of world-leading travel and sustainability experts provide guidance on our work, helping to ensure that our initiatives are credible, scalable and impactful.

In 2025, we were proud to have partnered with some of the biggest names in travel and technology:



We strategically collaborated with:

UN Tourism, Global Sustainable Tourism Council (GSTC), Global Business Travel Association (GBTA), World Travel and Tourism Council (WTTC), World Sustainable Hospitality Alliance (WSHA), International Air Transport Association (IATA), Travel Forward (formerly The Travel Foundation), European Union Aviation Safety Agency (EASA), and other industry organisations.

→ Find out more about our team, Independent Advisory Group and Board members [here](#).

How we deliver impact



Convene the industry

We convene the industry to agree and align behind solutions to collect, maintain, and distribute sustainability data.



Scale trusted information

By distributing this data, we help travellers, travel companies, and policymakers openly access consistent, credible, and compliant sustainability information for better decision making.



Collect and generate insights

We gather insights on what's working – and what's not – to provide key industry information, learn from one another, and course correct where needed.



Catalyse impact

We advocate for evidence-based, coordinated change across the entire travel ecosystem so the industry can deliver positive and lasting impact.

Theory of Change

In 2025 we reflected on our first five years of operations and published our [Five Year Milestone Report](#). Through this process we collated our learnings, took stock of our progress, and looked to the next five years to revise our strategy and, accordingly, our Theory of Change. This work is a vital foundation to our mandate, specifically in terms of guiding effective evaluation and strategic adaptation, enabling us to scale the impact of our coalition's efforts in the most meaningful way.

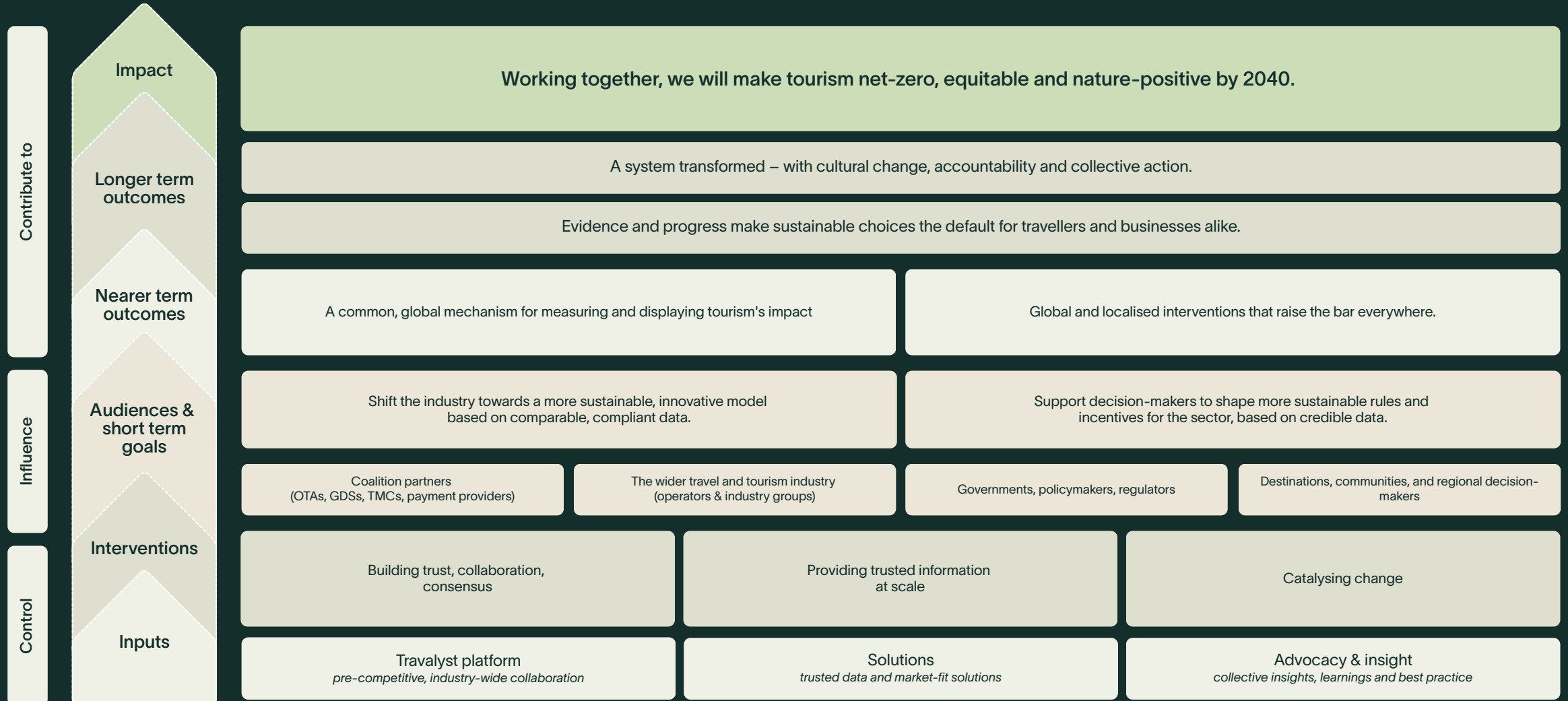
The aim was to create a more operational, systemic and future-fit framework that could explain what we do, the impact we want to have, and how we understand and monitor the changes we want to drive across the travel and tourism sector by 2035.

Rather than simply mapping existing activity and outputs, the process began with envisioning the collective future we want to help create: a net-zero, equitable, and nature-positive future for travel. From there, we worked backwards to identify the outcomes, behaviours, relationships, structures, and decision-making conditions that we believe need to shift.

Our Theory of Change is built on the principle that providing sustainability information alone does not drive transformation; rather, it must be intentionally used by decision-makers through the right incentives and channels. By scaling this approach, we contribute to the establishment of a common, global mechanism for measuring and displaying tourism's impact for travellers and businesses alike, while at the same time catalysing interventions that raise regulatory and operational standards everywhere.

By establishing common language and evidence-backed interventions as the norm, we ensure that net-zero, equitable, and nature-positive tourism becomes the default way to travel and operate. In doing so, we ensure that travel remains an enriching, positive experience for the next generation, while fairly distributing income and vital resources.

Theory of Change





A look back at 2025...

H1

- ★ Scoping of the Data Hub MVP got underway
- ★ Joined the Product Environmental Footprint Category Rules (PEFCR) working group to support the development of the PEFCR for hotel accommodation in the EU
- ★ Shared our Five-Year Milestone Report
- ★ Hosted our annual global Convening at Amadeus' offices in Antibes
- ★ Attended the European Parliament roundtable in Brussels with GBTA and WTTC
- ★ Shanghai Executive Summit took place with our Founder, The Duke of Sussex, hosted by Trip.com
- ★ Together with GBTA, WSHA, WTTC, GSTC, Travel Foundation, and UN Tourism, sent a joint letter to the Ministry of Tourism of Brazil advocating for a prominent role for tourism at COP30
- ★ Scoping of the second iteration of Certifications initiative criteria got underway
- ★ Participated at the European Travel Commission's Spring Meeting
- ★ London Executive Summit took place during London Climate Action Week, uniting stakeholders across the sector
- ★ New Independent Advisory Group (IAG) Chair, Patricia Dwyer appointed to lead our independent group of advisors
- ★ Pitchup.com joined the coalition, representing the SME, off the grid traveller

H2

- ★ Data Hub MVP technical build started, underpinning the data ecosystem through which the travel industry will collectively build and access important sustainability information
- ★ The Travel Impact Model (TIM) includes contrail impact information
- ★ Launched the Call on Climate Action for Travel and Tourism
- ★ Launched the Data Hub MVP for Accommodation
- ★ Hosted TIM for Corporate Travel and Data Hub Insights webinars with over 600 registrations
- ★ Met with the European Commission to discuss the EU Empowering Consumers for the Green Transition Directive's (ECGT) impact on accommodation certifications
- ★ Finalised the second iteration of our Certifications initiative
- ★ Hosted our Global Sessions on Climate Action in Tourism for COP30 with Travel Forward
- ★ Beyond Green and SQUAKE joined the coalition
- ★ CEO Sally Davey departs, and Julie Cheetham is announced as new CEO

Aligning the system

As an independent, pre-competitive coalition of leading travel and technology companies, sustainability experts, and industry stakeholders, we are uniquely positioned to drive alignment across the travel system. By working closely with partners and growing relationships throughout all corners of the travel industry, we are building the solutions and connective interoperable ecosystem needed to drive systems-wide change.

2025 saw substantial development of two key projects to centralise and scale approaches to sustainability data for the accommodation sector: **the Data Hub and the Certifications initiative.**





The Data Hub

The Data Hub is an interoperable system built to enable the exchange of sustainability data at scale. Starting with accommodation information such as certifications and environmental footprint, the Data Hub is designed to unlock the flow of credible, consistent, and compliant sustainability information across the entire travel industry. Our ambition is for the Data Hub to build on the aviation successes of the Travel Impact Model (TIM), and expand across other key areas of travel, with a focus on rail in 2026.

→ Watch the Data Hub video [here](#).

Following the acquisition of the foundational technology and the scoping of the project in autumn 2024, the Data Hub was launched in 2025, establishing the foundations for a sustainability data ecosystem by:

- Aligning coalition expertise, accommodation stakeholders, sustainability data providers, and technical partners around the same vision
- Creating a pre-competitive environment for collaboration around its development
- Co-creating data governance and security criteria that meets the highest needs and confronts misinformation
- Inviting businesses, destinations, and data holders across the industry to contribute
- Positioning sustainability data as shared infrastructure rather than isolated organisational assets, often hidden behind paywalls

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The vast majority of the experiences we sell are delivered not by us, but by the small and medium-sized enterprises that make up the tourism economies: small independent hotels, local guides, transport providers. These businesses are critical to our sector. They also have, understandably, other priorities than reporting on their sustainability performance... If every tour operator approaches these suppliers independently – each with their own questionnaire, their own platform, their own timeline – we place an impossible and unfair burden on the partners we rely on. Fragmented data requests produce fragmented results, supplier fatigue, and ultimately, low participation rates that leave a gap in understanding the issues we face.

The Travalyst Data Hub has the potential to change this equation. By creating a shared infrastructure for supplier sustainability data we establish a system where suppliers need to engage once. For TTC and our peers, the value of this shared approach is not merely operational efficiency – though that matters. It is the unlocking of supply chain insight that none of us could achieve alone.

”

Shannon Guihan
Chief Sustainability Officer



DRIVEN BY SERVICE

Collaboration. Collaboration. Collaboration.

The development of the Data Hub throughout 2025 was shaped directly through coalition collaboration. From technical input to governance, partners contributed in different ways depending on their expertise, operational capacity, and strategic focus, for example:

- Amadeus supported us in developing a mobile app to make data capture more accessible for small and medium businesses, via their Tech4Impact series
- Visa and Mastercard advised on important data governance and security discussions
- BCD, The Travel Corporation, and [Trip.com](https://www.trip.com) supported the data accuracy and data management approach
- Travelport chaired and led the Data Hub MVP working group in 2025, leaning heavily on learnings from the successful Travel Impact Model (TIM) for sustainability information, shared and supported by Google

This work has already demonstrated the potential for industry-wide collaboration in helping to reduce fragmentation and increase standardisation across the sector.



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The Long Run is proud to be an early contributor to the Data Hub, helping ensure that the true impact of the long tail of the tourism industry is represented. Many of the world's most impactful tourism businesses are small, independent operators whose contributions are often invisible at scale. The Data Hub is an important step towards making that impact more visible, credible, and accessible.

”

Dr. Anne-Kathrin Zschiegner
Executive Director

THE
LONG
RUN

Progress enabled by partnership

Surrounding the launch, collaborative efforts throughout 2025 focused on strengthening the infrastructure around the Data Hub platform:

Drove technical collaboration across coalition partners and sustainability data providers



Progressed work to improve interoperability and consistency across ingested accommodation sustainability information



Expanded industry engagement around shared sustainability data infrastructure, demonstrated by the reception of our Insight Series launch webinar



Advanced discussions around how the Data Hub can support multiple end uses across the sector



Continued development of governance for a global context, scaling the technology, and implementation pathways



Expanded on the capture methods and capacity to scale on data ingestion into the Data Hub platform



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Travalyst offers a level of reach, neutrality, and influence that is difficult to replicate. For Amadeus, this creates a uniquely valuable forum to exchange perspectives, test ideas, and collectively explore how sustainability information can be scaled effectively across global travel distribution. The diversity and credibility of the partners significantly enrich discussions and accelerate progress.

”

Lucas Bobes | *Group Environmental Officer*

AMADEUS

Signs of momentum

We are already seeing how the Data Hub can:

- Drive industry-wide cohesion across data capture, consolidation, and distribution for environmental, social, and economic impact, at a scale never seen before
- Make sustainability information more interoperable and accessible across the travel ecosystem
- Support accommodation providers to communicate consistent, credible and compliant sustainability information
- Enable booking platforms to integrate trusted, more robust sustainability information into customer experiences and reporting systems
- Enable policymakers and DMOs to gain access to trusted data capable of supporting decision-making

Learning

The diversity of our coalition means that partners vary in the way they contribute to projects. Some can commit significant resources, while others engage in different ways, such as providing specialised input, data, or strategic support. Effective collaboration does not come from evenly distributing responsibility, but from recognising where different capabilities, expertise and strategic strengths exist across our coalition.

This diversity became particularly important in the progression of the Data Hub. Establishing a centralised sustainability data ecosystem required a pre-competitive environment that no single partner wished to govern independently. Instead, the coalition collectively took ownership of the project, creating a foundation for its development, together, through playing to our combined strengths.



Certifications initiative

The Certifications initiative aims to provide transparency and consistency, helping businesses and consumers better navigate an increasingly complex certification and regulatory landscape. By simplifying certification, more operators can meet sustainability standards, helping to increase the visibility and number of sustainable options for travellers.

Having launched the first iteration of the initiative in 2024, 2025 saw extensive consultation and development to better support certification schemes, accommodation providers, and booking platforms to prepare for incoming regulation.

→ Read more about our Certifications initiative [here](#).

In 2025 we:

- Convened over 30 accommodation providers, certification schemes, sustainability experts, and other entities, as well as coalition partners around shared implementation challenges
- Engaged a Task Team of 10 coalition representatives to drive development of key deliverables for the second iteration of the initiative for 2026 launch
- Facilitated dialogue between coalition partners, industry stakeholders and policymakers on certification-related transparency and compliance issues
- Strengthened engagement with the European Commission regarding industry needs and actual implementation
- Worked closely with our legal counsel to share guidance intended to support greater industry understanding of emerging regulatory expectations, specifically, the EU Empowering Consumers for the Green Transition Directive (ECGT)

Throughout 2025, we engaged with the European Commission and wider policy stakeholders to share technical and industry insight relating to certification transparency and implementation. This engagement formed part of our broader role in helping bridge conversations between policymakers and the travel industry. Read more on page 21.

Certifications progress

Calls for greater clarity around the sustainability certifications landscape emerged throughout the consultation process from all stakeholders; uncovering inconsistencies across the varying roles that certifications play in the ecosystem, and implementation approaches from entities. This creates challenges for accommodation providers, booking platforms, certification schemes, and consumers alike.

Our consultation revealed the complexity of applying the EU Empowering Consumers for the Green Transition Directive (ECGT) to accommodation certification schemes. Taking effect in 2026, the ECGT will introduce greater protections for EU consumers regarding what sustainability information can be displayed to them. While the Directive is sector-agnostic and the European Commission does not prescribe how it applies in different sectors, inconsistencies in how requirements may be interpreted and implemented remain a significant challenge for certification schemes globally.

The Certifications initiative helps surface opportunities for alignment across the certifications landscape by leveraging our role as an independent entity working to support greater transparency on a global scale. By convening stakeholders and facilitating industry conversation, we are using our position to help build greater clarity within an evolving and increasingly complex regulatory environment.

Reflection

Both the Data Hub and the Certifications initiative were developed to address the same central challenge shaping sustainability progress across travel: the need for consistency at scale.

Together, these initiatives reflect a broader shift underway across travel: moving sustainability information from siloed strategies toward more connected, scalable approaches capable of supporting industry-wide transformation.

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At Booking.com, we believe that providing travellers with transparent, credible and consistent information about the sustainability of their travel options is essential to transforming the industry. Our collaboration with Travalyst on the second iteration of the display of certification criteria has been a cornerstone of this effort, particularly as we align our platform with the evolving regulatory landscape, such as the EU Empowering Consumers for the Green Transition (ECGT) Directive... Without Travalyst, each coalition partner would be navigating these global regulatory shifts in isolation; instead, we are building a harmonised ecosystem that benefits the entire industry.

”

Danielle D'Silva
Director of Sustainability

Booking.com

Enabling Action

By listening to the needs of stakeholders, convening expertise and aligning on shared approaches, our role is to create the solutions that scale trusted information and enable others to make more informed decisions.

Once alignment has been established, our next challenge is access. Sustainability data can only inform action when visible, usable and capable of moving through the travel and tourism ecosystem.

Throughout 2025, we continued to scale access to trusted information, enabling businesses, booking platforms, policymakers and travellers to take action within their own spheres of influence.



Aviation

The Travel Impact Model (TIM) is an open access methodology and API developed by Google and scaled by Travalyst, designed to estimate and compare per-passenger flight emissions using variables such as aircraft type, route, cabin class, and seat configuration.

Its purpose is simple but powerful: to make emissions information visible at the point where travel decisions are made. 130+ billion searches have surfaced this information thanks to the TIM.

We also continue to contribute to the ongoing governance and evolution of the TIM through participation in the TIM Advisory Committee, helping ensure the methodology remains robust.

Progress

Throughout 2025, we continued scaling the adoption of the TIM, driving consistency in emissions estimates for flights across our coalition of brands, and beyond, empowering anyone booking a flight to make more informed choices. Through our participation in the TIM Advisory Committee, we supported the implementation of crucial updates:

Corporate Travel and Scope 3

From January 2025, corporate travel emissions information became available through the TIM, enabling organisations to calculate past flight emissions and support Scope 3 reporting and reduction. To help boost awareness and adoption, we hosted a webinar on the topic as part of our Insight Series with guest speakers from Google and BCD Travel.

→ Read more [here](#).

Google case study

A Google case study found that companies using the TIM can reduce emissions by focusing on cabin class and optimising top routes without increasing costs. For example, optimising the top 20 routes alone can achieve a 7% - 12% reduction in total flight emissions. The research also found that flight-level reporting is far more actionable than distance-based averages.

Sustainable Aviation Fuel accounting

Although there continues to be no settled industry approach to Sustainable Aviation Fuel (SAF) accounting, in 2025 we contributed to the development of a strategy in this area. This input was informed by our Independent Advisory Group and partner representatives in the Transport Working Group.

Contrails added to the TIM

In 2025, contrail impact estimates were added to the Travel Impact Model (TIM), allowing Google Flights users to see whether a flight has a low, medium, or high estimated warming potential from contrails.



Key Actions

These efforts enable action by:

- Supporting partners to integrate credible sustainability information into customer experiences
- Creating greater consistency in how flight emissions information is displayed across platforms
- Helping sustainability considerations become part of everyday travel choices
- Supporting industry readiness for increasing regulatory and consumer expectations around transparency
- Enabling corporate travel managers, platforms, travel management companies (TMCs), and suppliers to access more consistent emissions information for reporting, forecasting, and responsible travel programme design
- Supporting greater visibility of aviation's wider climate impact, through the addition of contrail impact estimates



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Throughout 2025, our strategic collaboration with Travalyst has been instrumental in driving qualitative advancements in sustainability across the travel sector. A primary focus of our joint efforts was the continued evolution and adoption of the Travel Impact Model, establishing it as a high-fidelity resource for emissions data. By fostering an ecosystem of shared data and scientific rigour, we have worked to ensure that transparent sustainability information is increasingly accessible to travellers at the point of decision-making... By collaborating with industry peers, we are helping to define rigorous global standards that make sustainability data more tangible and actionable. This partnership remains a cornerstone of our commitment to building a more transparent and sustainable future for the entire travel industry.

”

Dennis Tietz
Global Partnerships Development Lead

Google

Rail

Rail represents an important opportunity for emissions reduction, yet trusted and scalable sustainability data remains less mature and accessible than aviation.

As the travel industry works to decarbonise, there is growing demand for credible information that can support lower-impact transport choices, making rail a more viable alternative to plane travel. This demand is particularly salient within the corporate travel sector, where companies are under pressure to understand, report, and reduce emissions, and where better rail emissions data can support more informed decisions that enable modal shift.

Foundational work undertaken in 2025 saw the scoping of a rail workstream for expansion in 2026 alongside new coalition partner SQUAKE. Review and integration of their rail emissions methodology into the Data Hub will help bring trusted rail sustainability information to travellers and businesses from 2026 onwards.

Progress

Across both aviation and rail, the transport workstreams share a common purpose: to scale trusted sustainability information in order to support action for a lower-carbon travel industry.

By increasing access to credible data, we enable industry action by helping organisations:

- Integrate sustainability information into the point of search and booking
- Improve Scope 3 reporting and emissions visibility
- Support sustainability-related decision-making
- Prepare for evolving regulatory expectations

Reflection

Transport is the most significant contributor to corporate travel emissions and therefore an important area within Scope 3 reporting and reduction strategies. Together, the aviation and rail workstreams can create opportunities to improve visibility of transport impacts and support organisations to understand, manage, and potentially reduce travel-related emissions over time. As these workstreams mature, they may help support broader transitions toward lower-emission travel choices, multimodal transport integration, and inform travel policies.

“

BCD Travel is proud to be a partner of Travalyst and to support its work to bring greater clarity and consistency to travel emissions data. Travalyst's efforts to develop and promote robust, transparent methodologies for calculating air and rail emissions play an important role in helping the corporate travel sector present credible information to travellers and meet reporting requirements with confidence.

”

Olivia Ruggles-Brise
Vice President, Sustainability



Policy

The parameters of our work are increasingly shaped by evolving regulation. As expectations around transparency, accountability, and evidence increase, our policy work throughout 2025 focused on helping the industry, and our own initiatives, navigate these changes.

We have developed relationships with global, European, and national policymakers: providing technical and industry insight to help legislation achieve its intended impact, while being able to anticipate incoming policy developments that help prepare the industry for change. This relationship creates an important feedback loop between policy ambition and the realities of implementation.



Our unique position within policy landscapes:

- Our work is guided by impact and sustainability outcomes rather than commercial priorities
- Working across accommodation, transport, technology, destinations, and with sustainability stakeholders gives us visibility across multiple parts of the travel system
- As an independent convenor, we are able to participate in forums where the private sector may not be able to
- We understand the operational realities of implementation, integration, and scaling of sustainability initiatives
- Policy engagement helps ensure the initiatives we develop with our coalition remain compliant today, while building foresight around future regulatory developments and industry needs

Policy Engagement

2025 saw a busy stream of policy touchpoints throughout the year:

COP30 Joint Group Letter

We worked alongside strategic partners and wider stakeholders to advocate for dedicated tourism representation at COP30, building on momentum from COP29.

The initiative helped unify industry voices around sustainable tourism priorities and demonstrated our ability to convene around climate action. A key learning was the need to move from intent toward clearer action and accountability pathways.

COP30 Virtual Summit

Together with Travel Forward (previously The Travel Foundation) and supported by UN Tourism, we facilitated global discussions during COP30 exploring climate action in tourism, with the intention of repeating the event each year.

Key themes included collaboration, nature, sustainable transport, and the need for tourism to project a louder voice within climate conversations. The summit reinforced tourism's growing role within wider climate discussions.

→ Read the key takeaways [here](#).

Industry engagement

EU Parliament Roundtable with GBTA and WTTC

We co-organised a discussion at the European Parliament, bringing together policymakers, industry leaders, and stakeholders to explore how travel and tourism can continue to grow while advancing Europe's sustainability ambitions. The roundtable reinforced the role of business travel as an important lever for systems change, and also highlighted the importance of globally usable sustainability data and internationally aligned standards to enable action at scale.

→ Read more [here](#).

“

Our partnership with Travalyst on the COP Global Sessions on Climate Action in Tourism, in collaboration with UN Tourism, has become an established and important fixture in the travel industry calendar. Working together, we have created a unique space for policymakers, businesses, destinations, researchers, and commentators to connect with the proceedings of the COP summit and understand what they mean for tourism.

Through careful curation and facilitation, the sessions help translate high-level climate policy discussions into practical implications for the travel and tourism industry. The strength of the sessions lies in the partnership behind them.

Travalyst and Travel Forward bring complementary networks, perspectives and expertise, enabling the Global Sessions to reach across the sector and create a genuinely shared space for dialogue. By combining our convening power and climate-focused agendas, we have created something more meaningful than either organisation could deliver alone: a forum for shared learning, honest reflection and coordinated progress.

At a time when tourism needs to move faster from ambition to implementation, this partnership is helping the sector stay connected to the global climate agenda and understand what meaningful action now requires.

”

Jeremy Sampson | CEO
Travel Forward (previously The Travel Foundation)

Legislative engagement and technical feedback

Draft Sustainable Tourism Strategy

We provided feedback and evidence to help shape emerging sustainable tourism policy approaches.

UK CAA/Department for Transport: Flight emissions

We engaged with UK policymakers regarding approaches to displaying flight emissions information in a global context.

EASA / Flight Emissions Label (FEL)

We contributed feedback regarding compliant approaches to flight emissions display and implementation following the EASA Flight Emissions Label.

Swiss CO₂ Act

We shared industry feedback relating to emissions transparency and implementation considerations to enable global alignment.

MDMS proposal: Multimodal travel

We provided feedback on approaches intended to ensure fair comparison of multimodal transport options and promote rail transport.

PEFCR Industry Group

We participated in an ad hoc industry group supporting development of the Product Environmental Footprint Category Rules (PEFCR) process for accommodation.

Progress

Strengthening relationships with policymakers plays an important role in helping ensure our initiatives remain compliant, while supporting the development of policy approaches that align with international standards. Globally aligned frameworks for calculating and displaying sustainability information are critical to our ability to scale initiatives and create impact.

This also reflects a long-term outcome set out in our Theory of Change: that decision makers, including policymakers, can use global mechanisms for measuring travel's impact to deliver more targeted interventions and invest in the areas that can drive the greatest impact within their jurisdictions.

Being a credible voice for policymakers also creates foresight around future legislation. This is strategically important, as it enables us to design solutions that are robust and that the industry can implement with confidence.

In this way, policy engagement is not separate from our work. It is part of the enabling infrastructure that supports the usefulness, credibility, and future scalability of everything else being built.

Learning

One of the clearest signals emerging from our conversations with policymakers throughout 2025 was the increasing demand for evidence of impact. Questions are moving beyond *"is this information displayed?"* toward *"what changed because of it?"* Policymakers increasingly want evidence relating to consumer behaviour, industry feedback, and how sustainability information is being used within decision-making processes.

As our initiatives scale, we are prioritising evidence gathering across the coalition to help guide future discussions and understand how sustainability information influences change across the travel ecosystem.

Connections that catalyse change

To echo our founder's words, our ambition has always been to catalyse travel's power to create a better world. Such progress relies on trust, collaboration, and the willingness to move forward together at an unprecedented scale.

Throughout 2025, we continued strengthening relationships across the industry through in-person gatherings, strategic meetings, and regular calls.

These moments helped build commitment around our vision for the sector and were needed to enable the change we want to support.

Here, we have highlighted a few of those key moments.

A Call on Climate Action for Travel and Tourism

We came together with strategic partners to publish *A Call on Climate Action for Travel and Tourism*, collating voices from across the industry, from destinations, and sustainability and social impact organisations. It invited all stakeholders to work towards a more resilient and regenerative sector and build on the steps set out in the [Glasgow Declaration for Climate Action in Tourism](#).

The call highlighted several priorities including:

- Integrating tourism more meaningfully into climate strategies and national plans
- Accelerating collaboration across industry and policy
- Supporting communities and destinations as central actors within sustainability transitions
- Improving access to credible data and evidence to guide decision-making

Shanghai Executive Summit

Held in partnership with Trip.com Group, the Shanghai Executive Summit brought together travel leaders, destinations, policymakers and regional stakeholders to explore how sustainability can be embedded across systems within the Asia-Pacific region. The summit aimed to deepen regional relationships and explore how our work could scale across diverse markets.

Emerging workstream: Communities & Destinations

Communities, culture, and nature are increasingly recognised as essential components of long-term destination health. Across many of the conversations last year, particularly at the summits, a common challenge was highlighted: destinations need better information to understand tourism's wider impacts and long-term value creation. Discussions highlighted the need to move beyond measuring visitor volume toward understanding social, environmental and economic value for places and people.

This clear signal informed the much-needed development of our Communities and Destinations primer work.

This work includes:

- Nature-based research exploring tourism's relationship with ecosystems, biodiversity and destinations
- Early exploration of how destination and community data may sit alongside environmental metrics within future initiatives such as the Data Hub

“

Trip.com Group was proud to host Travalyst's Executive Summit in Shanghai, bringing together global leaders from across the travel industry. The summit was a powerful demonstration of what can be achieved when East and West perspectives come together to accelerate progress on some of the sector's most complex challenges.

”

Edison Chen

VP Global Destinations

Trip.com

London Executive Summit

Held during London Climate Action Week at our partner Google's offices, the London Executive Summit built on conversations initiated in Shanghai, with stakeholders from all corners of travel and tourism. The summit explored how the sector could move toward shared sustainability goals.



Reducing our own impact

Our organisation exists to catalyse positive change across the travel and tourism industry, therefore we recognise the importance of addressing our own operational impact.

As founding signatories of the [Glasgow Declaration for Climate Action in Tourism](#), we have committed to achieving net-zero emissions by 2050, but by ambition, we have brought this forward to 2030.

Our Climate Action Plan reflects the same themes that guide our wider work: transparency, accountability, collaboration and a commitment to continuous improvement. It recognises that while our operational footprint is comparatively small, our position within the industry gives us an opportunity to lead by example and demonstrate what climate action can look like in practice.

Using 2022 as our baseline year, we aim to reduce our emissions by 11% per employee, per year, tracking progress through an emissions intensity metric designed to reflect our size and operational model.

In 2025, we reduced our emissions compared to the previous year; meeting and significantly exceeding our annual per-employee reduction target of 11%.

This progress was driven by a reduction in international travel and events: participating virtually where possible, being more selective over the ones we do attend, and applying a more precise emissions methodology through the TIM to continue momentum towards our 2030 goal.

We have written throughout this report that progress requires iteration, transparency and acting on lessons learned. Such a journey is rarely linear, but the important thing is maintaining momentum and continuing to move forward with ambition and accountability.

➔ Read our Climate Action Plan in detail [here](#).

What next?

As set out in our [Milestone Report](#), our five year ambition remains unchanged:

By 2030, we will align the travel industry to collect and distribute trusted sustainability information at scale to accelerate action across the ecosystem through shared knowledge, insights, and best practices.



In 2026, we will mobilise industry-wide participation and deliver fully compliant, scalable data solutions that unlock trusted insights and generate tangible value across the travel industry, including SMEs and destinations.

Strengthen the coalition and industry relations

To drive systems change across travel and tourism, we must continue to grow the breadth, interconnectivity and diversity of our network.

Our coalition is intentionally curated to bring together organisations from across different parts of the travel ecosystem. Each partner brings different strengths: data, product design, supply, distribution, customer engagement, policy insight, technical expertise and market reach. When working cohesively, such differing capabilities help reduce fragmentation, align standards and enable more consistent approaches at a faster pace than if done alone. Partners can also test and scale solutions in different contexts to different audiences, helping to accelerate learning and ensure this work is fit for purpose, practical and impactful on a global scale.

To influence the system, we must work across it, so in 2026 we will continue to seek additional expertise and leading representation from the industry.

Top priorities for 2026

Aviation

We will support the continued development of the Travel Impact Model (TIM) in line with the latest science and regulation, including around critical decarbonisation pathways such as Sustainable Aviation Fuel (SAF). In addition, we will work to better understand and expand the impact that the TIM is having as it continues to appear in billions of flight searches.

Certifications initiative

We will activate the second iteration of the initiative, building on the consultation work throughout 2025 and underpinned by incoming European Union (EU) regulation. We will host certification-related data for accommodation within the Data Hub, which will help connect the Certifications initiative to wider sustainability data infrastructure, improving visibility and supporting more consistent use of certification information.

Data Hub

We will build on the minimum viable product (MVP) to deliver Version 1 (V1) of the Data Hub, with fully optimised end-to-end functionality, including the deployment of a mobile capture tool, and enable EU-compliant data validation and verification. This marks the next phase in building shared infrastructure for sustainability data across the travel ecosystem.

The Data Hub will scale across accommodation, rail, and certifications, unlocking wider access to trusted, consistent, and compliant sustainability information.

Destinations and Communities

We will continue discovery and early-stage pilots for a Destinations and Communities workstream, exploring how collaborative action between the industry and destination stakeholders can address tourism's impact on the ground and promote net-zero, equitable and nature-positive tourism globally. As this work develops, we will draw on our role as a convener to develop public-private-philanthropic partnerships that support data-informed decision-making at destination level. Importantly, this work shall be co-designed with destinations and local stakeholders, reflecting our intention to move beyond consultation towards a more participatory approach that brings together those most affected by tourism outcomes.

Rail

We will scale our rail workstream, including the intended release of a CO₂e rail dataset through the Data Hub. This will build on the scoping work completed in 2025 and support the development of more consistent rail emissions information across the sector. Working with our new coalition partner SQUAKE, the rail workstream will help strengthen our transport data beyond aviation.



Calls to action

To change travel for good, we need continued alignment and collaboration on a global scale. We therefore call on industry stakeholders to:

01 Collaborate pre-competitively

The challenges facing travel are too complex for siloed solutions. Through our work to date, we have shown the value of bringing competitors and collaborators together around shared infrastructure to scale sustainable behaviours and practices. We need stakeholders from across the travel industry to continue aligning behind approaches that can benefit the whole sector.

02 Share trusted information

Sustainability data must become more accessible. Like the Travel Impact Model (TIM) for aviation, the Data Hub is being built to ensure that everyone has access to trusted information, from accommodations, to certifications, to rail, and beyond. The more accessible and usable this information becomes across all aspects of travel and tourism, the easier it is for businesses, travellers, and policymakers to make more informed decisions.

If you are interested in being involved in the next step of our journey, fill out [this form](#).

03 Support practical implementation

As we continue developing the Data Hub, we need partners who can test, integrate and scale solutions across different markets, platforms, and parts of the travel journey. This work was built by the industry, for the industry, but to keep pace with evolving needs we must test and apply these tools on a global scale; learning together to ensure they truly empower better decisions.

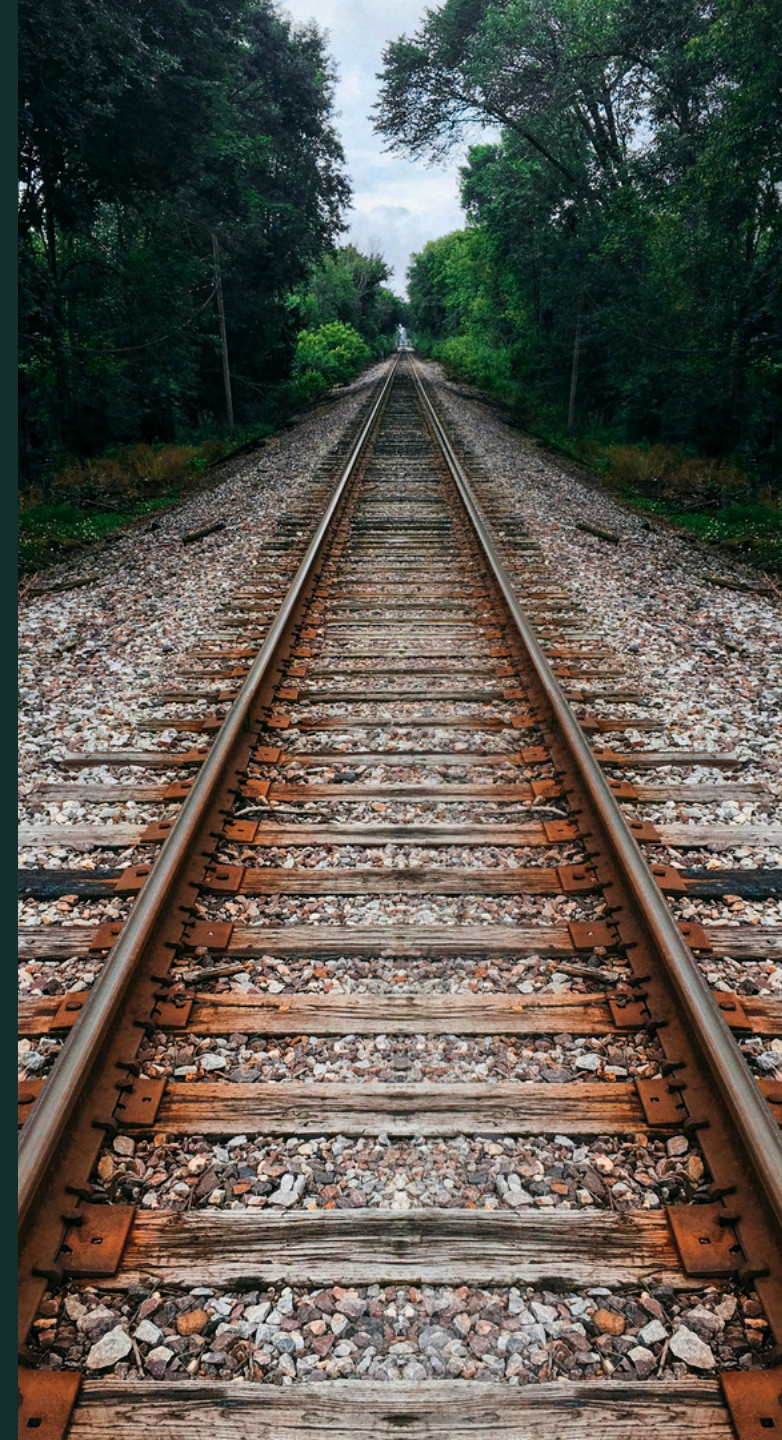
04 Evidence what works

Policymakers and industry leaders need to see proof of impact. Across our policy engagement, we see the urgent need to better understand how sustainability information influences consumer behaviour, decisions, investment, and outcomes in order to influence global and localised interventions.

05 Keep learning together

Transforming the tourism sector is an ongoing process of learning and adapting. Continued transparency, experimentation, and sharing of lessons learnt is essential as the industry moves from fragmentation toward cohesive action.

For more information on partnership and joining us to help steer what's next for our industry, get in touch at partnerships@travalyst.org





Let's change travel, for good.

There is so much we can do when we work together.

If you would like to learn more about how you can collaborate with Travalyst, please get in touch at info@travalyst.org.

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