Principles for Transformative Tourism

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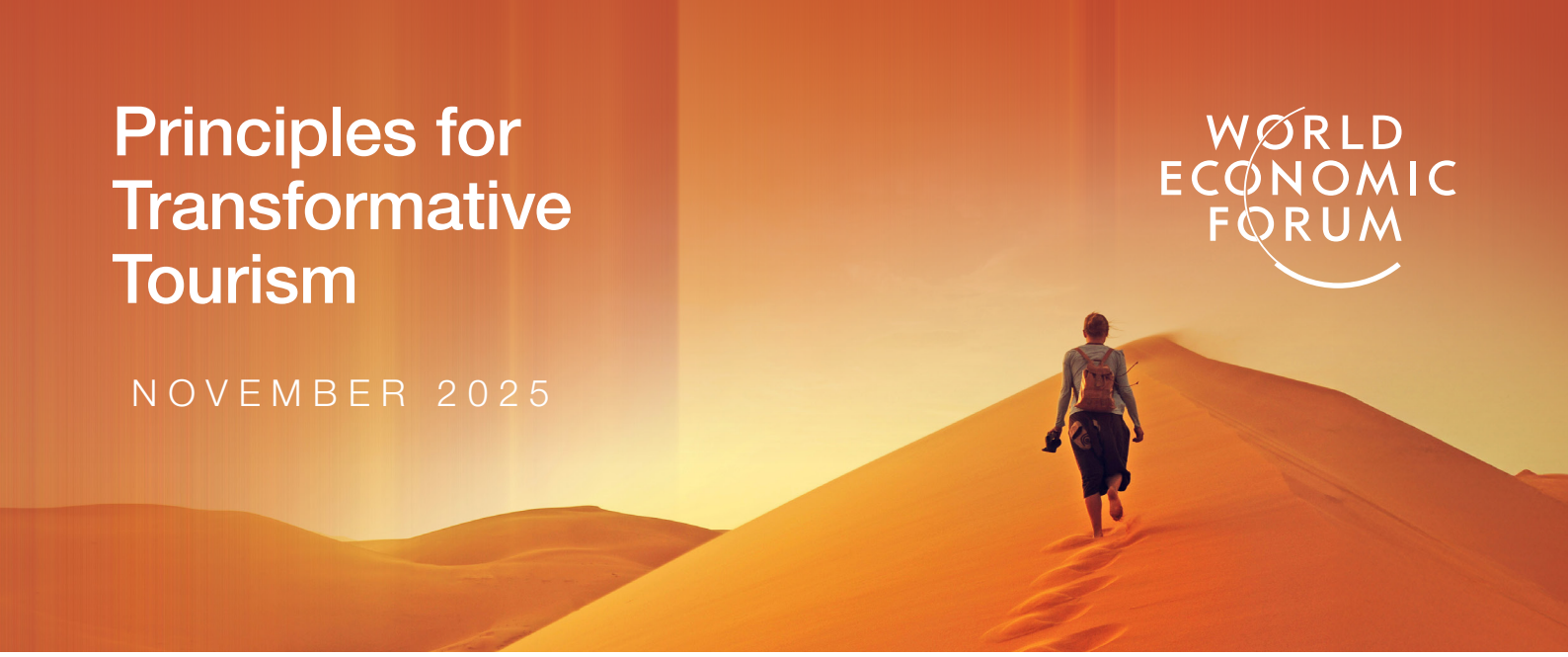

We envision a future where travel and tourism is a force for good—driving global resilience, equity, and prosperity while serving as a steward of sustainability, cultural understanding, and inclusive economic growth.

Achieving this vision requires broad ecosystem collaboration. Travel and tourism is more than a sector; it is an interconnected ecosystem centred on travellers and communities, where core, enabling, and adjacent industries together shape and depend on the world's economies, societies, cultures, and natural environments. When coordinated effectively, it creates jobs, drives innovation, preserves cultural and natural assets, connects people, and strengthens local infrastructure—but when fragmented, it risks imbalance, strain, and reduced resilience.

We commit to shaping travel and tourism as a transformative force for economic, social, and environmental progress, recognizing these guiding principles as vital pathways to ensure the sector's growth delivers lasting value for residents, visitors, businesses, and communities.

Organizations endorsing these principles are encouraged to apply them in ways most relevant to their role, industry, and community—and to take meaningful action where they can have the greatest impact, for example by strengthening collaboration across key enablers (infrastructure, finance, technology and innovation, people and skills, and policy), advancing shared learning and advocacy, and supporting initiatives that model scalable, positive impact.

Guiding Principles

1. **Align Market Opportunities with Local Strengths and Values:** Develop offerings in high-value segments that align with destination assets and community values, creating distinctive experiences and maximising local benefits.
2. **Enable Responsible Choices for Evolving Travellers:** Adapt to changing traveller needs and preferences while empowering visitors to make responsible, informed choices.
3. **Empower Local Enterprise and Economies:** Create pathways for small businesses and local enterprises to scale, innovate, and benefit from the sector's transformation.
4. **Invest in Future-Ready Workforce:** Build a skilled and resilient workforce by addressing labour shortages, making tourism more attractive as a career, and investing in skills, inclusion, and job quality.
5. **Develop Infrastructure for Shared Benefit:** Invest in infrastructure that supports travel and tourism while strengthening resilience, mobility, local services, and quality of life.
6. **Balance Demand with Local Capacity:** Align visitor flows with destination capacity and engage communities in co-designing strategies that deliver mutual, sustainable benefits.
7. **Champion Cultural Heritage and Connection:** Foster cultural innovation and exchange, protecting heritage while generating new creative industries, expressions, and experiences.
8. **Revitalize and Protect Natural Ecosystems:** Place regeneration at the heart of operations—reducing impacts, restoring ecosystems, and sustaining the natural assets on which the sector depends.
9. **Strengthen Ecosystem Resilience:** Build agility and preparedness to anticipate and withstand shocks, manage risks, and adapt to change.
10. **Harness Data and Technology Responsibly:** Use data and technology to drive sustainable growth, measure progress, and enhance experiences—while ensuring access, accountability, and protection for all.