



H K
I N
T




Q20.

**CHANGE IS
COMING
BOTTOM UP**



Q27.

JOBS & FUNDING



Q28.

**EVERYONE
THINKS THEY
NEED HELP
WITH PLANNING**

QUEENSTOWN LAKES NZ: INFLUENCED GOVERNMENT POLICY AS A NATIONAL
BEST PRACTICE TO DECARBONIZE THE TOURISM INDUSTRY WHICH ENABLED
2B GREEN ECONOMY FUNDING FOR NZ (JOBS AND ECONOMIC)

QUEENSTOWN LAKES, NEW ZEALAND

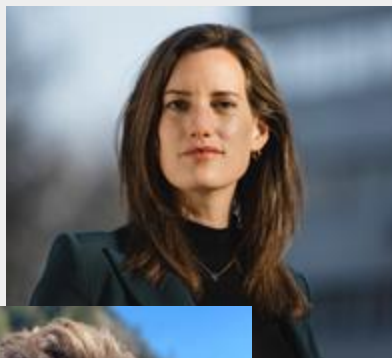


Mikkel
Wonderful Copenhagen



Jackie
Town of Inuvik

Hedwig
KLM Royal Dutch Airlines



Ewout
Netherlands Board
of Tourism & Conventions



Leslie
Banff & Lake Louise Tourism



Karla
Cook Islands Tourism
Marketing Corporation



Amy
Cariboo Chilcotin
Coast Tourism Association



Auden
Aspen Skiing
Company



Mat
Destination Queenstown



Therese
Tourism and Events
Queensland



LADY ELLIOT ISLAND: SAVING THE REEF THROUGH VISITOR
PARTICIPATION AND REINVESTING TOURISM DOLLARS

*"The more we give
back to the island,
the more it gives
back to us. It teaches
a story of hope,
showing people that
if we can fix this
little place, we can
fix our big place, too"*

Peter Gash

**REVELSTOKE, BC: TACKLING THE HOUSING SHORTAGE
THROUGH ITS DESTINATION MANAGEMENT PLAN**



COPENHAGEN, DENMARK: REHABILITATING TOXIC WATERWAYS
AND DESIGNING THE SUSTAINABLE CITY OF THE FUTURE



A question...

What *incredible future* could we create if the travel industry were to use our privilege and influence to lead?

 *...and what happens if we don't?*