

Susan Deer (ABTA)

Director of Industry Relations

How can travel agents/travel advisors engage with sustainable tourism issues?



5-7 November 2025

Andalucía

Tourism for Good

A roadmap for rebuilding travel and tourism



The Travel Association

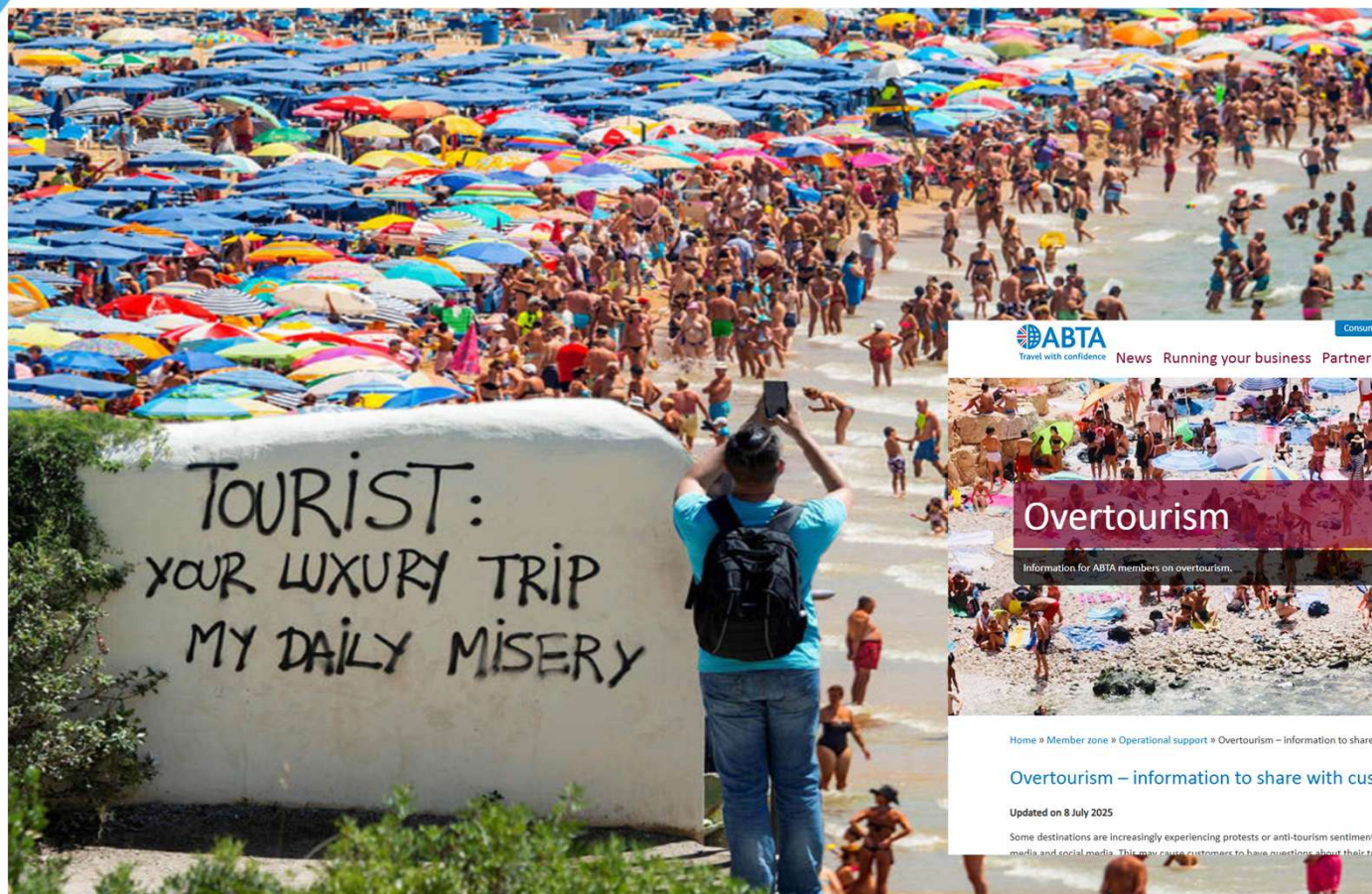
Download a copy at:
abta.com/tourismforgood

Tourism for Good





Destination impact: overtourism



ABTA
Travel with confidence

Consumer site | ABTA Member Search | Member Zone | My Account | Sign out

News | Running your business | Partner services for members | Operational support | Self service | Events

Overtourism

Information for ABTA members on overtourism.

Home » Member zone » Operational support » Overtourism – information to share with customers if wished

Overtourism – information to share with customers if wished

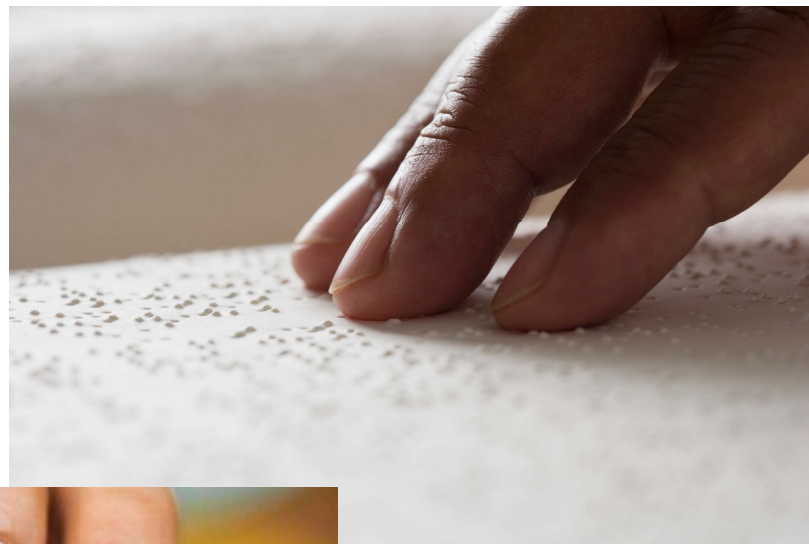
Updated on 8 July 2025

Some destinations are increasingly experiencing protests or anti-tourism sentiment, which is gaining attention in the media and social media. This may cause customers to have questions about their travel plans. See our how-to guide.

Member zone

- News >
- Running your business >
- Partner services for members >

Human rights: accessible travel



Animal welfare: overview manual



Customers: tips for travellers

- ✓ **Respect communities**
- ✓ **Cut carbon**
- ✓ **Stay better**
- ✓ **Fight waste**
- ✓ **Save water**
- ✓ **Respect animals and biodiversity – protect nature**
- ✓ **Protect children**
- ✓ **Buy local**
- ✓ **Use your voice**



How can travel agents/travel advisors engage with sustainable tourism issues?



THANK YOU

Susan Deer
Director of Industry Relations, ABTA