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Companies

Developing a Sustainable Policy for the Travel Sector

Experiences and challenges from the Dutch travel association ANVR



ANVR Experiences in sustainable tourism

▪ Shared long-term vision

Our vision is supported by a large majority of our members (in market share)
But also by the government and Dutch customers (behavioral change is possible)

JAÉN
8th SUMMIT OF
TRAVEL AGENCIES
ASSOCIATIONS

5-7 November 2025

Andalucía

Travel has both a positive impact



Cultural
Connection



Adventure and
discovery



Fun



Economic growth,
prosperity,
development



Broadening of
world view

as a negative impact



Overtourism



CO₂ emissions

THE TIMEFRAME IN WHICH WE ARE GOING TO REALISE A FUTURE-PROOF TRAVEL INDUSTRY ...



Reference year
2019



Ambition set
2024



Progress on targets
2030



Ambition achieved
2050

OUR AMBITION ...

The Dutch Travel industry:

Has a **positive** impact

Creates **value**:

Societal, Economical, Ecological

Contributes to the **destinations**

Operates **transparent**

Shows **leadership** in the **supply chain**

ANVR Experiences in sustainable tourism

- Framing transparency and climate action as core goals

Still work in process; but this facilitates front runners to inspire peers through **best practices**.
The focus on reporting causes for accountability towards all stakeholders.

- Long tradition of promoting sustainability

Through an active member network of more and less active sustainability managers

- Plans for a new “Sustainability Fund”

Stimulating innovation in the travel sector with an ambitious sustainability fund.
Showing strong sector potential for self-financing change.



ANVR Challenges in sustainable tourism

- Diverse membership

SMEs to multinationals; frontrunners vs. laggards.

How to set a pace in the transition that keeps everyone on board?

→ Balancing *ambition* and *inclusivity*

- Dependence on third parties

Most travel enterprises depend heavily on air travel as it is the main source of negative impact.

Aviation sector is however not part of ANVR.

→ How to set meaningful (intermediate) targets?



ANVR Challenges in sustainable tourism

- Small regional specialists

Struggle to adapt to a more diversified and sustainable business model (f.e. Australia expert)

- Unclear legislation

Uncertainty in European and national legislation (CSRD, Green Claims Directive, etc).
Smaller companies lack resources to apply sustainability rules



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ANVR, Dutch Association of Travel Companies



Scan Me

Thank you! More information:

Read the ANVR-vision or send an email to duurzaam@anvr.nl.

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