

# A NEW LENS ON TRAVEL

Ideas for sustainable, inclusive, and mindful travel

DECK OF CARDS



# About This Deck

This collection highlights practical actions to enhance the environmental and social impact of leisure travel, organized across four key themes.



**Journey of  
the Whole  
Traveler**



**Path to  
Belonging  
& Inclusion**



**Navigating  
the Climate  
Transition**



**Connection  
to Place &  
Community**

*These ideas are meant to spark creativity and conversation. We recognize that sustainability is an ongoing journey and that every step, big or small, contributes to positive change.*

# How To Use This Deck

**This isn't a checklist; it's a starting point.**

- Start small: pick one idea that truly connects with you and your travelers.
- You don't have to do it all.
- Use this as a springboard to imagine travel that creates positive impact for people and the planet.

# UN Sustainable Development Goals

The UN SDGs, launched in 2015, aim to build a more sustainable, inclusive, and resilient world by 2030. Each action here supports progress toward one or more of these goals.





# **Journey of the Whole Traveler**

# Share Safety & Advisory Information



# Understand Accommodation Needs



**3** GOOD HEALTH AND WELL-BEING

**10** REDUCED INEQUALITIES

# Ensure Digital Accessibility



There are lots of places to explore. Places could be urban or suburban. People love to be with nature to free their minds and refresh their souls, but some like to be in the city. Some of the benefits of exploring a new culture, meet new people while learning to be cognitive. You can gain new experiences through things, improve your communication skills, boost your self-confidence or even build your social skills.

# Confirm Hotel Accessibility Features



# Promote Mental Well-Being Travel



# Provide Cultural Etiquette Tips



# Encourage Pre-Trip Learning





# Path to Belonging & Inclusion

# Encourage Stays in Inclusive Destinations



**5** GENDER  
EQUALITY

The icon for Sustainable Development Goal 5, Gender Equality, features a white female symbol (a circle with a vertical line and a cross) and a white equals sign inside the circle.

**8** DECENT WORK AND  
ECONOMIC GROWTH

The icon for Sustainable Development Goal 8, Decent Work and Economic Growth, shows a white bar chart with three bars of increasing height and a white arrow pointing upwards from the top of the third bar.

**10** REDUCED  
INEQUALITIES

The icon for Sustainable Development Goal 10, Reduced Inequalities, depicts a white balance scale with three horizontal bars of equal length on the pans.

# Involve Diverse-Owned Businesses



**10** REDUCED INEQUALITIES

The icon for Sustainable Development Goal 10, 'Reduced Inequalities', is a white graphic on a pink square background. It features a vertical double-headed arrow with three horizontal bars across its center.

**11** SUSTAINABLE CITIES AND COMMUNITIES

The icon for Sustainable Development Goal 11, 'Sustainable Cities and Communities', is a white graphic on an orange square background. It depicts a stylized city skyline with several buildings of varying heights.

# Support Indigenous-led Tourism



**10** REDUCED INEQUALITIES

**11** SUSTAINABLE CITIES AND COMMUNITIES





# Navigating the Climate Transition

# Promote Regional Adventures



# Book Direct Flights



# Encourage Rail for Short-Haul



# Book Eco-Certified Hotels



Green Key





# Book Electric or Hybrid Rentals



# Propose Longer Stays



# Suggest Reusable Bottles & Bags



# Include River & Expedition Cruises in Your Mix



# Recommend Plant-Based Dining





# Connection to Place & Community

# Steer Travelers to Less-Busy Places



**11** SUSTAINABLE CITIES AND COMMUNITIES

An icon showing a stylized cityscape with buildings of varying heights.

**12** RESPONSIBLE CONSUMPTION AND PRODUCTION

An icon showing a circular arrow forming an infinity symbol, representing a cycle or sustainability.

# Promote Off-Peak & Shoulder Season Trips



**11** SUSTAINABLE CITIES AND COMMUNITIES

An orange square containing the number 11, the text 'SUSTAINABLE CITIES AND COMMUNITIES', and a white icon of a city skyline with various building shapes.

**12** RESPONSIBLE CONSUMPTION AND PRODUCTION

An orange square containing the number 12, the text 'RESPONSIBLE CONSUMPTION AND PRODUCTION', and a white icon of a circular arrow representing a cycle or infinity.

# Book Local Tours & Dining



**8** DECENT WORK AND ECONOMIC GROWTH

A white icon on a dark red background, depicting a bar chart with three bars of increasing height and an upward-pointing arrow, symbolizing economic growth.

**11** SUSTAINABLE CITIES AND COMMUNITIES

A white icon on an orange background, depicting a stylized cityscape with several buildings of varying heights, symbolizing sustainable urban development.

# Curate Meaningful Cultural Exchanges



**8** DECENT WORK AND ECONOMIC GROWTH

A white icon on a maroon background showing a bar chart with three bars of increasing height and an upward-pointing arrow, representing economic growth and progress.

**11** SUSTAINABLE CITIES AND COMMUNITIES

A white icon on an orange background showing stylized buildings of varying heights, representing urban development and sustainable communities.

# Work with Certified B Corps



# Book Ethical Wildlife Tours



# Suggest Walking or Biking Tours





**Your Ideas**

# Your Idea:



# Your Idea:



# Your Idea:





**Thank You**