

PATA Climate Action Plan

As a signatory of the Glasgow Declaration on Climate Action in Tourism, the Pacific Asia Travel Association (PATA) has strengthened our commitment to reduce and mitigate the association's carbon footprint as well as support the reduction and mitigation of the carbon footprint of our members, chapters and partners, thus assisting the transition of the tourism industry to net zero.

PATA believes and advocates that travel and tourism can only be sustainable when destinations have the capacity, trade and infrastructure to accommodate and perpetuate a healthy, prosperous and regenerative tourism economy. Climate action, in this sense, is vital to protect destinations' communities and ecosystems, on which the tourism industry relies. Tourism *needs* healthy environments and climate resilient destinations, and we support our partners and members to transform travel and tourism into a force for positive change.

This document first presents background information on the Glasgow Declaration, and PATA's commitment to Sustainability and Social Responsibility. Second, the document outlines PATA's Climate Action Plan.

About the Glasgow Declaration

The Glasgow Declaration is a catalyst for increased urgency about the need to accelerate climate action in tourism and to secure strong actions that will help achieve the global emission reduction goals. The signatories of the [Glasgow Declaration on Climate Action in Tourism](#) are committed to acting now and accelerating climate action by cutting global tourism emissions by at least a half over the next decade and reaching Net Zero emissions as soon as possible before 2050.

Committing to and planning for a green COVID-19 recovery offers us a unique opportunity to transform the tourism sector in line with the objectives of the Paris Agreement. If we can move rapidly away from carbon and material-intensive ways of delivering visitor experiences, and, instead, prioritise community and ecosystem well-being, then tourism can be a leader towards a low-carbon future.¹

PATA & Sustainability

Founded in 1951, the Pacific Asia Travel Association (PATA) is a not-for-profit membership-based association that facilitates meaningful partnerships between our private and public sector members to enhance the value, quality and sustainable growth of travel and tourism to, from and within the Asia Pacific region.

¹ https://www.oneplanetnetwork.org/sites/default/files/2022-02/GlasgowDeclaration_EN_0.pdf

PATA commits to our public and private sector members and strategic partners to add voice, build capacity and manage projects for, by and with tourism destinations, businesses and organisations to assist our industry and communities in creating the impact so urgently needed to achieve the SDGs. Therefore, [PATA's focus on sustainability & social responsibility](#) functions as a catalyst for the sustainable and socially responsible development of travel and tourism to, from and within the Asia Pacific region.

PATA's Climate Action Plan

To ensure climate action is aligned across all tourism businesses and organisations, PATA adheres to the following Glasgow Declaration shared pathways for Climate Action Plans: 1) Measure; 2) Decarbonise; 3) Regenerate; and 4) Collaborate.

Measure

Since 2019, PATA has measured and benchmarked our carbon footprint across the association's secretariate business operations, business travel and in-person events. Therefore, our first climate action is to continue to measure the carbon footprint of **all (100%)**:

- PATA in-person events including attendees' travel; and
- PATA secretariate operations in the office including staff travel.

Decarbonise

PATA will use the measurements to establish decarbonisation targets to monitor and evaluate our performance. PATA's decarbonisation strategies are divided into those related to in-person events and secretariat operations.

In-person events strategies include:

- Prioritise venues within 5 minutes of walking proximity or on public transport routes from/to accommodations to reduce transportation (If applicable).
- Monitor heating/cooling room temperature at 20°C/25°C.
- Prioritise venues or meeting rooms that offer natural daylight.
- Eliminate at least 90% of single-use plastic products (e.g., water bottles).
- Reduce 10% of food waste by forecasting demand and raising awareness of attendees.
- Source 25% of products locally.
- Eliminate at least 90% of paper waste through recycling and digital methods.

Secretariat operations strategies include:

- Conduct quarterly awareness sessions for PATA staff to reduce carbon footprint by decreasing energy consumption, minimising waste and purchasing more consciously.
- Reduce staff commute footprint by 75% either work from home or using public transportation.
- Conduct 75% of meetings, webinars and workshops virtually.
- Ensure that 100% of corporate travel adheres to policy guidelines to minimise staff travel and footprint.

In our decarbonisation efforts, PATA acknowledges the carbon mitigation hierarchy, in which emissions should first be avoided, then minimised, and, as a last resort, offset. However, where avoidance and minimisation are not possible (e.g., flights and other significant scope 3 sources), PATA encourages carbon offsetting schemes that support and finance alternative energy, [biodiversity and habitat protection](#), and marginalised communities.

Regenerate

PATA commits to embarking on an initiative to support the definition of regenerative tourism and advocate for its adoption. As such, PATA works directly with the promotion and development of responsible, sustainable, resilient and regenerative tourism. Through the [Tourism Destination Resilience \(TDR\) Programme](#), PATA commits to continue working annually with at least four (4) DMOs (Destination Management Organisations) to increase their overall resilience – as a prerequisite for regenerative and sustainable tourism – by helping them build adaptive capacity and prioritise:

- capacity development and governance initiatives;
- resilient tourism infrastructure projects; and
- the diversification of markets and products for sustainable tourism development.

Collaborate

PATA commits to advancing industry knowledge and awareness of best practices to engage adoption across our wide network, which includes tourism public and private sectors, academic institutions, civil society and youth members, to:

- encourage our partners and members to also take part and sign the Glasgow Declaration;
- disseminate knowledge and best practices through our events, newsletters and social media channels; and
- support and promote our members' sustainability initiatives and climate actions.

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This is a public document and will be reviewed annually.

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Pacific Asia Travel Association