

Report suggests climate strategies will fall short

Existing tourism strategies for hitting net zero by 2050 will likely fail according to a new report by a global tourism non-profit.

The soon-to-be-released report by The Travel Foundation found most strategies to reduce emissions were “woefully inadequate” in regards to achieving Paris Agreement-aligned climate goals.

Using sophisticated “systems modelling” techniques, researchers projected future scenarios for global travel and tourism based off current sustainability plans and pledges.

If global tourism doubles in size by 2050 from 2019 levels, as forecast, most strategies would not halve emissions by 2030 or achieve net zero emissions by 2050, the report stated.

Many strategies that rely solely on carbon offsetting, technological efficiencies and biofuels would not be sufficient on their own.

Investment, restrictions

The only scenario that appeared to meet the climate goals under current growth forecasts combined these tactics with massive investment into green transport and limitations on pollution-heavy transport.

“This is the only scenario that can provide comparable levels of revenue and opportunities to travel in a decarbonizing world,” said the non-profit.

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Photo by Dave Flessner

Chattanooga tourism leaders cut the ribbon on the new visitors center on Aquarium Way. Chattanooga Tourism Co. closed the previous downtown visitors center almost 3 years ago.

New visitors center funded via ARPA

In an age when looking up information online is the norm, sometimes travelers want a more personal experience.

So 2-and-a-half years after closing its downtown visitors center in the CARTA garage breezeway, the Chattanooga Tourism Co. has built a new information storefront near the Tennessee Aquarium on the downtown riverfront.

“We’ve built a strong social media presence to tell the Chattanooga story to help bring visitors here, but sometimes our visitors have

questions and want to talk with an individual about their specific request or need,” Hugh Morrow, president of Ruby Falls and chairman of the Chattanooga Tourism Co., said during a ribbon-cutting.

Using federal funds from the American Rescue Plan Act funneled through Tennessee’s Department of Tourist Development, the new facility includes both indoor and outdoor kiosks and interactive video screens. Staff members are

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Domestic travel aids Florida recovery

Visit Florida estimates the state attracted 35 million travelers during the third quarter, a 6.9 percent increase from 2021. The estimate was also 8 percent above the same period of 2019, before the pandemic. U.S. visitors continued to drive Florida’s tourism industry at a record pace, while international travel still struggled to reach pre-pandemic levels, according to newly released

figures for the third quarter of 2022. But the 1.9 million overseas travelers in the third quarter was off 22.8 percent from 2019. Also, the 539,000 Canadians who traveled to Florida during this year’s third quarter was down from 703,000 during the same period in 2019.

The estimates did not reflect impacts from Hurricane Ian.

– wusfnews.wusf.usf.edu

Timpanogos is used today to refer to the prominent mountain peak in Utah Valley, but the Ute word also was the former name for the Provo River.



Photo / Desert News

Center spotlights native Utah site names

The American West Center is drawing attention to the indigenous names of popular Utah tourist locations.

The Ute word “Timpanogos” is what originally referred to the Provo River. Kings Peak, Utah’s tallest mountain, was called Tei’an-Ku-ai” — which means “a small peak” or “peak with a small tip” in Eastern Shoshone.

The center’s social media campaign highlighted the Indigenous names of Utah places in honor of Native American Heritage Month. The center focused on one location a day on its Twitter, Instagram and Facebook accounts in November.

The names were drawn from the

center’s Native Places Atlas project, an interactive map of the Intermountain West that records the Indigenous names of major landscape features and some historical and cultural sites.

The project’s website stresses that Native peoples are place-based people.

“Their histories are embedded in places and place names,” the website reads. “Erasing Native place names, this effectively erases Native histories.”

Utah is home to eight federally recognized tribes.

– *ksl.com*

Curtailing climate change ‘huge effort’

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Achieving this would require “trillion-dollar investments in all available decarbonization measures” and the promotion of transport that can readily reduce emissions, like road and rail.

Aviation growth must also be limited until it can be fully decarbonized, the report said. In particular, it said longest-distance flights must be capped at 2019 levels, as despite making up just 2 percent of all 2019 trips, they were by far the most polluting.

Report writers acknowledged that achieving the ‘best-case’ scenario would require a huge amount of

effort, but said it meant people could still travel and tourism could continue to support destinations and businesses.

Experts from several organizations contributed to the ‘Envisioning Tourism in 2030: Research Report’, such as Netherland’s Centre of Expertise Leisure, Tourism and Hospitality (CELTH), Breda University of Applied Sciences, the European Tourism Futures Institute, and the Netherlands Board of Tourism and Conventions.

The Envisioning Tourism in 2030: Research Report will be fully published in 2023.

– *nzherald.co.nz*

Visitors Center to aid travelers & residents

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on hand to answer questions, sell merchandise about Chattanooga and hand out print brochures.

The cost of design and construction of the Chattanooga Information Center was around \$480,000, according to Chattanooga Tourism Co. spokeswoman Hannah Hammon.

The facility bills itself as Chattanooga Information, not Chattanooga Tourism, and Morrow said it is intended to provide information and assistance for visitors and residents.

Chattanooga Tourism Co., formerly the Chattanooga Area Convention and Visitors Bureau, previously operated an information booth in the downtown CARTA parking garage for nearly a decade until the pandemic forced its closing in the spring of 2020. Prior to 2010, the tourism bureau’s main office was housed at the aquarium park.

Tennessee Tourist Development Commissioner Mark Ezell said Hamilton County was one of the top 10 counties in Tennessee last year bouncing back from the pandemic slowdown in travel, recording a 40% jump in tourism spending in 2021. Ezell said he expects the industry will be up again in 2022, and even with a softening economy, East Tennessee should be well positioned as a driving destination that is more affordable than many other tourist attractions.

According to the National Travel and Tourism Office, Chattanooga hosts more than 15 million visitors who spend \$1.5 billion annually.

– *timesfreepress.com*