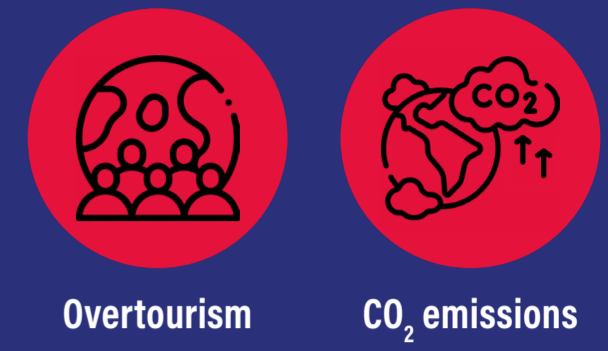


# VISION ON A FUTURE-PROOF TRAVEL INDUSTRY

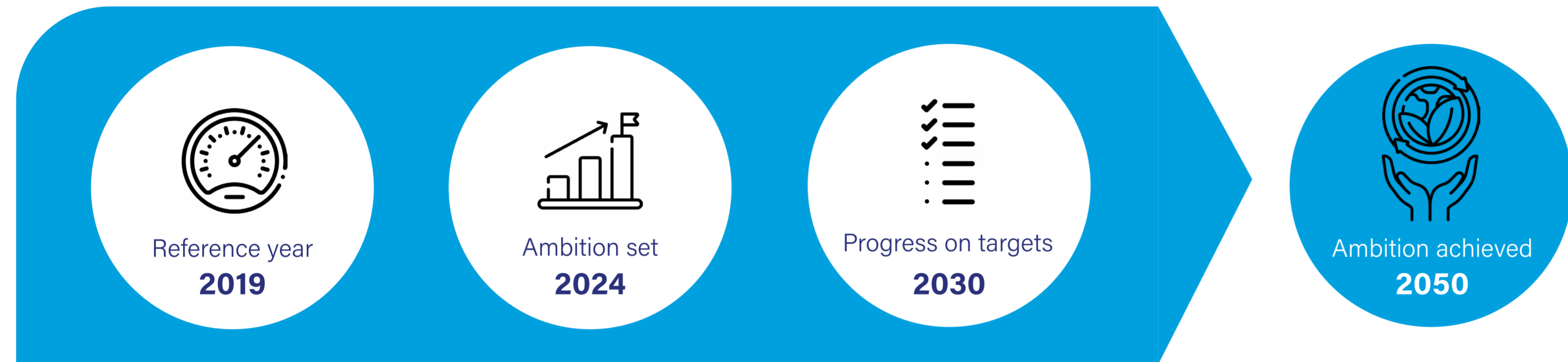
Travel has both a positive impact



as a negative impact



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



## 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**

## THREE OVERARCHING FOCUS AREAS HAVE BEEN IDENTIFIED BASED ON OUR AMBITION ...

### 1. IMMEDIATE EMISSION REDUCTION

Immediate greenhouse gas reduction is essential.

- Minimum number of travel days for long distance travel
- Average distance of trip
- International train
- Long distance bus
- Electric mode of transportation
- SAF
- CO2 compensation
- Growth in close-to-home travel
- Future technologies

### 2. SUSTAINABILITY IN THE VALUE CHAIN

We transform the value chain, and set societal and ecological targets to do so.

- Local products
- Living wage
- Plastic reduction
- Inclusive and equal

### 3. SUSTAINABLE DESTINATIONS

Product development leads to societal, economical and ecological added value in destinations.

- Product development



[Click here for the full ambition text](#)