

Managing Destination Overcrowding

A Call to Action from the Travel & Tourism
Private Sector



July 2025



Executive Summary

Travel & Tourism is a global engine of growth, supporting one in 10 jobs and 10% of GDP worldwide, and set to support one in three new jobs over the next decade. When managed well, it fosters cultural exchange, global understanding, and environmental conservation. But without smart urban management, the sector's ability to help create such benefits are at risk.

The Challenge: Overcrowding is straining destinations, both visibly and structurally. While it's often seen as a tourism issue, the root causes run deeper: underinvestment in infrastructure, poor urban planning, and fragmented governance, are just some of the areas which need to be addressed. These systemic pressures affect both locals and visitors and require coordinated, cross-sector solutions.

Our Approach: This paper addresses overcrowding as part of the broader issue of destination management. It urges public and private stakeholders to adopt a proactive, evidence-based approach to sustainable tourism management. The global Travel & Tourism private sector commits to working with the public sector toward practical solutions and outlines six key actions:

1. Get organised

Bring the right stakeholders together, creating a dedicated and empowered taskforce

2. Make a plan

Create a shared destination vision and strategy

3. Gather the evidence

Carry out evidence based diagnoses and responses to the challenges faced by the destination

4. Stay vigilant

Implement robust monitoring and early-warning systems

5. Invest wisely

Reinvest in destination health being transparent about where money is spent

6. Empower Residents

Make sure residents have a say and understand the benefits of Travel & Tourism

The Risk: A failure to recognise the benefits that Travel & Tourism generates could be costly. In 11 major European cities with higher-than-average tourism levels, a drop to the regional average could cost up to \$245 billion in GDP, \$122 billion in tax revenue, and nearly 3 million jobs within three years. Consideration should be given to how these revenues from tourism can be reinvested into making the destinations better places to live and to visit.

The Opportunity: Effective destination management preserves the unique character of places - the very reason people travel. Now is the time for governments, businesses, and communities to work together to ensure Travel & Tourism strengthens, rather than strains, the world's most cherished places. This is a decisive moment. Let's make Travel & Tourism a force for good, for residents, for visitors, and for future generations.





Travel & Tourism is a global economic powerhouse...

The Travel & Tourism sector has experienced unprecedented growth in recent decades, becoming a cornerstone of the global economy. 50 million international visitors travelled the globe in 1950; by 2024 the number had grown to 1.4 billion¹. This surge in mobility, aided by a growing middle class, rapid urbanisation, and more affordable transport, has fostered unprecedented cultural exchange, breaking down geographical barriers and promoting a greater understanding between people and nations.

Economically, the Travel & Tourism sector generated \$10.9 trillion in total GDP in 2024, accounting for 10% of the global economy. It is a vital source of employment, supporting 357 million workers, or one in ten jobs. It fuels social progress and economic empowerment, particularly for women, young people, and rural communities. Travel companies also fund essential public services through business, labour and consumption taxes – paying \$1.8 trillion in direct tax contributions in 2023, and a further \$1.5 trillion in indirect and induced taxes, thereby supporting vital infrastructure, education, and healthcare.

...and must be managed well to achieve its enormous potential.

When done right, our sector's potential for good is huge. However, the sector's remarkable growth has also contributed to challenges, including rising carbon emissions, strains on natural and cultural resources, and destination overcrowding. The latter, in particular, has drawn significant public scrutiny in recent years – requiring a careful, considerate and collective response from all parts of the Travel & Tourism ecosystem.

Addressing overcrowding and wider destination pressures requires strong, collaborative, evidence-based management from both the public and private sector, as well as communities.

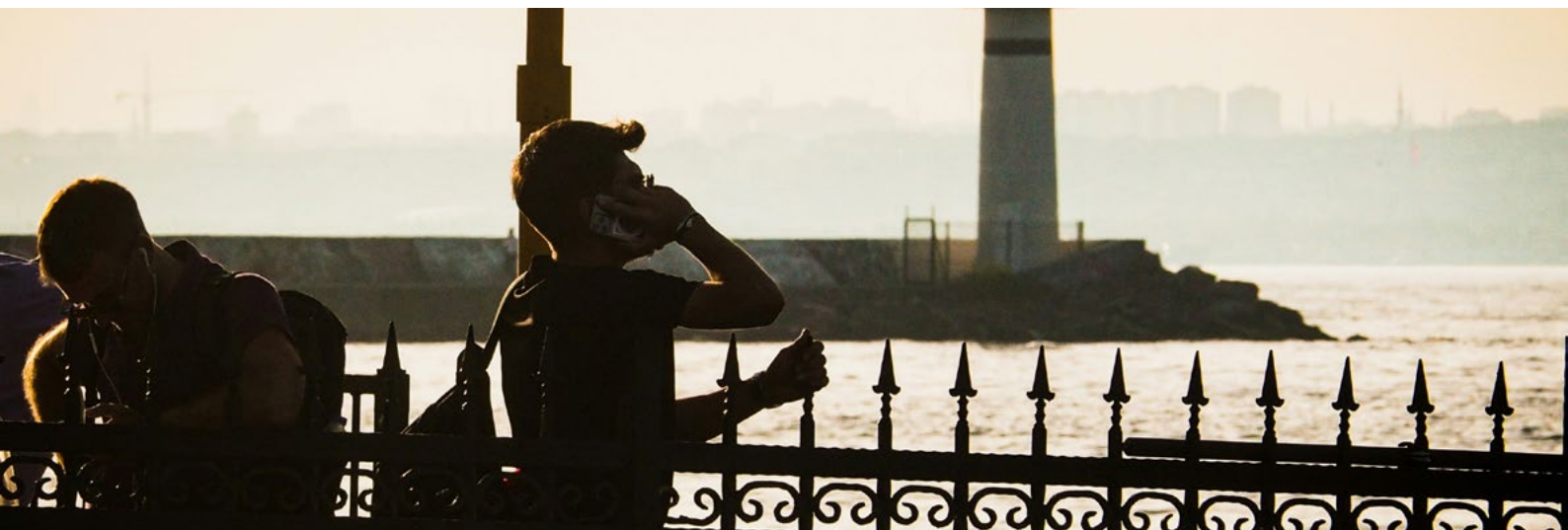
Critically, measures should **recognise the strategic importance and potential of the sector in achieving economic, social and environmental goals of destinations, so that positive efforts are bolstered rather than curtailed**. The sector provides a huge number of potential and real benefits for destinations that are typically not considered in public debate, but which should form the basis of any constructive argument about how to better manage tourism and realise its full potential.

1. <https://www.unwto.org/news/international-tourism-recovers-pre-pandemic-levels-in-2024>

Destination overcrowding is back in the spotlight...

Familiar scenes unfolded across several popular tourism cities and regions in 2024, the year global tourism was finally back to its pre-pandemic levels. Throngs of people gathered in streets, cafés, and at beaches and attractions. The media ran sensational headlines, and Travel & Tourism became the centre of attention. People involved in the sector, from direct services to its value chain, were rarely given a voice. Evidence-based conversations were few and far between.

The problem, however, is very real. Cities are struggling under the pressures of crowding and residents are understandably frustrated. Many destinations lack the abundant public transport, clean water, affordable housing and renewable energy so many of us rely on. As these frustrations are splashed across the media, they also become politicised. Often, this means the public debate is divisive. Whether the accusations levelled against Travel & Tourism are fair or not, perceptions nevertheless prevail, and therefore become “reality”. Tourism and travellers are left facing the consequences – protests, new taxes, quotas, visa restrictions, or other punitive measures.



...and it is a complex, hard-to-quantify phenomenon...

But the equation is not as simple as “tourism = bad”. Far from it. Overcrowding in tourism regions is a hugely complex issue. Travel encompasses holidaymakers, business travellers, religious pilgrims, and domestic travellers, too – often locals themselves, visiting family or friends. This paper very deliberately does not use the term ‘overtourism’, because the phenomenon reflects a city’s ability to manage growth, rather than the volume of visitors alone.

People tend to react to overcrowding when they feel it undermines their quality of life, particularly their access to basic needs. But these social pressures are rarely caused by tourism alone. In many cases, they spring from longstanding issues such as chronic underinvestment in affordable housing, utilities, public services, and transport infrastructure. That’s why we must view these challenges as part of a much wider context, and avoid oversimplifying them as problems of visitor volume alone.

Of course, there is no universal, quantifiable measure of when pressure from tourism becomes too much; a destination’s carrying capacity is highly context-specific and typically shaped by local perceptions. Some places are well-equipped to handle large visitor numbers, while others begin to feel them at much lower levels.

What is certain, however, is that unmanaged overcrowding is unsustainable for any city or region in the long term.

...with many tourism and non-tourism drivers.

Leaders in business, government, and civil society can develop practical steps to prevent, mitigate and manage overcrowding. But to do so, they must first understand its causes.

The drivers of overcrowding can be both incidental and structural. Tourism-related factors might include a rise in day-trippers, expansion of air routes, or a spike in antisocial behaviour among visitors. In other cases, the causes may be deeper; long-term factors include under-developed infrastructure, the timing of school holidays, the influence of digital media ('instagrammable' places!) or unplanned urban growth. In many cases, these drivers feed off and compound each other. In Venice, for example, a concentration of attractions and under-developed alternatives draw people to certain areas. Tourism-related businesses respond by moving there, displacing other businesses and even residents, thereby undermining the identity and socio-economic diversity of the area.

Given the wide, often interconnected array of drivers, it is vital to understand what is causing overcrowding – as well as perceptions of overcrowding – before taking measures. Let's move from fractious headlines to thoughtful problem-solving. Communities, governments and the Travel & Tourism sector can come together to find practical solutions.



Multiple strategies to address destination overcrowding exist, but measured responses remain few and far between.

Numerous well-established strategies for managing tourism pressures exist, such as visitor dispersal, timed entry systems, digital crowd monitoring, data-led planning, neighbourhood-specific solutions, infrastructure investment, and community engagement.

Yet despite the toolkit of overcrowding responses available to destinations, efforts have often been narrow in scope. Many destinations have relied heavily on visitor caps and tourism-specific taxes. While these tools may offer quick solutions (*authorities hold the levers*) or political reassurance (*authorities are seen to be doing something*), they often do not tackle the underlying issues. They can also risk discouraging high-value, low-impact tourism and thereby reduce the sector's positive contributions to the destination.

As such, for a phenomenon as complex and multi-dimensional as overcrowding, popular, quick and easy actions may not be the most appropriate, effective or indeed equitable response.

Below we present two hypothetical examples of cities contending with different overcrowding drivers and challenges, highlighting how the appropriate response will vary based on the destination's specific context.

CITY A

Host-visitor tensions

High concentration of attractions

Fragile historic infrastructure

Lack of affordable housing



City A is characterised by a dense cluster of iconic attractions drawing majority of visitors into a few central areas. Narrow streets and historic infrastructure struggle with high foot traffic, with limited ability to modify. Excess demand places significant strains on public transport, and lesser-known sites on the city's outskirts remain underdeveloped. The city's visitor profile does not match the destination's vision.



Spread tourism across space

How: Market lesser-known attractions, incentivise infrastructure and product development on outskirts.



POTENTIAL STRATEGIC RESPONSES

Invest in critical infrastructure

How: Reinvest tourism dollars in community infrastructure upgrades.

Encourage responsible visitor behaviour

How: Marketing campaigns targeting desired visitor values, packaged itineraries focused on respectful tourism experiences, code of conduct, fines/penalties.



Engage residents in shaping desired tourism

How: Resident surveys, consultations, empowerment schemes, appoint local leaders to key roles, policies/initiatives with residents in mind.

CITY B

Seasonality

High
fluctuations in
visitor
numbers



Limited
alternative
attractions

City B experiences high seasonal tourism, with majority of visitors arriving in a short, defined period. During peak season, infrastructure, services and accommodation are stretched to their limits, while in off-season, much of the city's economic activity shuts down. This sharp imbalance limits the city's ability to sustain a thriving year-round tourism economy.



**Spread tourism across time
to reduce pressure from
mass concentration**

How: Off-peak options that better cater to the preferences of travellers with access needs.



POTENTIAL STRATEGIC RESPONSES

**Engage residents to ensure
peaks don't cause undue burden**

How: Make sure residents feel, heard and that needs are met through consultations, co-development of strategies etc.

Manage tourism flows

How: Ticketing systems, visitor app notifications for crowd alerts, dynamic pricing, partnership with stakeholders on staggered scheduling.



**Upgrade critical
infrastructure and facilities**

How: Invest tourism revenue dollars into development of infrastructure that meets needs of residents and visitors alike.

While politically expedient, tourism taxes often don't work as intended...

A number of destinations in countries such as the US, Canada, Mexico, Norway, Italy, France, Spain, Japan, Thailand, and Iceland, among others, have introduced tourism-specific taxes at national and municipal levels to tackle overcrowding. These taxes include visa-style levies, city taxes attached to room nights, and entry fees for cruise travellers and day visitors. The rationale is that the taxes can either work to discourage excessive visitor flows, and/or generate revenue that can be reinvested in the upkeep of infrastructure and services as well as conservation.

It sounds good in principle. But in reality, a few problems arise.

- 1** First, **new tourism-specific taxes ignore those already in place.** In 2023, Travel & Tourism generated \$3.3 trillion in total taxes for governments around the world. Tourism already accounts for 9.6% of global tax revenue.² Putting aside the question of fairness, new taxes add extra complexity for firms and travellers and ignore the imperative of using significant existing revenues from tourism in more productive and impactful ways.
- 2** Second, **the money from tourism taxes is rarely reinvested back into tourism management, or sustainable solutions to overcrowding.** In the US, for example, travel generates around \$165 billion in tax for local, state and federal governments each year. Less than 5% of this is reinvested back into tourism marketing or management, and just 1% is spent on sustainable tourism challenges such as housing for tourism and hospitality workers or sustainable aviation solutions.³
- 3** Finally – and most importantly – **tourism taxes don't reduce visitor numbers.** Even accounting for the first two problems, the evidence shows that tourist taxes have *little to no impact* on visitor numbers.^{4,5} They simply make tourism more expensive. Destinations remain crowded, and a new problem of equity is introduced: the taxes could put undue burdens on some stakeholders, such as budget travellers and SMEs.

The fact that taxes do not reduce visitor numbers should be reason enough to think twice about them. But there's also a bigger problem. When not reinvested strategically, tourism-specific taxes aren't just ineffective, they're counterproductive. And because we believe we're helping, we overlook the deeper and more serious set of issues at hand – chronic under-investment in public infrastructure such as affordable housing, clean energy, or functioning transport systems. By making us *feel* we are doing something, we ignore the harder, structural things. In this sense, false solutions are in fact worse than doing nothing. Travel & Tourism organisations are often the ones investing in sustainability, destination management, and modern infrastructure. If the government weighs the sector down with new costs, it won't speed up solutions – it will stall them.

In short, the challenge for Travel & Tourism is not in generating revenue, but in allocating the significant resources already generated by tourism more effectively.

2. These taxes include business taxes (corporation tax, production tax, product inputs tax), labour taxes (income tax and social security) and consumption taxes (VAT or GST) but exclude tourism-specific taxes (such as bed taxes).

3. [Funding Our Future - Tourism Taxation & Sustainable Tourism | Miles Partnership](#)

4. <https://www.dw.com/en/do-tourism-taxes-actually-deter-travelers/a-71789838>

5. <https://www.nationalgeographic.com/travel/article/europe-tourist-tax-impact>



Curbing tourism in 11 key European tourism cities to the European average would risk \$245 billion in losses

Overcrowding can lead to economic and social costs, but it is essential to assess how these compare with the benefits generated by the sector, and whether the revenue from tourism can be better harnessed to offset those costs and ultimately enhance residents' quality of life.

The following two scenarios look at 11 key European tourism city destinations, where tourism nights per capita (one of several potential indicators of overcrowding) exceed the European average. The scenarios estimate the impact in terms of tax revenue⁶, GDP and employment should tourism volumes in these cities be reduced to the European average. In other words, what would the economic impact be if they no longer outperformed their peers.

Scenario 1:

Capping total travel demand (both international and domestic) to match the European city average would incur a loss of \$245 billion in total Travel & Tourism GDP, \$122 billion in total tax revenue (excluding tourism-specific taxes) and nearly 3 million jobs between 2025 and 2027.

- Venice could lose up to \$14.1 billion in direct GDP within the city, and an additional \$18.4 billion in indirect and induced GDP, affecting the broader region's economy.
- Amsterdam could face \$12.4 billion in direct GDP losses and \$23.6 billion in indirect and induced GDP.
- Capping tourism in both cities could result in 393,000 job losses in Italy and 364,000 in the Netherlands.
- In relative terms, Venice would see an 11% decline in its total city GDP, while Dubrovnik would experience an even greater drop of 22%.
- Venice would also experience a 16% drop in overall jobs whilst Dubrovnik would see a drop of 27%.
- When looking at total tax impact, Venice would lose \$15.2 billion, while Amsterdam would face a loss of \$21 billion.

6. These taxes include business taxes (corporate tax, production tax, product inputs tax), labour taxes (income tax and social security) and consumption taxes (VAT or GST) but exclude tourism-specific taxes (such as bed taxes).

Scenario 2:

Capping only international demand to match the European city average for international travel would incur a loss of \$186 billion in GDP, \$91 billion in total tax revenue, and nearly 2.3 million jobs between 2025-2027.

- Barcelona could lose up to \$11.7 billion in direct GDP and an additional \$17.3 billion in indirect and induced GDP, with the impact spreading across Spain. Capping international tourism in the city could result in 341,000 job losses nationwide. Meanwhile, total tax loss would reach \$11.6 billion.
- Paris could face \$12.8 billion in direct GDP losses and an additional \$17.2 billion in indirect and induced value. Up to 284,000 jobs could be lost, and total tax losses could rise to \$16.2 billion.

While a large part of the impact would be felt in destinations and cities themselves, the indirect and induced impacts would have a ripple effect throughout the country and across borders. In other words, **the economic impact of measures to cap tourists in a city would affect GDP, employment and tax revenue on a much larger geographic scale.**

The Numbers in Perspective



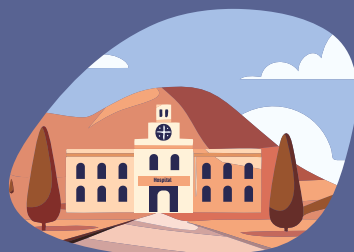
\$245 billion loss
in total Travel & Tourism GDP

broadly equivalent to the total tourism-generated GDP of countries like India or Italy.



\$122 billion loss
in tax revenue

exceeds the EU's €100 billion annual investment needed in modernising the electricity grid, crucial for energy security and climate targets.⁷



\$15.2 billion loss
in tax revenue

in Venice would mean Italy loses funding equivalent to building around 260 hospitals.⁸

7. https://www.acer.europa.eu/monitoring/MMR/electricity_infrastructure_2024

8. Based on assumptions of 200 beds on average per hospital (<https://www.statista.com/statistics/557042/hospitals-in-italy/>) and average construction cost per hospital bed of €258,000 (https://www.researchgate.net/publication/353248577_Hospital_Construction_Cost_Affecting_Their_Lifecycle_An_Italian_Overview). Please note that these figures are estimates and actual costs can vary based on numerous factors, including location, hospital size, and specific design requirements.

The tables below present the economic losses across 11 city destinations for key indicators under both scenarios.

Table 1: Economic impacts from Scenario 1

	GDP Impacts (US\$bns)			Direct GDP Loss % of city GDP	Job Impacts (000s)			Direct job loss % of all city jobs	Total Tax impact US\$bns
	Direct	Indirect & Induced	Total		Direct	Indirect & Induced	Total		
Venice	-14.1	-18.4	-32.5	-11.2%	-190.7	-202.7	-393.4	-15.7%	-15.2
Rome	-13.0	-17.0	-30.0	-2.0%	-176.2	-187.2	-363.4	-2.9%	-14.1
Dubrovnik	-2.0	-2.4	-4.5	-22.2%	-39.8	-47.6	-87.3	-27.1%	-1.8
Paris	-19.6	-26.4	-46.0	-1.9%	-197.4	-238.1	-435.5	-2.9%	-24.9
Barcelona	-12.7	-18.9	-31.7	-1.6%	-143.4	-228.2	-371.6	-1.8%	-12.7
Amsterdam	-12.4	-23.6	-36.0	-1.9%	-180.0	-184.0	-364.1	-3.2%	-21.0
Lisbon	-5.5	-7.1	-12.7	-1.6%	-106.4	-112.1	-218.5	-2.3%	-6.5
Prague	-7.2	-8.8	-15.9	-2.1%	-150.5	-146.1	-296.6	-3.5%	-8.0
Dublin	-2.4	-4.6	-7.0	-0.3%	-19.3	-26.0	-45.4	-0.5%	-2.4
Munich	-8.3	-15.0	-23.3	-1.5%	-138.0	-135.2	-273.2	-2.2%	-12.7
Vienna	-3.0	-2.6	-5.6	-0.7%	-30.3	-20.0	-50.3	-0.9%	-2.6

Notes: The indirect & induced impact on GDP and jobs will occur across a broader geography (i.e. in the city and wider country). The share of direct GDP and direct jobs loss is the average across 2025-27.

Table 2: Economic impacts from Scenario 2

	GDP Impacts (US\$bns)			Direct GDP Loss % of city GDP	Job Impacts (000s)			Direct job loss % of all city jobs	Total Tax impact US\$bns
	Direct	Indirect & Induced	Total		Direct	Indirect & Induced	Total		
Venice	-10.4	-13.6	-24.1	-8.3%	-141.2	-150.1	-291.4	-11.6%	-11.3
Rome	-9.5	-12.4	-21.9	-1.4%	-128.3	-136.4	-264.7	-2.1%	-10.2
Dubrovnik	-2.1	-2.5	-4.5	-22.5%	-40.3	-48.2	-88.5	-27.5%	-1.9
Paris	-12.8	-17.2	-29.9	-1.2%	-128.5	-155.0	-283.6	-1.9%	-16.2
Barcelona	-11.7	-17.3	-29.0	-1.5%	-131.4	-209.1	-340.5	-1.6%	-11.6
Amsterdam	-9.1	-17.4	-26.6	-1.4%	-132.9	-135.8	-268.7	-2.4%	-15.5
Lisbon	-3.8	-4.9	-8.6	-1.1%	-72.6	-76.5	-149.1	-1.6%	-4.4
Prague	-6.9	-8.5	-15.4	-2.1%	-145.2	-141.0	-286.2	-3.4%	-7.8
Dublin	-2.7	-5.3	-8.0	-0.3%	-22.0	-29.0	-51.6	-0.6%	-2.8
Munich	-3.8	-6.9	-10.6	-0.7%	-63.0	-61.7	-124.7	-1.0%	-5.8
Vienna	-3.7	-3.2	-6.9	-0.9%	-37.9	-24.9	-62.8	-1.1%	-3.2

Notes: The indirect & induced impact on GDP and jobs will occur across a broader geography (i.e. in the city and wider country). The share of direct GDP and direct jobs loss is the average across 2025-27.



A Call to Action

As leaders in the global Travel & Tourism sector, we, the Private Sector, affirm our responsibility to ensure that tourism growth enhances, rather than erodes, the fabric of our destinations. This fabric – the distinctiveness of a place – is often the reason people travel and explore at all. Overcrowding is therefore a very real threat – to our own businesses, as much as anything – but it's a problem we can address through evidence-based, collaborative approaches. We call on all industry stakeholders, policymakers, communities, and visitors to join us in adopting the following guiding principles for a more resilient tourism future. Let us turn aspiration into action.

1. Get organised

A collective effort starts by establishing cross-disciplinary destination stewardship platforms, bringing the right people together.

- Form multi-sectoral destination stewardship bodies that unite government, private sector organisations (including SMEs), communities, and environmental stakeholders under a shared governance model.
- Ensure platforms are properly funded, politically supported, science-informed, and business- and community-validated to ensure they have a mandate, levers of control, legitimacy and effectiveness.
- Frame overcrowding as a broader urban and spatial planning challenge, not just a tourism concern.

Example: [VisitFlanders' Travel to Tomorrow](#) engaged multiple stakeholders to develop a new kind of tourism that offered value to the broader community.

Example: [Vienna Tourist Board](#) works in collaboration with numerous public-private stakeholders, and residents, to deliver the destination stewardship objectives and actions of the Vienna Visitor Economy Strategy – Optimum Tourism.

Example: [Turisme de Barcelona Consortium](#) operates under a public-private partnership model, guided by the principles of sustainable development goals, to foster a dynamic, responsible and sustainable destination where residents and visitors can thrive together.

2. Make a plan

Create a shared destination vision and a workable strategy.

- Task these bodies with co-creating a resident - inclusive vision and strategy for the destination. This plan should reflect the diverse interests of stakeholders and serve as a guiding framework for sustainable development.
- Recognise the strategic importance of Travel & Tourism and embed the vision in national and local planning frameworks as a key economic and social driver.

Example: [Wonderful Copenhagen's](#) 'The End of Tourism As We Know It' strategy places a focus on localhood for everyone, with a vision of the destination's future co-created by residents, visitors and industry. This concept is built upon in Copenhagen's latest strategy ['All Inclusive'](#).

Example: [Fáilte Ireland's](#) Destination Experience Development Plans focus on experience development in less-visited locations, helping visitors explore beyond the normal tourist track and spread the economic and social benefits of tourism.

Example: [Athens Development and Destination Management Agency](#) has created an online visitor guide, providing walking routes between monuments and museums, to help visitors explore the city beyond the Acropolis.

3. Gather the evidence

Use local data to diagnose challenges and create the right responses.

- Empower the established stewardship bodies to identify the root causes of overcrowding, and to lead/coordinate associated targeted interventions.

Example: [Benidorm](#) identified visitor numbers were placing increased strains on the city's limited water supply, leading to the development of a water management model with 95% efficiency.

Example: [Dubrovnik and CLIA](#) joined forces to understand the benefits of tourism, and how sustainability could be prioritised for the local community. The analysis resulted in an MoU signed between the parties to better manage visitor flows and engage residents in tourism management.

Example: [Evaneos](#) has published an overcrowding index to assess impacts and make recommendations to address the challenge within their businesses. As a result, they no longer offer city breaks for less than five nights that involve flying, and their offerings avoid peak season to overcrowded destinations.

4. Stay vigilant

Implement robust monitoring and early-warning systems.

- Continuously measure and communicate tourism's impact in the destination using agreed economic, social, and environmental indicators – including resident sentiment. KPIs should include early warning indicators for particularly busy tourist seasons, with a focus on preparedness and adaptation, taking proactive action.
- Prioritise actionable insights that clearly attribute responsibility and demonstrate impact, ensuring data drives accountability and change across the tourism ecosystem.
- Invest in smart data and digital platforms that support visitor management.

Example: [The City of Florence](#) is using IoT technology used to monitor and control tourist flows.

Example: [Venice](#) uses sensors, cameras and mobile signals, monitored through a control room, to help manage congestion and improve visitor flows.

5. Invest wisely

Reinvest the profits of tourism and tax revenues appropriately and wisely in the health of destinations, being transparent about where money is spent.

- Acknowledge the sector's vast fiscal and GDP contribution and commit to reinvesting appropriately in destination development – as laid out in the shared vision and strategy – offering a sustainable pathway to counter overcrowding by strategically improving infrastructure, diversifying attractions, and enhancing the overall resident and visitor experience.
- Audit Tourism Revenue Flows: Account for all taxes, levies, and fees collected from visitors and generated by tourism activities. Transparency is essential to assess what is being generated – and where reinvestment is lacking.
- Where tourism-specific taxes exist, adopt the 4 'R's Framework for Accountability:
 - Reinvest in destination health,
 - Ring-fence dedicated tourism funds,
 - Responsibly spend based on impact,
 - Report clearly and regularly to the public.

Example: [The Balearic Islands](#) reinvests its sustainable tourism tax in environmental projects, seasonal distribution, promotion of responsible tourism and preservation.

Example: [Iceland](#) is reinvesting arrival fees into preserving the nation's natural resources, ensuring equilibrium between tourism growth and sustainability.

Example: [Airbnb's](#) Heritage Project works with local communities and organisations to direct grants for the restoration of cultural landmarks that can boost rural tourism. Over 200 local heritage projects have been funded across Europe.

6. Empower residents

Ensure residents have a say and understand the benefits of Travel & Tourism.

The future of tourism depends on local support. Resident empowerment must be at the core of tourism management. To achieve this, focus on:

1. Psychological empowerment (residents should feel proud of where they live): Encourage and support visitor experiences, facilities and businesses that reflect the unique character of the community and local environment, bolstering resident pride in their homes.
2. Socio-economic empowerment (residents should see and understand how tourism benefits their community): Work with the local community to ensure the benefits of tourism are welcomed, and have a positive impact, from inclusive employment opportunities, to investment in visitor and community infrastructure and services. Engage with SMEs to support their integration into Travel & Tourism value chains to improve local, authentic experiences.
3. Political empowerment (residents should feel included in decision-making and have genuine influence): Facilitate broad community engagement in destination management planning, including informal consultation, resident satisfaction surveys and structured resident councils or advisory groups with real access and influence.

Example: [VisitScotland](#) engaged resident views on the role and impact of tourism in their local community.

Example: [Revelstoke, British Columbia](#) carried out a series of community engagement initiatives, encouraging residents to share the tourism future they wished to see for their town.

Example: [Barcelona](#) is defining a new tourism promotion strategy, 'This is Barcelona', designed to attract visitor markets that align with the life and values of residents. Local restaurants and businesses will be highlighted, aimed at supporting local interests and involvement in tourism.

Example: [Intrepid Travel](#) surveys the communities they visit to ensure there is satisfaction with the volume of customers. In destinations where day-tripping is common, Intrepid stays overnight to provide a more meaningful experience and contribute more to the local economy.



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Illustrations

Good studio
AI generated

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The Voice of Travel & Tourism.

WTTC promotes sustainable growth for the Travel & Tourism sector, working with governments and international institutions. Council Members are the Chairs, Presidents and Chief Executives of the world's leading private sector Travel & Tourism businesses. For more information, visit: [WTTTC.org](https://www.wttc.org)



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