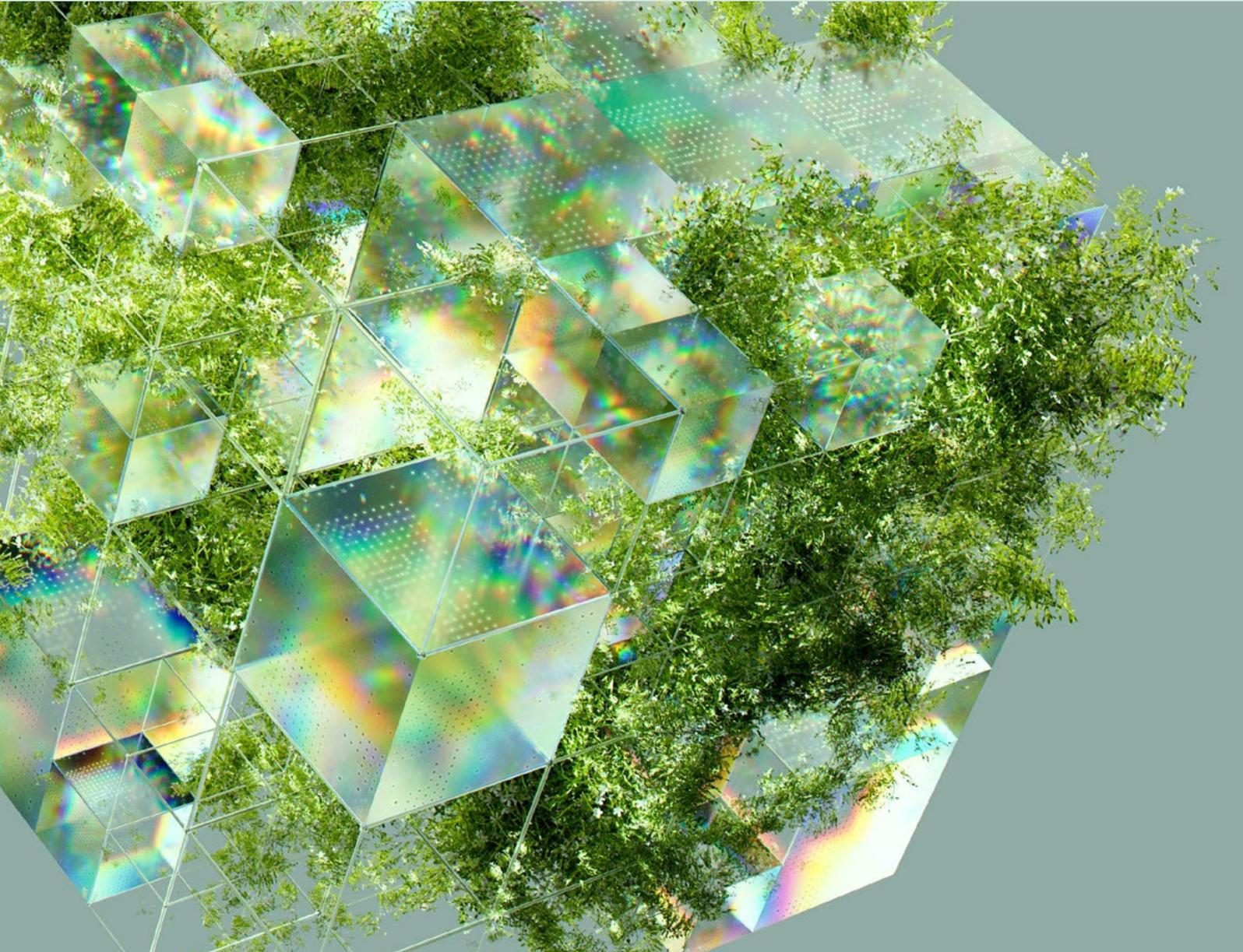




Scaling Up Sustainable Fuel

Engagement Framework
for Travel & Tourism Stakeholders



May 2025



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FOREWORD

The first ever diesel engine, made by Rudolf Diesel, did not run on refined crude oil extracted from the ground, but on peanut oil. Unveiling his invention at the Paris World Fair, in 1900, Diesel made a bold prediction - that one day, biofuels would be used for travel as routinely as petrol or coal. He believed in an energy system that wasn't just efficient, but sustainable, powered by widely available, renewable fuels.

Today, transport is powered by fossil fuels, which are the biggest cause of climate change and a significant contributor to Travel & Tourism emissions. But our sector has always been a force for progress. In November 2021, at COP26 in Glasgow, the global Travel & Tourism community united and committed to a decade of climate action, as a foothold towards net zero emissions by 2050.

This **Sustainable Fuel Engagement Framework** presents an opportunity for the Travel & Tourism sector to unite, as envisioned in Glasgow, and work together on scaling up the production of sustainable fuels and reducing our fuel-related emissions. In recent years, our sector has made significant strides in adopting low-carbon transport technologies, such as electric vehicles. But a greater challenge lies ahead with the transition to renewable energy not only on the roads, but across our seas and skies. The good news is there is a path forward. Instead of fossil fuels, we can now power our planes and ships on sustainable fuels, made from feedstock such as waste oil and municipal waste, which have significantly lower greenhouse gas emissions over their lifecycle than conventional fuels.

Governments, airlines and marine transport operators (such as cruise lines) have introduced ambitious targets and policies to transition to these fuels. But there is a major problem. Despite the best efforts of the aviation and maritime industries – with billions invested so far – there simply isn't enough sustainable fuel to meet demand and the fuel that is available is very expensive. Last year, sustainable aviation fuel accounted for just 0.3% of total jet fuel consumption due to the very limited global supply of sustainable fuels. Conventional fossil fuels are cheap and widely available, while low-carbon alternatives are unfortunately still in very low production.

Every Travel & Tourism business will be affected by this. There is a real risk that the cost of travel could increase significantly in the years ahead due to limited and expensive sustainable fuels, so this report outlines a practical framework for action. While transport operators are implementing many initiatives to address this challenge, this report focuses on the whole Travel & Tourism ecosystem, with recommendations on how to come together and work collaboratively to address the sustainable fuel challenge. The ideas in this report aim to bridge the gap between supply and demand, by outlining steps that any Travel & Tourism provider can take – no matter their size or industry – to influence global sustainable fuel policies and production. This will help to build this critically important supply chain for Travel & Tourism.

Rudolf Diesel's dream of sustainable travel sadly never materialised in his lifetime. But now, more than a century later, new types of sustainable fuel can power planes and ships around the world. Scaling up these fuels will require all of us in the Travel & Tourism sector to work in partnership, so let's collaborate and make Rudolf Diesel's hope for sustainable transport a reality.



Julia Simpson
President & CEO
World Travel & Tourism Council



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EXECUTIVE SUMMARY



Travel & Tourism is one of the hardest sectors to decarbonise. Some industries already have mature low-carbon alternatives. For example cars can be electrified and gas boilers can be swapped for heat pumps. This transition may be difficult and expensive, but the solutions are known. For planes and cruise ships the path to decarbonise is harder. Alternative, more sustainable fuels exist – but they are costly, and are not yet being produced at the scale needed to meet the world’s climate ambitions.

The World Travel & Tourism Council (WTTC) and ICF have therefore developed this **Sustainable Fuel Engagement Framework** to help accelerate the scaling up and adoption of sustainable fuel. It has been designed to enable all members of the Travel & Tourism value chain – including hotels, destinations, tour operators, and travel agencies – to participate in this critical area of decarbonisation, alongside aviation and maritime transport operators.

The challenge is simple: despite the urgent need for sustainable fuel, supply is too limited. In 2024, Sustainable Aviation Fuel (SAF) accounted for just 0.3% of total jet fuel consumption¹, with similar low figures for the cruise industry. Airlines and cruise operators are working hard to build up this new supply chain and have made huge purchase agreements. But establishing sustainable fuel refineries, renewable feedstocks, and distribution networks will require significant effort and investment if clean fuels are to become the default, affordable option.

Now is the time for collective action. It will take all Travel & Tourism industries joining forces to scale up the production of sustainable fuel. This report therefore outlines practical activities, engagement strategies, and defined roles that any **Travel & Tourism company**, or **Travel & Tourism association** can embrace to help drive up sustainable fuel production.

Travel & Tourism Companies

Every Travel & Tourism company, regardless of its size or industry, can have a role in increasing the supply of sustainable fuel. Depending on the nature of the business, that role might be as a **Collaborator**, **Promoter**, **Adopter** or **Investor**.



COLLABORATOR



PROMOTER



ADOPTER



INVESTOR



INCREASING LEVELS OF TRAVEL & TOURISM COMPANY ENGAGEMENT

Collaborators are Travel & Tourism companies who partner with airlines and cruise lines to advocate for government policies that make sustainable fuel more affordable and globally accessible. They also include companies who provide waste products such as used cooking oil to fuel producers to be converted into sustainable fuel.

Promoters are Travel & Tourism companies who lead campaigns to raise awareness about the urgent need for more sustainable fuel production. These might take the form of videos, brochures or social media initiatives directed towards external stakeholders such as government officials. Promoters can also appoint 'Sustainable Fuel Ambassadors' within their organisations to educate colleagues, company leaders and external partners in the sector, such as suppliers, about sustainable fuel and the importance of scaling up production.

Adopters are Travel & Tourism companies who integrate sustainable fuel into their operations. They include airlines and cruise lines, but also non-transport Travel & Tourism companies with internal emissions reduction and offsetting/insetting* schemes for staff travel. This could include the purchase of sustainable fuel certificates from dedicated scheme providers, or directly from fuel producers, cruise lines or airlines.

Investors are Travel & Tourism companies who contribute to sustainable fuel investment funds or take equity stakes in sustainable fuel development to accelerate production, especially in their local regions. Investors could also provide funds for research and development (R&D) activities that support the next generation of even greener sustainable fuel solutions.

Insetting

Insetting involves reducing greenhouse gas emissions *within* a company's own value chain. This means investing in projects, or adopting practices that directly lower the emissions associated with a company's own operations or supply chain. This differs from offsetting, which involves compensating for emissions by purchasing carbon credits from projects that reduce, or remove, emissions *outside* of a company's value chain (e.g. reforestation projects, or renewable energy initiatives elsewhere).

For Travel & Tourism operators outside of aviation and cruise (such as tour companies, or hotels, that frequently fly their staff, or clients), contributing to sustainable fuel purchase can be seen as directly addressing emissions from their supply chain (Scope 3).

Insetting is typically considered preferable to offsetting. Unlike some offset projects where the actual emission reduction can be debated, the reduction from using sustainable fuel is directly linked to the fuel consumed in their operations, or the travel they facilitate.

Travel & Tourism Associations

All Travel & Tourism associations have a vital role to play in scaling up sustainable fuel, including international, regional, national and industry-specific bodies. Their work programmes should focus on **Government Advocacy** and **Industry Engagement**.



Government Advocacy aims to advance policies and regulations that make sustainable fuel more affordable and more widely available. This might include encouraging more cross-government collaboration between transport, tourism and finance ministries, or collaboration between government agencies and regional development organisations. Advocacy can also encourage government-backed financial frameworks and incentives for investment in the construction of sustainable fuel infrastructure to speed up production.

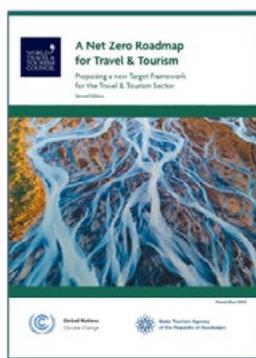


Industry Engagement promotes greater awareness of the proactive steps that businesses across the Travel & Tourism value chain can take to scale up sustainable fuel and decarbonise the sector.

Additional Information

Additional information is available on the [WTTC Research Hub](#).

This includes the WTTC and ICF [Introduction to Sustainable Aviation Fuel \(SAF\)](#) and WTTC [Net Zero Roadmap](#).



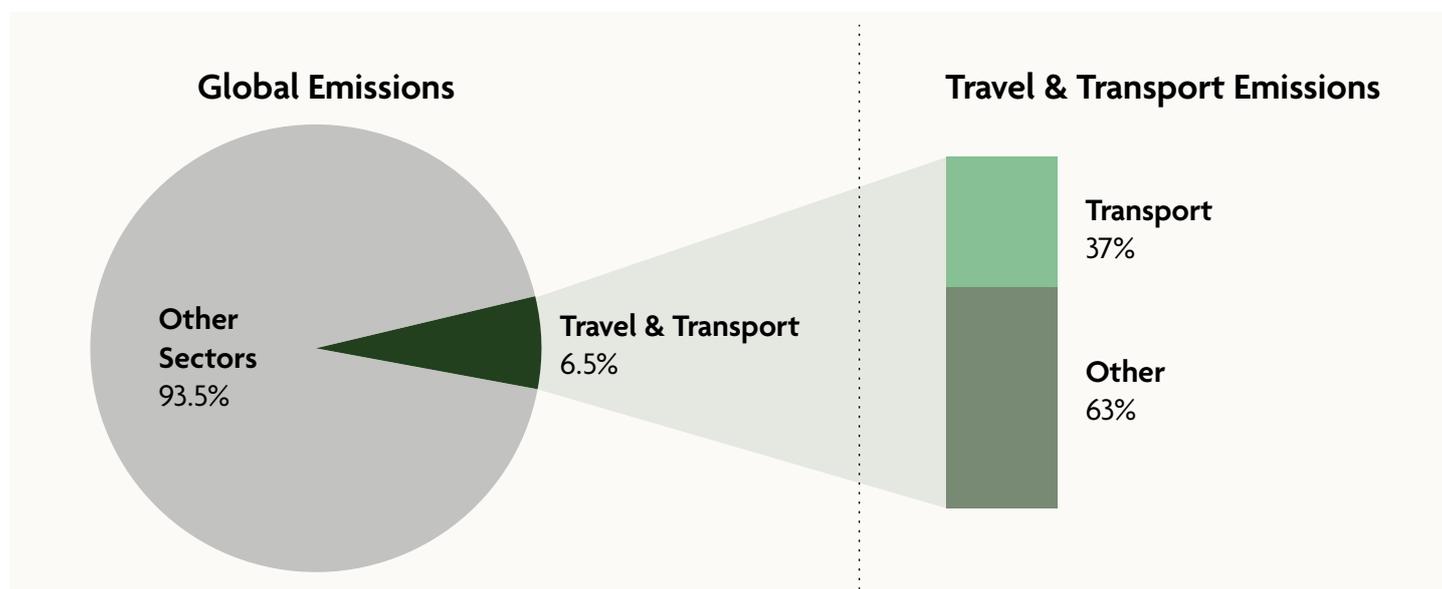
CURRENT LANDSCAPE

Travel & Tourism is an essential sector that connects billions of people around the world every year. In the decade prior to the COVID-19 pandemic (2010-2019), the sector grew at an annual growth rate of 4.3%. That was significantly faster than the world economy, which grew at only 2.9% over the same period².

This expansion in Travel & Tourism is expected to continue, with WTTC data projecting an annual growth rate for the sector of 3.5% from 2025 to 2035. By 2035, Travel & Tourism is forecast to contribute \$16.5 trillion (USD) to the global economy and to account for 462 million jobs, or 12.5% of all global employment².

This growth will enable businesses to thrive, livelihoods to improve and people to connect all over the world. But it also presents significant environmental challenges. In 2023, the Travel & Tourism sector accounted for 6.5% of global emissions, 37% of which came from transport³.

Figure 1: Travel & Tourism GHG Emissions (2023)



Decarbonising Transport with Sustainable Fuel

For a better sector and planet, Travel & Tourism operators must be able to reduce their transport-related emissions. Electrification is the answer to decarbonising most land transport. But for long-distance air and sea travel, this is not a workable option. Batteries that are powerful enough for a jet engine would make planes too heavy to get off the ground and cruise ships require immense power, making batteries physically impractical and economically unviable for long-distance cruising. Sustainable fuel is therefore the only practical near-term solution.

One major advantage of sustainable fuel is that it works with the engines we already have. That's why sustainable fuel is sometimes called a 'drop in' fuel: it is an immediate and straightforward replacement for more carbon-intensive conventional fuels.

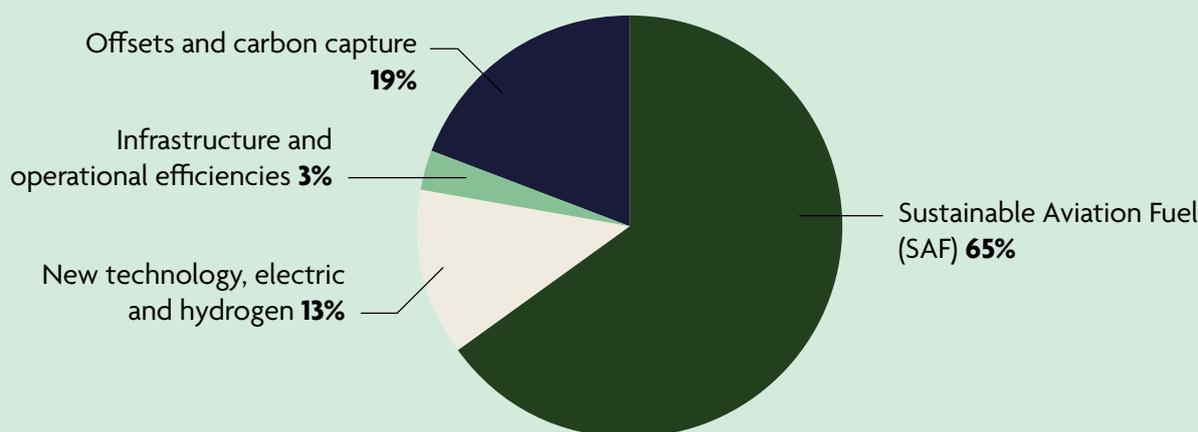
Sustainable Aviation Fuel (SAF)

In 2024, over 4 billion passengers travelled the world by air⁵. Over the next quarter century, this number is forecast to more than double and exceed 10 billion travellers by 2050⁶.

This places tremendous pressure on the aviation industry to grow sustainably. Airlines have committed to achieving net zero carbon emissions in 2050 by improving aircraft technology, making operational procedures more efficient and switching to **sustainable aviation fuel (SAF)**. Any remaining carbon emissions will be removed through carbon capture and Market Based Measures (MBM) such as the International Civil Aviation Organisation (ICAO) CORSIA initiative (Carbon Offsetting & Reduction Scheme for International Aviation). ICAO is the UN's specialised agency for aviation.

But it will take time to develop, test and implement new aircraft and propulsion technologies. The aviation industry already has a strong focus on efficiency, which places a limit on the emissions savings that can be achieved through operational improvements. According to the International Air Transport Association (IATA), **SAF will need to be the greatest contributor to airlines achieving net zero by 2050, with sustainable fuel required to mitigate approximately 65% of their emissions**⁷.

Figure 2: IATA Net Zero CO₂ Emissions Strategy



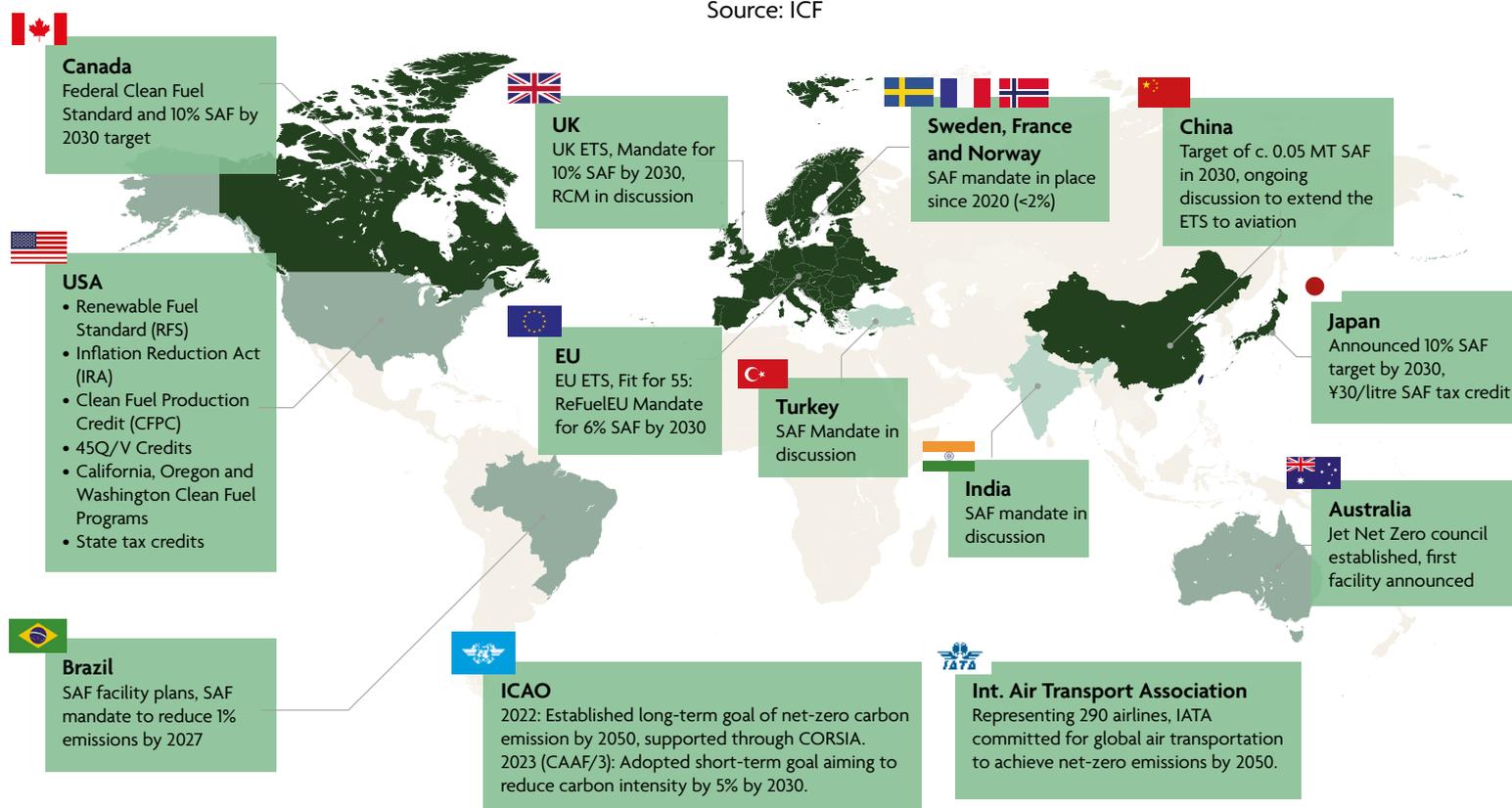
This will require a huge increase in sustainable fuel production. In 2024, SAF production reached 1.25 billion litres⁸. That is double the amount produced in 2023, but is still far short of the volume necessary to reduce emissions by 65% and reach net zero.

IATA estimates that sustainable fuel production will need to increase by over 400 times to approximately 450 billion litres of SAF by 2050⁹. This will require between 3000 to 6500 new renewable fuel plants¹⁰ all around the world. Scaling up production to this level will be an enormous undertaking that demands collaboration across the industry and beyond.

Some governments have set ambitious SAF adoption targets and introduced incentives and mandates to accelerate SAF market growth. But current production levels still lag far behind these national goals and commitments.

Figure 3: Global SAF Policies & Strategies

Source: ICF



Challenges with Sustainable Fuel

Despite the growing need and appetite for sustainable fuel, there is a chronic shortage of supply around the world. In 2024, airlines used every available drop of SAF, but it still only accounted for 0.3% of all global jet fuel consumption. Similarly, the cruise industry has met with very limited availability of Sustainable Marine Fuel (SMF).

For as long as this shortage persists, airlines and cruise operators will face significant challenges including:

- **Meeting Demand:** Not enough sustainable fuel is being produced to meet current airline and cruise line demand, or regulatory mandates. Some countries, for instance, now require the air and maritime industries to use a minimum of 5 to 10% sustainable fuel by 2030, but lack any government plan to increase sustainable fuel production within this timeframe.
- **High Prices:** Limited production infrastructure means sustainable fuel has yet to reach effective economies of scale. Sustainable fuel is therefore significantly more expensive than conventional fuel. For example SAF can be 3 to 10 times more expensive than conventional jet fuel⁴, which significantly limits its adoption.
- **Feedstock Competition:** Sustainable fuels are not made from refined crude oil, but from feedstocks such as waste oils, fats and municipal solid waste, which are also necessary to make high-demand composts and animal feed. This competition from other sectors limits the availability of feedstocks for sustainable fuel production, even where production infrastructure exists.
- **Regulation:** The regulatory landscape for sustainable fuels is complex, with different frameworks and requirements across countries. This creates compliance challenges for international transport operators working across multiple jurisdictions.
- **Scaling Up:** Sustainable fuel production methods are still evolving. Some technological solutions work well at low volumes, but are expensive and difficult to scale up.

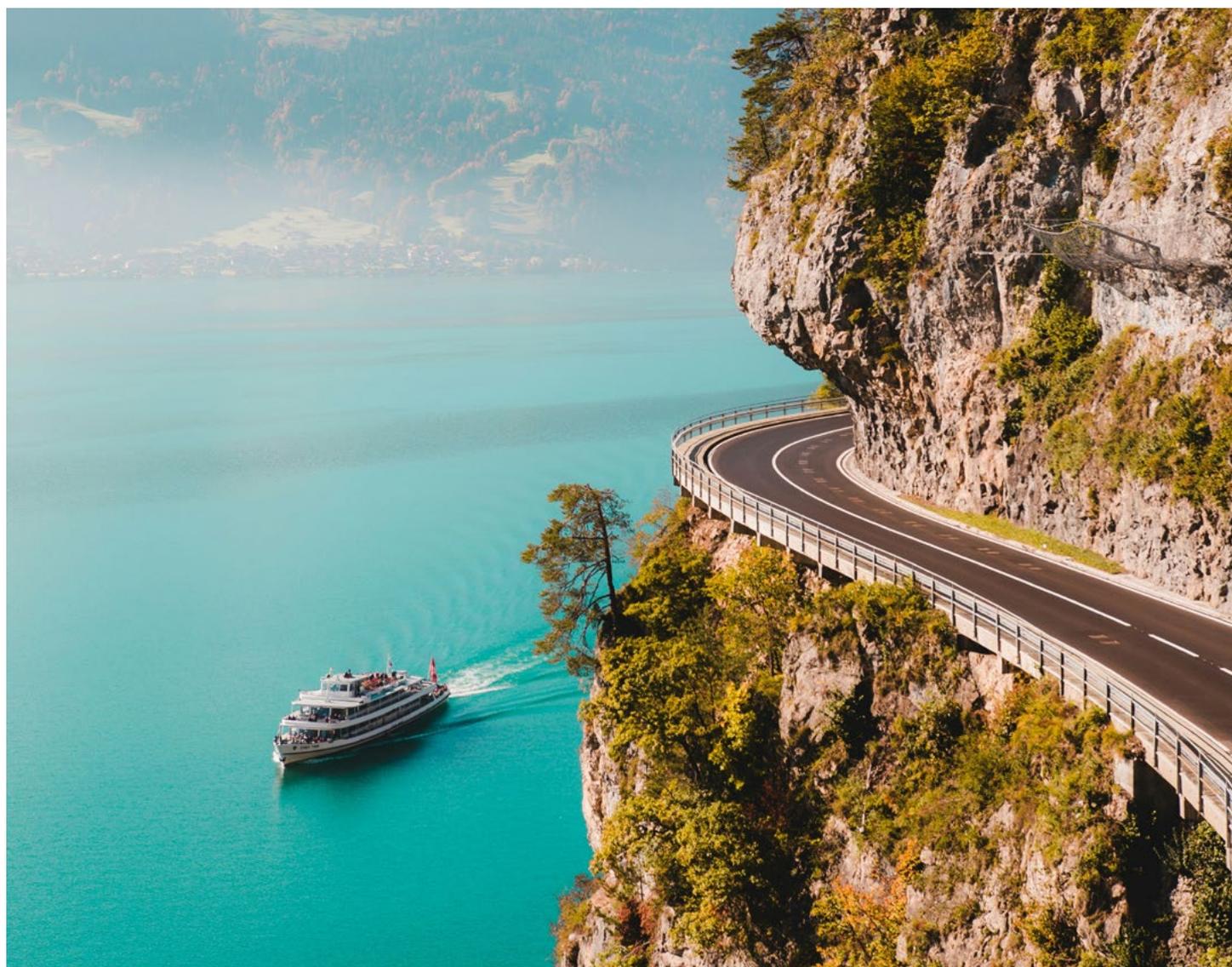
- **Environmental Recording:** Sustainable fuels can be made in many ways, each with different emissions savings. They are often produced in one country and purchased in another. These factors make it difficult to accurately assess the environmental footprint of a particular supply network. For example, sustainable fuel used on a ship would meet the Greenhouse Gas Protocol Scope 1 definition for a cruise line (a direct emission), but the Scope 3 definition for seaport (a supply chain emission).

The aviation and maritime industries are working hard to bridge these gaps, but they won't be able to do it on their own. The entire Travel & Tourism sector must work together to reach net zero, with the scaling up of sustainable fuel an urgent priority.

Why Sustainable Fuel is Important

Increasing sustainable fuel production is vital not just for the environment but for business. The limited supply of sustainable fuel, combined with high demand, keeps prices high. As airlines and cruise operators use more sustainable fuel – and as government mandates take effect – travel costs could rise significantly. This would affect all Travel & Tourism businesses.

To prevent price increases and keep travel affordable, every organisation in the Travel & Tourism value chain must work together to scale up sustainable fuel production. Travellers are also increasingly aware of their carbon footprint and want to use sustainable travel options. Addressing transport emissions will therefore also help Travel & Tourism businesses to meet evolving customer expectations.



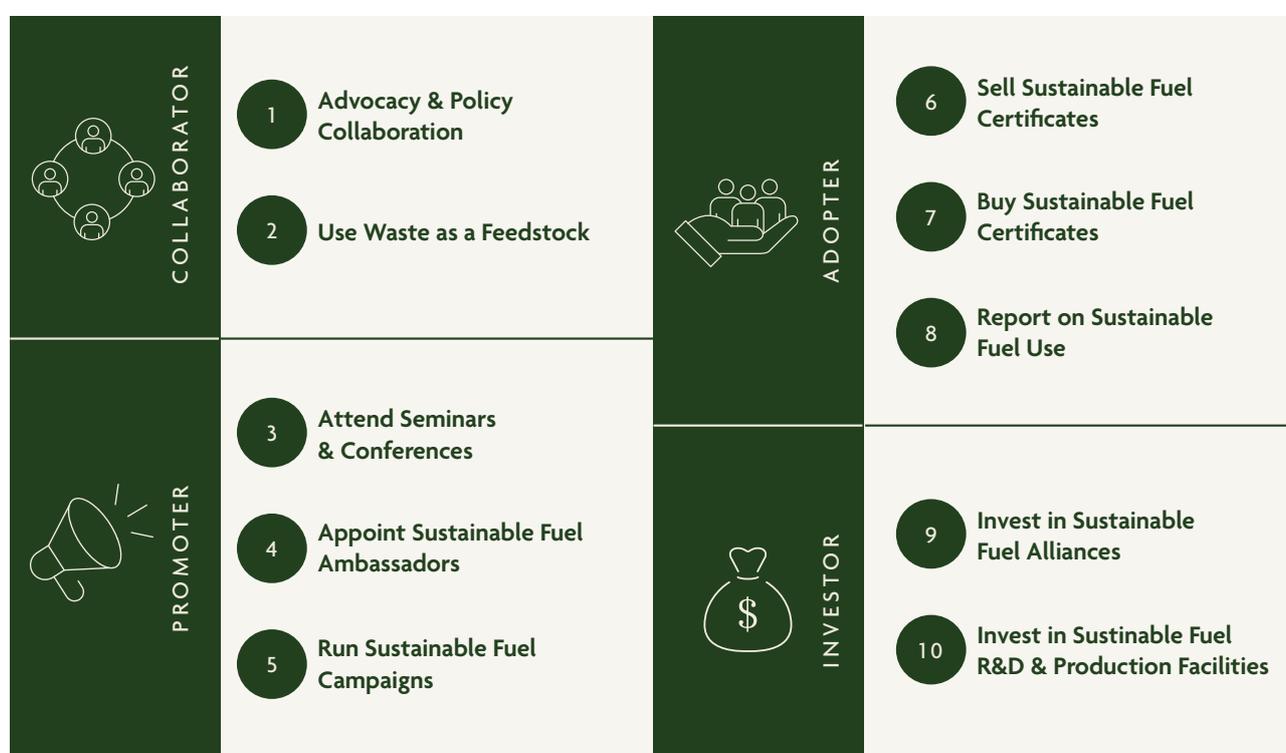
ENGAGEMENT FRAMEWORK: TRAVEL & TOURISM COMPANIES

This chapter presents an **Engagement Framework for Travel & Tourism Companies**. It outlines ten key actions that businesses of any size, from any Travel & Tourism industry, can undertake to support the scaling up of sustainable fuel.

These activities are grouped into four key roles that any Travel & Tourism business can adopt. The framework is based on ICF analysis and interviews with WTTTC members from Accommodation, Tour Operators, Travel Agencies, Cruise Lines, Technology Companies and Destinations.

The four roles are **Collaborator, Promoter, Adopter** and **Investor**.

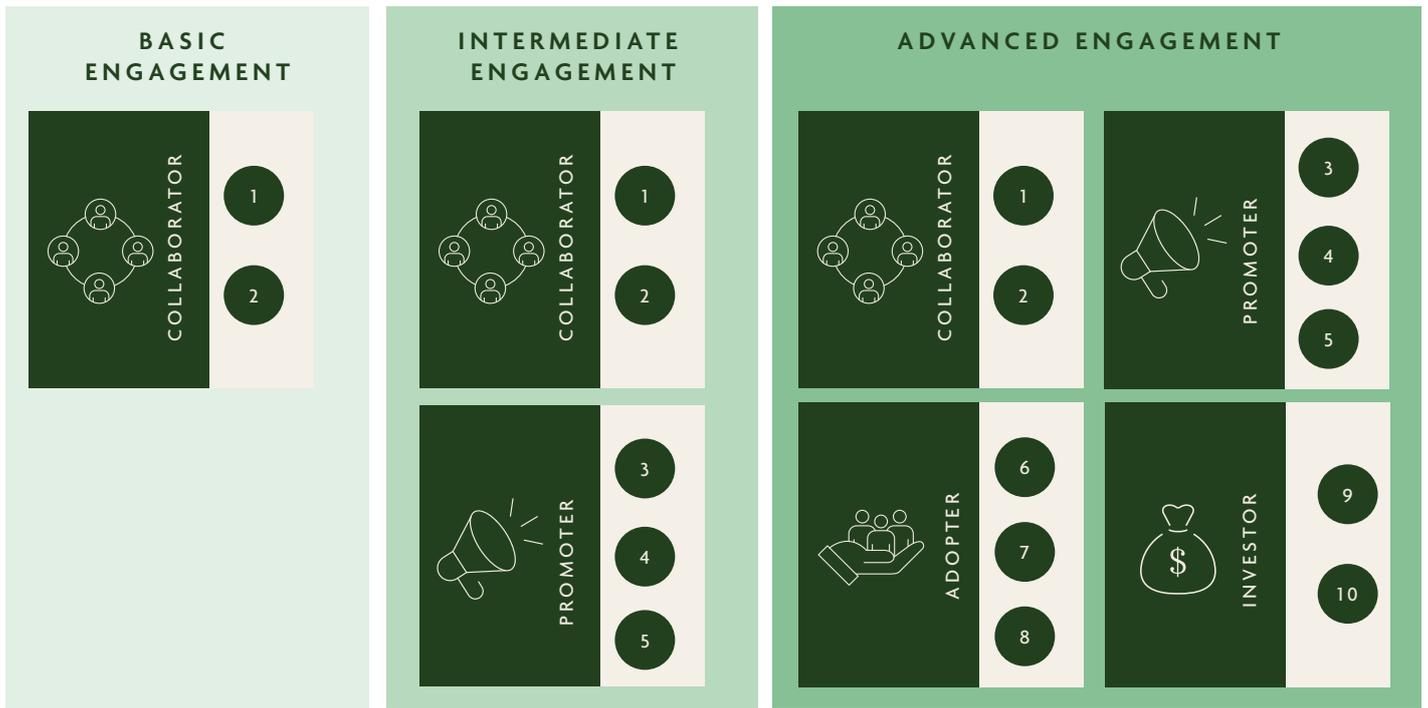
Figure 4: Sustainable Fuel Engagement Framework for Travel & Tourism Stakeholders



For non-transport operators, sustainable fuel might be an unfamiliar, or even daunting topic. To make things easier, these four roles are therefore organised into three levels of engagement tiers for basic, intermediate and advanced engagement. This structure shows how any Travel & Tourism company can participate in scaling up sustainable fuel at a level that is appropriate to their organisation and sustainability maturity level.

Non-transport operators new to sustainable fuel are encouraged to start as a 'Collaborator' with airlines and cruise lines. Over time, they can take on bigger roles as their engagement with sustainable fuel increases.

Figure 5: Engagement Tiers for Travel & Tourism Stakeholders



COLLABORATOR

- 1 Advocacy & Policy Collaboration
- 2 Use Waste as a Feedstock

PROMOTER

- 3 Attend Seminars & Conferences
- 4 Appoint Sustainable Fuel Ambassadors
- 5 Run Sustainable Fuel Campaigns

ADOPTER

- 6 Sell Sustainable Fuel Certificates
- 7 Buy Sustainable Fuel Certificates
- 8 Report on Sustainable Fuel Use

INVESTOR

- 9 Invest in Sustainable Fuel Alliances
- 10 Invest in Sustainable Fuel R&D & Production Facilities

Collaborator

1. Advocacy & Policy Collaboration: Non-transport Travel & Tourism stakeholders can partner with airlines and cruise lines to support their sustainable fuel advocacy and policy initiatives. Speaking as one sector, a united voice shows governments that sustainable fuel matters to the whole Travel & Tourism value chain, not just to transport operators.

2. Use Waste as Feedstock: Travel & Tourism companies can supply waste products such as used cooking oil, or organic waste, as feedstocks for sustainable fuel production.

- Providing Used Cooking Oil (UCO) is the most straightforward route at the earlier stages. This is because there are relatively well established value chains for collection of waste oils in some locations and over 75% of sustainable aviation fuel (SAF) announced capacity (as of May 2025) is expected to be produced with a technology called HEFA (Hydroprocessed Esters and Fatty Acids) that can process waste oil. Access to feedstocks can be a major bottleneck in sustainable fuel production, so every available drop of waste oil counts. However UCO collection is a very local activity and Travel & Tourism companies would therefore need to find a local UCO collector in their country, or contact a sustainable fuel producer and ask them to provide the contact details for a local waste oil collector.
- Over time it is expected that other innovative technologies for sustainable fuel production such as Alcohol-to-Jet (AtJ) and Fischer Tropsch (FT) will scale up, enabling Travel & Tourism companies to contribute a wider range of feedstocks, such as municipal solid waste (MSW). However as this is a lower energy density biomass, to achieve meaningful volumes of sustainable fuel, very large quantities of MSW would be required.

Example: The Erawan Group

The **Erawan Group** is a hotel investor, developer and operator of hotels in the Asia-Pacific region.

In August 2024, the Erawan Group launched ‘**Fry to Fly**’¹¹ an initiative that collects used cooking oil (UCO) from its properties and supplies it to BSGF, the sustainable fuel arm of Thailand’s largest oil refiner.

Through this collaboration, **Erawan Group hotels, resorts, and businesses sell their used cooking oil to BSGF to convert into sustainable aviation fuel (SAF)**. The partnership supports Erawan’s businesses, benefits consumer health and protects the environment. The partnership reduces carbon emissions from air travel in Asia and the Pacific, provides a new revenue stream for Erawan properties, and promotes food safety by preventing the repeated use and improper disposal of used cooking oil.

Promoter

3. Attend Seminars & Conferences: Travel & Tourism organisations can attend or host seminars, workshops and conferences to raise sustainable fuel awareness. Insights from these events could be shared with colleagues, business partners and other Travel & Tourism stakeholders. This would be particularly helpful for small to medium sized enterprises (SMEs) in the Travel & Tourism value chain, who may have less awareness about sustainable fuel.

- International Travel & Tourism organisations, including WTTC, Cruise Lines International Association (CLIA), International Air Transport Association (IATA), Air Transport Action Group (ATAG), International Civil Aviation Organisation (ICAO) and the International Maritime Organisation (IMO) all run sustainability events, including sustainable fuel focussed forums and webinars.

4. Appoint Sustainable Fuel Ambassadors: Non-transport Travel & Tourism businesses can appoint staff to lead on sustainable fuel matters within their organisation. These sustainable fuel ambassadors can educate colleagues, company leadership teams and business partners, as well as support sustainable fuel policymaking and advocacy.

5. Run Sustainable Fuel Campaigns: Travel & Tourism organisations can run targeted marketing campaigns using social media, flyers, surveys or other promotional materials to raise awareness about the importance of sustainable fuel across the sector.

Example: ICAO ACT-SAF

The **International Civil Aviation Organisation (ICAO)** initiative for **Assistance, Capacity Building and Training for Sustainable Aviation Fuels (ACT-SAF)** is a collaborative programme of public and private sector stakeholders working together to advance sustainable aviation fuel (SAF) development and deployment.

ICAO’s **ACT-SAF webinar series**¹² provides comprehensive online training on sustainable aviation fuel topics. At the time of publication of this report (May 2025), around 20 training videos are available for free on the ICAO ACT-SAF website. <https://www.icao.int/environmental-protection/Pages/ACT-SAF-Series.aspx>

ICAO and ACT-SAF partners also maintain a list of **SAF events** on the ICAO ACT-SAF website. As of May 2025 there are 42 upcoming conferences, seminars and workshops dedicated to SAF in 2025, in 45 locations around the world. <https://www.icao.int/environmental-protection/SAF/Pages/events.aspx>



Adopter

6. Sell Sustainable Fuel Certificates: Transport operators who use sustainable fuels can create, or adopt, platforms that sell sustainable fuel certificates. This enables their customers to offset/inset their air, or sea, travel emissions.

7. Buy Sustainable Fuel Certificates: Travel & Tourism companies can purchase sustainable fuel certificates to offset/inset their business travel emissions. Certificates can be obtained from platforms managed by airlines, cruise lines, fuel producers or other specific providers (as outlined in point 6 above). Where offsetting or insetting is used it should support, not replace, an organisation's broader emissions reduction strategy.

8. Report on Sustainable Fuel Use: Travel & Tourism companies can publish annual sustainability reports that include data on their sustainable fuel use. This may include the direct use of sustainable fuel for transport operators, or the purchase of sustainable fuel certificates by non-transport businesses.

Example: Avelia

Avelia¹³ is a digital platform developed by Accenture, Amex GBT and Shell to promote the use of Sustainable Aviation Fuel (SAF).

It enables organisations to purchase sustainable fuel certificates for their business travel emissions.

These certificates attribute the environmental emissions savings to the buyer, with the funds going to Shell to supply SAF to partner airlines.

Between June 2022 and September 2024, business purchases through Avelia enabled Shell to inject 18 million gallons of SAF into the global fuel network at 13 airports, abating over 165,000 tCO₂e. This is equivalent to the emissions from flying 290,000 passengers from London to New York¹³.



Investor

9. Invest in Sustainable Fuel Alliances: Travel & Tourism companies can join collective sustainable fuel investment funds or alliances to purchase sustainable fuel (or certificates). Robust accounting mechanisms exist to ensure that environmental emissions savings are assigned to the right purchaser.

10. Invest in Sustainable Fuel R&D and Production Facilities: Travel & Tourism stakeholders can invest in sustainable fuel production either by funding research and development (R&D) or as equity partners in new production facilities.

- Constructing new sustainable fuel facilities is expensive and can cost many millions, if not billions of dollars (USD) today. Some production technologies are more expensive than others. Depending on the production capacity, \$1 billion (USD) investment is not uncommon for a new eSAF facility, which creates sustainable aviation fuel from renewable electricity, hydrogen and captured CO₂.
- A significant proportion of new SAF facility investment (50% to 80%) often comes from large institutional investors, such as investment banks, in the form of 'debt financing' (where sustainable fuel producers borrow money, with agreement for it to be paid back, with interest, over a specified period). On the other hand, equity investors can provide early-stage support at a lower level of investment.

Example: Jet2

In 2023, UK leisure travel group **Jet2 plc**, which encompasses the airline **Jet2.com** and the tour operator **Jet2holidays**, made a significant **equity investment in a sustainable aviation fuel (SAF) production facility in England**¹⁴.

This agreement is helping to fund the construction of a new production plant that is scheduled to open in 2027, which will provide Jet2 with a minimum of 200 million litres of SAF over a 15-year period. This is expected to save over 400,000 tonnes of CO₂ over those 15 years.

The plant will use an innovative technique to make SAF from recyclable household waste which would otherwise be destined for incineration or landfill, solving two problems in one.



ENGAGEMENT FRAMEWORK: TRAVEL & TOURISM ASSOCIATIONS

This chapter outlines an **Engagement Framework for Travel & Tourism Associations** (whether international, regional, national or industry-specific). It includes examples of several activities that could be undertaken to support the scaling up of sustainable fuel, focused on **Government Advocacy** and **Industry Engagement**.

Government Advocacy

Travel & Tourism Associations can play a pivotal role in scaling up sustainable fuel production by representing the interests of the Travel & Tourism sector to governments and regulators. Acting as a collective voice for their members, they can ensure that sustainable fuel policies reflect the interests of all Travel & Tourism stakeholders.

Examples of government advocacy activities include:

- **Influencing Global Policy:** Travel & Tourism Associations can participate in multi-state forums such as the G20, G7, COP, ASEAN, European Commission (EC), International Civil Aviation Organisation (ICAO) or the International Maritime Organisation (IMO). In these settings, they can emphasise the importance of sustainable fuel for the whole Travel & Tourism sector and advocate for sustainable fuel supportive policies.
- **Influencing National & Regional Policy:** Travel & Tourism Associations can also drive forward sustainable fuel policies at regional and national levels. Examples could include:
 - o Advocating for greater cross-government coordination (especially between transport, tourism and finance ministries)
 - o Advocating for national sustainable fuel feasibility studies and implementation roadmaps
 - o Encouraging the integration of sustainable fuel into national tourism strategies
 - o Advocating for aligned sustainable fuel usage targets between neighbouring countries
 - o Highlighting the importance of regionally coordinated action to increase sustainable fuel production, especially in regions outside of Europe and the US, where production levels of sustainable fuel are currently very low.
- **Encouraging Financial Investments & Incentives:** Travel & Tourism Associations can advocate for government-backed financial incentives such as grants or tax credits, as well as public and private sector financial investments into research, infrastructure, or supply chain expansion. These measures would accelerate the reduction of the Travel & Tourism sector's carbon footprint by making sustainable fuels more cost-competitive against conventional fuel.

Industry Engagement

Travel & Tourism Associations can mobilise their members and work with other industry associations to scale up the production and use of sustainable fuels and support sector-wide decarbonisation through collaborative action.

Key areas of engagement include:

- **Waste Management:** Travel & Tourism Associations can help their members partner with sustainable fuel producers, or feedstock suppliers, to convert their waste into sustainable fuel.
- **Sustainable Fuel Travel Options:** Travel & Tourism Associations whose members include airlines and cruise lines can encourage them to offer travel options with sustainable fuel. Associations can also support their members with guidance on buying sustainable fuel certificates so they can offset/inset their staff travel emissions.

- **Sustainable Fuel Awareness:** Travel & Tourism Associations can enhance sustainable fuel awareness among their members and across the sector through campaigns, newsletters and webinars. Sharing sustainable fuel success stories, case studies and best practices will also spread knowledge and momentum across the value chain.

Travel & Tourism Associations are well placed to lead the scaling up of sustainable fuel through targeted government advocacy and strategic industry initiatives.

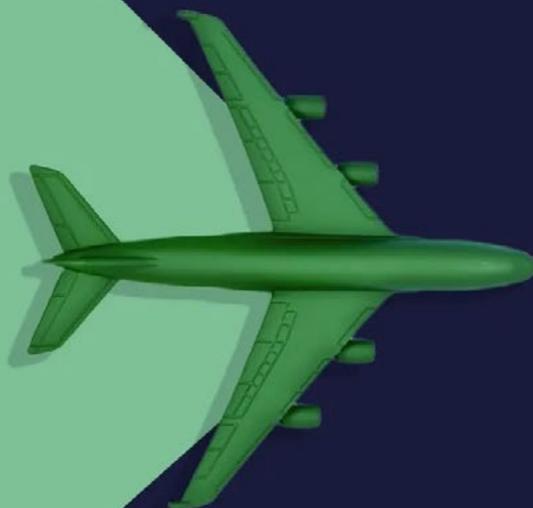
Webinar: Fuelling the Future of Travel & Tourism

In May 2025, **WTTC** and **ICF** hosted a webinar on sustainable fuels and their importance to all Travel & Tourism businesses.

The webinar explored how different Travel & Tourism industries can engage with sustainable fuels to support their decarbonisation goals and enhance the scaling up of sustainable fuel production. It began with recommendations on sustainable fuels and ended with a panel of experts discussion.

Watch an online recording of this webinar on the WTTC website to discover the latest innovations and challenges of fuelling a greener future for the Travel & Tourism sector.

<https://wttc.org/events-webinars/webinars/fuelling-the-future-of-travel>



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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: WTTC.org



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P17: WTTC

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Endnotes

- 1 IATA Press Release – Disappointingly Slow Growth in SAF Production (<https://www.iata.org/en/pressroom/2024-releases/2024-12-10-03>)
- 2 WTTC Economic Impact Research 2025 (<https://researchhub.wttc.org/product/factsheet-world-travel-tourism-economic-impact-research>)
- 3 WTTC Environmental & Social Research (<https://researchhub.wttc.org/product/travel-tourism-environmental-social-research-2024-summary-of-findings>)
- 4 EASA 2024 Aviation Fuel Reference Prices for ReFuelEU (<https://www.easa.europa.eu/en/newsroom-and-events/news/easa-publishes-briefing-note-sustainable-aviation-fuels-saf-prices>)
- 5 ATAG Facts & Figures (<https://atag.org/facts-figures>)
- 6 IATA Net Zero Factsheet (<https://www.iata.org/en/iata-repository/pressroom/fact-sheets/fact-sheet-iata-net-zero-resolution>)
- 7 IATA Fly Net Zero (<https://www.iata.org/en/programs/sustainability/flynetzero>)
- 8 IATA Net Zero SAF Factsheet (<https://www.iata.org/en/iata-repository/pressroom/fact-sheets/fact-sheet-sustainable-aviation-fuels>)
- 9 IATA Press Release – Incentives Needed to Increase SAF Production (<https://www.iata.org/en/pressroom/pressroom-archive/2022-releases/2022-06-21-02>)
- 10 IATA Press Release – Disappointingly Slow Growth in SAF Production (<https://www.iata.org/en/pressroom/2024-releases/2024-12-10-03>)
- 11 The Erawan Group Press Release - Fry to Fly (<https://www.theerawan.com/en/newsroom/press-releases/533/the-erawan-group-partners-with-bsgf-signs-mou-as-the-first-hotel-group-to-manage-used-cooking-oil-for-sustainable-aviation-fuel-saf-production>)
- 12 ICAO ACT-SAF (<https://www.icao.int/environmental-protection/Pages/ACT-SAF-Series.aspx>)
- 13 Avelia (<https://aveliasolutions.com>)
- 14 Jet2 Press Release – Investment in UK SAF Plant (https://www.jet2.com/news/2023/04/jet2_plc_announces_major_investment_into_UK_Sustainable_Aviation_Fuel_production)



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