



# RESPONSIBLE TOURISM IMPACT REPORT

New research from the Aruba Tourism Authority reveals what global travelers truly value, and how they're ready to act on it. In a global survey of 7,000+ travelers, one message is clear:

**Responsible Tourism isn't niche anymore,  
it's non-negotiable.**



# TRAVEL WITH PURPOSE

## What Global Travelers Expect Now

What travelers value, want, and are willing to do to shape the future of tourism.



# Takeaways That Redefine the Travel Landscape

## Responsible travel is not niche, it's non-negotiable

**96%** of global travelers say Responsible tourism is important.

Consumers expect their travel to uplift places, not just avoid harm.

## Islands are the front line, and travelers know it

**74%** say rising seas and extreme weather threaten island destinations.

Places like Aruba are at risk, and they're demanding action

## Travelers want to give back, but the industry is failing them

**73%** want to make a positive impact, **but only 23%** feel they've been guided to do so.

This is the moment for leadership.

## Boomers are the unexpected champions, and Gen Z is changing the rules

Boomers lead on footprint reduction and local support.

Gen Z drives advocacy, treating responsible travel as something to do and share.

## The future of luxury is local

**34%** of luxury travelers say impact defines luxury today.

High-end travelers expect premium experiences **and** certified environmental and cultural care

## Sustainability is a selling point

Access to nature, culture, and community-based lodging are top destination drivers, signaling that sustainability is a decision-maker.



# Responsible Travel is Now the Expectation

Travelers are no longer passive guests, they want their presence to matter.



“

I want to travel more intentionally and seek out authentic experiences that benefit locals as well as the destination.”

FEMALE, GEN Z, COLOMBIA

## IT'S IMPORTANT

96% ✦

Say responsible tourism is **important**

## IT'S PURPOSEFUL

80% ✦

Say tourism should **improve the lives of locals**

80% ✦

Say local communities should **have a voice** in shaping how tourism happens



# Travelers Know Islands Need Protection



Global travelers recognize that island destinations like Aruba are especially vulnerable to climate change, and they're calling for urgent environmental leadership.

## CLIMATE CONCERN

**74%**

Agree that rising seas and extreme weather put islands at risk

**71%**

Say coral reef loss is affecting coastal tourism

**67%**

Climate change is shifting where and when people travel

## CLIMATE ACTION

**89%**

want leaders to prioritize **protecting wildlife**

**87%**

want them to prioritize **ecosystems**



# Travelers Are Ready — the Industry Isn't

The intent is strong, but the infrastructure isn't.  
This is a call for leadership that ATA can answer.



## TO PROTECT AND SUPPORT DESTINATIONS AND COMMUNITIES:

97%

Are willing to  
engage in **at least  
1 action to help**



## MOST COMMON ACTIONS

55%

Would **reduce their  
resource use**

46%

Would choose **locally  
owned** hotels, rentals,  
or guest houses

46%

Would choose tours led  
by or that **benefit  
locals**

**BUT**

77%

Feel they **have not  
received enough**  
guidance from the  
industry on how to  
travel responsibly

73% want to learn how  
to make a positive impact  
when traveling



Sustainability Drives Decisions

# Travelers Choose Destinations That Align With Their Values

Destination must-haves include access to nature, local businesses, and cultural immersion. And most prefer locally owned, community-based accommodations.

**56%**



Prefer a locally owned, community-based stay over a resort

Top-ranked across generations

## TOP FACTORS WHEN CHOOSING A DESTINATION

### NATURE

**66%**



Access to natural beauty or preserved natural areas

Top-ranked across generations

### LOCAL ACCESS

**65%**



Access to locally owned restaurants, shops, and markets

### CULTURE

**59%**



Opportunities to engage with local cultures and traditions



# Motivated to Help Travelers Want To 'Do More Good'

Travelers are ready to take action that benefits people and the planet. The appetite is real, and it signals a shift: responsible choices are becoming part of what defines a great travel experience.

## WILLINGNESS TO GIVE BACK

78%

Are **willing to pay more** for travel that benefits communities or eco-systems

## ACTIVE PARTICIPATION

37%

Would **advocate** for responsible travel by sharing tips or stories

34%

Would **pay** an environmental or conservation fee

33%

Would **volunteer** during their trip



# Generational Insight: What Makes a Trip Worth It? Purpose Over Perks

Across generations, travelers are choosing trips that connect them to people, place, and planet; not just escape.

Which of the following feelings do you seek when you are traveling?

✦ Denotes largest increases from Global



GEN Z

56%

Escape from stress  
or routine  
-8 from global

✦ 52%

Adventure or thrill  
+7 from global

48%

Freedom and  
spontaneity  
-4 from global



MILLENNIAL

62%

Escape from stress  
or routine  
-2 from global

✦ 52%

Adventure or thrill  
+7 from global

52%

Freedom and  
spontaneity  
+0 from global



GEN X

✦ 70%

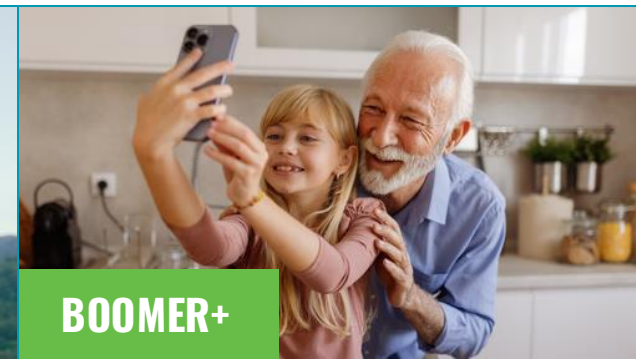
Escape from stress  
or routine  
+6 from global

55%

Freedom & spontaneity  
+2 from global

53%

Connection with  
people & local culture  
+2 from global



BOOMER+

67%

Escape from stress  
or routine  
+3 from global

✦ 62%

Connection with  
people & local culture  
+11 from global

54%

Freedom & spontaneity  
+2 from global



# Methodology



WHO	WHERE	HOW MANY*	HOW & WHEN
-----	-------	-----------	------------

★ GLOBAL TRAVELERS	★ REGIONS	★ Total n = 7,033	★ ONLINE SURVEY
--------------------	-----------	-------------------	-----------------

Consumers who have traveled internationally in the last year

U.S. English  
U.K. English  
Brazil Portuguese  
Canada English, French  
Colombia Spanish  
Australia English  
Netherlands Dutch

n = 1,001  
n = 1,012  
n = 1,002  
n = 1,004  
n = 1,007  
n = 1,000  
n = 1,007

**Fielding**  
July 24, 2025 –  
August 8, 2025

## OVERALL MOE\*\*

+/- 1% at the  
95% Confidence  
Level

\* All markets have been weighted equally in reporting the global statistics

\*\* Margin of Error



**MASHA DANKI**

