

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 / Desert News

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.

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*

OK lawmaker wants to bolster commission

A state senator wants to give the Oklahoma tourism commission more control over the agency, a move the lieutenant governor believes could prevent future misspending like what took place recently with restaurants at state parks.

Senate Bill 4, authored by Sen. Roger Thompson, R-Okemah, would give the Oklahoma Tourism and Recreation Commission the power to review agency contracts and fire the

agency director, who is currently hired by the governor.

The commission members, who currently serve only in an advisory role, would be appointed by the governor.

Last year, former agency director, Jerry Winchester, resigned after the media reported questionable spending on contracts with Swadley’s to operate restaurants at state parks.

– *oklahoman.com*

Oshkosh, WI, drops 'event city' branding

Move over, "Event City." It's time to "Discover Oshkosh."

The Oshkosh Convention & Visitors Bureau recently announced a new brand identity of "Discover Oshkosh," which moves the focus away from just big events to illustrate a new tourism strategy and campaign to bring more visitors to the city.

The new brand identity and campaign will include a total rebrand starting in 2023, with an updated website, new logos, visitor guides, print and digital advertising, billboards and a new TV and digital video advertisement slated to debut during the spring and summer of 2023.

For almost 10 years, Oshkosh has billed itself as "Event City," focusing on events like the Experimental Aircraft Association's AirVenture, which brings hundreds of thousands of visitors to the city each year, according to Amy Albright, executive director of the CVB.

But Albright said the COVID-19 pandemic, which put a stop to many big events in Oshkosh, led the visitors bureau's staff and board to push for a revamp of the city's image. She also said she felt that while events clearly were "catalysts" for tourism to Oshkosh, they didn't tell the whole story.

Albright said she thinks changing

from "Visit Oshkosh" to "Discover Oshkosh" also changes the idea of Oshkosh as a transitory destination to a place that has "ongoing" appeal and thinks this strategy will help the city long-term in bringing more people to the city — beyond just visitors.

"If we build a place people want to visit, you also build a place people want to live and work," Albright said.

David Spiegelberg, the southeast regional tourism specialist for Travel Wisconsin, gave his congratulations on the re-branding on behalf of the state's tourism board.

— *thenorthwestern.com*

Curtailing 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*



Photo / OUTFRONT Media

Bermuda tests DOOH in Times Square

Bermuda Tourism Authority is testing 3D digital out-of-home (DOOH) technology in one of the busiest, brightest locations on the planet — Times Square — as part of its new campaign, "Lost Yet Found."

The 3D execution, developed by OUTFRONT Media, includes a few pop-out elements on the giant screen. Onlookers from the street are shown a billowy sailboat, daring cliff diver, floppy whale's tail and 3D-rendered lettering spelling out where shivering northerners can find these warm adventures — Bermuda. The video is accompanied by a QR code.

— *martech.org*