# The Ethical Traveller - UK - February 2020

Report Price: £1995.00 | $2693.85 | €2245.17

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"More travellers are likely to adopt the 'flexitarian' approach to flying that we are seeing in dietary habits – choosing to take lower carbon forms of transport or stay in the UK for some, but not all, of their holidays. Travellers want to feel their holidays are helping local people and places, and are responsive to brands who model these values."

**– John Worthington, Senior Analyst**

## This report looks at the following areas:

- **Local cultural experiences and use of public transport are among the most effective ways to promote ethical travel in destinations**
- **Travellers are willing to 'put something back' through local clean-ups and other activities**
- **Flexi foodies**
- **Kicking the bucket-list**

Global issues, such as the growing climate emergency and overtourism, are forcing ethical considerations into the mainstream. The travel industry has been slow to react but is starting to face up to its challenges and responsibilities. Consumers are adopting greener habits at home and expect brands to help them do so when on holiday. Clearer, more widely recognised product labelling would help to drive ethical and environmentally-friendly choices. Younger generations have particularly strong environmental values and will help to reshape the future travel landscape.


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