

ITB 2024 – Example Thai Carbon Neutral Routes (at destination)

Learn more from 5th to 7th March, 2024, onsite at the ITB Berlin 2024

Are you attending the ITB Berlin 2024, looking for fun and inspiring new carbonneutral tours for your increasingly conscientious and climate-aware customers?

You're in luck because the <u>Thai Ecotourism and Adventure Travel Association (TEATA)</u>, in partnership with leading Thai research and education institutes, is rolling out over 100 new, inspiring tours designed to reduce carbon emissions and offset the rest, in local, Thai projects.

See a short video about the tours here

Meet us at the ITB Berlin, at the Tourism Authority of Thailand booth, Hall 26B, Booth No. 217

Book a meeting here: https://switchasia.travelife.info/book-thailand/

Thailand's new carbon-neutral tours: what are they and how can we offer them?

Travellers are looking for ways to explore and experience, but with a smaller carbon footprint and fewer impacts on the environment. However, identifying low-carbon activities can be confusing.

The **Thai Ecotourism and Adventure Travel Association (TEATA)** will attend ITB 2024 to promote new carbon-light travel routes around Thailand. Developed by TEATA, in partnership with Thai research and carbon management expert organisations. These Carbon Neutral Tours (CNT) weave fun hands-on local experiences, inspiring eco-exploration, and local insights across Thailand.

If your company sends travellers to Thailand, these routes can help to reduce their emissions inside Thailand, without reducing the experience!

Routes include a mix of classic tours, redesigned with a lower carbon footprint; and more remote, 'off the beaten track' local itineraries. Each tour is carefully designed to reduce carbon emissions.

Initially, TEATA help suppliers to measure the carbon footprint of their tours. Next, tours are adjusted to reduce carbon emissions. Remaining carbon emissions are offset locally, in Thailand, through Thai projects, under the Thailand Greenhouse Gas Management Organisation (TGO).

TEATA is working on a new website, which will enable a search based on destination (e.g. Chiang Mai, Phuket, Krabi) and theme (culture, nature, adventure-sports, food-farm and wellness).

TEATA can provide contact details of the local suppliers offering these tours to your Thai partner / DMC, to book directly with the suppliers. TEATA can also suggest local ground handlers, working on the ground in these destinations on request. See some examples below and <u>book a meeting</u>!

TEATA's ITB participation is supported by the EU-funded, SWITCH-ASIA Thai Tourlink Project



Examples of Thai Carbon Neutral Tours by theme: culture, nature, adventure, food & farm and wellness

Cultural tours

New, carbon neutral takes on classic Bangkok tour favourites:







Great, green escape from Bangkok

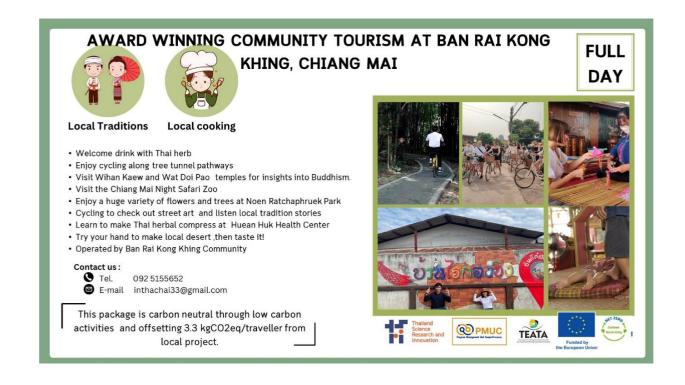


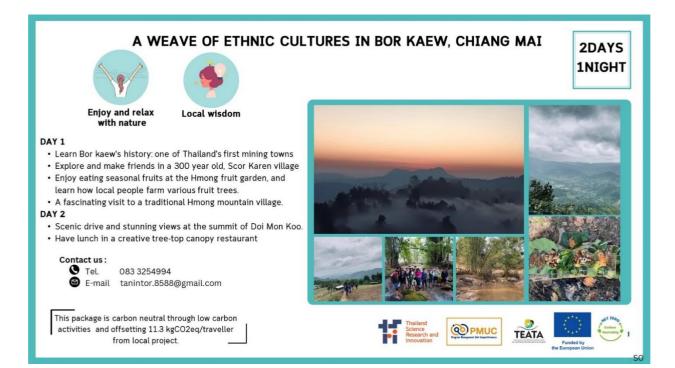
Head west on a carbon neutral adventure in Kanchanaburi





Head up North to experience Carbon Neutral cultural and community tours







Trip down South, for deeper insights with lighter footprints, from the city to the countryside:

FULL EXPLORE THE OLD CITY, LEARN ITS HISTORY, EXPERIENCE THE CULTURE & BE ENCHANTED BY THE CHARM OF TUNG KA TOWN IN THE OLD TOWN OF PHUKET. DAY Walking Tour Cultural Cooking class Soak up the ambience with a walking tour around Phuket old t
Visit the iron factory called "Tai Sun An" Visit Woo Gallery Museum (Low carbon musuem) · Taste the local Chinese dessert "Pun Tae Koi" while listening to classic Guzheng music at China inn house Visit 92 house, to cook fried Hokkien noodles & make "Ang Ku" dessert with Phuket Old Town Community Based Tourism group. • Transport option : EV Bike - Skooter for rent · Operated by Old town of Phuket Community-based tourism Contact us : 🕑 Tel. 084 3053960 E-mail rusmakhan99@gmail.com This package is carbon neutral through low carbon Thailand Science Research and Innovation @PMUC activities and offsetting 2.8 kgCO2eq/traveller (From TEATA meeting point until end of tour)

FRESH FROM THE FISHERS: SHARE A DAY IN THE LIFE OF FULL **BANGRONG COMMUNITY-BASED TOURISM @ PHUKET**

DAY Pineapple **Coconut** Octopus fishing An amazing day filled with fresh experiences! • Peel and taste juicy, fresh pineapple! Try your hand tapping rubber with local people · Explore mangrove forest by long tail boat • Paint Batik bags · Collect coconuts and help prepare a meal Learn how to 'angle' octopus and release blue crab · Enjoy a delicious BBO at Pae island • Operated by Bangrong Community-based tourism Contact us : 🔇 Tel. 090 986 7987 E-mail bangrong.cbt@gmail.com This package is carbon neutral through low carbon **©**РМUC

TEATA

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activities and offsetting 6.6 kgCO2eq/traveller

(From meeting point until end of tour)



Including some really unique and unusual themed itineraries...







Nature based tours

Only 1 hour from the luxury of Hua Hin... dive into the deep green of Petchaburi



Or head to the gateway to Isaan, and Thailand's oldest national park...



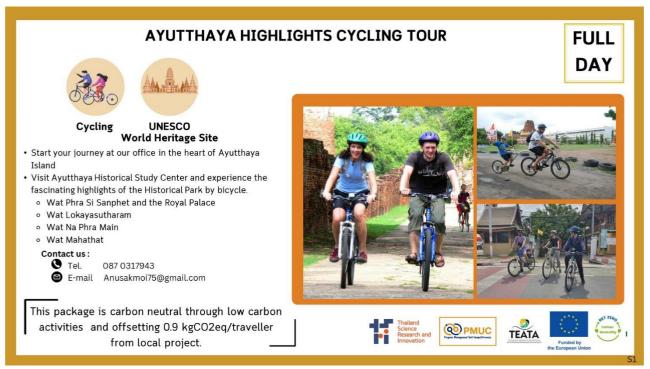


Slip into some Southern serenity, close to nature and the elements



Soft adventure and sports tours

Active Carbon Neutral Tours in the heartlands of Central Thailand





Or a new perspective, showing a totally different side of Pattaya out East

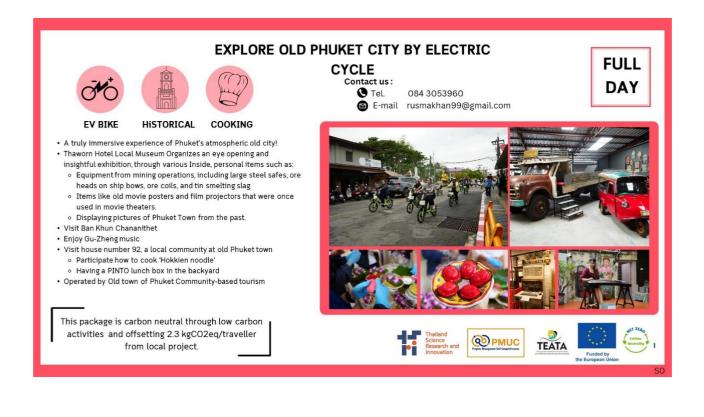


And adventure out West





Or, head to the Sporty South.. by peddle....







by paddle....



Or by sail to sea...





Food and farm tours

All this eco-inspiration can make us hungry for healthy...



With options for every age, green to silver!





Wellness tours

For those seeking a deeper healing, head to Phang Nga...or



Find Harmony@HuaiLan!







More information on the Thai Carbon Neutral Tours below

How do TEATA's suite of tours help you to decarbonise?

Increasing legal requirements will require European tour operators to reduce and report in detail on their carbon footprint. The new Thai Carbon Neutral tours, with clearly calculated carbon footprints, can help European tour operators to decarbonise your Thai product offer, with clear carbon emission data.

Importantly, remaining carbon emissions generated by the tours are being offset using local projects, benefiting Thai environment and people, leaving Thailand a better place to live and travel in.

What makes the tours special?

The CN tours are not only designed to be more sustainable! They are also designed to be more fun!

Programs include a mixture of re-vising classic Thai programs (e.g. Chinatown and floating markets), and exploring less know destinations, including community based tourism. The tours include fun hands-on experiences, peaceful transport options like silent electric river boats, fresher and tastier local food, charming boutique accommodation and many other charming touches which your clients will enjoy.

How can TEATA help you to offer Carbon Neutral tours?

1) **Existing Carbon Neutral Tours:** Each CN tour is operated by a local Thai supplier (activity provider, community or provincial tour operator), which has successfully submitted their tour program for TGO certification. Only certified suppliers can offer the routes as Carbon Neutral.

TEATA can help your DMC in Thailand to connect directly to the local suppliers, which are offering carbon neutral tours. If you already have a Thai DMC taking care of your clients in Thailand, TEATA can help your partners by sharing information about the tours and contact details of the suppliers.

If you would like to do this, please connect us with your partners, and we will share information.

TEATA do not charge a fee for this.

If you do not have a local DMC partner in Thailand, or if your DMC would prefer to work with a local tour operator at destination to cooperate with suppliers and offer the Carbon Neutral tours, TEATA is happy to share information about our members; which includes local, specialist Thai tour operators. These tour operators will charge service fees / commission for their services

2) **New Carbon Neutral Tours:** TEATA can train Thai DMCs / tour operators to use tools developed by TEATA and Thailand Greenhouse Gas Management Organisation (TGO) to develop your own carbon neutral tours. Training includes how to use TGO's tools to design low carbon tours, measure carbon footprint, reduce carbon footprint, and offset remaining emissions using local Thai projects. Standard training (in a group of tour operators) and application to register a Carbon Neutral Tour package is provided for FREE, funded by PMUC. Let us know if your local partners are interested, and we will let you know when the next free public training for tour operators will take place (Thai language). Tailor made trainings for individual companies may



also be possible to arrange. TEATA may charge a fee for this. Please let TEATA know if you are interested.

The credibility of Thailand's new carbon-neutral tours

Since 2020, the Thai Ecotourism and Adventure Travel Association (TEATA) has worked with Thailand Greenhouse Gas Management Organisation (**TGO**), Program Management Unit for Competitiveness (**PMUC**), and Thailand Science Research and Innovation (**TSRI**) to design and develop fun, inspiring new tourism routes that reduce carbon emissions and offset the rest using local Thai offsetting schemes.

This technical support has enabled the Thai private sector, including SMEs and community enterprises, to develop credible carbon neutral routes, and increase access to high value tourism markets, through a science-based approach.

The carbon footprint of each route has been calculated. The **<u>EU SWITCH-ASIA Tourlink</u>** project has brought together European and Thai carbon experts to compare and align methods for calculating the carbon footprint of Thai tourism itineraries.

Mutual recognition of the TGO system by **Carmacal** adds international credibility to the Thai tools, while enabling carbon offsets to directly support local, Thai projects.

What do we mean by 'carbon-neutral'?

Here is a short summary of the scope and responsibility of the Thai Ecotourism and Adventure Travel Association (TEATA)'s 'Carbon Neutral' Routes.

TEATA's pledge

We aim to reduce our carbon footprint through energy-efficient transport, local food sourcing, green accommodation, waste reduction, and supporting local Thai carbon offset projects.

The scope of our claims of carbon neutrality

- \checkmark Begins: When tourists arrive at the tour's designated starting point.
- \checkmark Ends: At the tour's designated ending point.
- \checkmark Includes: The tourism services included in the itinerary.
- \checkmark Excludes: Additional, personal choices by tourists (optional tours, souvenirs, etc.)

More information? See TEATA's Carbon Footprint Responsibility Statement (PDF)

Interested to learn more and see more routes?

Please book an appointment with our team here: <u>https://switchasia.travelife.info/book-thailand/</u>

We are running 2 streams of meetings, simultaneously.