

»»» ATTRACTIONS SUSTAINABILITY ROADMAP

To achieve our vision, we will be guided by 3 key strategies



1 VISION



An attractions industry that embraces sustainability and integrates sustainable practices within its operations

2 TARGETS



Obtain internationally recognised sustainability certification for 70% of attraction spaces under ASA members* by 2028



Commence tracking of carbon emissions by 2025 and reduce carbon emissions by 2030, with a view to achieve net-zero emissions by 2050

* Refers to ASA members' ticketed attractions.

3 STRATEGIES

STRATEGY 1

RAISE AWARENESS OF INDUSTRY STANDARDS AND BEST PRACTICES



Tap on sustainability resources and tools (e.g. from the Tourism Sustainability Programme) to build your sustainability related capabilities



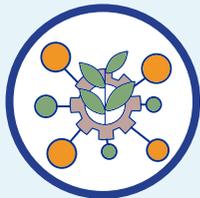
Learn from industry best practices via knowledge exchange platforms



Reference internationally recognised sustainability certifications to guide and plan your sustainability transition

STRATEGY 2

ADOPT SUSTAINABILITY SOLUTIONS AND CERTIFICATION



Pilot and scale green solutions



Pursue internationally recognised sustainability certification

STRATEGY 3

PROFILE SUSTAINABILITY EFFORTS



Spotlight sustainable attractions and sustainability initiatives across various marketing channels and platforms

CO-DEVELOPED BY

