



# **Beyond Growth: Tourism's Regenerative Impact**

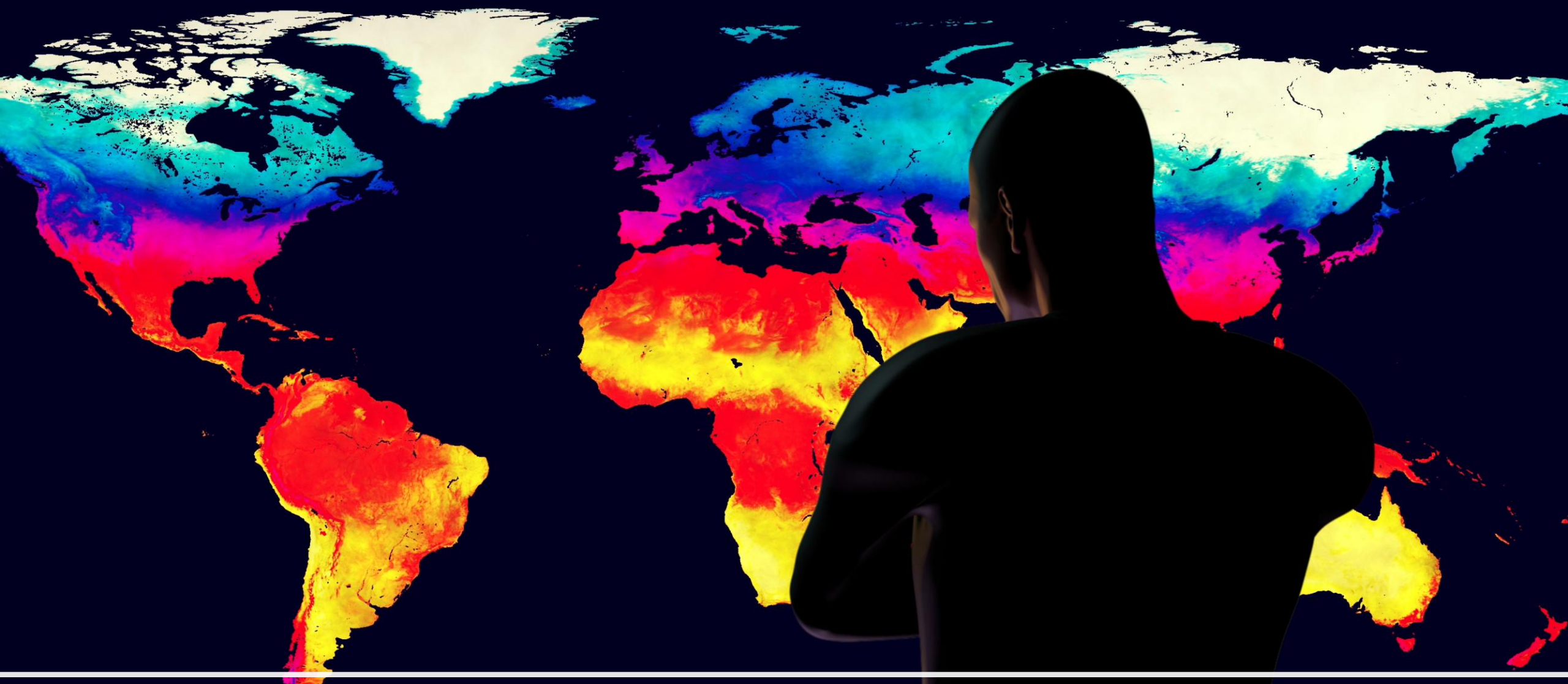
© James Fletcher, 2025



# Saint Lucia's Tourism Industry, like in many SIDS, is Vulnerable on Several Fronts

- The Myriad Impacts of the Climate Crisis
- Significant Environmental Degradation and Biodiversity Loss
- Susceptibility to Economic Shocks

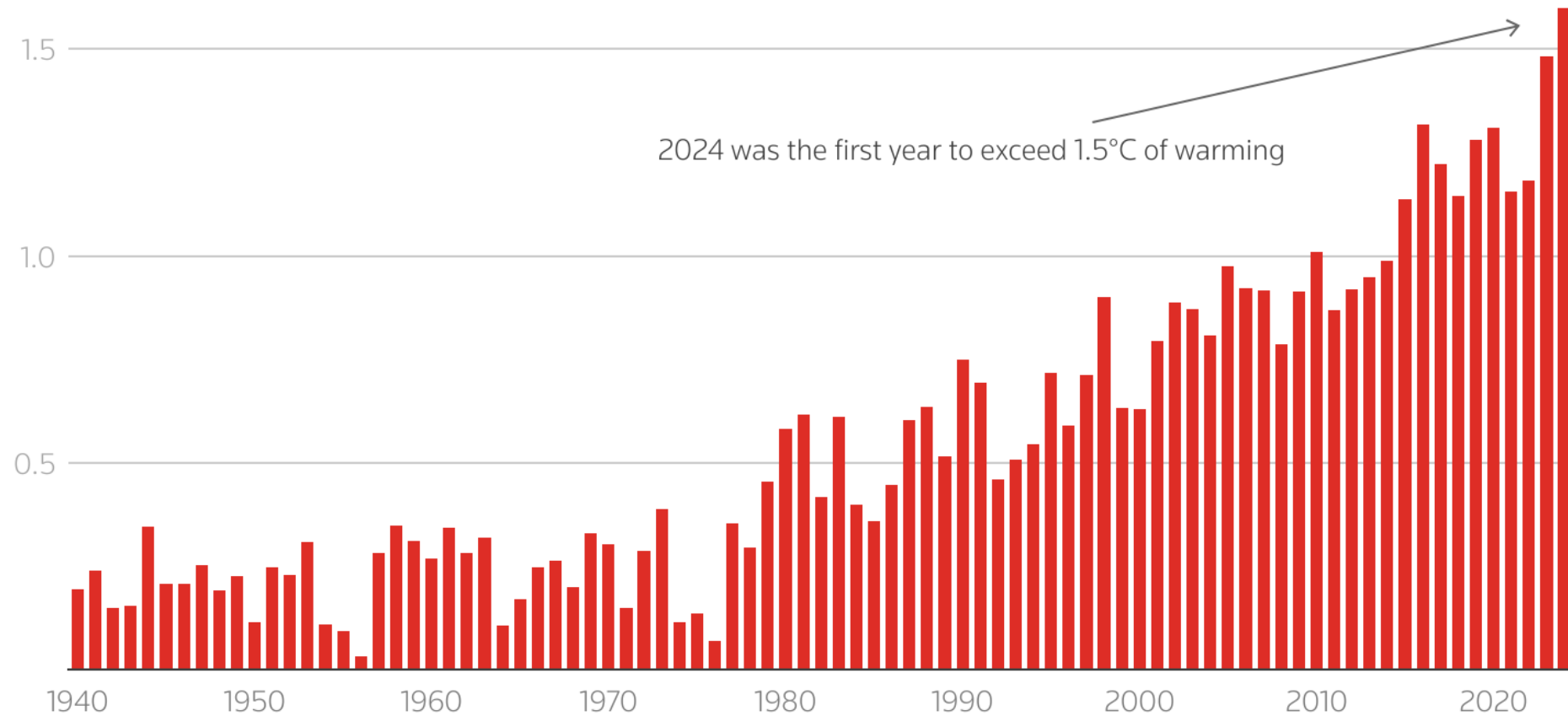




**The Climate Crisis Poses an Existential Threat to SIDS**

## Global warming breached 1.5°C threshold in 2024

Annual global average temperatures, compared to the 1850-1900 pre-industrial period. °C



By Kate Abnett • Source: Copernicus Climate Change Service



**Last 10 Years are the Hottest Ever**



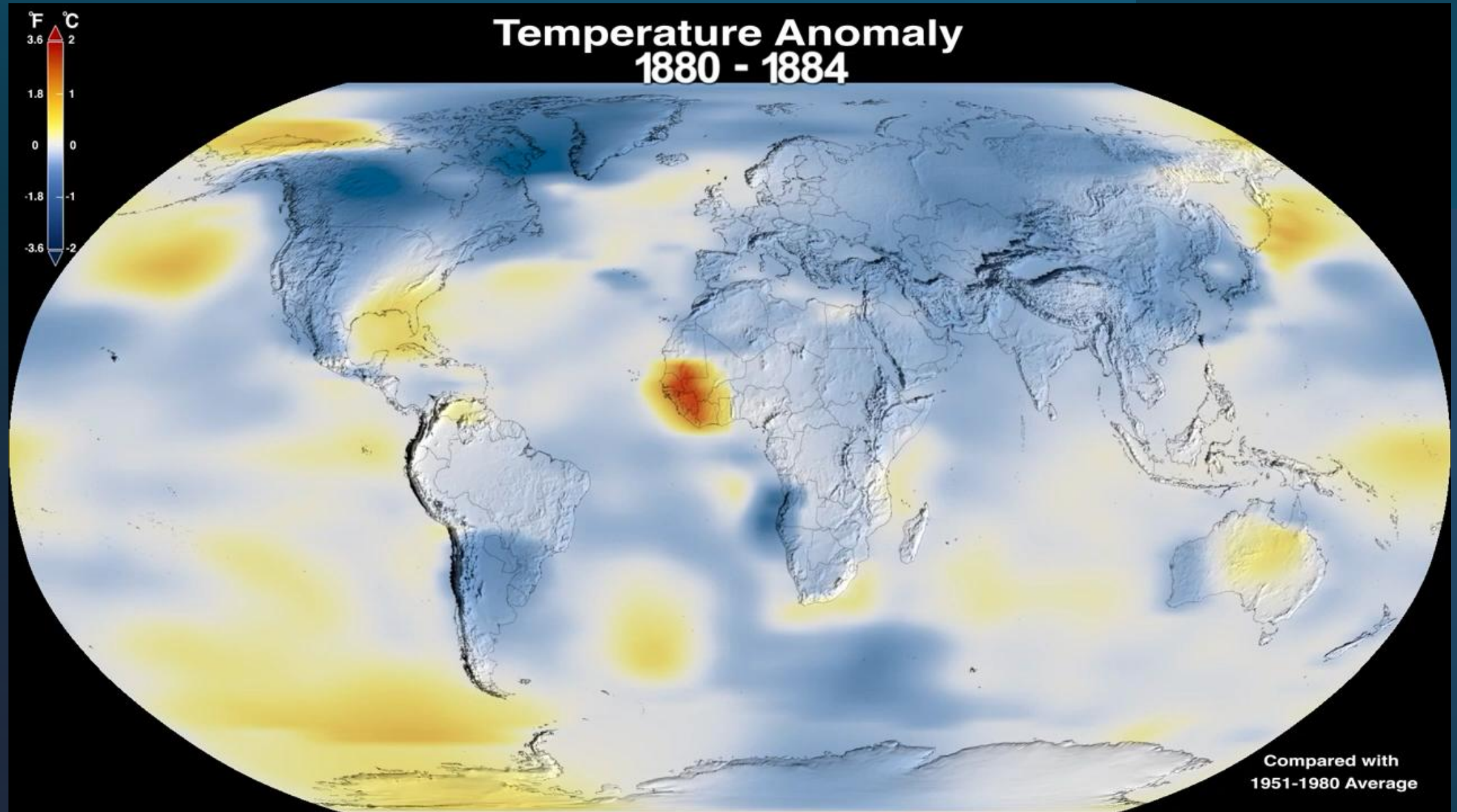


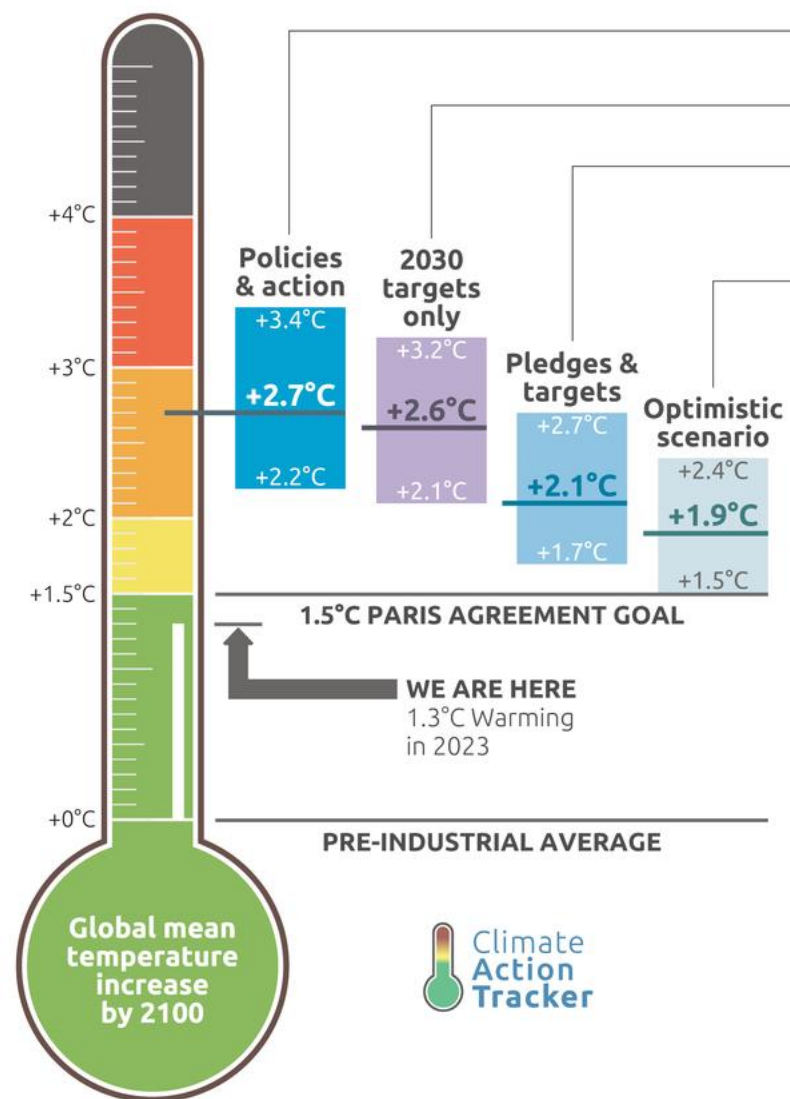


**“Human influence has warmed the climate at a rate that is unprecedented in at least the last 2000 years”**



# Temperature Anomaly 1880 - 1884





### Policies & action

Real world action based on current policies †

### 2030 targets only

Based on 2030 NDC targets\* †

### Pledges & targets

Based on 2030 NDC targets\* and submitted and binding long-term targets

### Optimistic scenario

Best case scenario and assumes full implementation of all **announced** targets including net zero targets, LTSs and NDCs\*

† Temperatures continue to rise after 2100

\* If 2030 NDC targets are weaker than projected emissions levels under policies & action, we use levels from policy & action

## CAT warming projections Global temperature increase by 2100

November 2024 Update





**What does this  
Mean?**

CLIMATE | GLOBAL ISSUES

# Land and sea surface temperature hotter than ever before

Jeannette Cwienk

08/04/2023

July was a recording breaking month for both land and sea temperatures, according to EU climate observers Copernicus. Water temperatures in the Mediterranean — considered a climate hotspot — also soared.



Sea surface temperatures are rising

Image: H. Goethel/blickwinkel/picture alliance



## **The impact of rising sea levels is being 'underestimated', scientists warn**



Many cities are in danger of flooding as sea levels increase. — Copyright Canva

# Rising Sea Levels



Coastal Property Losses



Higher Insurance Costs



Negative Impact on Groundwater



Reduced Soil Fertility





An autonomous glider floats about two miles off Atlantic City, after being deployed by a team from Rutgers University. Researchers are using the glider to sample ocean pH to help them understand how increasing carbon dioxide in the atmosphere is boosting levels of ocean acidity in the water.

PHOTOGRAPH BY ERIC NIILER

## The Ocean Is Getting More Acidic— What That Actually Means

Thanks to carbon emissions, the ocean is changing, and that is putting a whole host of marine organisms at risk. These scientists are on the front lines.

# Ocean Acidification Impacts

- Coral Reef Degradation
- Weakening of Coral Reef Protective Barriers
- Reduction in Biodiversity
- Diminished Fish Populations
- Reduced Food Security
- Loss of Cultural Heritage and Identity
- Decreased Investment Attractiveness



**Unbearable Heat**

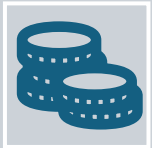




# Increasing Temperatures



Higher Cooling Costs



Greater Expenditure on Electricity



Negative Impact on Workforce Productivity

# More Frequent Droughts

A photograph of a desert landscape. In the foreground, a dry, leafless tree stands on sandy ground. The background shows a flat, arid plain under a bright blue sky with scattered white clouds. The overall scene conveys a sense of drought and aridity.





## Extreme Flooding



# Changing Rainfall Patterns



Negative Impacts on Agriculture



Food Insecurity



Freshwater Shortages

An aerial photograph of a powerful hurricane, showing a well-defined eye and a dense, swirling cloud structure. The storm is centered in the frame, with its outer bands extending across the ocean. The colors range from deep blues in the water to bright whites in the cloud tops. In the bottom-left corner, there is a dark gray rectangular box containing the text "Stronger Hurricanes" in white, bold, sans-serif font.

**Stronger Hurricanes**



#### HURRICANE

## Hurricane Beryl was one for the record books. Here's why and how it impacted so many



Cheryl McCloud  
USA TODAY NETWORK - Florida

Published 9:48 a.m. ET July 9, 2024 | Updated 9:48 a.m. ET July 9, 2024



Hurricane Beryl makes landfall on Texas coast as Category 1 storm

The storm will dump up to 10 inches of rain on the eastern coast of the state and potentially even more inland.

## Earliest Category 4 and Category 5 hurricanes on record



Hurricane Beryl is the earliest storm to become a Category 5 hurricane in history

At least one person was killed by Hurricane Beryl in the Caribbean. It is expected to reach the eastern part of Mexico by the end of the week.

## Beryl becomes hurricane farthest east in Atlantic since 1933



Track Beryl as it made its way across the Atlantic, into the Caribbean, then the Gulf of Mexico and into Texas. GRAPHIC PROVIDED BY NATIONAL HURRICANE CENTER

## Intensity: Hurricane Beryl had strongest sustained winds prior to August



Exclusive video shows Hurricane Beryl making landfall in the Houston area

Exclusive video captured in Sugar Land, TX, showed Hurricane Beryl making landfall as a Category 1 storm.

LOCAL

## Hurricane Otis intensifies from tropical storm to Cat. 5 in 12 hours before landfall in Mexico



By **JOSÉ ANTONIO RIVERA** and **MARÍA VERZA**

October 25, 2023 at 11:51 am EDT



+ Caption

(Bernardino Hernandez/AP)



Country	Event	Year	Damage (% GDP)
Dominica	Hurricanes David & Frederick	1979	101
Saint Lucia	Hurricane Allen	1980	66
Jamaica	Hurricane Gilbert	1988	365
St Kitts and Nevis	Hurricane Luis	1995	85
	Hurricane Georges	1998	137
Antigua and Barbuda	Hurricane Luis	1995	61
Grenada	Hurricane Ivan	2004	203
Saint Lucia	Hurricane Tomas	2010	34
Dominica	TS Erika	2015	90
	Hurricane Maria	2017	226
BVI	Hurricane Irma	2017	309

# More Intense Hurricanes



Infrastructure Damage



Increased Cost of Insurance



Business Continuity Risks



## MARKETS &amp; FINANCE

## Natural-Catastrophes Insured Losses to Top \$135 billion in 2024, Swiss Re Institute Says

The U.S. experienced two thirds of the insured losses

By [Maitane Sardon](#) [Follow](#)

Dec. 5, 2024 8:12 am ET

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Lake Lure, North Carolina after heavy rains from Hurricane Helene. Hurricanes Helene and Milton resulted in damages approaching \$50 billion, the report said. PHOTO: MELISSA SUE GERRITS/GETTY IMAGES

## Increased Incidence of Pests and Diseases



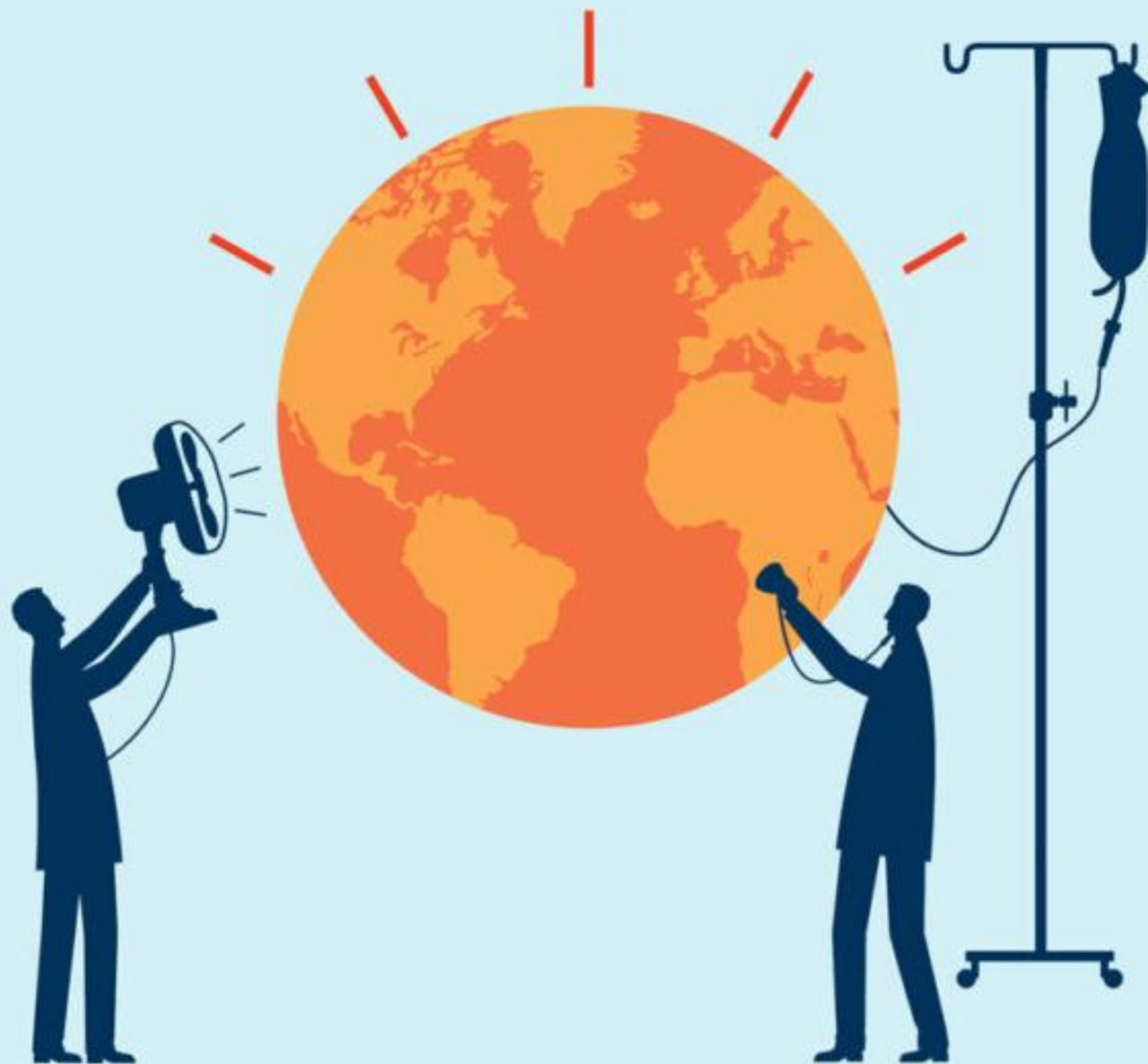


# More Than 230 Medical Journals: Climate Crisis Is “Greatest Threat to Global Public Health”

BY DANIEL POLITI | SEPT 06, 2021 • 3:06 PM



Firefighters work to keep flames from the Caldor fire from jumping highway 50 in Meyers, California on August 31, 2021. JOSH EDELSON/Getty Images

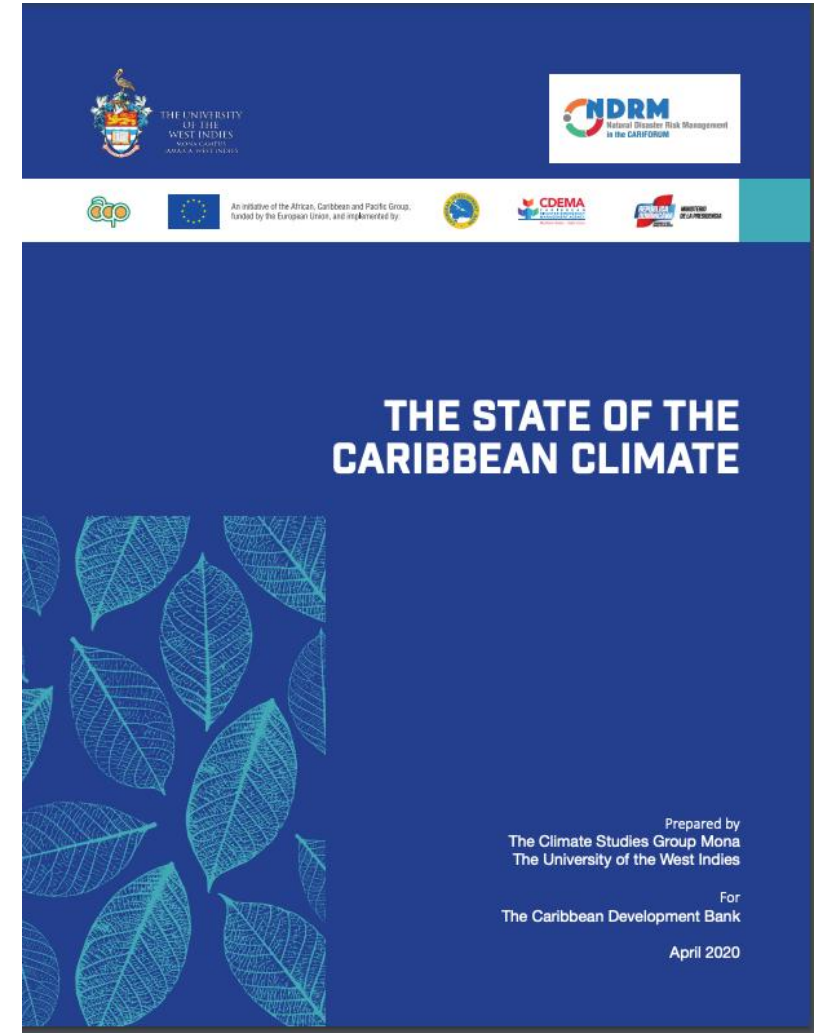


# Direct and Indirect Health Impacts

- Higher Incidence of Heat Stress (Increased Morbidity and Mortality)
- Increase in Vector-Borne Diseases (Dengue, Chick V, Zika, Malaria)
- Higher Risks of WASH-Related Diseases
- Serious Impacts on Mental Health
- Negative Impacts on Air Quality and Respiratory Health
- Diminished Attractiveness of the Destination
- Workforce Challenges
- Higher Operational Costs



- The Caribbean as a whole will gradually dry through to the end of the century
- Minimum, Maximum and Mean Temperatures increase irrespective of scenario through the end of the century
- By the end of the century, years of coolest projected SSTs fall within the range of the warmest years in the present
- By the end of the century, SLR is projected to reach or exceed 1m across the Caribbean
- An 80% Increase in the Frequency of Cat 4 and 5 Atlantic hurricanes over the next 80 years



**Over US\$1.6 billion  
of replacement costs  
for tourism resorts  
associated with a 1  
metre sea-level rise  
across the  
Caribbean**

SOCC Report, 2020





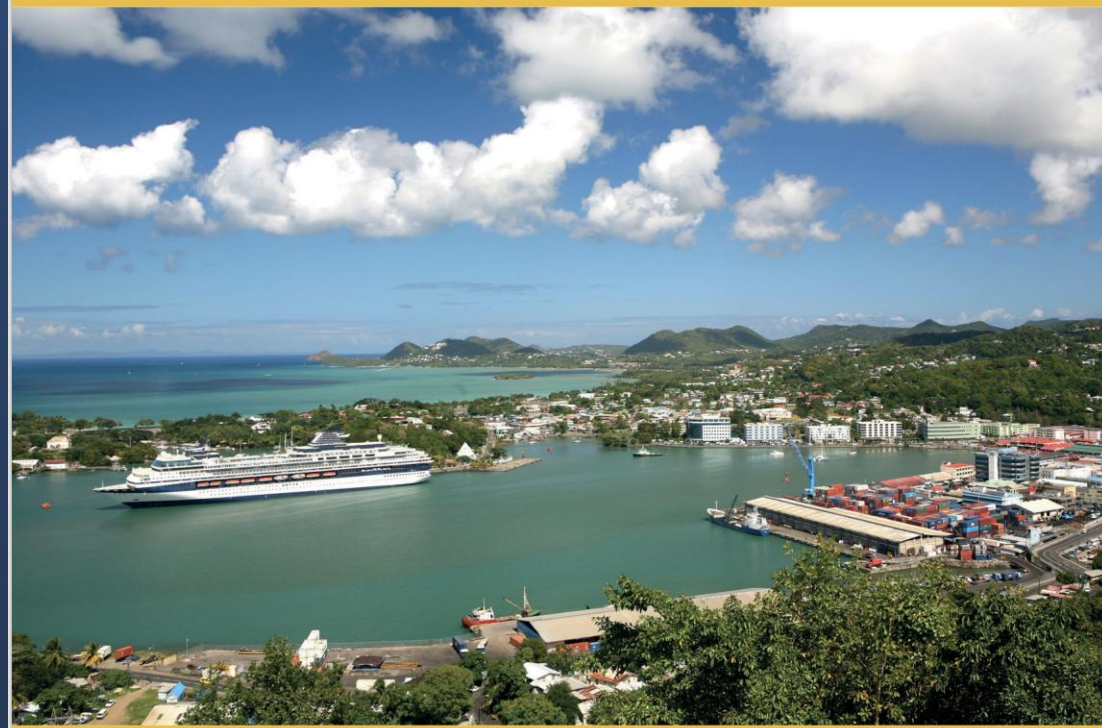
UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

**UNCTAD**

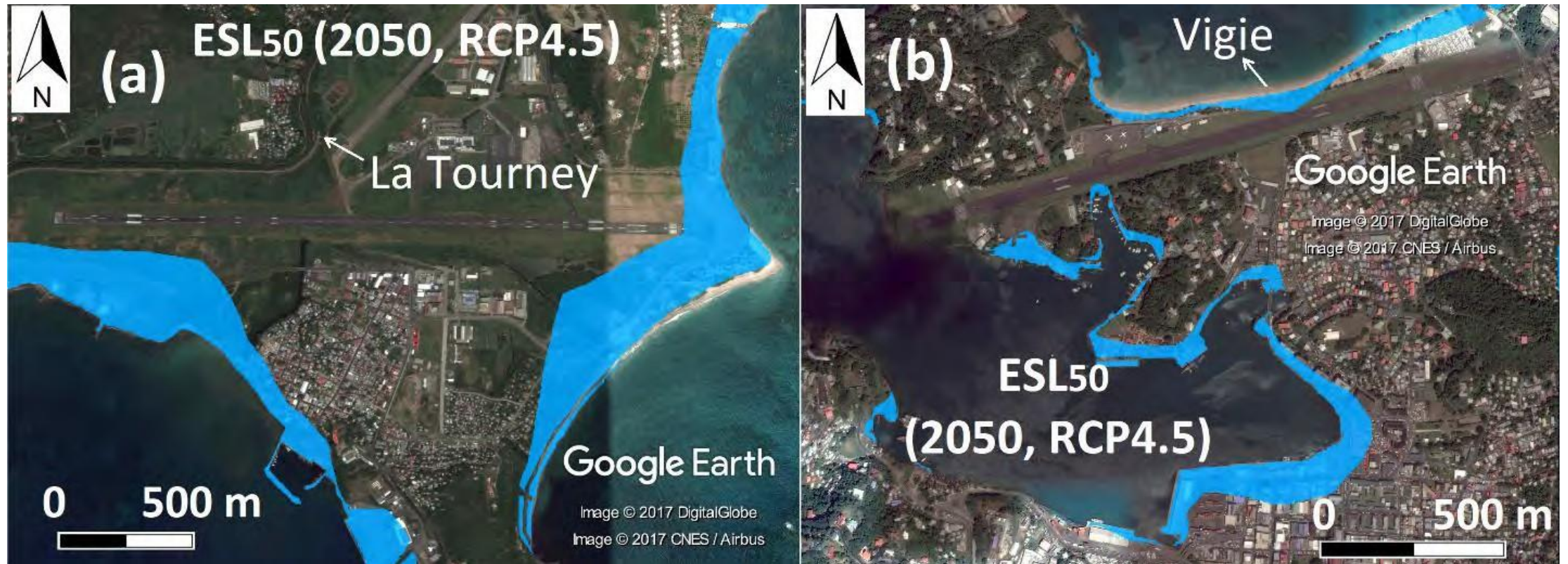


Climate Change Impacts on Coastal Transport Infrastructure in the Caribbean:  
Enhancing the Adaptive Capacity of Small Island Developing States (SIDS)

## **Saint Lucia: A case study**



Inundation maps of (a) Hewanorra Airport and Port Vieux Fort and (b) the George Charles Airport and Port Castries (cyclone effects are included) projected for the year 2050







**A warming of 1.5°C will result in a loss of 70-90% of warm-water corals, and a 2°C warming will result in a loss of more than 99% of corals**


WWF Living Planet Report 2022





**The world economy is committed to an income reduction of 19% within the next 26 years independent of future emission choices (relative to a baseline without climate impacts, likely range of 11–29% accounting for physical climate and empirical uncertainty)**

Kotz et al, 2024







**Our Biodiversity is  
Under Threat**





**Latin America and The Caribbean is a Biodiversity Hotspot**

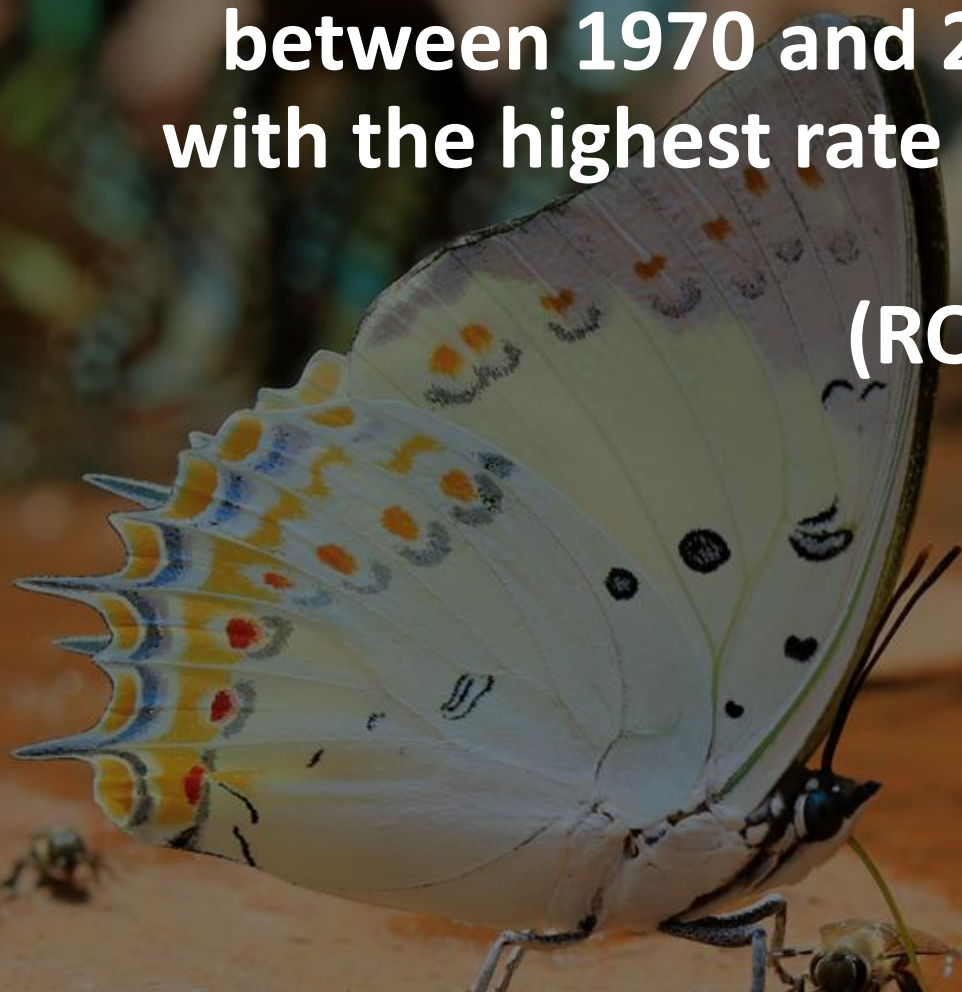


The region holds almost one half of the world's tropical forests, 33% of its total mammals, 35% of its reptilian species, 41% of its birds and 50% of its amphibians



**Latin America and the Caribbean experienced a  
94% decline in monitored wildlife populations  
between 1970 and 2020, making it the region  
with the highest rate of biodiversity loss globally**

**(ROW: 69%)**



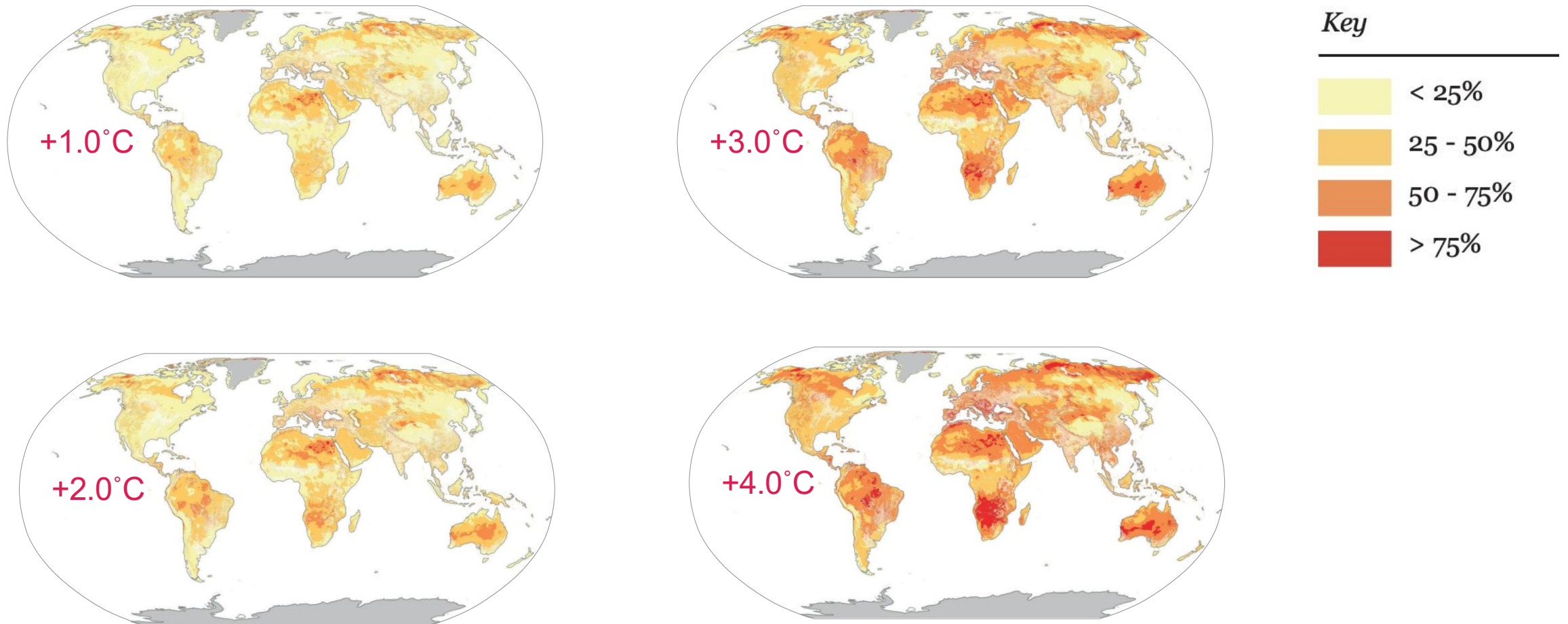




**Our Biodiversity Underpins  
Our Economies**



# Projected Loss of Terrestrial and Freshwater Biodiversity Compared to Pre-Industrial Period





**Research suggests that 55% of the world's total GDP, amounting to approximately US\$ 58 trillion, depends moderately or highly on nature and its ecosystem services**

**Of the 163 economic sectors analyzed by PwC, all of them have a portion of their value chain that is highly dependent on nature**

**PwC, 2023**



Sector	Key Climate Risks
<b>Tourism &amp; Hospitality</b>	Coastal Erosion; Water Scarcity; Infrastructure Damage; Negative Impact on Visitor Demand; Damage to Land and Marine Ecosystems
<b>Agriculture &amp; Fisheries</b>	Crop Loss due to Droughts, Floods and Heavy Winds; Saltwater Intrusion; Declining Fish Stocks
<b>Manufacturing</b>	Supply Chain Disruptions; Higher Energy Costs; Higher Cost of Raw Material
<b>Financial Services</b>	Credit and Investment Risks due to Climate-Exposed Assets; Increasing Insurance Costs
<b>Professional &amp; Business Services</b>	Rising ESG Compliance Burdens; Increased Demand for Climate Risk Assessments

## Sector-Specific Risks





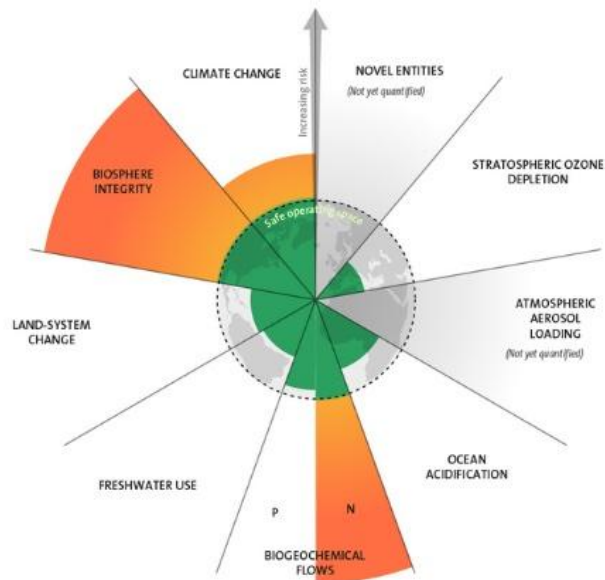
[Home](#) > [News](#) > \$5 trillion of nature-related economic risks will amplify climate change, says Oxford study

## **\$5 trillion of nature-related economic risks will amplify climate change, says**

PUBLISHED

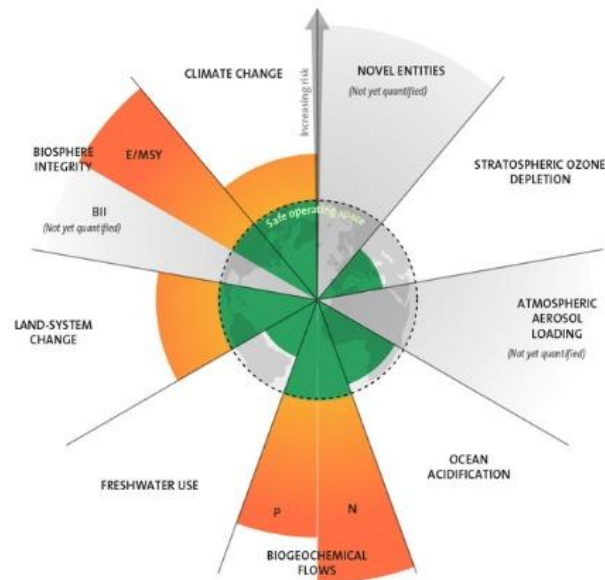
**Shocks to the global economy related to biodiversity loss and ecosystem damage could cost upwards of \$5 trillion**

# 2009



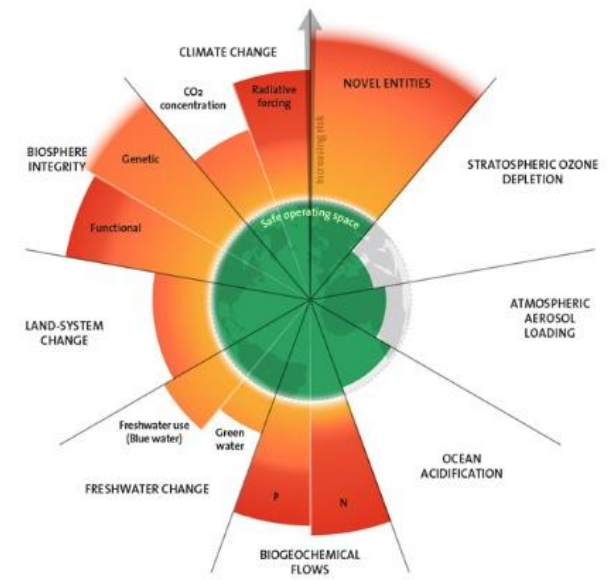
7 boundaries assessed,  
3 crossed

# 2015



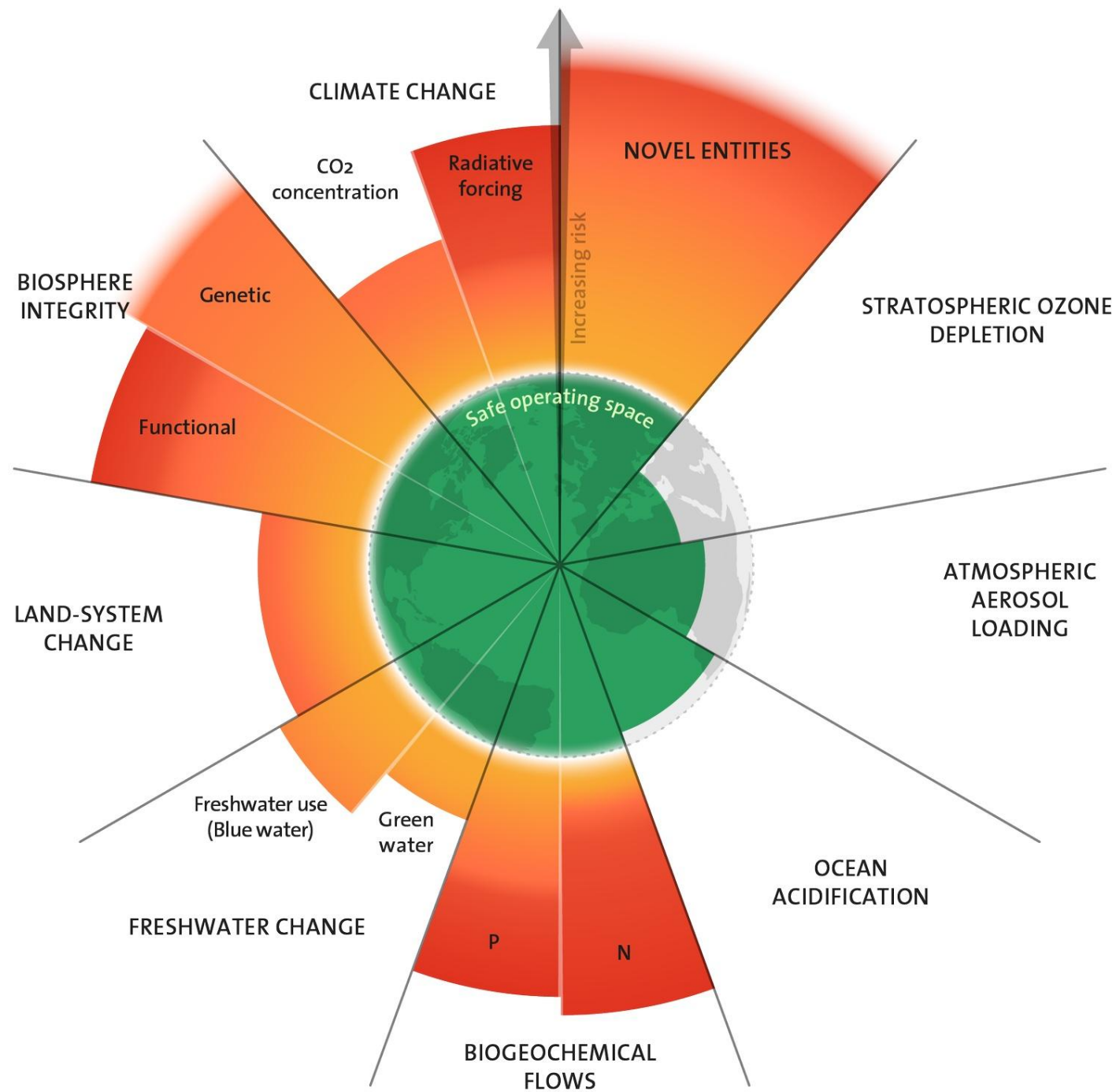
7 boundaries assessed,  
4 crossed

# 2023



9 boundaries assessed,  
6 crossed





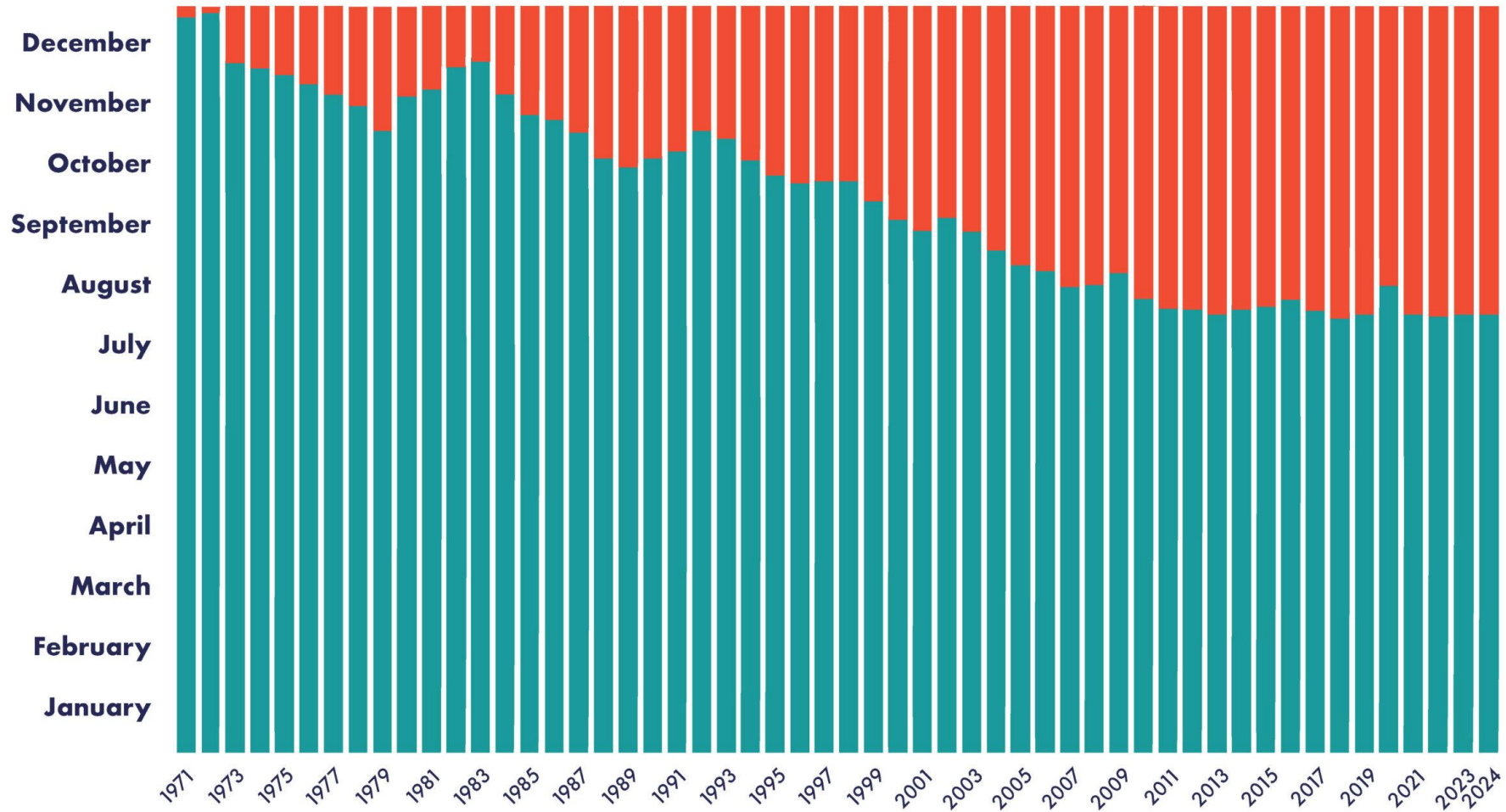
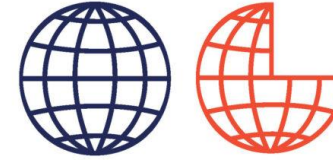
1 Earth



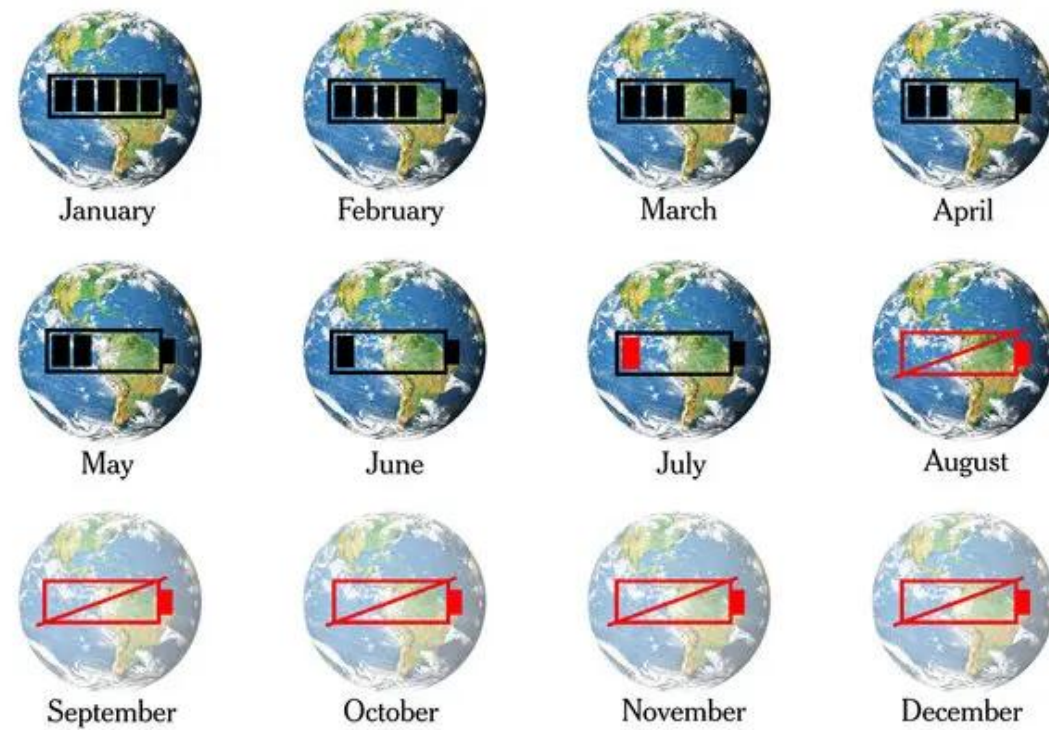
# EarthOvershoot Day

## 1971 - 2024

1.75 Earths







**The Status Quo  
is Not Good  
Enough**

**We Need to go  
Beyond the  
Concept of  
Sustainability,  
or Minimizing  
Damage/Doing  
No Harm**





**The Tourism  
Industry has Long  
Been Criticized  
for its Extractive  
Nature**



# Tourism's Environmental Footprint



Greenhouse Gas Emissions



Water Usage



Coastal and Marine Impacts



Solid Waste and Wastewater Management



Land Use Conflicts



Biodiversity Stress



# Regenerative Tourism Aims to Restore and Renew

- A Level Beyond Sustainable Tourism
- Seeks to Restore, Revitalize and Enhance Natural Ecosystems, Cultural Heritage, and the Socioeconomic Fabric





# Characteristics of Regenerative Tourism

- Gives Back More Than It Takes
- Heals the Environment
- Empowers Communities
- Promotes Resilience





# PRINCIPLES

ENVIRONMENTAL  
RESTORATION

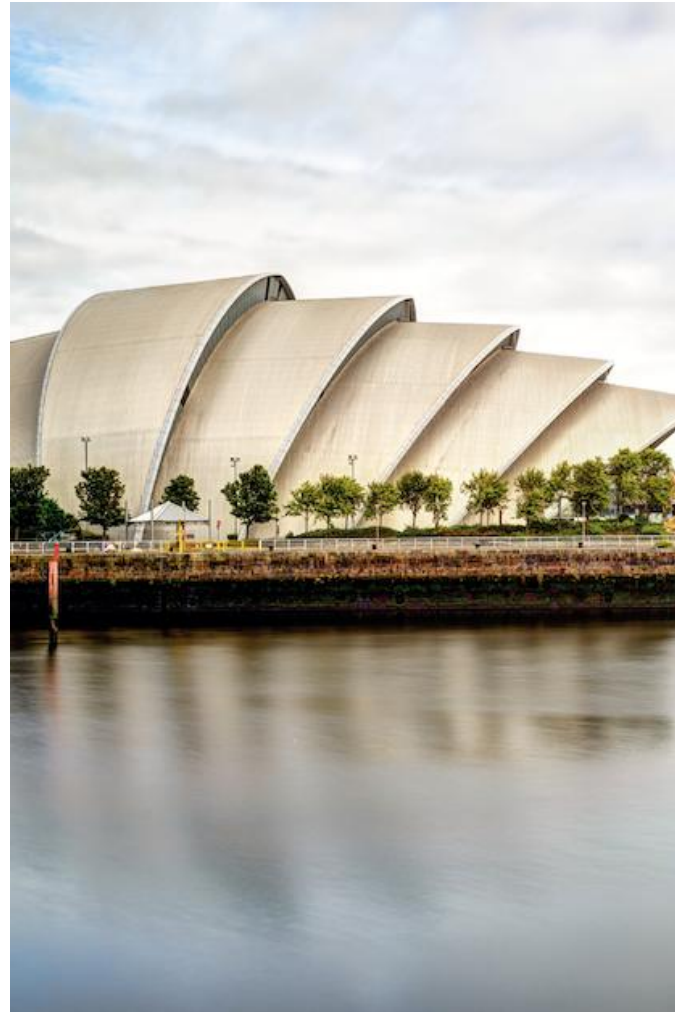
LOCAL  
COMMUNITY  
INVOLVEMENT

CULTURAL  
PRESERVATION



**Commit to Deliver  
Plans Aligned with  
5 Pathways to Cut  
Tourism Emissions  
in Half over the  
Next Decade and  
Reach Net Zero  
Emissions as Soon  
as Possible before  
2050**

- 1. Measure**
- 2. Decarbonize**
- 3. Regenerate**
- 4. Collaborate**
- 5. Finance**



LAUNCH OF THE

## GLASGOW DECLARATION A COMMITMENT TO A OF CLIMATE ACTION IN

SIDE-EVENT AT THE COP 26 UN CLIMATE CHANG

4 NOVEMBER 2021

TIME: 10:00 – 11:45 UK TIME

LOCATION: BLUE ZONE – CLIMATE ACTION ROO



**One planet**  
travel with care








## Regenerate:

Restore and protect ecosystems, supporting nature's ability to draw down carbon, as well as safeguarding biodiversity, food security, and water supply.

Ensure the sector can support affected and at-risk communities in resilience building, adaptation and disaster response.

Help visitors and host communities experience better balance with nature.

A photograph of a mangrove forest. In the foreground, several young mangrove saplings with green leaves are growing out of the water. In the background, a dense forest of taller mangrove trees with prominent prop roots is visible. The water is calm and reflects the light.

**“A just transition to Net Zero before 2050 will only be possible if tourism’s recovery accelerates the adoption of sustainable consumption and production, and redefines our future success to consider not only economic value but rather the regeneration of ecosystems, biodiversity and communities”**

Glasgow Declaration



# There are Important Differences Between Sustainable Tourism and Regenerative Tourism



# Philosophical Difference



Sustainable Tourism seeks to Minimize the Negative Impact of Tourism by Using Fewer Resources, Reducing Waste and Ensuring a Balance between Use and Conservation.



Regenerative Tourism moves Beyond Sustainability by Actively Restoring and Revitalizing Ecosystems, Cultures and Local Communities.



# Environmental Focus

- Sustainable Tourism prioritizes Conserving Natural Resources.
- Regenerative Tourism goes further by Actively Regenerating Degraded Environments.





# Community Involvement

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- Sustainable Tourism Encourages Community Participation by Supporting Local Businesses and Hiring Local Staff.
- Regenerative Tourism Shifts Power to Local Communities, Ensuring they Own, Manage and Benefit from Tourism Initiatives. It prioritizes Indigenous Knowledge.







# Economic Model

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- Sustainable Tourism functions within a Growth-Oriented Economic Model, where Businesses Aim to Attract more Tourists while Mitigating Harm.
- Regenerative Tourism seeks to Redefine Success Beyond Strict Financial Metrics, Emphasizing Ecological Integrity, Cultural Revitalization and Social Equity over Simply Visitor Numbers.



# Visitor Experience

- Sustainable Tourism focuses on Encouraging Responsible Behaviors, such as Choosing Environmentally Certified Accommodations or Reducing Waste.
- Regenerative Tourism encourages Visitors to become Active Participants in Restoration Efforts, such as Tree Planting, Community Service, or Conservation Projects.





# Destination Impact

- Sustainable Tourism strives to Maintain a Destination's Character by Preventing Further Degradation.
- Regenerative Tourism intentionally leaves a Destination Better than it was Before by Improving Biodiversity, Strengthening Community Ties, and Deepening Cultural Heritage.

# What Does Regenerative Tourism Look Like for Saint Lucia?







# Eco-Friendly Infrastructure & Operations

- Green Building Design
- Adoption of Sustainable Energy
- Circular Economy Practices
  - Waste Reduction, RWH, Water Reuse



An aerial photograph of a coastal town. A river with brown, muddy water flows from the bottom left towards the center, where it meets the ocean. The town is built on a narrow strip of land, with numerous colorful houses (red, yellow, blue, green roofs) and palm trees. A long pier extends into the ocean. In the background, a large, forested island is visible in the blue-green water.

# Ecosystem Restoration

- Coral Reef Restoration
- Mangrove Conservation
- Coastal Protection
- Expansion of Marine Protected Areas
- Increase in Eco-Friendly, Nature-Positive Tourism Investments



## Climate-Resilient, Low Carbon Tourism

- Promotion of Carbon Offset Programs
- Introduction of Green Transportation Options (EVs, Bicycle Tours, Walking Tours)
- Implementation of Nature-Based Solutions





# Community-Centered Tourism Development

- Strong Linkages between Tourism and Local Farmers, Artisans and MSMEs
- Skills Development for Local Communities
- Community-Based Tourism Activities that Distribute Economic Benefits Equitably





# Authentic Cultural & Experiential Tourism

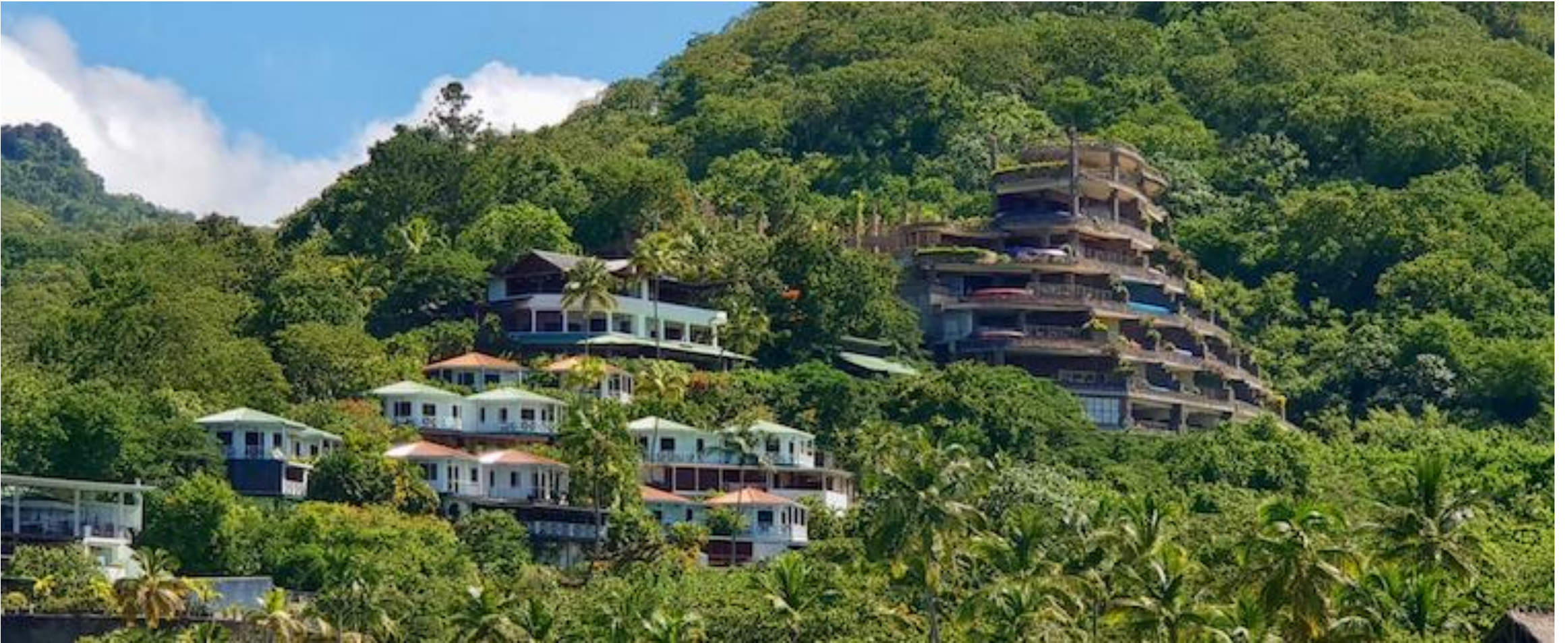
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- Supporting Local Heritage, Cuisine and Traditions as Core Tourism Attractions
- Investing and Promoting Immersive Cultural and Ecological Experiences
- Promoting Responsible Behavior among Visitors





# There are Good Examples in our Region





# Regenerative *Impact*

Rockhouse Hotel exemplifies responsible employment, environmental initiatives and honouring the community within the local area which has remained core to their ethos since opening in 1994 and sees them reinvesting 1/3 of the hotel's profits in The Rockhouse Foundation's vast community initiatives.



Establishing educational opportunities for local youth



Experiences rooted in Jamaican heritage



Through serving traditional Caribbean fare, supporting local musicians and artists and authentically embodying the Jamaican experience, Rockhouse remains conscious of what they offer to visitors and how this reflects on and impacts the island.

Celebrates local talent



Minimises environmental impact





# Regenerative *Impact*

At Hamanasi, they are actively taking steps to reduce their negative impact on the environment and actively contribute to its regeneration. Their efforts also extend to raising awareness and fostering a deeper appreciation for both nature and diverse cultures. Their overarching objective is to revitalize not only the environment but also the communities intertwined with it. Their aspiration is to bring about improvement rather than mere sustainability.



## Preserves the natural habitat

Built within nature, Hamanasi recognizes the importance of maintaining habitat for flora and fauna. Part of its efforts include conserving its littoral forest, one of the most threatened types of forests in the world as they are cleared for coastal development, and reforesting a previously denuded property it acquired.

## Stewards of sustainability

## Promotes guest education

## Provides employment opportunities to the local community



Jade Mountain was founded upon the philosophy of being built in harmony with Caribbean nature while providing major economic opportunities for the town's locals. Its founders, Nick & Karolin Troubetzkoy have worked tirelessly to promote a transition to sustainable tourism and conservation models across the Caribbean



## Protecting the region's vital water systems ^

Jade Mountain took great effort to make their water supply independent from Soufriere so as not to burden the local community. Having restored the 1.5 million gallon reservoir in the Anse Mamin valley, Jade Mountain now uses this space as a catchment for both rain and river water while using their fresh water treatment station to directly supply their resort.

## Championing sustainable models across the Caribbean v

## Harmoniously designed with Saint Lucia's nature v

## Providing a pathway to Soufriere's prosperity v

## Supports community and showcases local artisans v



A close-up photograph of a green leaf with water droplets, set against a blurred background of a stream or waterfall. The leaf is in the foreground, showing detailed veins and several small, clear water droplets. The background is a soft-focus view of a flowing body of water, likely a stream or waterfall, with white foam visible at the bottom. The overall tone is natural and serene.

# **Policies and Partnerships for a Regenerative Future for Our Tourism Industry**





## Government's Role





**Take Steps to Climate-Proof the Tourism Industry**



**Integrate  
Regenerative  
Principles in  
Tourism  
Development  
Plans**





A photograph of a mangrove forest. The foreground is filled with a dense network of light-colored, gnarled mangrove roots (likely Rhizophora) growing out of dark, muddy soil. Small green mangrove plants are scattered throughout the root system. In the background, more trees and dense foliage are visible. A white circular graphic with a thin black border is positioned in the upper left corner, containing the text "Incentivize Green, Regenerative Tourism Investments".

**Incentivize  
Green,  
Regenerative  
Tourism  
Investments**



A tropical resort scene featuring a thatched-roof hut on a wooden platform over a swimming pool, surrounded by numerous palm trees and a multi-story resort building in the background. The sky is blue with some clouds.

# The Private Sector's Role





**Use our Market  
Advantage:  
Generate  
Demand for Eco-  
Friendly and  
Ethical Tourism  
Experiences**





**Collaborate to Establish Industry-Wide  
Regenerative Goals**



A top-down view of a wooden desk where several hands of different skin tones are stacked together in a gesture of teamwork. The hands are wearing various sleeves: a tan jacket, a dark sweater, a light-colored sleeve, and a grey sweater. In the background, there is an open spiral notebook, a laptop displaying a map, and several sheets of paper with charts and graphs. The overall atmosphere is professional and collaborative.

# Regional Cooperation



**Explore  
Opportunities  
for Regional  
Collaboration  
on Sustainable  
Tourism  
Development**





# Advocate for Climate Finance to Support the Transition of Tourism Industries in SIDS







**Develop Partnerships with  
Conservation Groups/NGOs,  
Multilateral Agencies, and Academia  
to Define, Promote and Consolidate  
Caribbean Regenerative Tourism**



# **We Can Make Saint Lucia a Global Leader in Regenerative Tourism**





# Everyone Has a Part to Play

Government – Policy Environment; Investment in Resilience

Private Sector – Commitment to Sustainable Business

Tourists – Conscious Travel Choices that Support Environmental and Local Well-Being

Local Communities – Active Participation and Ownership of Tourism Economy



# Saint Lucia – Let Her Inspire You

- To Restore Nature and Renew Communities
- To Turn Visitors into Caretakers and Landscapes into Legacies

Let's Reimagine Tourism and Turn it into a Force for Regeneration





**Let's Make our Tourism Industry a Force for Good; Not Just for Economic Growth, but for Environmental and Societal Regeneration**



MÈSI

EYXAPICTΩ TÄNAN  
GRAZIE ありがとう  
HVALA GRACIAS  
DZIĘKUJĘ  
MERCİ  
TACK

THANK YOU  
DIAKUIU  
PALDIES

ACIU  
TACK  
DANKE  
DANK U WEL  
ДЗЯКУЮ  
СПАСИБО  
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OBRIGADO  
TESEKKUR EDERIM  
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