

ANMD-MRS34-332 · Sustainable Tourism Technologies

# Tourism Footprint Trackers

A Global Sustainability Due Diligence & Market Research Study

History 2020–2024 · Base Year 2025 · Forecast 2025–2032 · Outlooks 2035 / 2040 / 2050 · Currency US\$

## WHY THIS REPORT

Tourism footprint trackers combine destination carbon trackers, traveler footprint apps and operator emissions platforms to measure, report and plan reductions of tourism's environmental impact. By quantifying emissions across trips, operators and destinations, they convert sustainability ambition into auditable, MRV-grade data that travelers, DMOs and regulators can act on. This report is a comprehensive, decision-grade study of that market across system type, tracker type, application, end user, business model and deployment scale.

## SUSTAINABILITY & SDG IMPACT — THE ANMD LENS

The sustainability case is the report's backbone. Beyond awareness, footprint trackers deliver measurable emissions transparency, reduction-planning evidence and accountability, strengthening the credible-tourism story — if methodologies hold.

Mapped Sustainable Development Goals:

|                                 |                                          |                                     |
|---------------------------------|------------------------------------------|-------------------------------------|
| <b>SDG 13</b><br>Climate Action | <b>SDG 12</b><br>Responsible Consumption | <b>SDG 11</b><br>Sustainable Cities |
|---------------------------------|------------------------------------------|-------------------------------------|

Measurable sustainability outcomes assessed:

- Quantified, auditable tourism carbon footprints
- Destination, traveller and operator emissions visibility
- Credible reduction planning and disclosure
- Methodology consistency and data quality as material risks

**Framework alignment:** Double materiality mapped to GRI, SASB, ISSB, TCFD, TNFD, CSRD and the EU Taxonomy, with greenwashing and SDG-washing screens applied throughout.

## WHAT'S INSIDE AT A GLANCE

|                                    |                               |                                  |                               |
|------------------------------------|-------------------------------|----------------------------------|-------------------------------|
| <b>53</b><br>Chapters              | <b>9</b><br>Report Parts      | <b>7</b><br>Regions Covered      | <b>40+</b><br>Country Markets |
| <b>2025–32</b><br>Forecast Horizon | <b>4</b><br>Forward Scenarios | <b>25+</b><br>Companies Profiled | <b>3</b><br>SDGs Mapped       |

## REPORT COVERAGE

**Geographic scope:** North America, Europe, Asia Pacific, Latin America, Africa, Middle East and Rest of World — with named country intelligence. Near-term value concentrates in Europe (UK, Germany, France); North America (United States, Canada); Asia Pacific (Singapore, Australia, Japan), while Latin America, Africa and the Middle East are assessed on their own merits rather than aggregated into Rest of World.

MARKET OVERVIEW

Tourism footprint tracking is moving from marketing estimates to MRV-grade measurement and reporting.

Tourism footprint tracking is moving from marketing estimates to MRV-grade measurement and reporting. Demand is driven by travel-emissions disclosure, corporate-travel reporting and destination-decarbonisation commitments. The market is read two ways — value and units (subscriptions / trips tracked), with trips-tracked coverage as a maturity lens — forecast under conservative, base, accelerated and disruption scenarios, every projection resolved to the 2025 base year and each region reported separately rather than folded into Rest of World.

- Europe leads disclosure-driven demand, anchored by CSRD, travel-emissions reporting and destination net-zero pledges.
- North America scales on corporate travel, where business-travel reporting and ESG mandates drive emissions platforms.
- Asia Pacific is emerging fast, as destinations and operators adopt carbon tracking under tourism-recovery and ESG pressure.
- System and application segment the value, across destination, traveler and operator tracking, and across measurement, reporting and reduction planning.

REGIONAL OUTLOOK

Across the seven reporting regions, the report separates deployment leaders from high-growth and emerging markets, profiling named country sub-markets, policy regimes and project pipelines in each. Latin America, Africa and the Middle East are assessed on their own merits — never aggregated into Rest of World — and every forecast resolves to the 2025 base year.

| Region        | Stage             | Lead Markets & Drivers                                                   |
|---------------|-------------------|--------------------------------------------------------------------------|
| Europe        | Disclosure leader | UK, Germany, France — CSRD, travel-emissions reporting, net-zero pledges |
| North America | Corporate-travel  | United States, Canada — business-travel reporting, ESG mandates          |
| Asia Pacific  | Emerging fast     | Singapore, Australia, Japan — destination ESG, tourism recovery          |
| Latin America | Emerging          | Costa Rica, Brazil — eco-destination tracking                            |
| Africa        | Frontier          | Kenya, South Africa — safari and eco-tourism footprinting                |
| Middle East   | Frontier          | UAE, Saudi Arabia — tourism-strategy ESG reporting                       |

KEY MARKET DRIVERS & RESTRAINTS

| Drivers                                                                                                                                                                                                                                                                                  | Restraints                                                                                                                                                                                                                                                                                |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Travel-emissions disclosure &amp; CSRD</li><li>• Corporate-travel reporting &amp; ESG mandates</li><li>• Destination net-zero commitments</li><li>• Traveler demand for transparency</li><li>• MRV-methodology &amp; data-API maturity</li></ul> | <ul style="list-style-type: none"><li>• Methodology consistency &amp; data quality</li><li>• Scope and boundary complexity</li><li>• Greenwashing &amp; credibility scrutiny</li><li>• Adoption beyond reporting into action</li><li>• Data-integration across travel suppliers</li></ul> |

## SEGMENTATION SNAPSHOT

|                     |                                                                                      |
|---------------------|--------------------------------------------------------------------------------------|
| By System Type      | Destination carbon trackers · traveler footprint apps · operator emissions platforms |
| By Tracker Type     | Trip-level · supplier-level · destination-level · portfolio                          |
| By Application      | Measurement · reporting · reduction planning                                         |
| By End User         | Tour operators · destinations / DMOs · travelers · hospitality                       |
| By Business Model   | Subscription / SaaS · per-trip · managed-service · licensing                         |
| By Deployment Scale | Pilot · operator-wide · destination-wide                                             |

## TABLE OF CONTENTS — PARTS & CHAPTERS

The full report is organised into nine parts across 53 chapters, listed below. Detailed sub-headings, country tables and directories are provided in the full report.

### Part I — Report Foundation, Discovery and Strategic Intelligence

- › Chapter 1. Scope, Methodology and Report Architecture
- › Chapter 2. Industry Discovery Summary — Tourism Footprint Trackers
- › Chapter 3. Executive Intelligence and Decision Dashboard
- › Chapter 4. Strategic Findings, Materiality and Investment Verdict Preview

### Part II — Market Intelligence, Sizing, Forecasting and Segmentation

- › Chapter 5. Industry Overview and Market Evolution
- › Chapter 6. Market Dynamics
- › Chapter 7. Global Market Size and Forecast, 2020–2032
- › Chapter 8. Market Segmentation Analysis
- › Chapter 9. End-User and Demand-Side Intelligence
- › Chapter 10. Pricing, Cost and Commercial Model Intelligence

### Part III — Regional and Country Intelligence

- › Chapter 11. Global Regional Intelligence Framework
- › Chapter 12. North America Market Intelligence
- › Chapter 13. Europe Market Intelligence
- › Chapter 14. Asia Pacific Market Intelligence
- › Chapter 15. Latin America Market Intelligence
- › Chapter 16. Africa Market Intelligence
- › Chapter 17. Middle East Market Intelligence
- › Chapter 18. Rest of World Market Intelligence

### Part IV — Technology, Innovation and Category-Specific Intelligence

- › Chapter 19. Technology Landscape and Architecture
- › Chapter 20. Emerging and Next-Generation Technology Intelligence
- › Chapter 21. Category-Specific Intelligence Module
- › Chapter 22. Research, Innovation and Funding Landscape

## Part V — Company, Competition, Patent and Project Intelligence

- › Chapter 23. Competitive Landscape
- › Chapter 24. Company Profiles
- › Chapter 25. Mergers, Acquisitions, Partnerships and Ecosystem Intelligence
- › Chapter 26. Patent Landscape and Intellectual Property Intelligence
- › Chapter 27. Project, Deployment and Case-Study Intelligence

## Part VI — Sustainability, ESG, SDG, Climate and Natural-Capital Intelligence

- › Chapter 28. Sustainability Intelligence Suite
- › Chapter 29. ESG Intelligence and Double Materiality
- › Chapter 30. ESG and Sustainability Framework Alignment
- › Chapter 31. SDG Intelligence
- › Chapter 32. Carbon, Net-Zero and Climate-Mitigation Intelligence
- › Chapter 33. Water, Biodiversity and Natural-Capital Intelligence
- › Chapter 34. Circular Economy and Resource-Security Intelligence
- › Chapter 35. Social Impact, Human Capital and Community Intelligence
- › Chapter 36. Climate Risk, Adaptation and Resilience Intelligence

## Part VII — Supply Chain, Policy, Legal, Economics and Finance

- › Chapter 37. Value Chain, Supply Chain and Geopolitical Intelligence
- › Chapter 38. Policy, Regulation and Incentive Intelligence
- › Chapter 39. Legal, Contracting and Risk-Allocation Intelligence
- › Chapter 40. Unit Economics, CAPEX, OPEX and Return Analysis
- › Chapter 41. Investment, Sustainable Finance and Bankability Intelligence

## Part VIII — Scenario, Future Intelligence and Final Due Diligence Verdict

- › Chapter 42. Scenario Analysis and Future Intelligence
- › Chapter 43. Sustainability Due Diligence Framework and Data-Room Index
- › Chapter 44. Risk Register, RAG Rating and Anti-Greenwashing Screen
- › Chapter 45. Bottom-Line Verdict and Strategic Recommendations
- › Chapter 46. Implementation Roadmap and Stakeholder Playbooks

## Part IX — Annexes, Directories and Reference Material

- › Chapter 47. Methodology Annex
- › Chapter 48. Corporate Directory and Company Intelligence Annex
- › Chapter 49. Patent Directory and Patent Intelligence Annex
- › Chapter 50. Project Intelligence Annex
- › Chapter 51. Forecast Annex
- › Chapter 52. Sustainability KPI Annex
- › Chapter 53. Reference Annexes

## COMPETITIVE & INVESTMENT SNAPSHOT

The competitive field spans travel-carbon and footprint-tracking vendors, platform specialists and integrated system providers.

### Representative players profiled in the full report:

Thrust Carbon Limited · South Pole Holding AG · CHOOOSE AS · Doconomy AB · BeCause A/S · Sustainable Travel International (USA) · Glooby (Sweden) · Murmuration (France) · Travalyt (UK) · Weeva (South Africa) · and 25+ further profiled players across the value chain.

**Investment intelligence:** venture, infrastructure, growth, development, climate and blended finance, green bonds and sustainability-linked loans — culminating in a bankability assessment and investment readiness verdict.

## KEY QUESTIONS THIS REPORT ANSWERS

- ? How large is the global tourism footprint trackers market, and how fast will it grow to 2032?
- ? Which regions, countries and segments offer the strongest risk-adjusted opportunity?
- ? How do the category economics change returns versus incumbent alternatives?
- ? Who leads, and where is the competitive and patent white space?
- ? Is the investment case bankable — and under what conditions?
- ? How does the technology align with the SDGs and emerging disclosure regulation?

## WHY ANMD — THE DIFFERENCE

*Most market studies stop at units and revenue. This report is built as a sustainability due diligence instrument — fusing market sizing with ESG, SDG, climate, water and natural-capital intelligence and a decision-ready bankability verdict in a single architecture.*

- › Triangulated sizing — every market read three ways so value, volume and the report's physical unit reconcile rather than conflict.
- › Region-honest forecasting — Latin America, Africa and the Middle East reported in full, never hidden inside Rest of World, every forecast resolved to the 2025 base year.
- › Integrated evidence base — company, patent and project databases linked to the analysis, with published-filing patents and FTO treated as an indicator, not a legal conclusion.
- › No-fabrication discipline — every estimate carries a data-confidence rating and disclosed sources; gaps are flagged for further diligence, never filled with invented numbers.
- › Anti-greenwashing rigour — SDG-washing and greenwashing screens plus claim-substantiation checks built into the ESG and project analysis.
- › Decision-first structure — 9 Parts and 53 Chapters culminating in stakeholder playbooks and a clear, neutral investment-readiness verdict.

## WHO SHOULD BUY THIS REPORT

Investors, carbon-tech vendors, tour operators, DMOs, hospitality, corporates, lenders, strategic corporate planners and decision-makers.

## Access the Full Report

The complete report delivers all 53 chapters in full, with every sub-heading, country table, company and patent directory, forecast model and due diligence checklist.

Purchase at [www.anewmarketdynamics.com](http://www.anewmarketdynamics.com) · Standard & Premium licences · Single-Site (SSL) and Global-Site (GSL) options at checkout.

## Want the Complete Detailed Table of Contents?

This prospectus lists the nine parts and 53 chapters. The complete detailed table of contents — every sub-heading, country table, exhibit, company and patent directory and annex — is available on request to registered users. To receive it, register with your official company email at [www.anewmarketdynamics.com](http://www.anewmarketdynamics.com). The full detailed table of contents will be sent directly to your registered company email address.