



ELIMINATING SINGLE-USE PLASTICS

A look into the use of single-use plastics in the
adventure travel business

#beyondplastic

In February 2018, the Adventure Travel Trade Association (ATTA) partnered with Travelers Against Plastic (TAP) to develop and distribute a survey to ATTA's database of adventure tourism businesses to better understand the use of single-use plastics in their operations, their successes and challenges in efforts to combat single-use plastic waste, and identify key areas where the ATTA can provide support. Information shared by the respondents will ultimately guide the ATTA and communities' efforts to reduce the use of single-use plastic water bottles for trade and consumers in the adventure tourism industry.

7 MILLION

**SINGLE-USE
PLASTIC BOTTLES
USED IN ONE YEAR**



**ENOUGH TO FILL 3
EMPIRE STATE BUILDINGS**

ALTERNATIVES

\$8M

SPENT ON
**SINGLE-USE
PLASTIC BOTTLES**

Estimated spend on single-use plastic bottles is 7.9 million USD

**COULD
BUY**

3M

**REUSABLE
ALUMINUM
WATER BOTTLES**

2.8 million USD reusable aluminum water bottles at \$2.83 USD each



260,000
**FILTERING
WATER
BOTTLES**

\$30 USD each = 263,333 reusable filtering water bottles, capable of 300 treatments before the filter is replaced, equaling to 79 million half-litre glasses collectively before replacing filter for continued use.



158,000
**STERIPEN
WATER
PURIFIERS**

\$49.97 USD = 158,095 Steripens capable of 3000 treatments each, equaling to 474 million one litre jugs of filtered water



88M
**WATER
FILTERING
TABLETS**

\$0.09 US/tablet = 87,778 one litre jugs of filtered water

ATTITUDES

9 OF 10

**ARE EXTREMELY
CONCERNED**

Adventure travel businesses concerned with the environmental impacts of single-use plastic water bottles

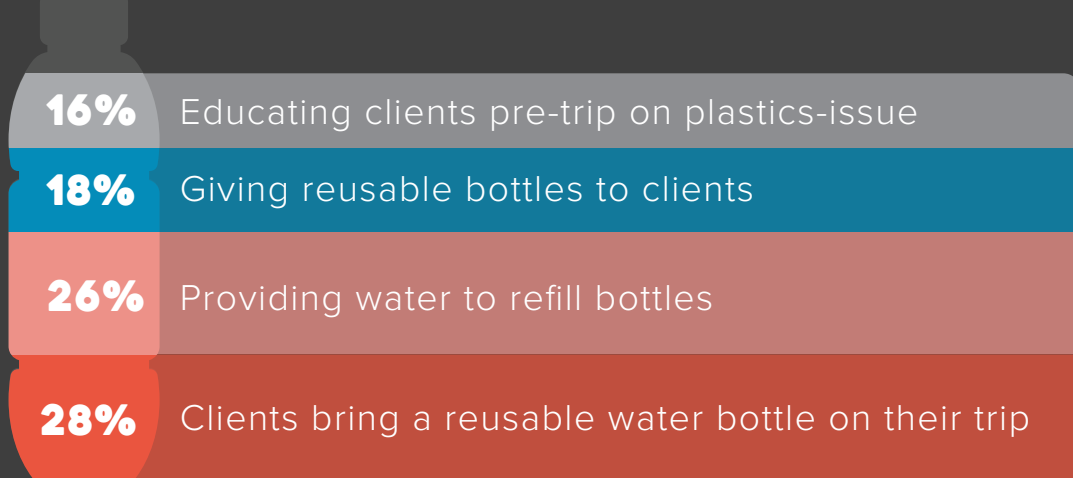
56%

**ARE USING
ALTERNATIVES**

Majority of clients are using alternatives to single-use plastics

SOLUTIONS

MOST POPULAR EFFORTS TO REDUCING SINGLE-USE PLASTICS



CHALLENGES



ATTITUDES

Guest's attitudes and behaviors



CONVERSION

Converting business partners and stakeholders



PRIORITIZATION

Prioritizing and working on the initiative



SAFETY

Cleanliness and safety challenges with the alternatives



COSTS

Costs involved in providing reusable water bottles and alternatives

**ONLY 9%
OF THE WORLD'S PLASTIC IS RECYCLED***

The ATTA is committed to reducing single use plastics within the adventure travel industry, encouraging others to think **#beyondplastic**.

To learn more about this initiative, please visit: www.adventuretravel.biz.

*<https://www.economist.com/blogs/graphicdetail/2018/03/daily-chart-2>

