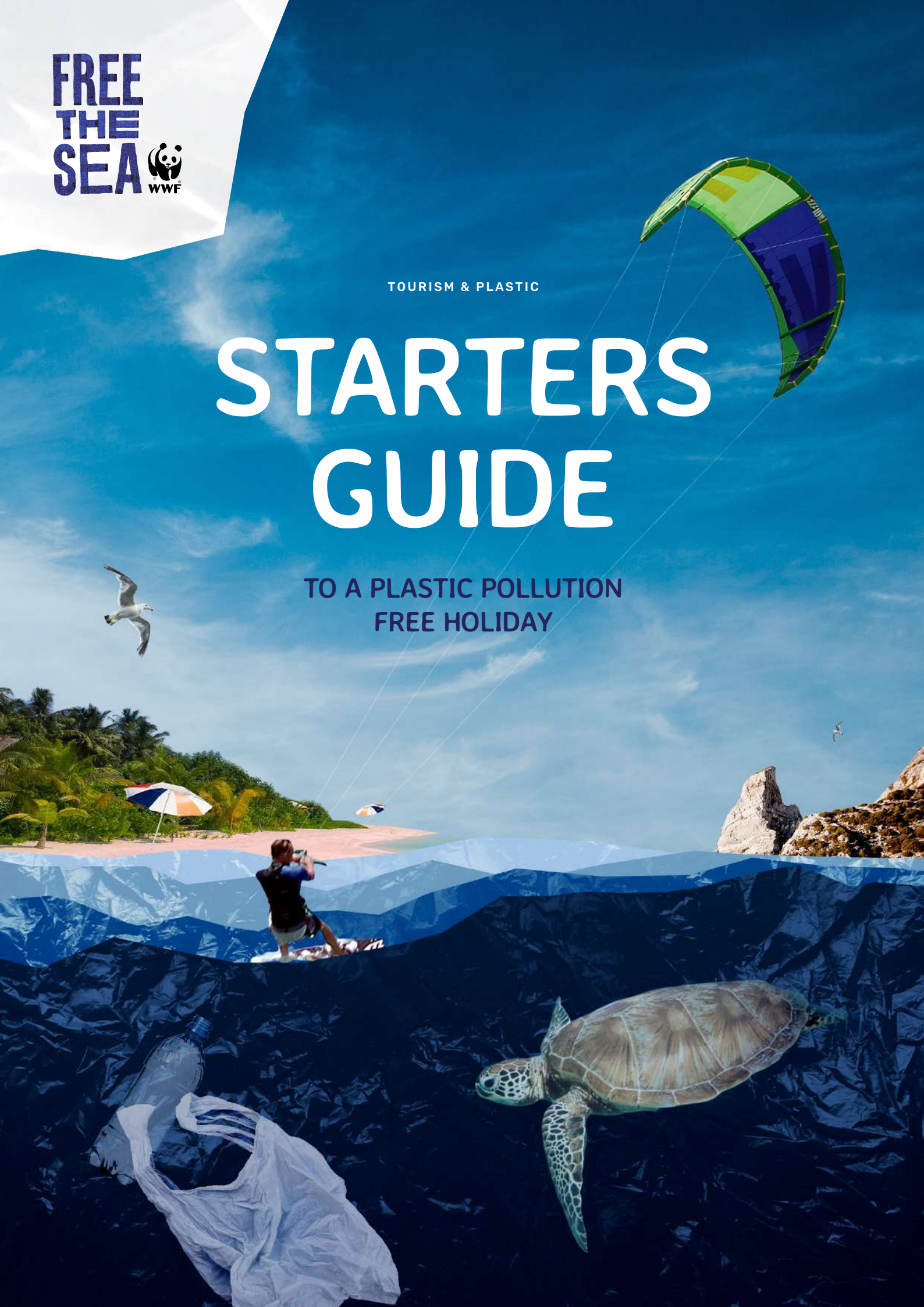


**FREE  
THE  
SEA** 

TOURISM & PLASTIC

# STARTERS GUIDE

TO A PLASTIC POLLUTION  
FREE HOLIDAY



To help you to reduce the use of single use plastics, we have developed a top 5 of items frequently used in tourism and a draft text to raise the issue with your supply chain partners. By reducing the use of single use plastics or by using alternatives, you can take small or bigger steps to lower your impact on the environment.

**01**

The role of plastic in tourism



**02**

5 single use plastics frequently used in tourism



**03**

Draft text for supply chain partners

# 01

## **THE PROBLEM**

The world is producing more than 400 million tons of plastic. Half of this is designed for single use. Each year around 8 million tons of plastic end up in our oceans. As a tourism industry we suffer from the consequences of plastic pollution. Holiday makers are looking for pristine beaches, unpolluted nature and cultural sights. Plastic pollution negatively affects visual attractiveness of destinations, contributes to pollution of soil and water, affects animal, plant and human health, and leads to biodiversity loss.

## **PLASTIC FREE HOSPITALITY**

The international tourism industry is a significant contributor to the 400 million tons of plastic produced globally every year. Plastics do have a role to play within hospitality, but all too often single use plastics are used out of habit, rather than necessity. Not only does this generate huge amounts of waste, but the costs for hotels can add up too.

## **PLASTIC & ECONOMICS**

Each player in the tourism supply chain must take its responsibility in combating plastic pollution. Many destinations are economically dependent on tourism industry, plastic pollution threatens their future income.

# 02

## FIVE FREQUENTLY USED SINGLE USE PLASTICS AND THEIR ALTERNATIVES

### SINGLE USE PLASTICS

Single use plastic water bottles ✗



Plastic straws ✗



Toiletries (shampoo- and soap bottles, shower cap, etc) ✗



Plastic bags (laundry etc) ✗



Cutlery and lunch boxes (packed lunches) ✗



### ALTERNATIVES

✓ Reusable bottles and a water refill point

✓ No straws, but when needed a sustainable one (eg. Bamboo)

✓ Soap and shampoo dispensers

✓ Reusable bags

✓ Cutlery and lunch boxes made of paper

# 03

DRAFT TEXT FOR YOUR SUPPLY CHAIN PARTNERS

## THE 'USE LESS PLASTIC STARTER KIT' FOR TOURISM INDUSTRY

At (name of your organisation) we believe that protecting the environment - and the people and wildlife that call it home - is important. Therefore, making our products and services more environmentally sustainable is an important issue for us. We can only do that with your help.

We notice a growing concern around single use plastic pollution and its impacts upon holiday destinations. Bans on single use plastic are increasing and the tourism industry will need to address this. Recently players in the sector have joined forces in The International Tourism Plastic Pledge to reduce plastic pollution. Your contribution is vital to make this happen. To help you get started, we are sharing information about some solutions for frequently used single uses plastics.





**Made by**  
Dutch travel trade association  
ANVR, MVO Nederland and WWF

