



Placing sustainability at the heart of mountain tourism

Mountain destinations attract around 15-20 percent of global tourism¹

Tourism can value and protect the **cultural and spiritual heritage** of mountain peoples

Low impact tourism can contribute to the conservation and valorisation of mountain ecosystems and their **biodiversity**

Mountain tourism can promote **sustainable food systems** and value local products

Visits to open air and less crowded destinations have increased as a result of **COVID-19**



Measure tourism in mountains to better plan and manage it



Empower mountain communities to take the lead in tourism development



Strengthen public-private partnerships to develop innovative products and services



Promote climate-sensitive, low-impact tourism in mountains



Increase responsible investments in mountain regions

1. UNEP. *Tourism and mountains: A practical guide to managing the environmental and social impacts of mountain tours*, 2007. <https://wedocs.unep.org/handle/20.500.11822/7687>