



Nature Positive Tourism Partnership Heads to COP16 in Colombia

London, UK: The Nature Positive Tourism Partnership (NPTP), made up of the World Travel & Tourism Council ([WTTTC](#)), the World Tourism Organization ([UN Tourism](#)), and the Sustainable Hospitality Alliance (the Alliance), is addressing world leaders at the UN Biodiversity Summit (COP16) in Cali, Colombia, as it continues its drive to halt and reverse biodiversity loss by 2030.

Officially launched at COP15 in 2022, the Nature Positive Tourism Partnership brings together key tourism stakeholders, including policymakers and leading private sector players in travel, tourism, and hospitality.

The NPTP called on governments to engage strategically with the global Travel & Tourism sector in order to achieve the Global Biodiversity Framework (GBF) targets.

Showcasing tourism's biodiversity successes

During COP26, the NPTP hosted a side panel, supported by Colombia's Ministry of Commerce, Industry, and Tourism.

This side event highlighted Travel & Tourism's role in biodiversity conservation and the achievements of the Nature Positive Tourism Partnership. It showcased successful initiatives where the sector contributes to biodiversity, explored policies that integrate biodiversity into Travel & Tourism, and supported the implementation of the GBF.

During the event, the NPTP also outlined its work and plans for the future with the aim of inspiring net positive commitments and demonstrate how Travel & Tourism can actively conserve and sustainably use biodiversity, positioning the sector as a key player in protecting nature for future generations.

The NPTP will also take part in the final plenary, calling for increased recognition for the sector's potential in delivering GBF goals. It will also call for increased support to deliver public and private partnerships that will drive policies and initiatives towards a more nature-friendly industry.

Gloria Fluxà, Vice Chairman and Chief Sustainability Officer at Iberostar, and WTTC's Sustainability Committee Chair will also address world leaders during the event.

Julia Simpson, WTTC President & CEO said: "The eyes of the world are upon us, and we must act. There is simply no time to waste. Travel & Tourism's reliance on nature, combined with our expertise in creating inspiring and memorable experiences, means we are perfectly placed to be guardians of nature."

UN Tourism SG Zurab Pololikashvili emphasised, "The sector's catalytic abilities are now widely known, like no other economic activity, tourism can be, if well managed, an agent of positive change. Developing a Nature Positive Travel and Tourism sector is our commitment."

Glenn Mandziuk, CEO, World Sustainable Hospitality Alliance, said: "The Nature Positive Tourism Partnership represents a crucial evolution in the tourism and hospitality industry, as we increasingly recognise our responsibility to protect and regenerate biodiversity. This initiative is not just about setting new standards; it's about sharing best practices from around the globe to inspire our sector."

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