

LVEP Webinar: The Manchester Framework for Tourism Carbon Accounting

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LVEP Webinar: The Manchester Framework for Tourism Carbon Accounting

Leanne Smith, Senior Regenerative Tourism Manager



The VisitEngland Strategic Ambition

Inspiring positive change in England's visitor economy



Promoting and encouraging the supply side to adopt sustainable and regenerative tourism practices



Providing leadership and delivering support, advice and guidance for LVEPs, industry and wider stakeholders



Leading the Regenerative Tourism approach – an approach that encourages tourism does no harm, **where visitors respect and appreciate the places they stay, eat and visit**

Regenerative Tourism – alignment to United Nations Sustainability Development Goals (SDGs)

Developing a resilient, year-round industry

GOALS: 8, 9, 11, 12, 13 & 17

Regional and seasonal dispersal

GOALS: 1, 3, 8, 10 & 11

Maximising the benefits of tourism to local communities

GOALS: 1, 3, 4, 5, 8, 9, 10, 11, 13, 14, 15, 16 & 17

An inclusive and accessible visitor offer

GOALS: 5, 10 & 16



Supporting development of sustainable transport options

GOALS: 7, 9, 11, 13 & 17

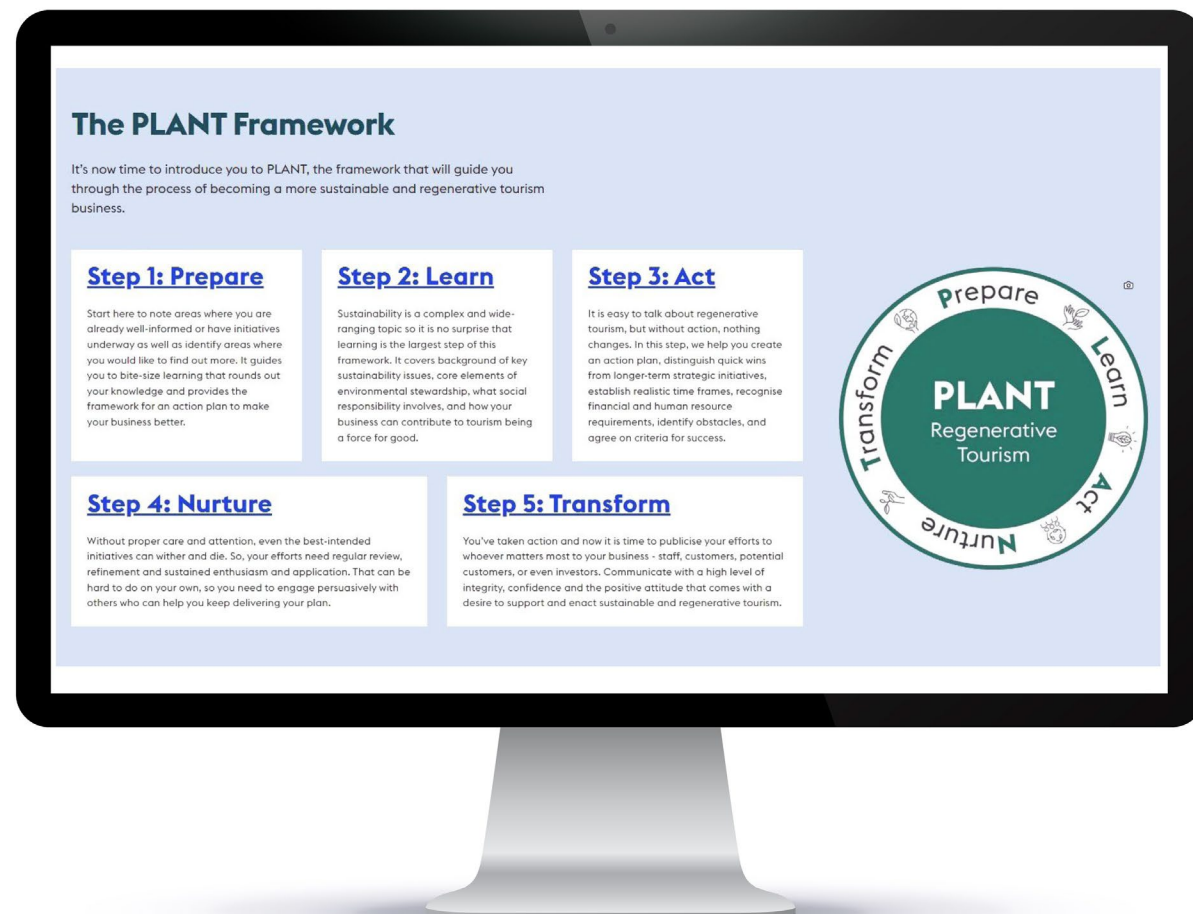
Encouraging sustainable practices among SMEs

GOALS: 5, 7, 8, 9, 10, 11, 12, 13, 14, 15 & 17

Supporting Net Zero and biodiversity targets

GOALS: 3, 7, 9, 11, 12, 13, 14, 15

The Regenerative Tourism Guide

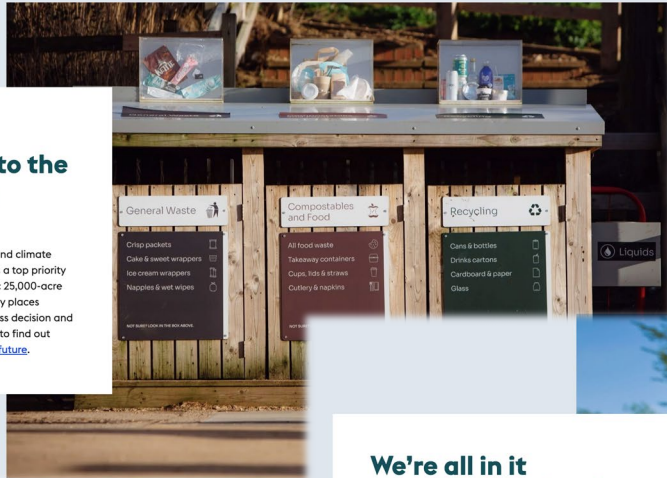


www.visitbritain.org/business-advice/regenerative-tourism/regenerative-tourism-guide

Case Studies – Bringing Theory to Reality

Embedding sustainability into the whole business: Holkham Hall

The twin challenges of biodiversity loss and climate change have reinforced sustainability as a top priority in safeguarding the future of this historic 25,000-acre estate. Holkham Hall's WONDER strategy places sustainability at the core of every business decision and guest experience. Read their case study to find out more on how they are [preparing for the future](#).



We're all in it together: National Forest E-Bike Holidays

Responding to the growing demands for luxury sustainable tourism, National Forest E-Bike Holidays [combined their sustainability initiatives with distinctive local experiences and a commitment to supporting the local economy](#). It is a winning combination that resonates with customers and has earned national level recognition.



Growing green guests: Laverock Law

Taking guests on the sustainability journey along with them creates a sense of connection that keeps Laverock Law guests returning year after year. And with [around 50% of guests returning for future visits](#), it's clear that the connection between the team at Laverock Law and their guests is a strong one.



Social responsibility: Mother Ivey's Bay

Mother Ivey's Bay Holiday Park in Cornwall was the first holiday park in the UK to be fully accredited as a Living Wage employer and the impact of that commitment was immediately clear. [Experienced workers come back year after year](#) ensuring operations run smoothly and efficiently. More broadly, those efforts helped raise the reputation of the tourism and hospitality industry as a sector of choice for workers.



Environmental stewardship: Mill on the Brue

The impressive energy and water management efforts at Mill on the Brue are a great example of the environmental stewardship central to regenerative tourism. They have also seen costs come down and waste levels drop as their sustainability initiatives mature, saving money and [making Mill on the Brue a better place to visit and work](#).



Communicating & Storytelling Guide

A no-nonsense guide to communicating your sustainability efforts

CONTENTS

This guide is for everyone working in tourism, whether you consider yourself to be 'sustainable' or not. It will take you through the process of designing or improving many different forms of communication connected to your business and sustainability or regeneration.

A growing percentage of customers are considering a range of issues around sustainability when choosing the places they visit and stay. According to 2024 research into hotel booking preferences shared by the UK's Sustainable Hospitality Association, 41% of all hotel guests say sustainable travel is very important to them, with over a third (36%) willing to pay more for environmentally friendly products and services.

The research also makes clear that not all guests think alike, for while 35% say they assess the environmental credentials of accommodation when deciding if they will stay there, a similar percentage (33%) complain that "there's too much concern with the environment, global warming and climate change."

Our aim is to help you communicate to all the different types of guest or visitor you might encounter, whether they are the 63% most concerned about cutting food waste, or the 43% looking to buy locally. Our tips give advice that will help you engage both the "accidentally green" and the "eco evangelist". We'll even do our best to ensure the "Climate Sceptic" doesn't pass you by.

A: Who are you? What's your story?

This section is designed to help any tourism business understand the relevance of sustainable tourism to their operations.

B: How to communicate well

There are countless opportunities to talk about sustainability, depending upon who you are, who you are communicating to, and why you are communicating. However, there are some key principles to remember that will help you plan your communication, regardless of the situation.

C: Where to communicate

This section explores how to communicate at different moments and situations, providing supporting evidence and examples for why and how to make it most effective

D: Make sure it works

Your time is precious. It's vital you make sure that any effort or investment you put into communication is effective. This section explores how to make sure that is the case.

E: Regulation

Recent regulation means some of the advice in this guide will also keep you on the right side of the law.

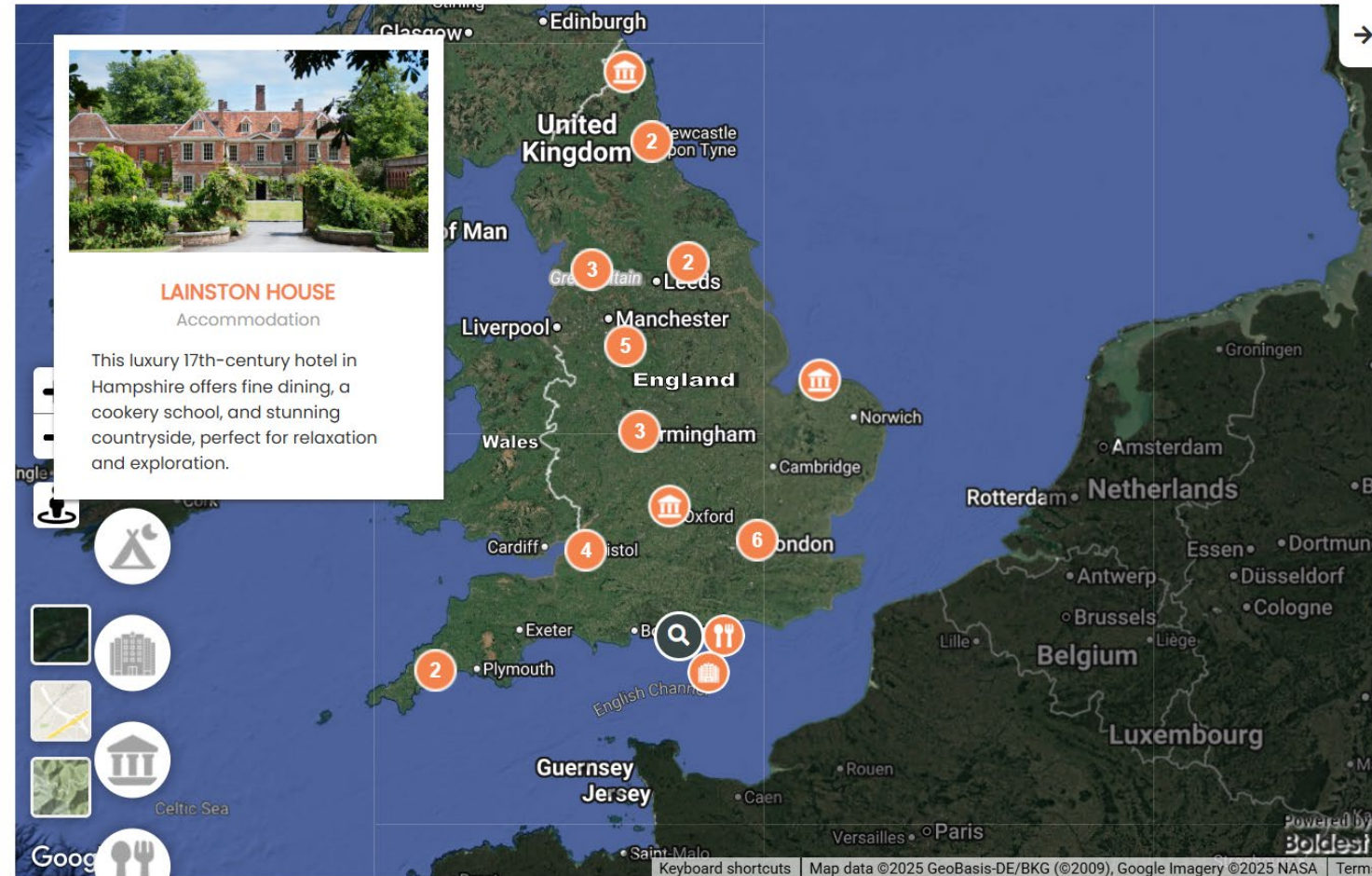
F: Resources

This guide is designed to give you all you need to get stuck into improving your communication of sustainability. If you want to go deeper, this selection of free to access resources will offer further ideas and insights.

Example: "And did you know you can borrow bikes, borrow boats, borrow wellies, borrow fishing rods and take a free guided nature walk at Wheatland Farm's eco lodges? We believe that by choosing an eco friendly holiday here you've already 'bought into' the project — so you get to share all the good bits. Wheatland farm is more than a place to stay, it's a place to be."

Wheatland Farm, Devon

Supporting International Travel Trade: The Meaningful Travel Map of England



THE GARLIC FARM
Meal or Food Experience

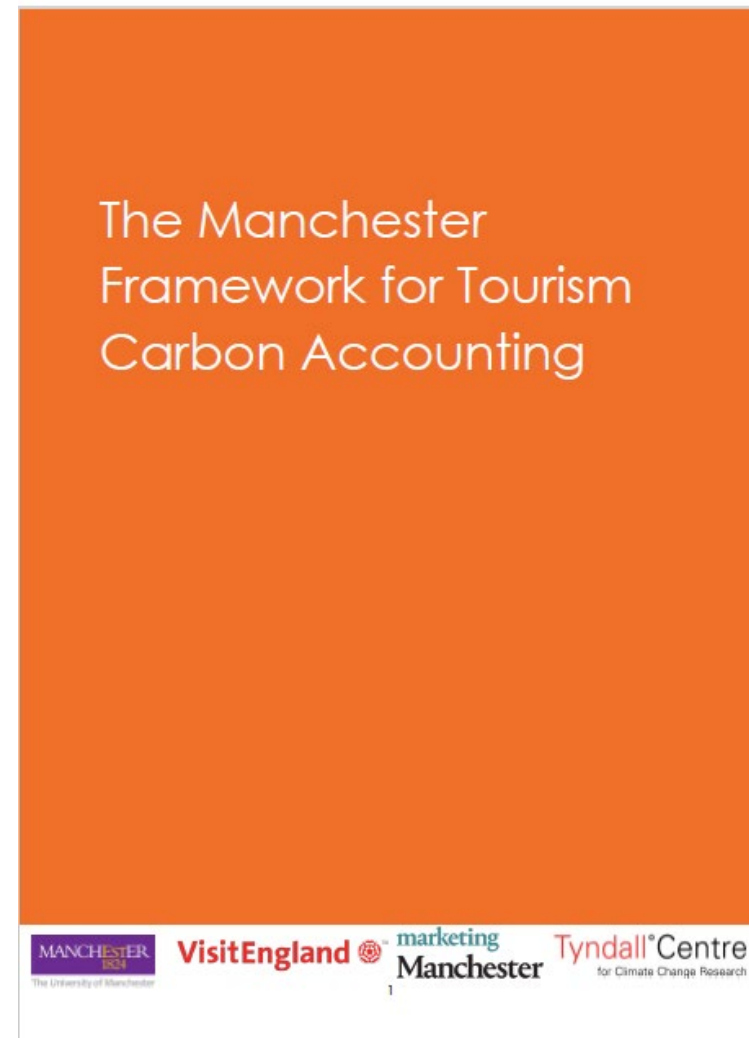
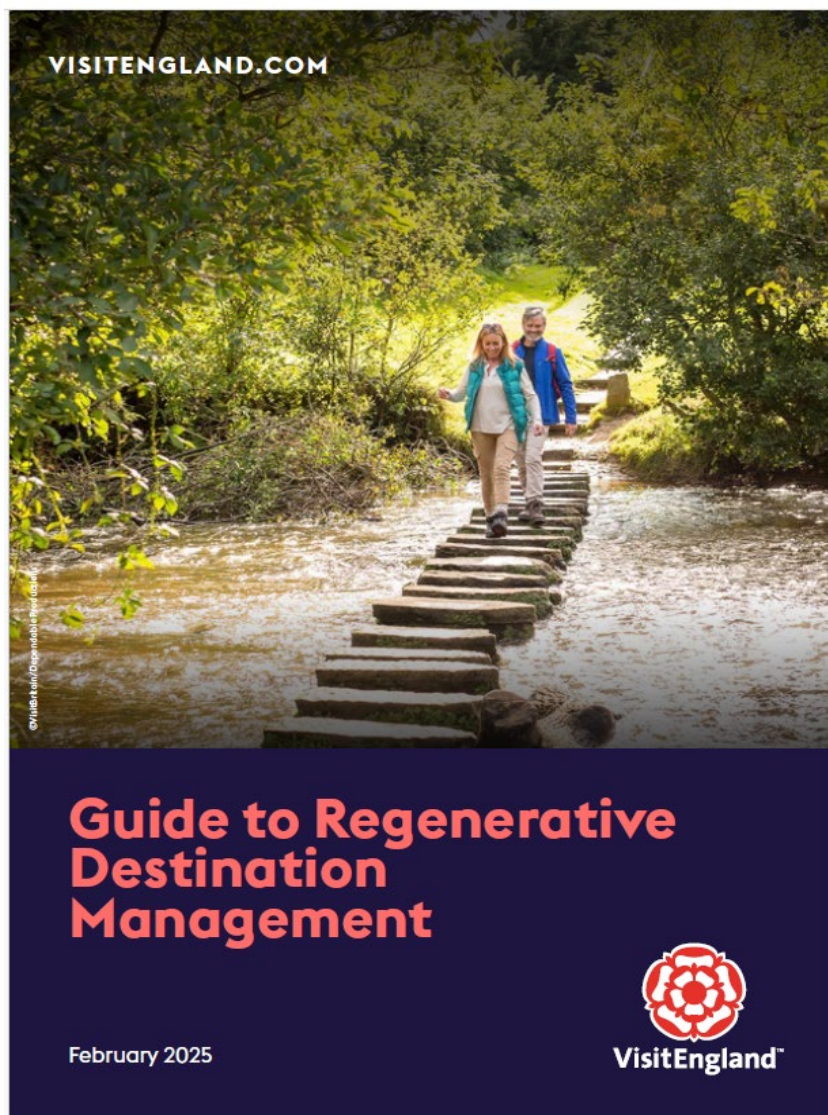


FOREST DISTILLERY
Meal or Food Experience



BLACKFRIARS
Meal or Food Experience

Supporting English Destinations





Richard Walker

Sustainability Manager,
Marketing Manchester



Lois Pennington

Research Associate at the Tyndall
Centre for Climate Change Research

Our Speakers

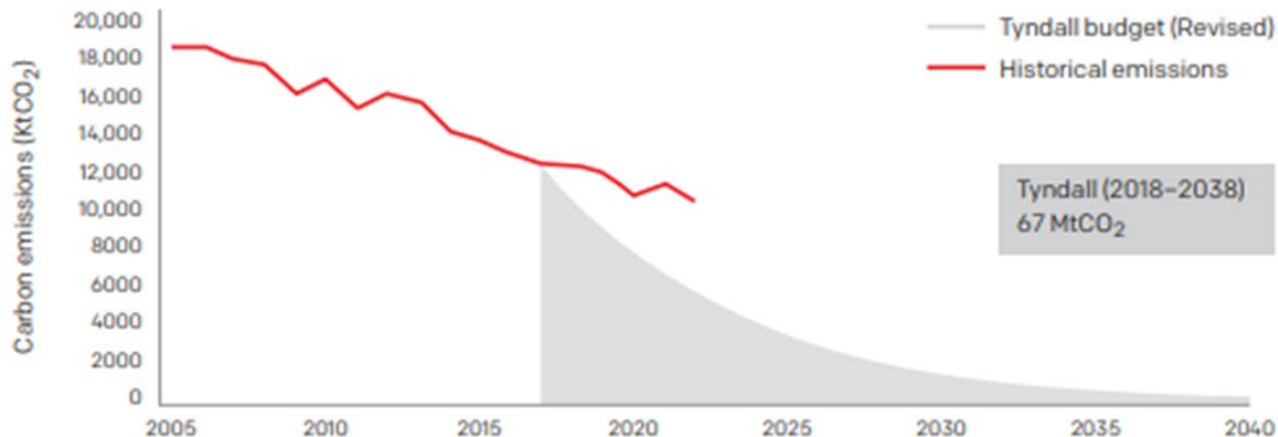
Why did we commission Tyndall to do this work?



Glasgow Declaration Climate Action in Tourism

The Glasgow Declaration is a catalyst for increased urgency about the need to accelerate climate action in tourism and to secure strong actions and commitment to support the global goals to halve emissions over the next decade and reach Net Zero emissions as soon as possible before 2050.

Marketing Manchester have recently signed the Glasgow Declaration, and as part of this are required to produce a Climate Action Plan, which requires measuring the impact tourism has on the climate of Greater Manchester



Greater Manchester has an ambitious target of being a net zero region by 2038, 12 years before the national target of 2050, which the tourism sector must contribute to

What are the benefits for Marketing Manchester?

-  Gives us a thorough understanding of what the impact of tourism is on Greater Manchester's climate
-  Enables us to measure the impact and look at strategies and initiatives to help reduce it
-  Informs our Climate Action Plan
-  Enables us to align with GMCA's 2038 strategy
-  Gives us a solid measurement framework to use going forward
-  Allows us to demonstrate to stakeholders the importance of addressing the impact that tourism has on the region's climate

What will we do with the work?

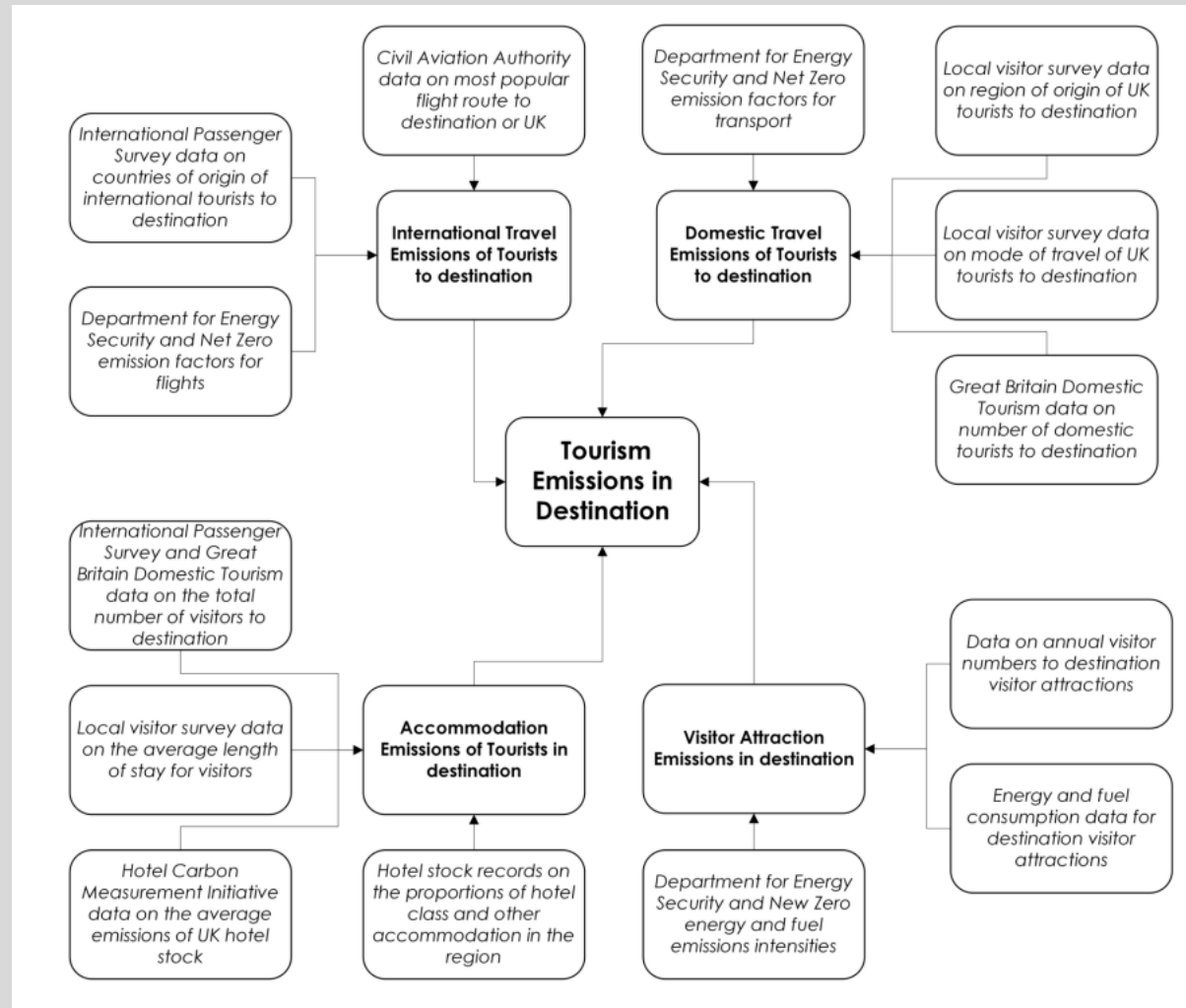


It has informed our Climate Action Plan for Greater Manchester's Visitor Economy, and will help us measure the impact against benchmarks going forward, aligned to the GMCA 2038 targets



We want other destinations across England (and beyond!) to use the framework to start their own climate action work, and to start to be able to compare like for like across destinations

The Manchester Framework for Carbon Accounting in Tourism



Developing The Manchester Framework for Tourism Carbon Accounting

Lois Pennington & Chris Jones
The Tyndall Centre for Climate Change Research
University of Manchester

LVEP Webinar 9th December 2025

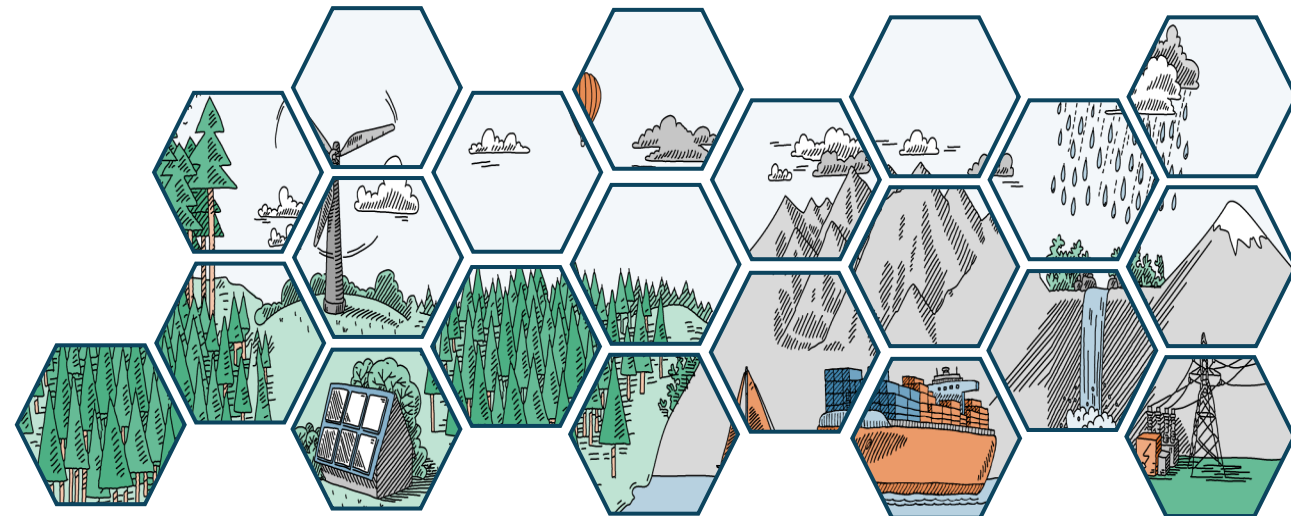
Tyndall Manchester Are -

50 researchers across engineering, social sciences and environmental science working on

- City-scale and community climate change action
- Resilience to climate change
- Decarbonising aviation and shipping
- Energy system decarbonisation
- Bioenergy and greenhouse gas removals
- Circular economy
- A just transition away from fossil fuels
- Water resource sustainability

Email Chris Jones – c.w.jones@manchester.ac.uk

Find out more at tyndall.manchester.ac.uk



Why measure tourism emissions?

- Climate impacts are rising, every sector needs credible carbon reduction pathway.
- Visitors want to have a lower environmental impact.
- Tourism has levers to influence behaviour and support low carbon investment.
- Many destinations have carbon neutrality targets or declarations.

What you
will get
from this
webinar

Where?

How?

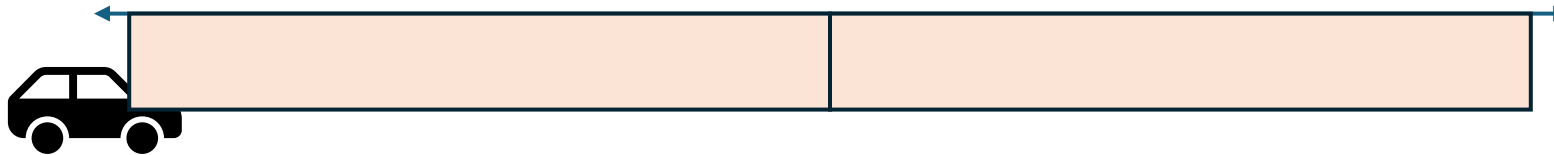
What?

How (again)?

What next?

How do we calculate carbon emissions?

1. **What** are people doing? Start with a real-world activity, e.g. driving a petrol car, taking a flight, or heating a building.
2. Work out "**how much**" of it happens. For travel this is how far people go, for buildings it is how much energy is used.
3. Use standard carbon emissions (CO₂) **per unit**. Typical values for CO₂ per km in a petrol car, or per kWh of electricity from the UK grid.
4. Multiply it together for the **total** related to that activity.



What we set out to do



MEASURE CARBON IMPACT OF
TOURISM IN GREATER
MANCHESTER OVER ONE YEAR,
WITHOUT COLLECTING NEW DATA,
IN A REPEATABLE METHOD



DEVELOP A FRAMEWORK THAT
OTHER DESTINATIONS CAN
FOLLOW

The Manchester Framework for Tourism Carbon Accounting

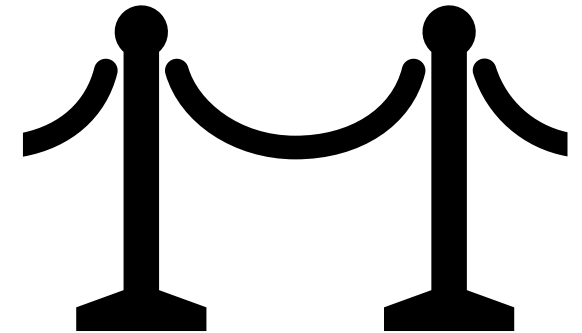
Travel to destination



Accommodation

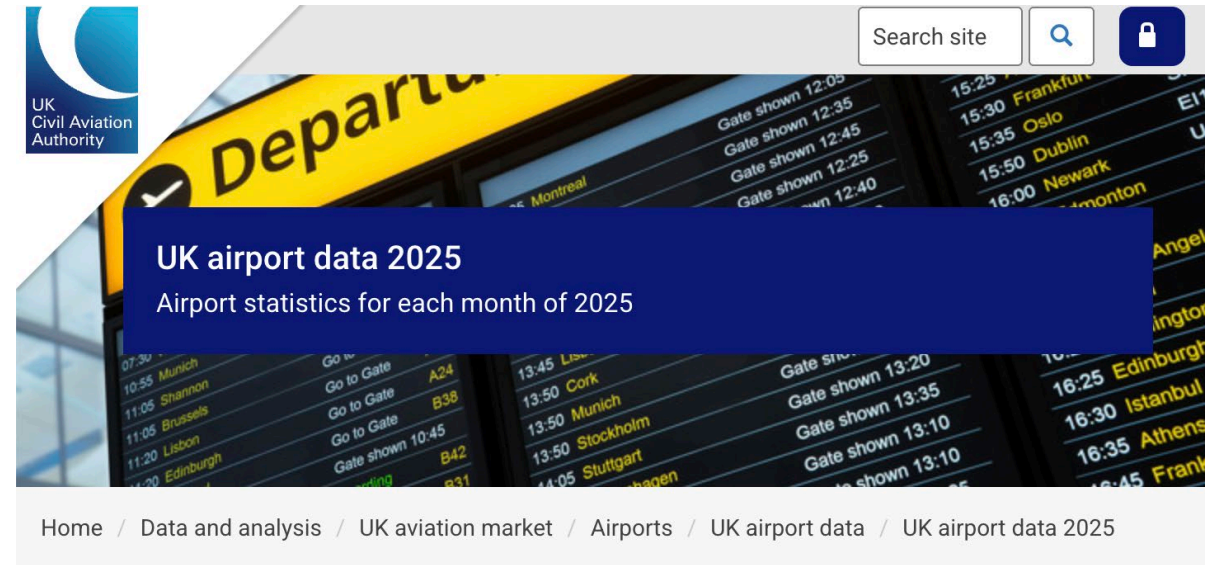


Attractions



Step 1: International Travel

- **How many** international tourists you have, **where** they come from, and **how** they travelled.
- Group countries into regions or clusters & distance bands (short-haul, long haul)
- Use CAA data on most common flights from that region
- Emission factors from Department of Energy Security and Net Zero
- Passengers x distance x emission factors.



UK airport data January 2025

Airport related statistics for January 2025

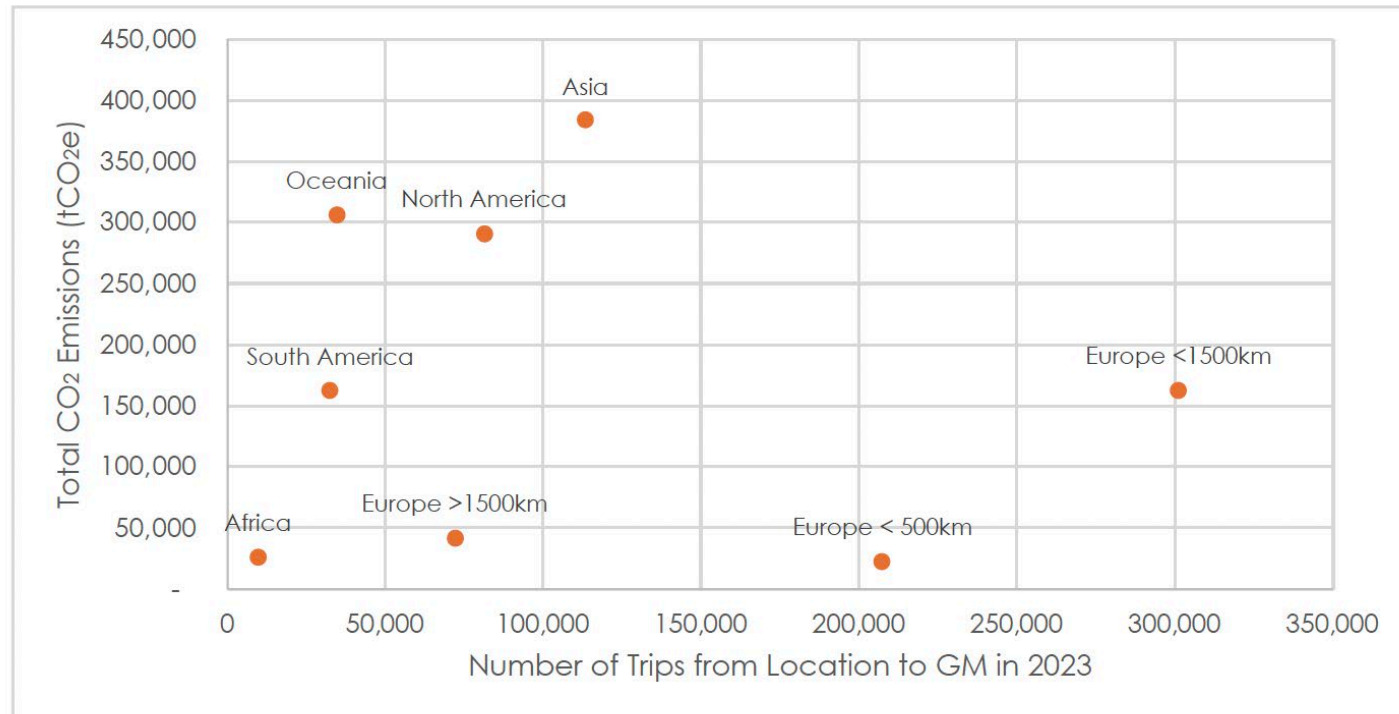


- Short haul flights (<1500 km): 186 gCO₂e/passenger-km
- Medium/long haul flights (>1500 km): 261 gCO₂e/passenger-km

International Travel to Greater Manchester

1,400,000 tonnes of CO₂e

... about the annual energy use of half a million average UK homes

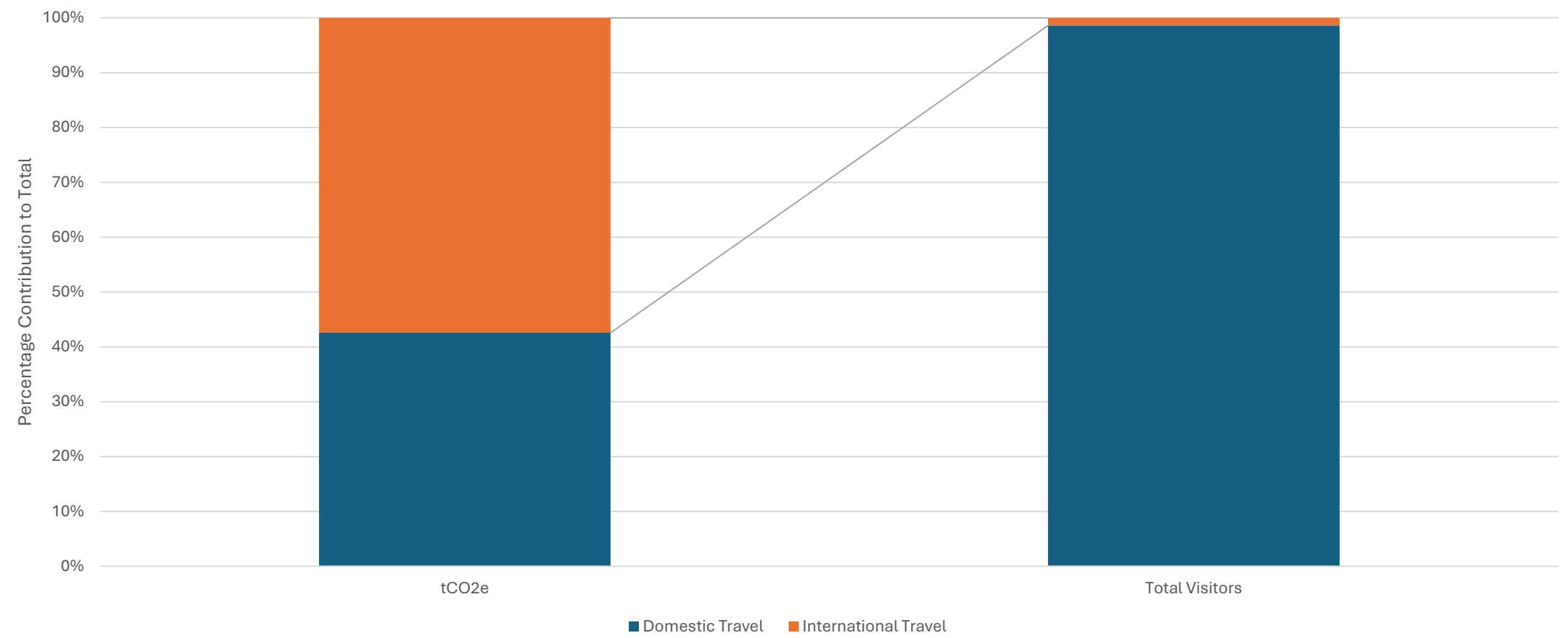


Step 2: Domestic Travel

- **How many** domestic tourists you have, **where** they come from, and **how** they travelled.
- Assumed that people travelled from most populous area.
- Emission factors for transport from DESNZ.
- *1,037,500 tonnes of CO₂e in GM.*



Travel to Greater Manchester



Step 3: Accommodation

- **How many** people stayed, for **how long**, and **where**.
- Type of accommodation can have big range of emissions.
- Data from international source (Hotel Carbon Management Initiative).
- *54,000 tonnes of CO₂e in GM*



Step 4: Attractions

- Total emissions from top visited attractions.
- Variation in data held by attraction but energy use is a consistent start.
- Energy use certificates tell you type and amount of energy.
- Emissions factors from DESNZ for each type of energy.
- *7230 tonnes CO₂e in GM.*



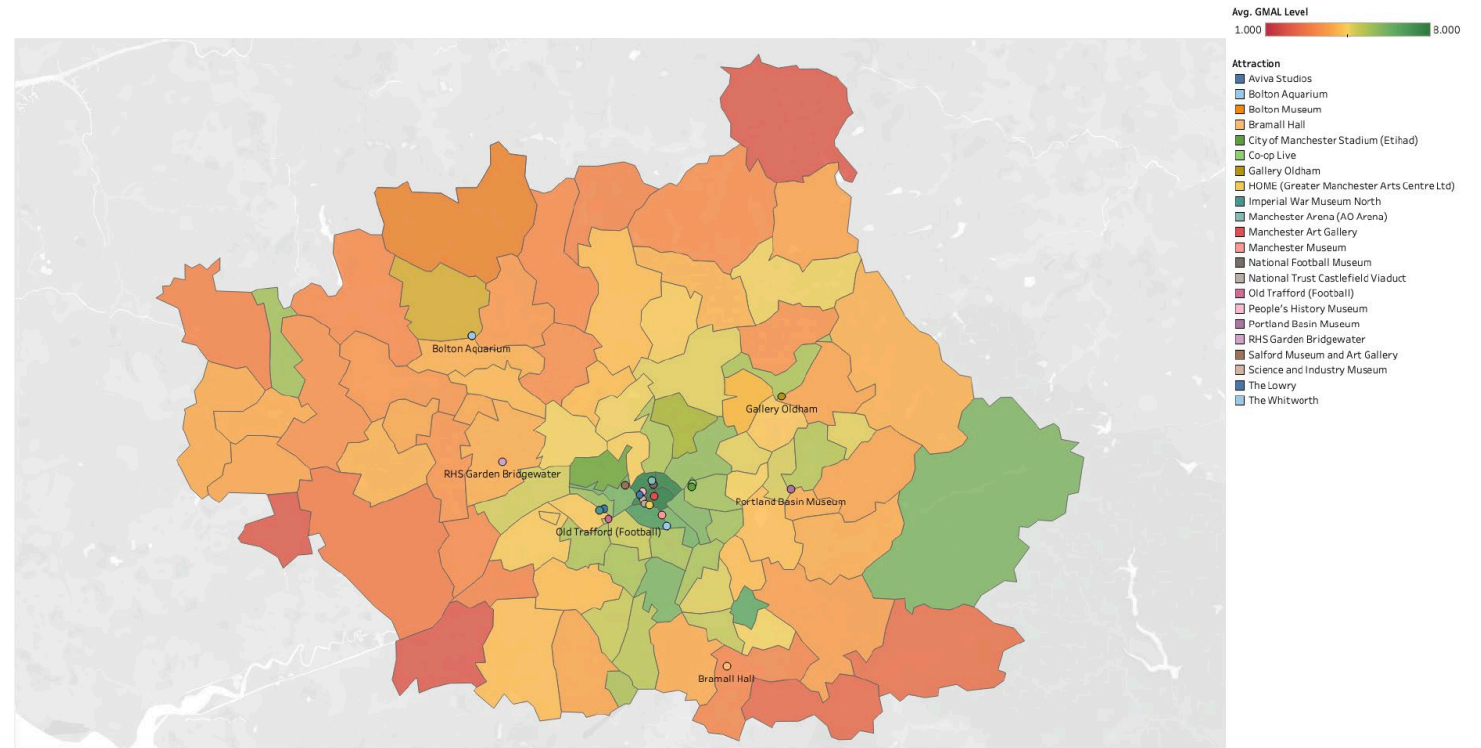
This building's energy use

Main heating fuel	Natural Gas
Building environment	Air Conditioning
Total useful floor area	22,086 square metres
Asset rating	Not applicable

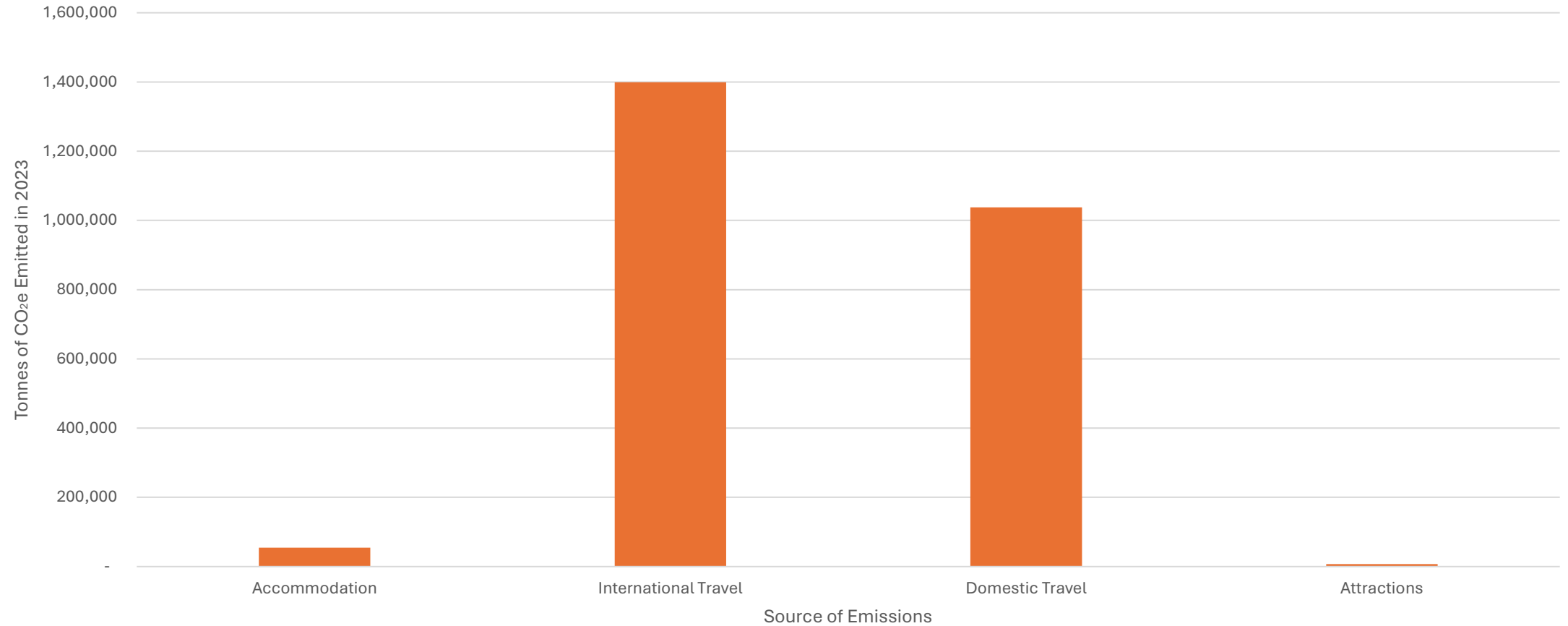
Energy use	Electricity	Other fuels
Annual energy use (kWh/m2/year)	146.03	122.73
Typical energy use (kWh/m2/year)	111.90	310.12
Energy from renewables	0%	0%

Step 5: Tourist Travel Around the Destination

- Important source of emissions but very hard to quantify.
- We used an accessibility indicator (GMAL) to look at location of attractions.
- BUT lots of tourists will move around the city without just going to attractions.



Results for Greater Manchester



What Support Could Help Destinations?

- An adaptable, consistent visitor-survey
- Clearer insight into how visitors travel around cities
- A shared data framework so hotels and attractions measure emissions consistently
- Studies that reveal real tourist behaviour, where they go, eat, travel
- Help for accommodation and attractions to gather and share usable, standardised data
- Practical tools to shift behaviour toward low-carbon options

Key Takeaways

- Tourism emissions can be understood enough to support action
- There are significant data challenges:
 - Some need stronger data collection
 - Others need more research to know what to track
- It is powerful to understand where emissions come from

Useful links

- **Regenerative tourism | VisitBritain.org**

<https://www.visitbritain.org/business-advice/regenerative-tourism>

- **Guide to Regenerative Destination Management for Local Visitor Economy Partnerships**

<https://www.visitbritain.org/resources-destination-partners/guide-regenerative-destination-management>

- **Low Carbon Tourism for Greater Manchester**

<https://tourism.marketingmanchester.com/resources/low-carbon-tourism-for-greater-manchester>

- **The VisitEngland Academy**

<https://visitenglandacademy.visitbritain.org/>

- **VisitEngland Business Advice Hub**

<https://www.visitbritain.org/business-advice>

Thank You



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