

ANNUAL CONFERENCE VIENNA

Heading Towards Extinction – Over-Tourism

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INTERNATIONAL SOCIETY OF
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Innovation & Disruption: The Evolution of Hospitality



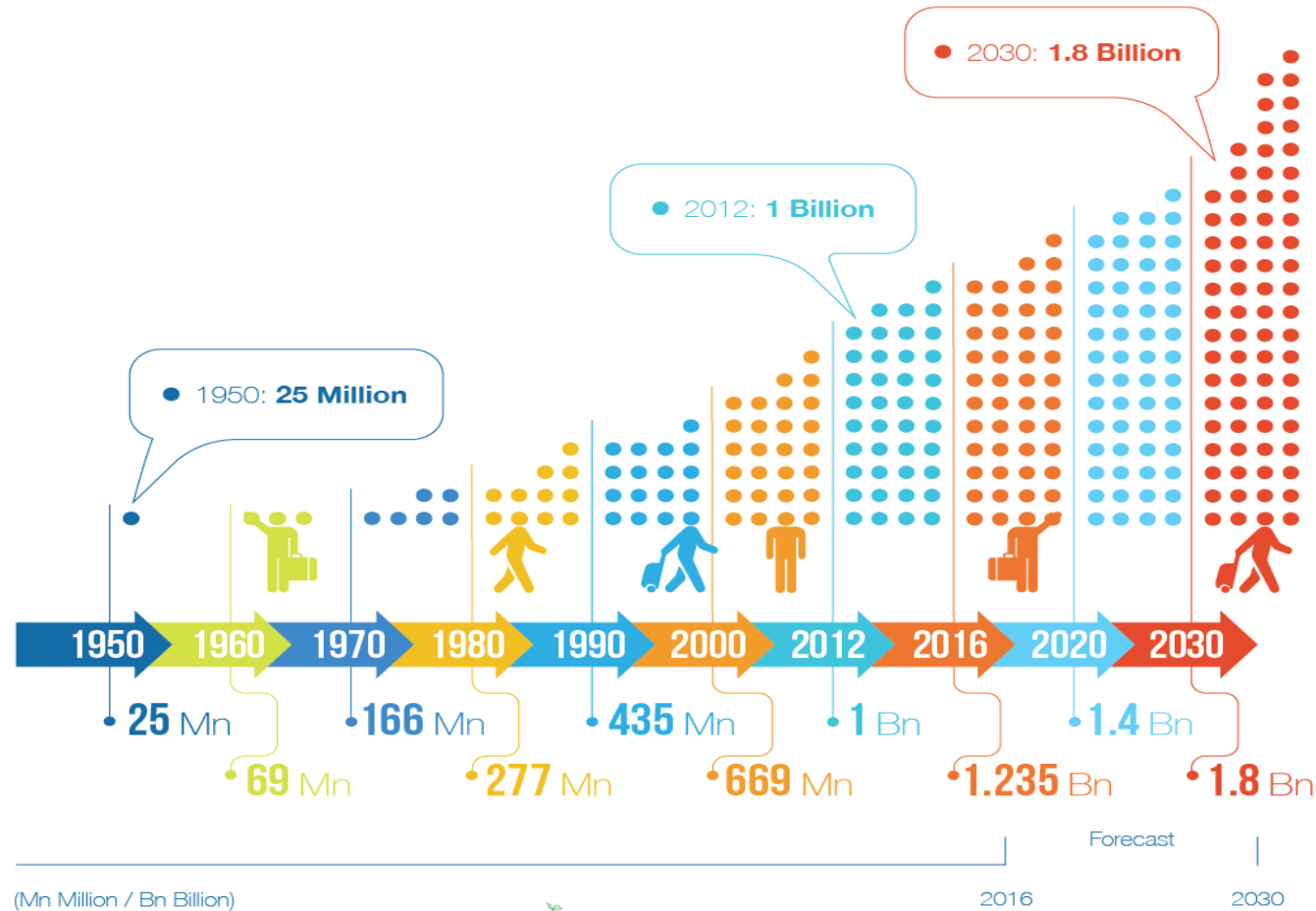
Is this the future?



What ?
Where ?
Why ?
How to Tackle ?

Brief History of Over-tourism

INTERNATIONAL TOURIST ARRIVALS 1950 - 2030



- ← 2019 – Over-tourism is everywhere!
- ← 2017 – Backlash from local residents: Barcelona, Venice, Dubrovnik etc.
- ← 2012 – “Overtourism” Term Invented

Source: © Highlights 2017 - World Tourism Organization (UNWTO), July 2017



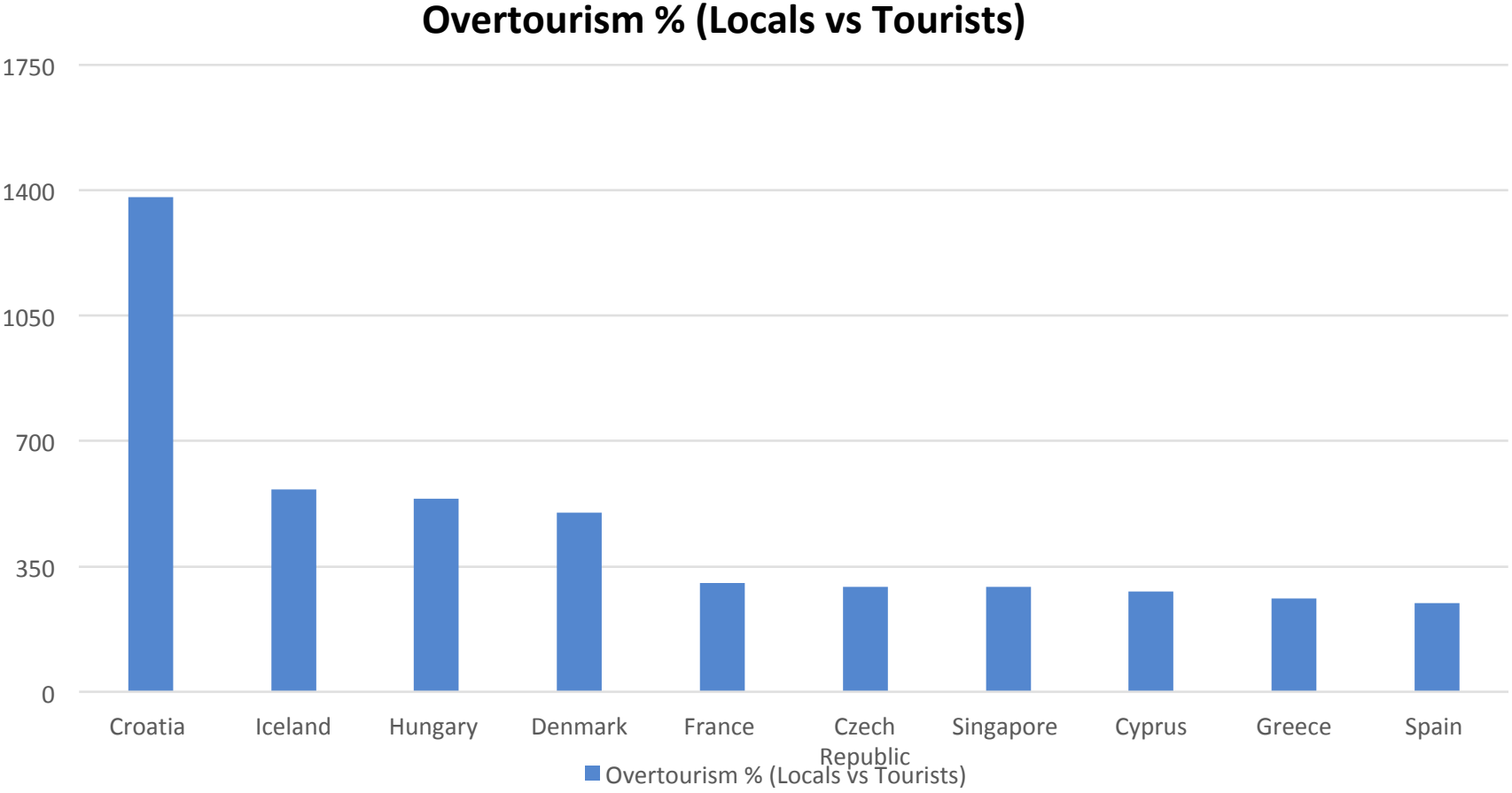
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Let's look at some examples...



Over-tourism Champs



Barcelona



Tourists: 30 M
Population: 1.6 M

Amsterdam



Tourists: 19 M
Population: 813 K

Dubrovnik

Tourists: 1.3M

Population: 120 K



Venice



Tourists: 20 M

Population: 50 K

Is it a European problem?



Koh Phi Phi Leh - Thailand

Maya Bay
CLOSED
2021



Machu Picchu - Peru



Tourists:
Over 5,000 / day

UNESCO
recommendation:
2,500 /day

... even Mount Everest!

