



TRAVELLING TO SAVE THE WORLD?

**Traffic jams, overcrowded cities and beaches, long queues in front of interesting sights, tacky cultural performances, annoyed locals ...?
There is another way!**

Vienna, 26 June 2019

„A Good Life for All!“ is the central goal of the Agenda 2030, signed by the UN Member States. The newest Naturefriends International campaign shows how tourism can support sustainable development worldwide, while still creating relaxing holidays. Come along on the journey!

Since the tourism industry is the biggest and fastest growing economic sector, it needs to contribute towards a sustainable development. Sustainable tourism, which also considers ecological and social criteria, will contribute towards the Agenda 2030 – as for example goal 1 “No poverty”. How can travelling contribute to reduce poverty and to a good life for everyone in the destinations? Possible answers can be found in the current campaign of Naturefriends International: www.facebook.com/nfint.org #travellingfair.

Relaxing holidays that benefit everyone!

Naturefriends International (NFI) is the international umbrella organisation of the Naturefriends movement, uniting over 45 member organisations and approximately 350,000 members. The focus of NFI's work is on creating and implementing sustainable development of the environment and society. NFI is member of the “Green 10”, a coalition of ten leading environmental NGOs active at the EU level. www.nf-int.org

NFI has been advocating for sustainable tourism development for many years and is a partner organization of the platform “Transforming Tourism”, which demands a reorientation of the tourism industry (www.transforming-tourism.org). The Naturefriends Climate Fund (<https://climatefund.nf-int.org/en>) offers tourists the chance to make a personal contribution towards climate justice.

www.tourism.nf-int.org

Contact:

Cornelia Kühhas

Naturefriends International, press & public relations

phone: +43 (0)1 89 23 877-41, email: cornelia.kuehhas@nf-int.org