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A BOOKING PLATFORM FOR POSITIVE IMPACT HOLIDAYS

 TRAVEL & TOURISM

One startup aims to simplify the booking process for sustainable travel

Spotted: One report from the World Travel and Tourism Council (WTTC) and the Trip.com Group has revealed that **69 per cent** of travellers are actively seeking sustainable travel options for 2023. At the same time, over **25 per cent** of people think holiday planning is one of life's biggest stressors. To help simplify these two issues, Swiss-based startup, Viatu has developed a platform that simplifies the booking process for multi-day sustainable adventures.

The platform aims to give travellers more control and transparency over their holidays, making trip planning a fast and easy experience. Viatu offers a data-driven, customisable trip builder, and enables a 'connected trip' experience – where users can book every part of their itinerary through one platform. With Viatu's API plug-ins, users receive live pricing and availability.

Viatu only offers destinations with good environmental, social, and economic credentials that align with the Global Sustainable Tourism Council's Destination [criteria](#) to ensure customers travel sustainably and are informed about the impact of tourism on the environment. The company also has users sign the 'Viatu Traveller Pledge', which outlines responsible tourism practices, including cultural and environmental considerations.

Integrated into Viatu's platform is the [Squake API](#). Squake provides carbon calculations for all activities involved in a trip, enabling Viatu to either make climate contributions or directly purchase the relevant credits on behalf of their users automatically once the trip is completed in order to offset any emissions.

The startup currently specialises in trips to sub-Saharan African destinations, such as Botswana, Namibia, Rwanda, and South Africa, and users can choose from many experiences, including eco-luxury. Viatu recently raised [\\$1 million](#) in seed funding, which the company will use to further develop its platform.

Springwise has spotted several innovations for the future of travel and tourism. One platform combines [satellite and statistical data](#) to inform users about popular destinations' environmental, social, and economic indicators, and another offers immersive, [nature-based holidays](#).

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Takeaway:

Tourism is responsible for roughly [eight per cent](#) of the world's greenhouse gas emissions. Various activities contribute to travel's carbon footprint, from plane journeys and boat rides to souvenirs and accommodation. Following a lull in holidaying during the pandemic, the industry has now ramped back up and as the number of people travelling increases, so does tourism's environmental impact. Tourism plays an important role in the economy, and getting to know different cultures, and Viatu's platform shows there is a way for people to travel and manage their carbon footprint. Travelling sustainably helps the planet and creates jobs while preserving cultural heritage and wildlife.