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Sustainable Tourism & Profitability

Singaporeans want sustainable travel, but only 4 in 10 will pay more

Of those willing, one in five travellers will pay up to 5% more.

Most Singaporeans (96.4%) are drawn to [sustainable travel](#), though only a few (41%) will pay extra for it.

Of those who are willing to pay extra, Trip.com reported that one in five travellers is willing to pay up to 5% more for sustainable travel.

Travellers from Asia Pacific, including Singaporeans, are more likely to pay a premium for sustainable travel compared to those from North America, Europe, the Middle East, and Africa.

In APAC, only three in 10 travellers opt out of paying extra, compared to 53.0%, 49.4%, and 47.3% of travellers in North America, Europe, and the Middle East & Africa, respectively.

Meanwhile, Trip.com found that Singaporeans regularly search for sustainable options when booking trips online, with around six in 10 expecting clear labels and sustainable travel tips.

The Journey *and* The Destination



- **4.3 million cars** taken off the road yearly
- **23,954 tCO2e** avoided in 2023
- **4 times fewer emissions** compared to traveling by car
- **99.7% On time** record
- **122 million travellers** since inception



YTL Hotels and Properties – Responsible sourcing



- Committed to **local and nearshore sourcing whenever possible**, covering items such as fresh local produce, line-caught fish, and locally crafted goods.
- Recorded **89% local procurement** in FY2024.

Pangkor Laut Resort – Hornbill conservation



- **Planted Macarthur Palms** (*Ptychosperma Macarthurii*) in 2014 as part of their garden plants, which also provide fruit for hornbills.
- Wooden **nesting boxes** made from recycled wood were built to provide breeding and nursery habitats.
- 3 juvenile hornbills were **successfully bred in 2022**, making up a total of 12 juvenile hornbills bred since 2018.

Pangkor Laut & Gaya Island - Coral Reef Conservation



- Partnership with Reef Check Malaysia since **2008**
- **734 coral colonies** have been transplanted at **Mentagor Island** and **39 at PLR Jetty** back in 2020
- No new coral nubbins or blocks added since as the coral colonies are growing and thriving
- Transplanted a total of **1,735 coral nubbins** onto **153 cement blocks** with **79% survival rate**
- Survival rate **dropped significantly** since June 2022
- The team is **reviewing and redesigning the coral planting approach**, at the same time **establishing a coral nursery**.

Tanjong Jara Resort – Turtle Conservation with PULIHARA



- Since inception, **110,862 eggs** were saved from **1,326 nests** and **83,772 hatchlings** were released.
- Other activities were offered at the Visitors' Hut including a Turtle Educational Talk, Turtle Kids Club and Nest Inspections, welcoming over **3,831 guests**.
- Also welcomed **270 students** from **nine local schools** to the Visitors' Hut through extended educational outreach programmes.

Gaya Island Resort - Turtle Rescue



- **28** turtles rescued
- **9** released and **2** injured turtles being treated under a rehabilitation protocol.

Gaya Island Resort – Mangrove Nursery



- Established a **mangrove nursery** and developed a box planting method for saplings in 2014 to restore coastline ecosystems.
- Expanded the existing mangrove nursery and established another nursery in the mangrove forest itself with an estimated **capacity of more than 1,500 saplings**.

Pangkor Laut & Gaya Island – Nature Conservation Centre



- Provide exposure and education for employees and hotel guests on the unique biological elements around the resort
- Showcase photographs of and/or specimens of flora and fauna that can be found around the resort
- Partnered with organisations and local wildlife departments on several conservation activities

Sustainable Tourism



**Sustainable
Tourism**

**Responsible
Tourism**

Ecotourism

Philanthropic Tourism

Thank you