

Press Release

Tootbus Study Reveals Cost of living and inflation seem to be impacting European attitudes towards sustainable city breaks

[Paris, 6 July 2023] **Tootbus, the first clean energy sightseeing fleet and subsidiary of RATP Dev, continues to lead the way in promoting environmentally friendly travel experiences. Its latest study reveals the perceptions of sustainable city breaks and getaways across Europe.**

Tourists: a “greenish” feeling

The study conducted with OpinionWay in France, Belgium and the United Kingdom found that in 2023, European tourists are increasingly interested in exploring unfamiliar cities and off-the-beaten-track destinations. Respondents from all three countries surveyed expressed a preference for visiting little-known and less-visited cities, with culture being the primary factor influencing their choice of destination.

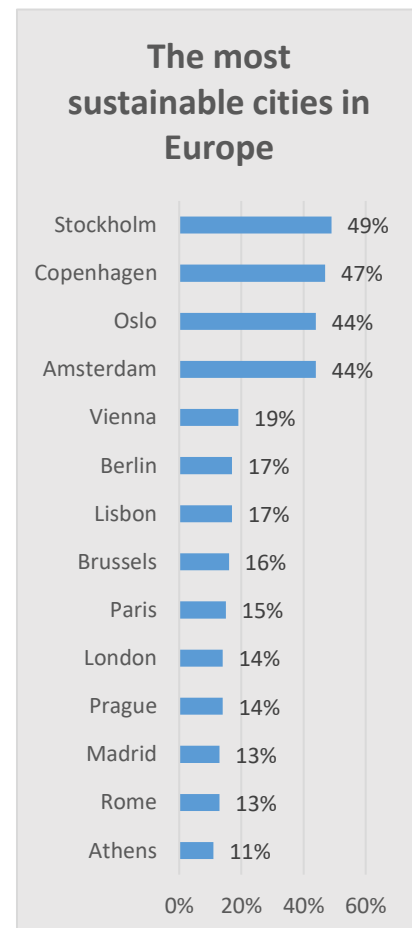
Inflation a brake on sustainable tourism

Respondents perceived sustainable city breaks as a more expensive option, and the majority considered price to be the most important factor when choosing a travel service provider. Most of them expressed stronger interest in reducing their budget rather than their carbon footprint, with a considerable percentage of Europeans unwilling to pay more for sustainable travel options.

The study also highlighted positive trends in Europeans' travel habits with a focus on consuming local and responsible food, purchasing local products, and engaging in responsible activities.

It also revealed that tourism operators have a critical role to play in promoting sustainable tourism suggesting a need for increased awareness, financial incentives, and official regulations to encourage stakeholders to adopt sustainable practices.

“There is still a challenge to put sustainable travel habits on top of travelers’ agenda. This is the tourism operators to do it with stakeholders and policymakers, in their own interest and that of the planet,” stated Arnaud Masson, SVP of Sightseeing at RATP Dev. *“Tootbus has taken the initiative and is taking its responsibilities seriously: we are already investing heavily in our sustainable fleet in all the countries where we operate.”*



Tootbus is a signatory of the Glasgow Declaration that 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.

About RATP Dev

Founded in 2002, RATP Dev operates and maintains urban transportation systems in 15 countries on 5 continents (France, Italy, United Kingdom, Switzerland, Belgium, Serbia, the United States of America, Morocco, Egypt, South Africa, Qatar, Saudi Arabia, Hong Kong SAR China, the Philippines and Australia). RATP Dev demonstrates every day its extensive and renowned expertise in a wide range of mobility services, ranging from rail, regional express rail, and streetcar to bus, cable car, and sightseeing activities. RATP Dev leverages in France, outside of Paris, and across international markets the technical expertise and experience of RATP Group, the leader in autonomous mobility and tramway operations and operator of the Paris network, one of the largest public transportation networks in the world. www.ratpdev.com

About Tootbus

Tootbus is the first and only environmentally friendly sightseeing company in the world offering tourists a city tour that is comfortable, convenient, and memorable – dotted with little-known gems of culture and history. In addition to hop-on hop-off tours, it offers unique, thematic experiences including the London by Night tour, Kids' Tour, Christmas Lights Tour, London Bar Bus and others.

Previously named The Original Open Tour, we have been a part of London's cityscape since 1951. It was the world's first hop-on hop-off sightseeing company and has received multiple awards over the years. Now part of RATP Dev, Tootbus continues to innovate and uphold its commitment to giving visitors an excellent service and an authentic experience of the city in Brussels, Paris, London, Windsor, Bath, Bristol, and Cardiff.

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