**Sustainability: A Guide to a Greener Life**

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**Traveller Characteristics**

- 73% are women
- 55% are students and 53.8% have a university degree

Tourists interested in Sustainability primarily come from North America, Europe, Australia and New Zealand.

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**Future of Sustainability**

- Technological advancements will allow individuals to widely share and communicate ideas.
- With environmental concerns on the rise, individuals will become more aware of their ecological footprint. This will lead to travellers choosing a greener option.

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