

PRESS RELEASE

Berlin, February 25, 2026

THE CLIMATE ADAPTATION GAP IN TOURISM: HIGH RISK AWARENESS, LIMITED STRUCTURAL RESPONSE

Climate risks are no longer abstract scenarios for tourism destinations worldwide. A new global survey conducted by mascontour among tourism stakeholders from 60 countries reveals a striking “adaptation gap”: while awareness of climate impacts is high, structural responses lag significantly behind.

Around two thirds of respondents expect climate change impacts to be significant or very significant within the next five years. Heatwaves and heavy rainfall dominate risk perception. Yet only 18% report that a climate adaptation strategy is already being implemented in their destination.



Does your destination have a climate adaptation strategy?



n = 171

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Adaptation is happening — but mainly at the margins. Early warning systems, crisis planning and nature-based solutions show the strongest progress. More structural and capital-intensive measures — including financing arrangements, risk-transfer mechanisms, relocation of vulnerable assets or supply-chain resilience — remain limited.

This imbalance is reflected in perceived effectiveness. Only 8% consider current adaptation measures effective or very effective.

The survey highlights two structural pressure points: fragmented governance and insufficient long-term financing. These constraints are directly mirrored in the sector’s demands — clearer policy frameworks and regulatory alignment on the one hand (52%), and predictable multi-year funding on the other (63%).

The findings point to a critical question for the sector: How can high risk awareness be translated into systemic, coordinated and adequately financed action?

KEY FINDINGS OF THE SURVEY AT A GLANCE

1. **Climate impacts are expected to intensify within the next five years.**
2. **Strategy development is progressing — implementation remains limited.**
3. **Adaptation efforts focus primarily on operational rather than structural transformation.**
4. **Current adaptation efforts are perceived as only moderately effective.**
5. **The adaptation gap is driven primarily by governance fragmentation and insufficient long-term financing.**

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mascontour is an international consultancy specialising in resilient and sustainable tourism development and destination management. The company supports destinations, governments and tourism stakeholders worldwide in developing and implementing management solutions, resilience frameworks and transformative tourism policies.

mascontour will present and discuss the results at the ITB Berlin Convention 2026 in the session:

The Climate Adaptation Gap in Tourism: From Risk to Resilience

Thursday, 5 March 2026

11:00–12:00

Orange Stage, Hall 7.1a

Characters: 1.929



CLIMATE ADAPTATION IN TOURISM

A Global Survey on Perception and
Responses – Results & Conclusions

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