



Photo courtesy: [Blumar](#)

Greetings Airrows!

In this month's bulletin: Brazil's southern Pantanal recovers from fires, Tomorrow's Air turns five and the big picture perspective on travel's global emissions, plus carbon removal and sustainable aviation fuel news.

Insider Travel Tip: Brazil



Maybe you remember hearing about the devastating wildfires in Brazil's southern Pantanal last year. A longtime admirer of this special region of Brazil, the news hit hard. I'm so happy to share the good news that wilderness travel specialists in the area have been working on recovery from the fires and drought, and are very happy to welcome guests again. Tomorrow's Air partner Blumar recently shared an update with me from the expansive 130,000-acre reserve where their guests lodge. Luckily, the fires did not reach any area of Casa Caiman (the main lodge of Caiman) and upon its reopening last September, the lodge debuted a true regenerative tourism experience. Accompanied by guides and biologists, guests join in planting native trees, provide supplementary feeding for wildlife, and monitor trap cameras spread across the property.

I hope you'll consider a trip to Brazil's southern Pantanal this year with Blumar. Many guests choose to visit between May and October when the water levels are lower, and it's easier to spot wildlife.



Photo courtesy: [Blumar](#)

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Tomorrow's Air 5-Year Milestone Campaign

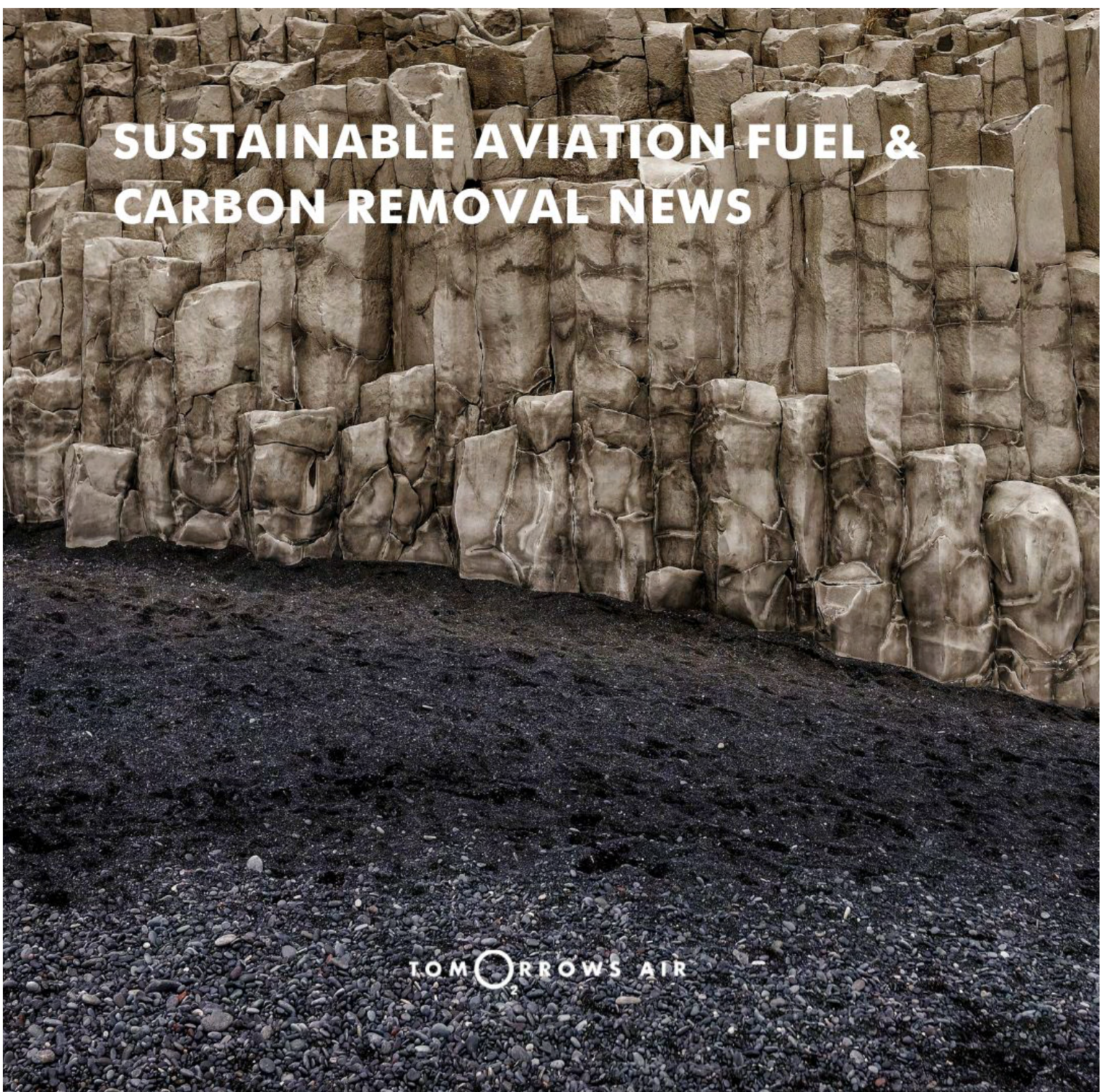


How can we make travel sustainable?

Tomorrow's Air is celebrating five years of travel industry climate leadership in 2025! To mark the occasion we're kicking off a campaign featuring reflections from our partners and supporters along with news about what's on the horizon. We're also sharing a series of videos created by our partners at Possible Studios in which leading travel companies share their thoughts on what makes travel the perfect vehicle for climate education and action. Check out one of the first installments [here](#) and stay tuned to the socials for more!

[How Can We Make Travel Sustainable](#)

Sustainable Aviation Fuel and Carbon Removal News



For the first newsletter of the year, here's a big-picture look at the state of global tourism emissions, sustainable aviation fuel, and carbon removal.

Global Tourism Emissions Stats Update:

It was 2018 when [Lenzen et. al.](#) published their research, [Carbon Footprint of Global Tourism](#) in Nature. At the time, researchers using data from 2009-2013 estimated that travel was responsible for 8.8% of global greenhouse gas emissions. Last December, one of the lead researchers from that work (Ya-Yen Sen from University of Queensland) published [an update](#) to the original study, this time working with global and national tourism carbon footprint data from 2009 and 2020. The new team delved more deeply into the factors driving tourism's increasing emissions and found that emissions from tourism are increasing as a result of "slow technology improvements and a rapid growth in demand."

Learn about other key findings and how they compare to a new report from the World Travel and Tourism Council in our [blog](#).

Sustainable Aviation Fuel

Overall we continue to see that the future of SAF is influenced by four factors: supply from producers; demand from the market; industry incentives from governments; and technological processes. While the U.S. and Europe have different regulatory approaches, they share a common goal: put more SAF into production and use. The new EU regulations mandate increasing blends of SAF for flights originating in the EU. In the U.S., an incentive approach has been adopted with specific sums payable per gallon of low-carbon fuel produced. The SAF Grand Challenge is a production target, in contrast to a mandated usage target.

Carbon Removal 2024 in Review from [CDR.fyi](#)

The carbon removal market grew 78% in 2024 with the total purchased volume reaching almost 8 million tonnes. However, researchers found that 80% of purchases are coming from Microsoft, Google, Stripe, and Frontier Airlines. A worrying indicator for carbon removal is that the number of unique purchasers grew only 7% and first-time buyers declined by 18%. Eagerly anticipated for 2025 is the "Science Based Targets Initiative (SBTI) Net Zero Standard 2.0," which is expected to include strong, mandatory milestone targets for CDR purchasing. This type of guidance could bring in many new buyers. Read more about the trends in carbon removal purchasing with original graphics from CDR.fyi in our [blog](#).

Until Next Time

We know we need to reduce the emissions from our travels, and we know we need to clean up the carbon dioxide already in the air. Thanks for learning about climate-conscious travel, carbon removal, and sustainable aviation fuel with Tomorrow's Air, and encouraging your friends to follow via [Instagram](#), [Facebook](#) and [LinkedIn](#), and considering [investing yourself](#).

I'm always interested to hear what's on your mind, so feel free to reach out,
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Onward!

Christina Beckmann



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