

IMPACT OF THE HEAT WAVE ON TOURISM IN THE MEDITERRANEAN



Could the Mediterranean live in its last years of tourism? Because global warming is already harming tourism in Mediterranean countries. An alarming situation.

If you used to spend your summer holidays on the shores of the Mediterranean, you might soon have to review your plans because global warming will make this destination, the queen of world tourism, more and more challenging to live daily.

Some Mediterranean regions are doing well, while others are struggling. These are the regions where there was a heat wave effect last year, and travelers are afraid of still having to suffer the consequences of excessive heat.

This year, the consequences are visible: more than 40 degrees in the shade in Athens, Greece, up to 45 degrees in the province of Granada, Spain, and similar temperatures in Italy... So much so that tourists are suffocating; discomfort has even taken some.

According to a study by the booking platform Abritel, in France alone, during the first 15 days of July, late customers are looking for more holiday rentals on the coasts of the Channel, Brittany, and Pas-de-Calais. An increase of 30% on average over this period. As a result, experts emphasize that the Mediterranean region has lost 10% of its attendance.

A situation that goes from bad to worse

Compared to 2022, footfall has decreased by 10% this year in the region for 2023. A trend that could worsen in the years to come. Experts are pessimistic: the area has already warmed by 1.5 ° C compared to pre-industrial times and could reach 2.2 ° C in 2040. With this scenario, there would be more fires, as currently, in Greece, extreme rainfall and waters will continue to rise.

The temperature increase will continue more or less sustainably depending on the greenhouse gas emission scenario. Hydrologists warn of a "greatly increased drought risk."

So to continue to enjoy tourism benefits, cities will have no choice but to find solutions and adapt.

Date: 2023-07-26

Article link:

<https://www.tourism-review.com/tourism-in-the-mediterranean-region-is-under-threat-news13470>