



October 28th, 2025

Subject: Urgent Appeal for Reversal of Decision to Withdraw Funding from the Swedish Ecotourism Society (Naturturismföretagen) to Protect Sweden's Nature and Ecotourism Industry

Dear Sirs,

This letter is written on behalf of the **Adventure Travel Trade Association (ATTA)**, the largest global network of adventure travel leaders dedicated to the responsible and sustainable development of adventure travel worldwide. We represent over 35,000 professionals, including tour operators, destinations, and media in over 100 countries.

We express our profound disappointment and alarm regarding the Swedish Board of Agriculture's sudden decision to **withdraw approved project funding** from our valued partner, the **Swedish Ecotourism Society (Naturturismföretagen)**. This decision is a direct blow to the foundational principles of **sustainable development** that Sweden is known for globally, and it harms the international community committed to ecotourism and adventure travel, [a trillion-dollar industry, with a compound annual growth rate \(CAGR\) of 8 percent](#).

The ATTA recognizes Naturturismföretagen as a vital leader and a global model for professionalizing sustainable tourism. Their work is critical because adventure travel is inherently dependent on the **health of Sweden's natural capital**—the single biggest driver for international travel to Sweden.

Crucially, the association governs **Nature's Best®**, Sweden's only sustainability label for nature-based experiences. This systematic quality assurance tool is respected worldwide and ensures that hundreds of certified Swedish tourism enterprises adhere to the highest standards, focusing on:

- **Environmental Conservation:** Actively protecting Sweden's nature and cultural heritage.
- **Local Economic Benefit:** Anchoring tourism revenue and quality employment within rural communities.
- **High-Quality Sustainable Practices:** Maintaining and advancing Sweden's position as a world leader in responsible travel.



ADVENTURE TRAVEL
TRADE ASSOCIATION

The abrupt withdrawal of support, after years of partnership and prior approval, creates an immediate crisis for the organization and the industry it serves:

- The decision instantly causes **millions in debt** for Naturturismföretagen, putting the globally recognized association **at risk of bankruptcy**.
- The collapse of this organization would **remove the essential quality assurance framework** for sustainable development in Swedish nature tourism, sending a devastating signal of regulatory instability to global travelers and investors.
- This action directly threatens the livelihood of **hundreds of local Swedish businesses**—the true stewards of your natural areas—who rely on the organization's standards and network.

We urge you to take responsibility for what appears to be a breakdown in the Board of Agriculture's own granting or compliance oversight:

- The project was approved, and payments were disbursed **at every requisition without comment**, leading Naturturismföretagen to act in good faith.
- If your current interpretation were correct, **the funding should never have been approved initially**.

The Adventure Travel Trade Association urgently implores you to **immediately reverse this cancellation decision**. By doing so, you will uphold the nation's integrity, support the organizations that are actively safeguarding Sweden's natural heritage, and ensure the continued responsible economic growth of a vital global tourism sector.

Respectfully.

Russell Walters

Russell Walters

Regional Director, Europe & North America

14751 N Kelsey St. Suite 105 PMB 604 Monroe, WA 98272 United States

 adventuretravel.biz

 +1 360.805.3131

 info@adventuretravel.biz



ADVENTURE TRAVEL
TRADE ASSOCIATION

14751 N Kelsey St. Suite 105 PMB 604 Monroe, WA 98272 United States

 adventuretravel.biz

 +1 360.805.3131

 info@adventuretravel.biz

Audit trail

Details

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Activity



SENT

eva@adventure.travel **sent** a signature request to:
• Russell Walters (russell@adventure.travel)

2025/10/30
18:12:23 UTC



SIGNED

Signed by Russell Walters (russell@adventure.travel)

2025/10/30
18:18:48 UTC



COMPLETED

This document has been signed by all signers and is **complete**

2025/10/30
18:18:48 UTC

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