

SUSTAINABILITY: BUYERS' PERSPECTIVE

GSTC SEVILLE 2022

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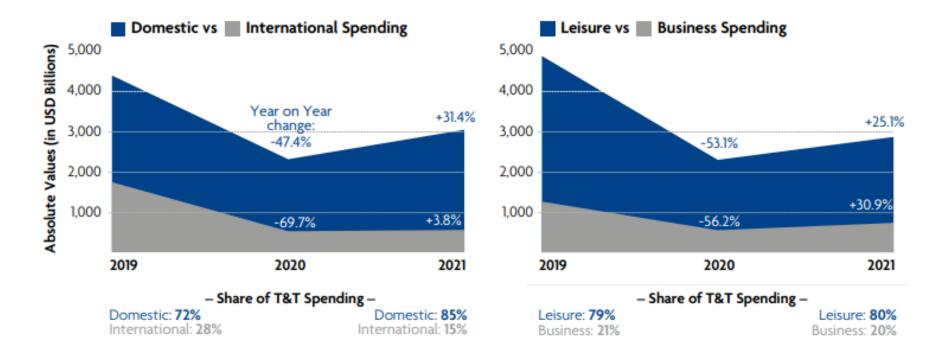
Vice President, Sustainability

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The global context

Business travel represents about 20% of global travel spend



Source: World Travel & Tourism Council 2022



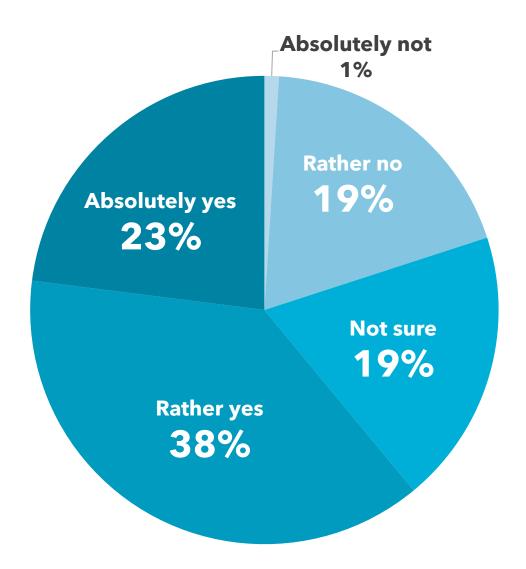
Sustainability priorities

Travel buyers recognize their sustainability priorities must be aligned with general company sustainability goals

Supporting general company sustainability goals 14% 36% 43% 7% Tracking and reporting travel sustainability 37% 39% 15% Reducing environmental impact of travel 44% 8% 30% 17% Transparency about sustainable business travel 6% 28% 45% 19% Employee education about sustainable travel 27% 47% 12% 8% Satisfaction of traveler needs related to sustainability 20% 44% 23% 12% Offsetting carbon emissions 31% 9% 27% 26% ■ Moderately important ■ Not at all important ■ Extremely important ■ Very important ■ Slightly important Supporting general Tracking and Reducing Transparency Employee Satisfaction of traveler Offsetting about sustainable education about needs related to carbon company reporting travel environmental sustainability goals sustainability sustainable travel impact of travel business travel sustainability emissions

Does your travel program encourage sustainable travel?

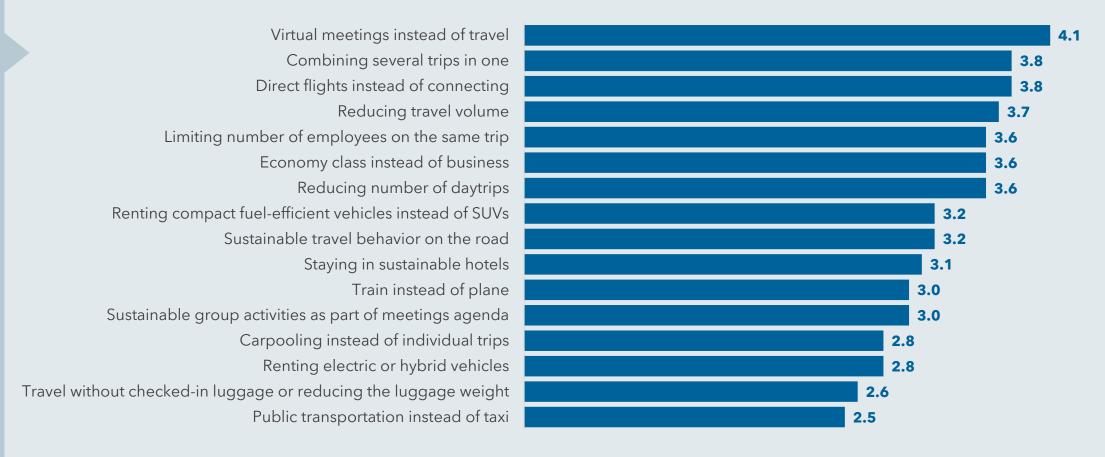
6 in 10 travel buyers report their travel program encourages sustainable travel. The remaining 40% are equally divided between those providing a negative answer and those who are not sure.





Sustainable travel options

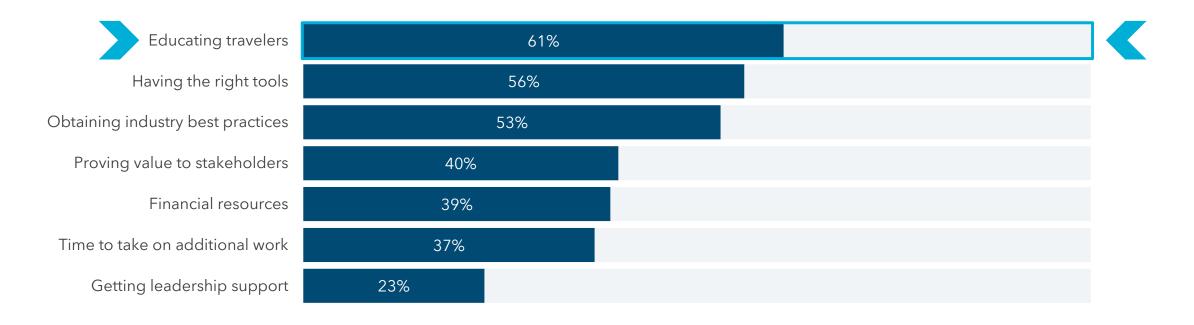
The list of sustainable travel options promoted by the companies is led by virtual meetings, followed by combining trips and flying direct. The least popular options are related to the use of public transport and reducing luggage weight.





Challenges of sustainable travel program development

The biggest challenge to developing a sustainable travel program is traveler education. Lack of access to the right tools and best practices doesn't help either.





Knowledge on sustainability

Their TMC is the primary source of knowledge on travel sustainability for 8 in 10 travel buyers, followed by travel industry publications and travel suppliers.

