

SUSTAINABILITY: **BUYERS'** **PERSPECTIVE**

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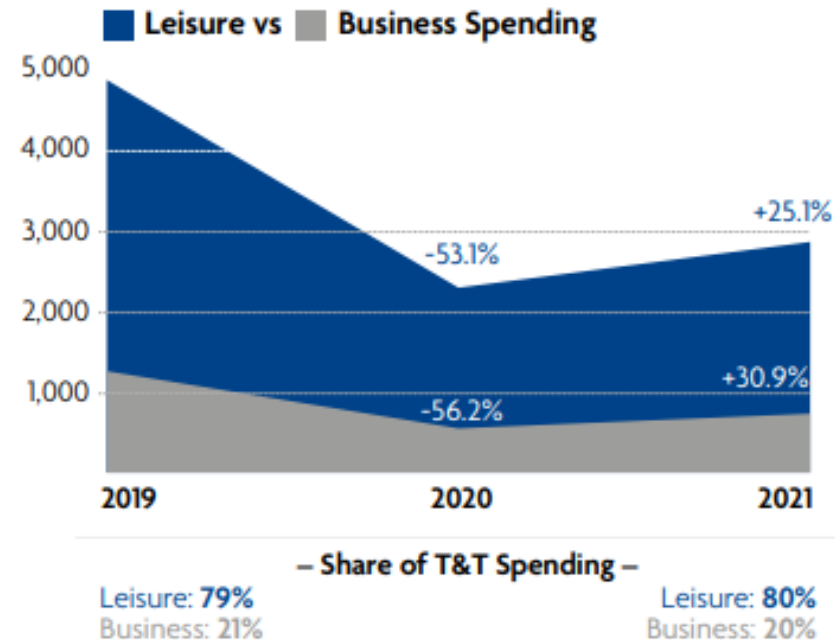
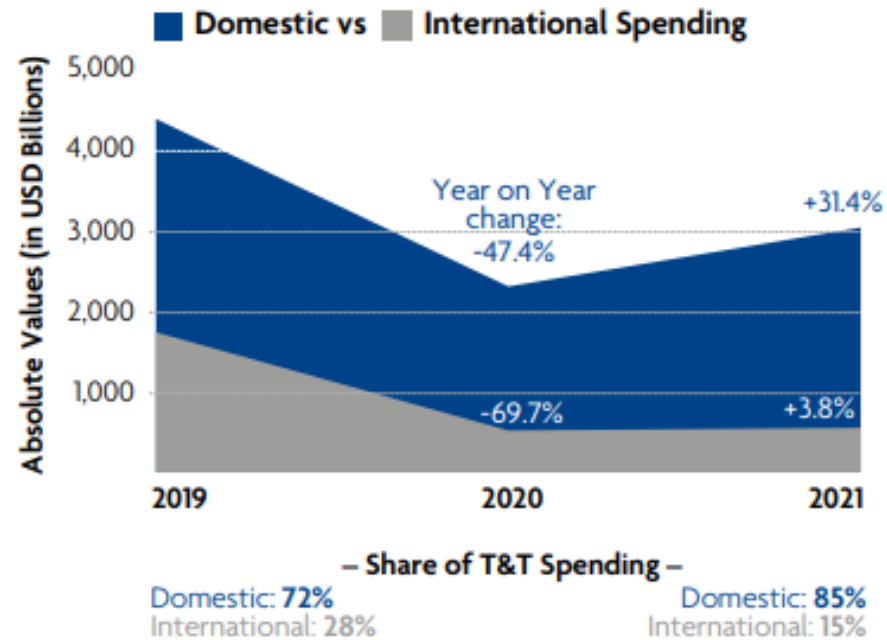
Vice President, Sustainability

December 2022



The global context

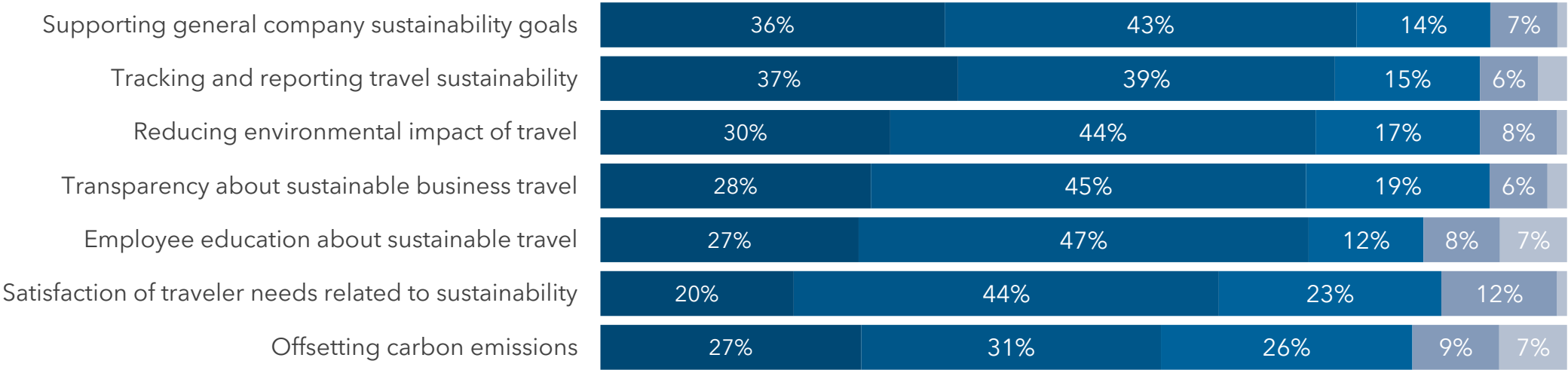
Business travel represents about 20% of global travel spend



Source: World Travel & Tourism Council 2022

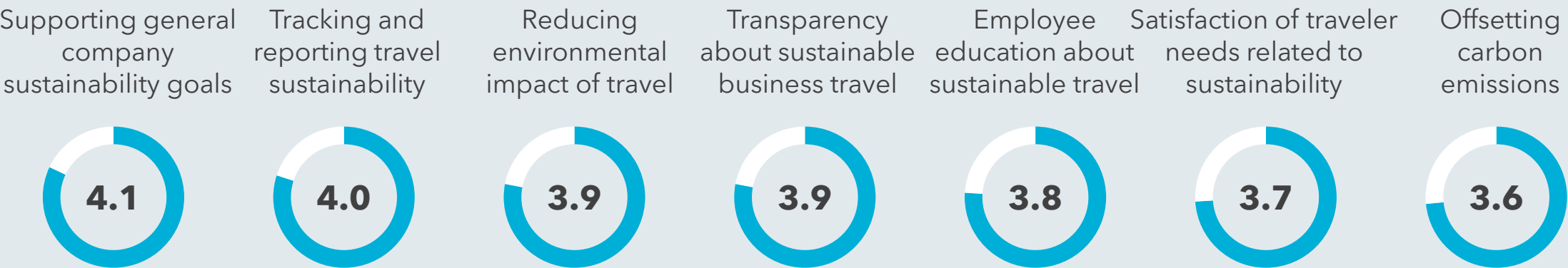
Sustainability priorities

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



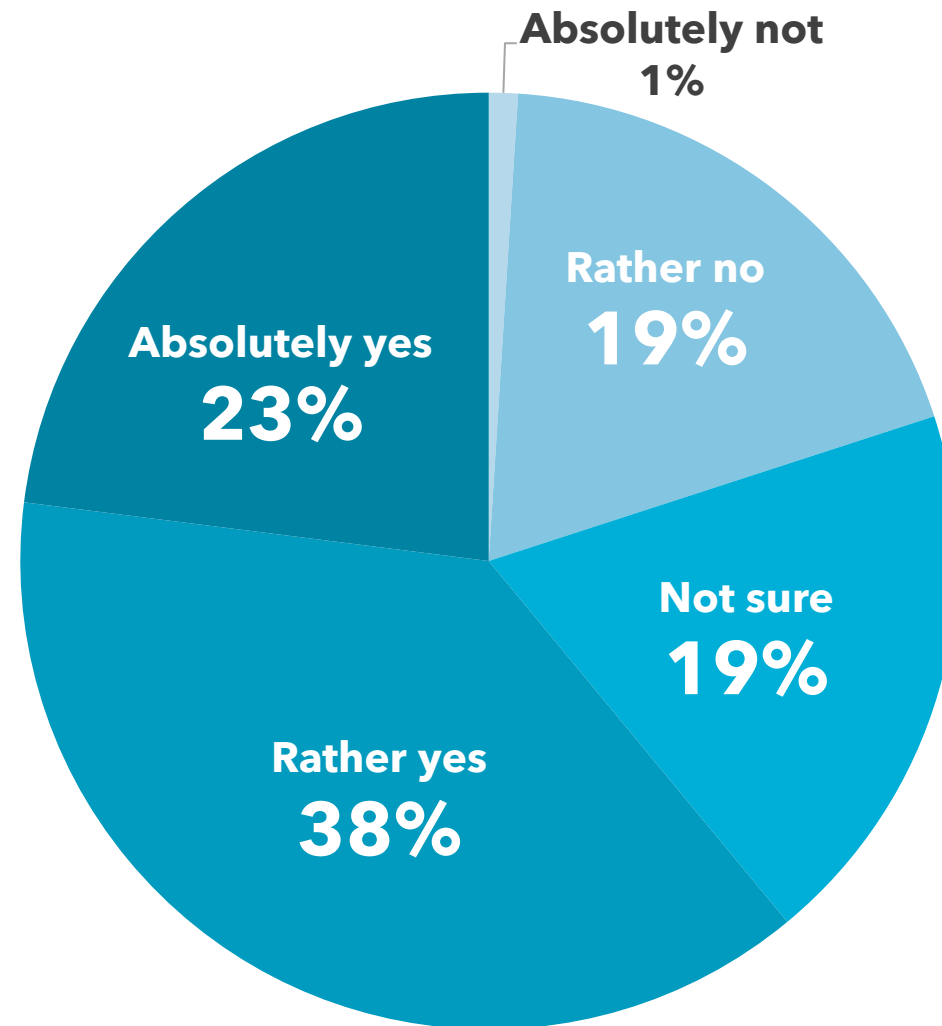
■ Extremely important ■ Very important ■ Moderately important ■ Slightly important ■ Not at all important

Mean



Does your travel program **encourage** sustainable travel?

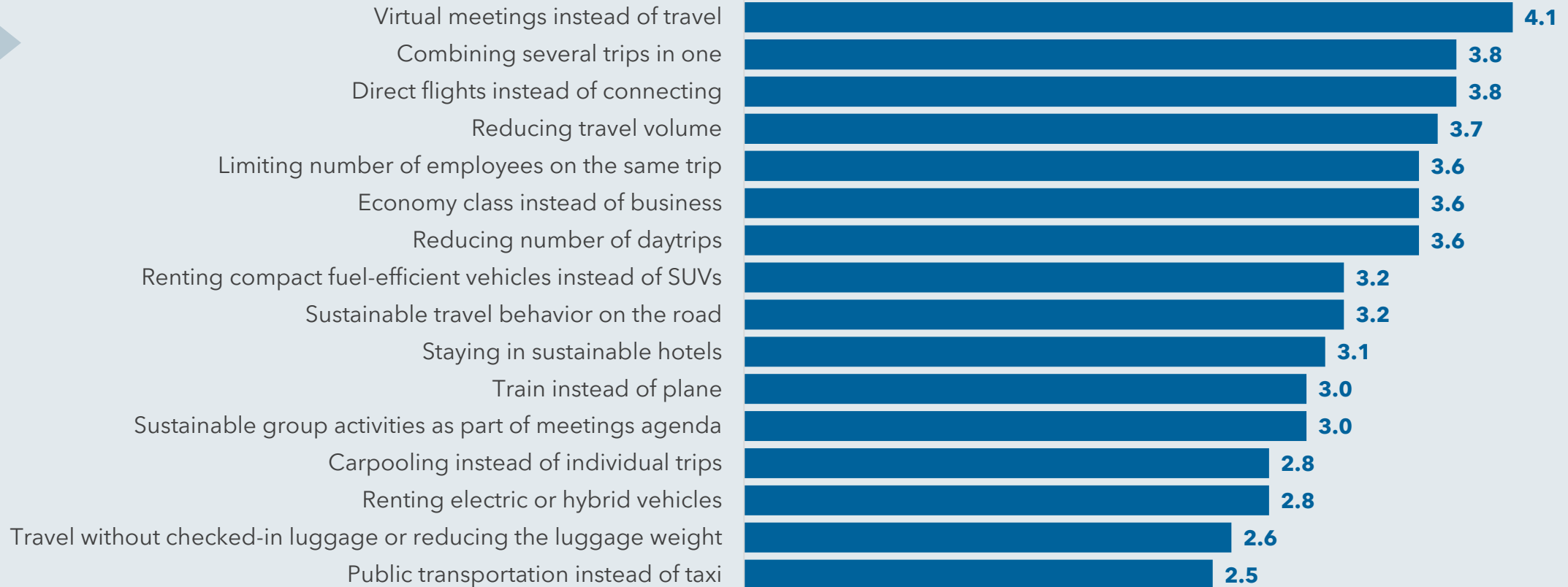
6 in 10 travel buyers report their travel program encourages sustainable travel. The remaining 40% are equally divided between those providing a negative answer and those who are not sure.



Sustainable travel options

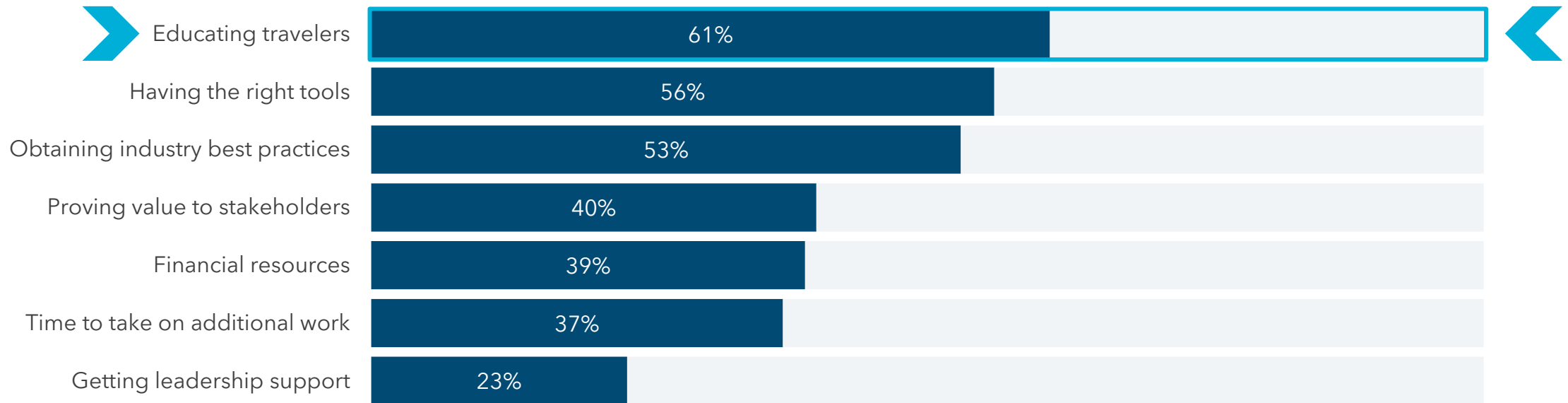
The list of sustainable travel options promoted by the companies is led by virtual meetings, followed by combining trips and flying direct. The least popular options are related to the use of public transport and reducing luggage weight.

Average
on a 1 to 5 point scale



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.

