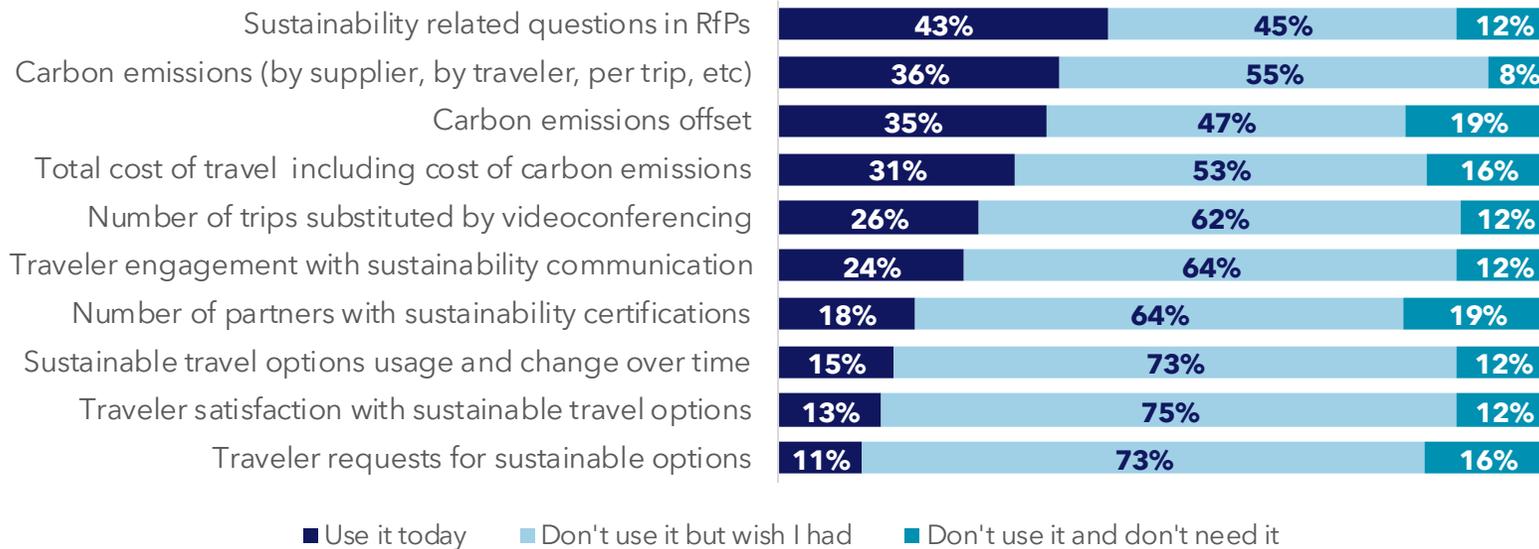


How to measure travel sustainability



Sustainability metrics

There's a lot to be done when it comes to measuring travel sustainability.

Carbon emissions and their offset along with sustainability questions in RFPs are used by travel buyers more frequently than the rest of metrics. Around a third keep track of these indicators.

Travel buyers see a large gap when it comes to understanding traveler interest in sustainability. Three quarters would like to have data on traveler requests for green options, actual use of these options and traveler satisfaction. These details aren't currently tracked by the vastest majority.

Science-based sustainability targets

44% of travel buyers report having science-based sustainability targets committing to reduce carbon emissions in the following decades. The approaches differ from small short-term reduction plans to major cuts in carbon emissions in the following 20 to 30 years.

3 in 10 travel buyers currently do not have sustainability targets in place; a similar share don't know.

