



# ABOUT THE SURVEY

This survey explores environmental sustainability in business travel and looks at travelers' behaviors, motivations and attitudes to sustainable travel.

The results are based on an online survey of **1,789** English-speaking **business travelers** worldwide conducted from July 11-23, 2023.

[Respondent profile](#)

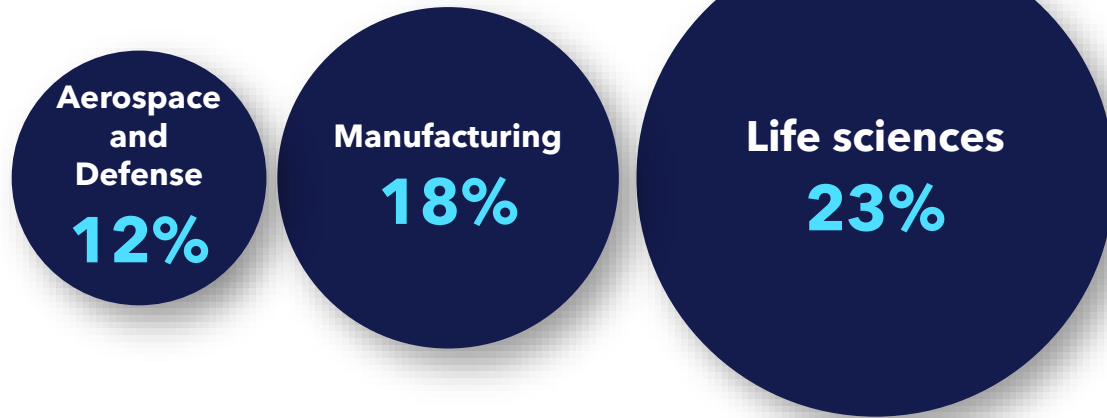
[Sustainable travel behavior](#)

[Sustainable travel program](#)

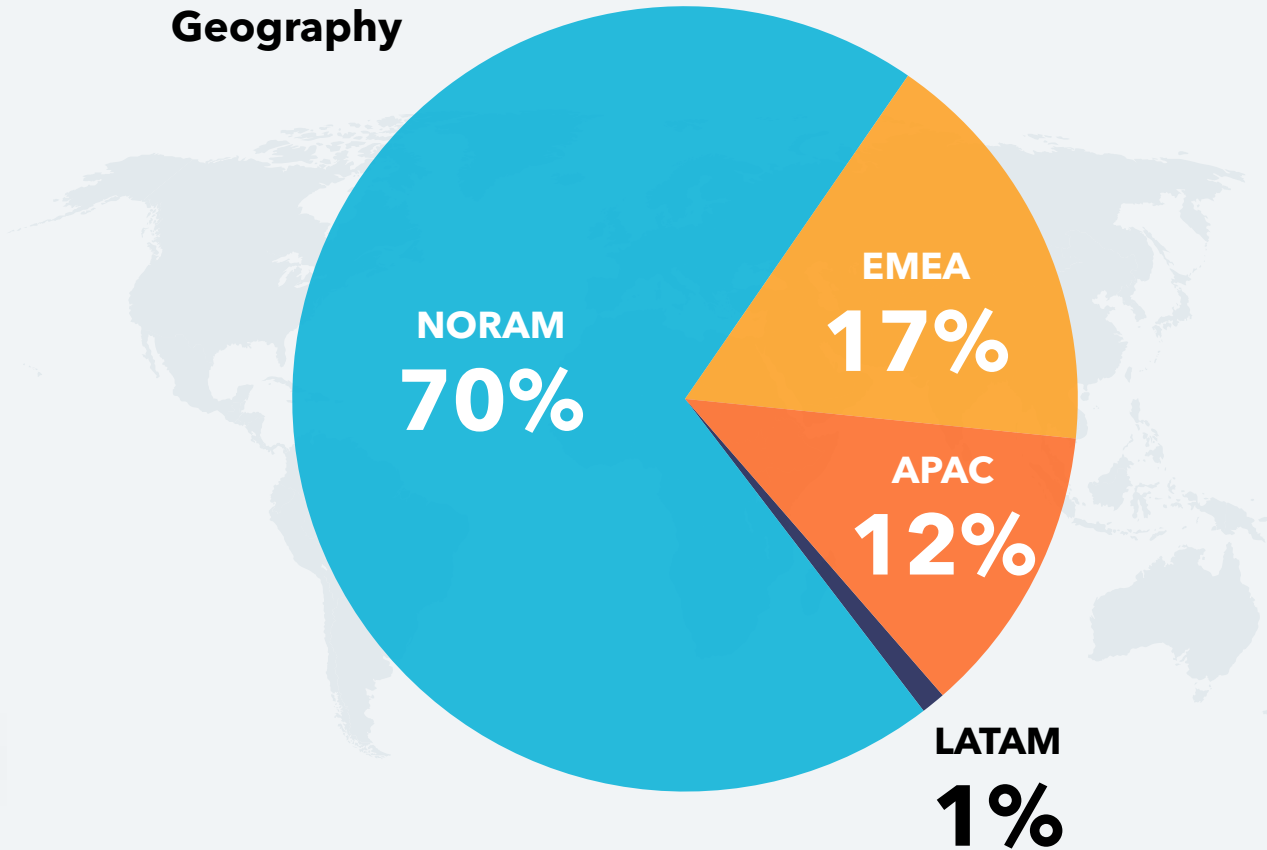
[Company sustainability](#)

# Respondent profile

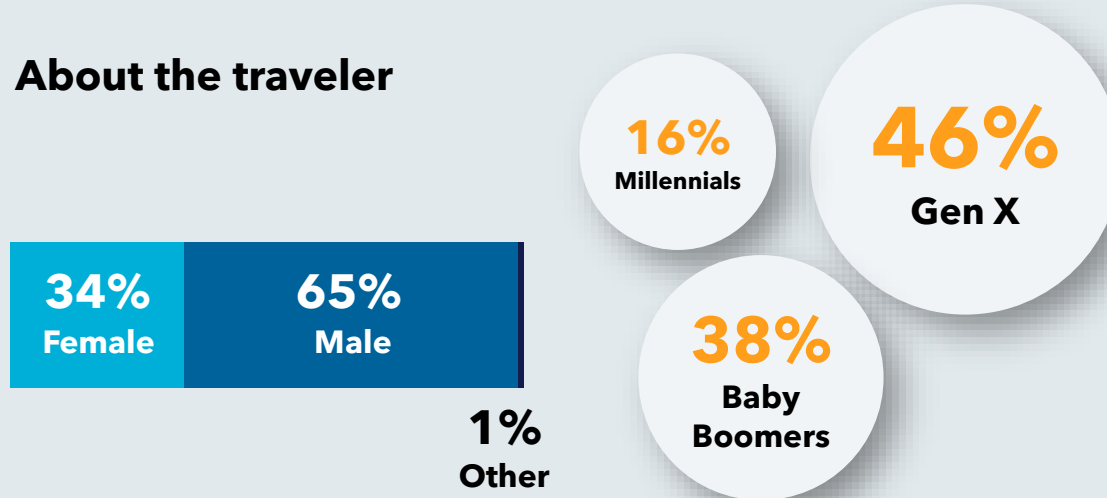
## Top three industries



## Geography



## About the traveler



**74%** work for companies with more than 10,000 employees

# Sustainable travel behavior

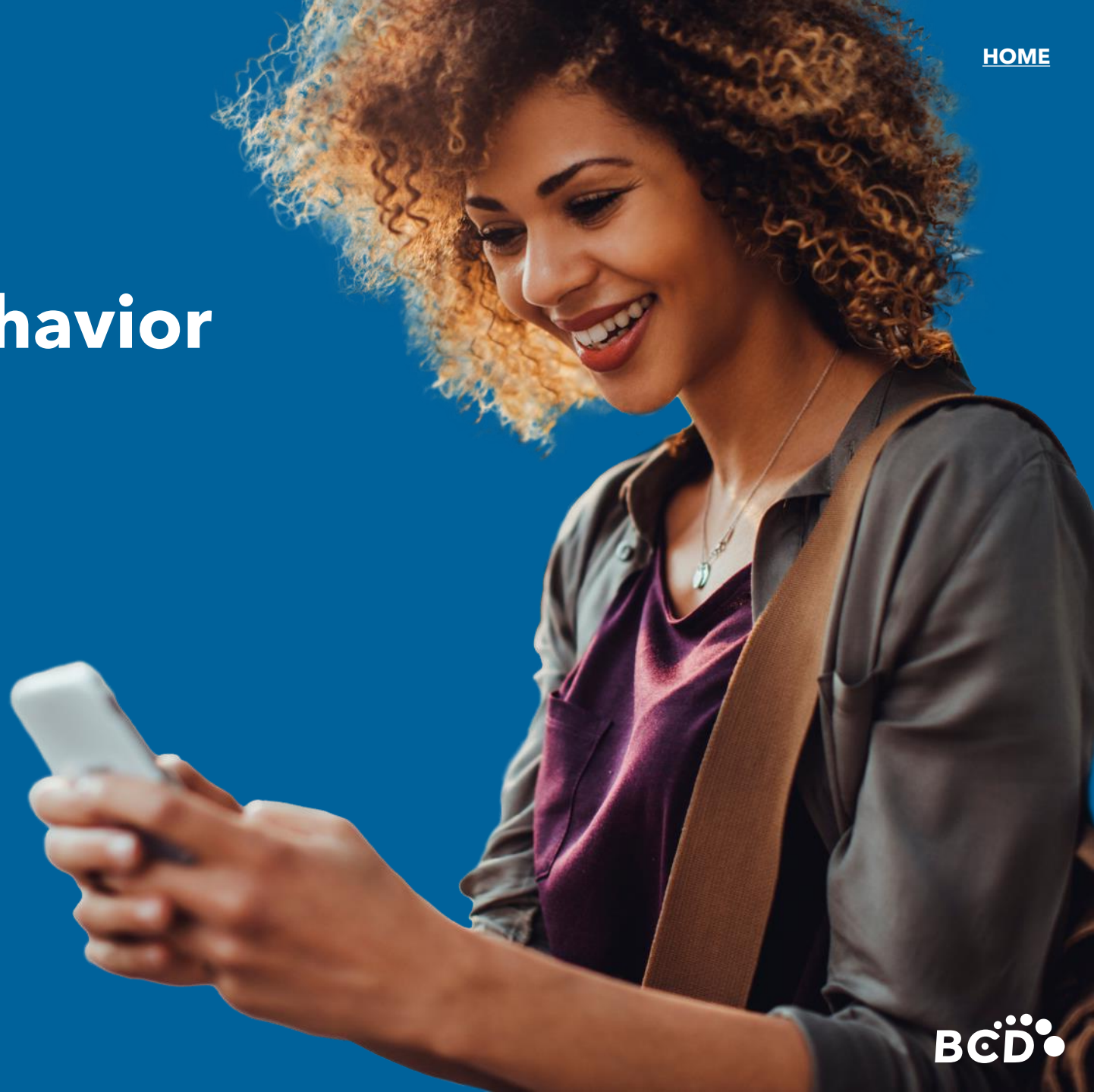
[Employer's attitude to sustainable travel](#)

[Sustainable travel options](#)

[Sustainable traveler behavior](#)

[Motivations for sustainable travel](#)

[Impact of sustainability:  
business vs. leisure travel](#)

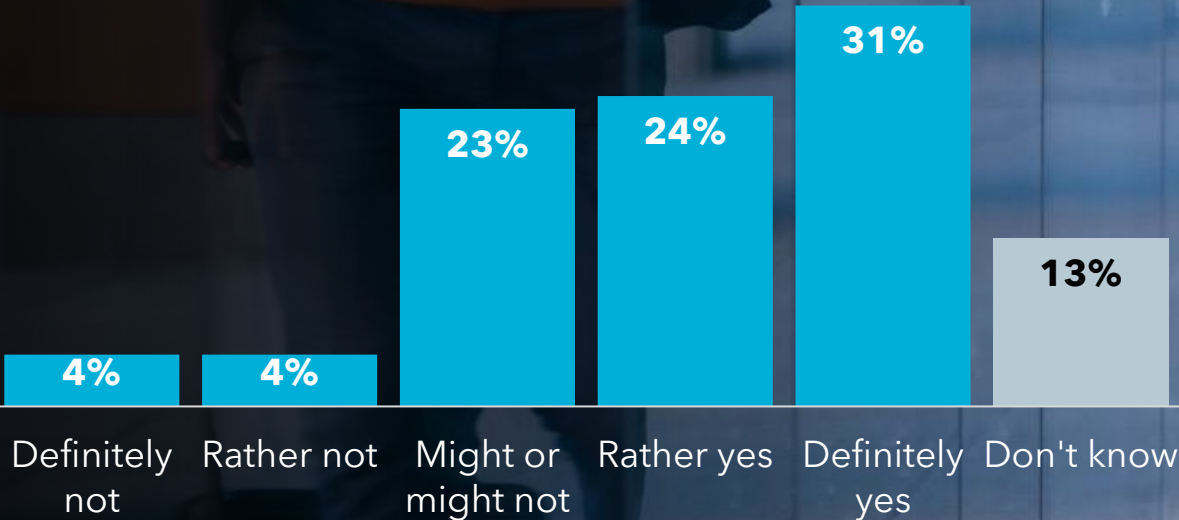




# Employer's attitude to sustainable travel

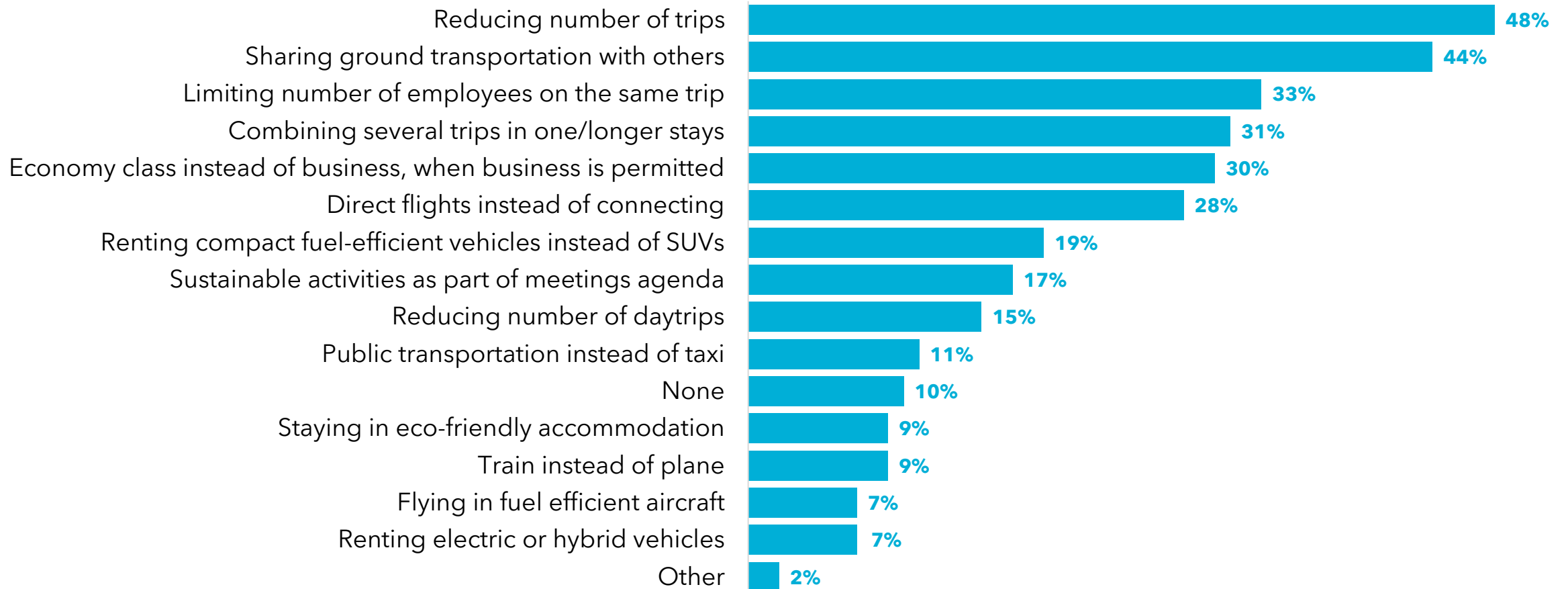
Over half of travelers agree that their employer encourages sustainable travel.

Does your employer encourage sustainable travel?



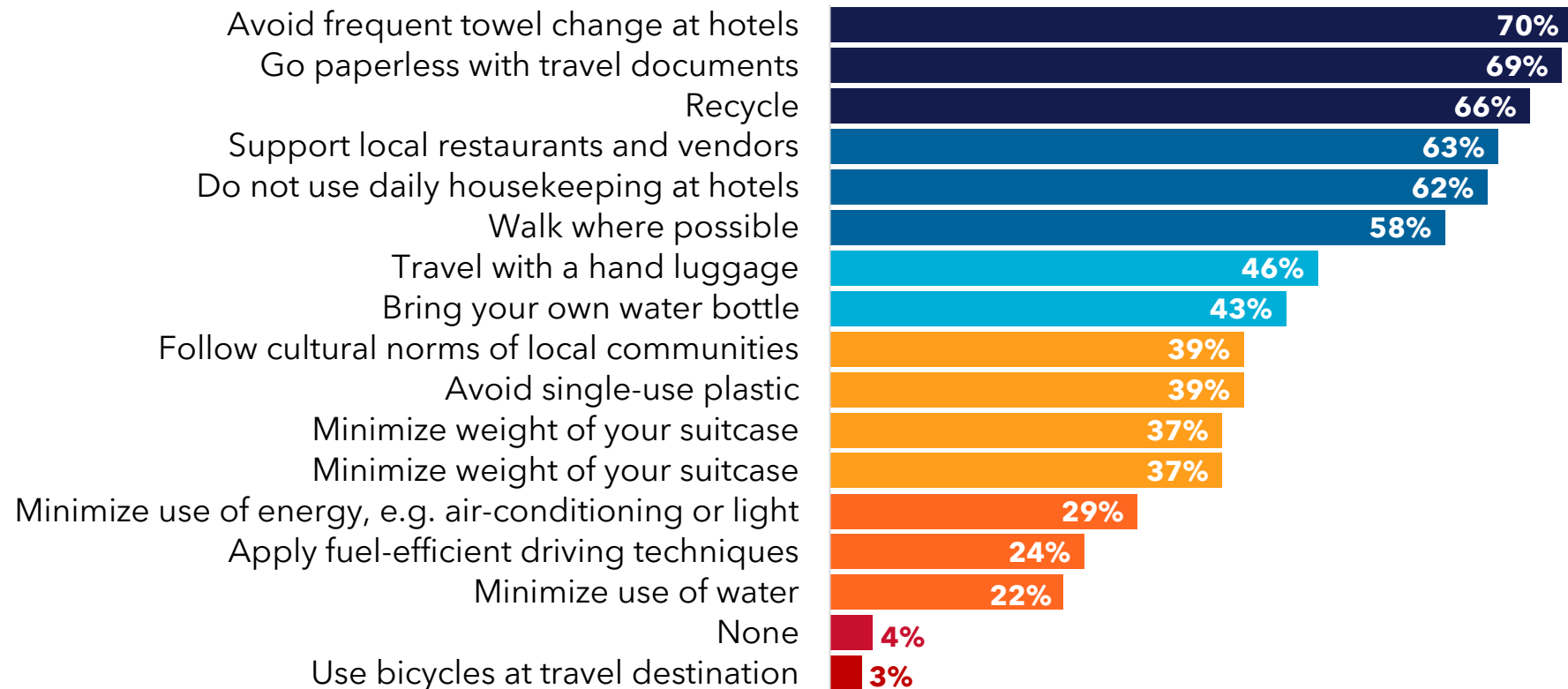
# Sustainable travel options

Taking fewer trips and sharing ground transportation when on a trip are the most common sustainable travel choices encouraged by employers: Almost half of travelers agree.



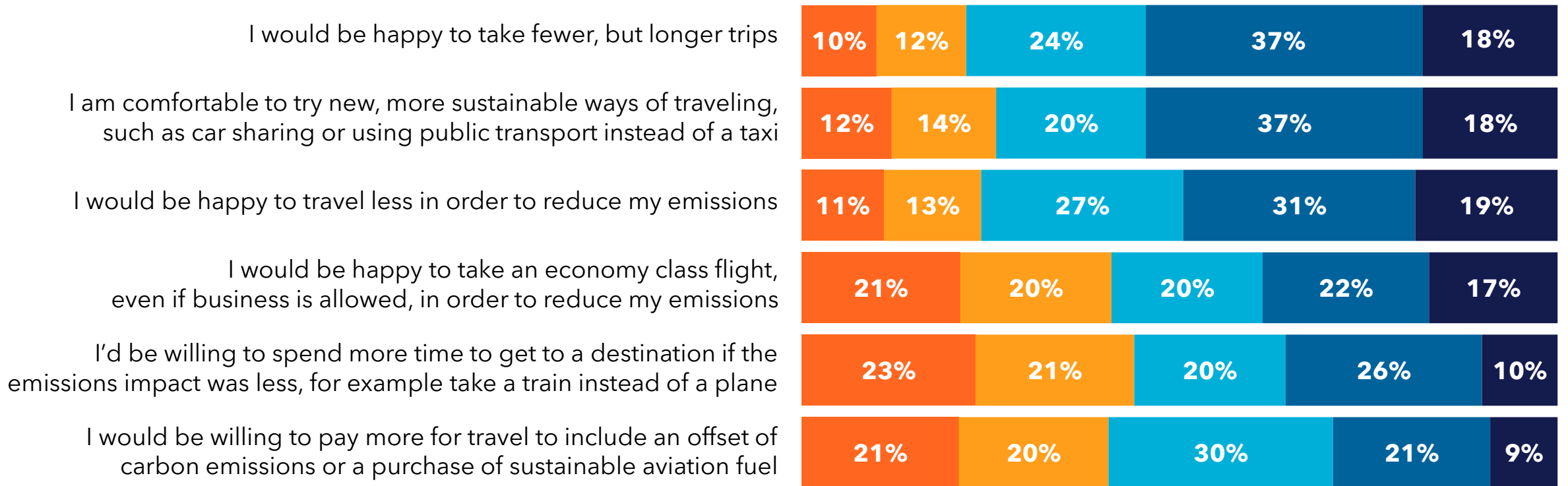
# Sustainable traveler behavior

The most popular sustainable practices embraced on the road are related to hotel stays, where 7 in 10 report avoiding frequent towel change and 6 in 10 refrain from using daily housekeeping. Recycling and going paperless with travel documents are similarly as popular.



# Sustainable traveler behavior

While over half of travelers are willing to take fewer, but longer business trips, or try new, more sustainable ways of traveling, only 30% are prepared to pay more for sustainable travel options.



■ Strongly disagree
 ■ Somewhat disagree
 ■ Neither agree not disagree
 ■ Somewhat agree
 ■ Strongly agree



# Motivations for sustainable travel

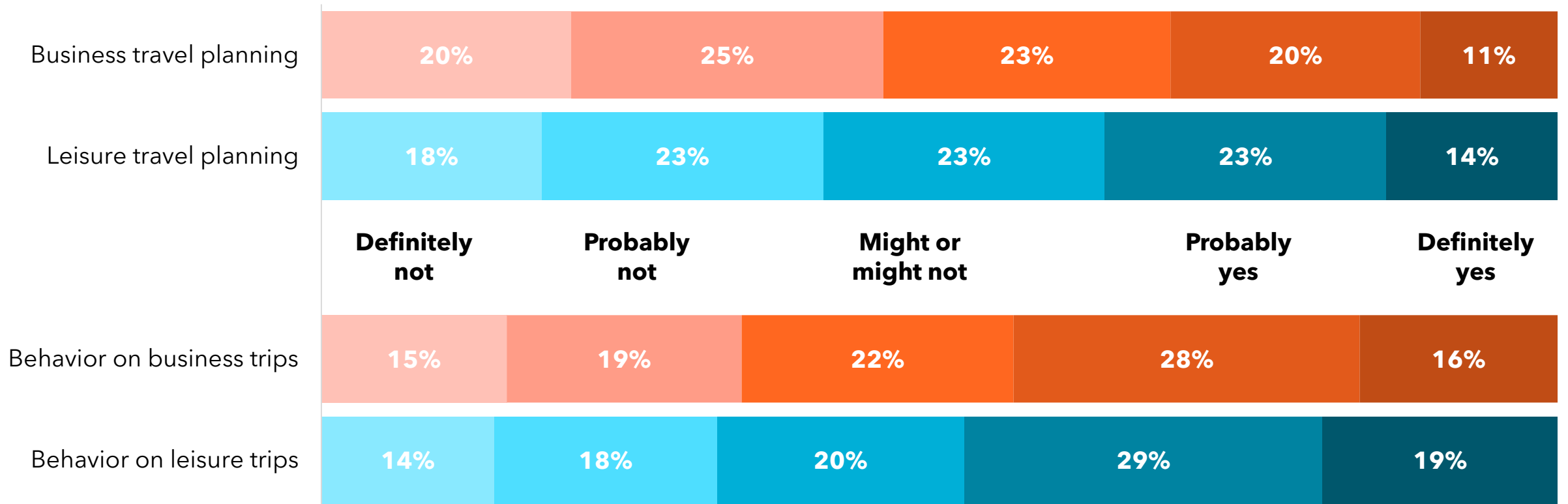
In addition to caring for the environment, 4 in 10 travelers consider company sustainability goals, financial savings and support for communities as major motives for their sustainable travel choices. Personal reputation and incentives are less important.





# Impact of sustainability: business vs. leisure travel

Sustainability considerations influence leisure travel planning to a greater extent than business trips arrangements. The same is valid for behavior during travel: Travelers pay slightly less attention to sustainability when traveling for work.



# Sustainable travel program

Satisfaction with employer's sustainability efforts

Sustainable travel choices / Incentives

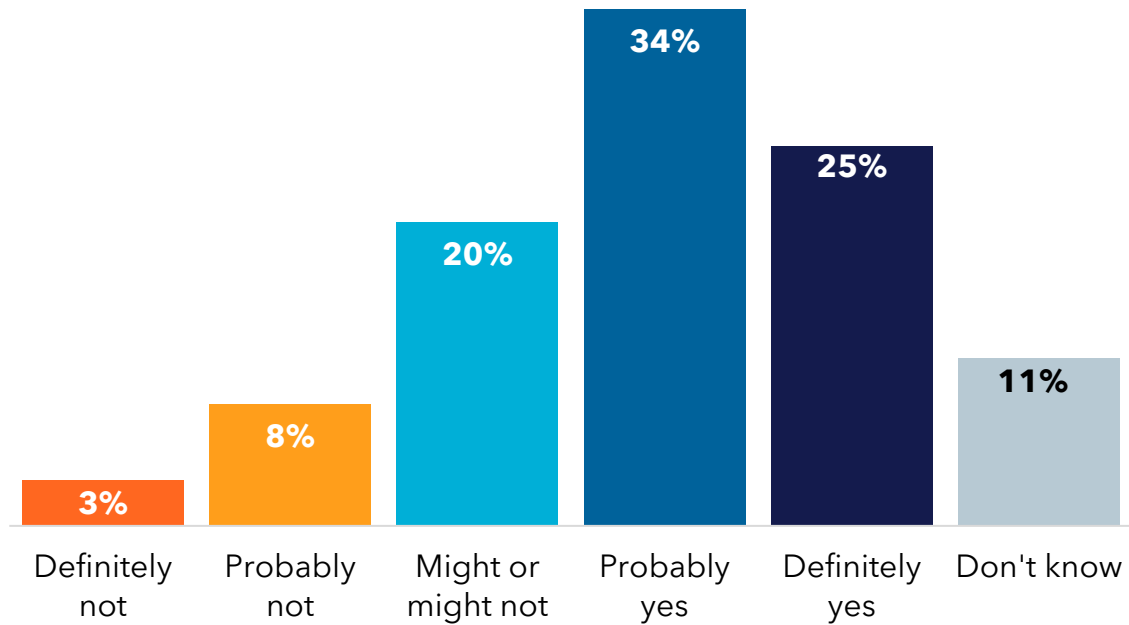
Carbon emissions data / Carbon budgets

Offsetting travel emissions



# Satisfaction with employer's sustainability efforts

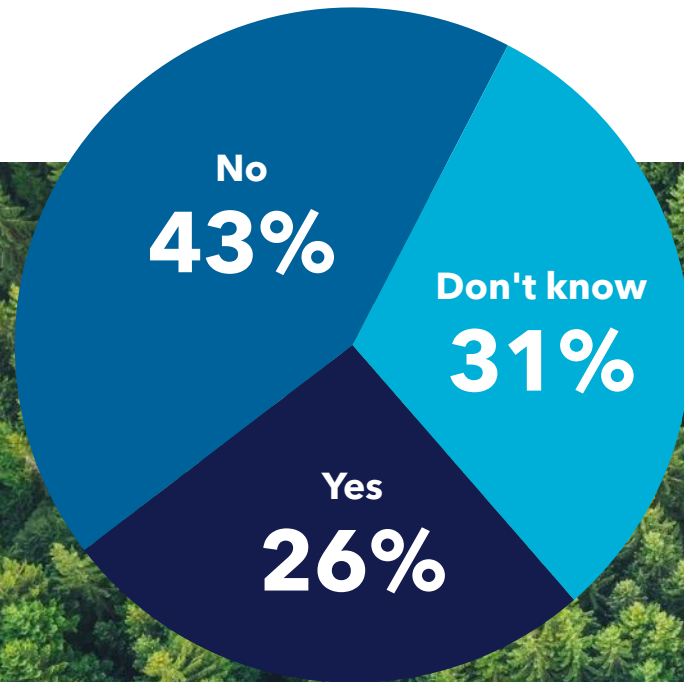
6 in 10 are happy about the company's activities around sustainable travel.





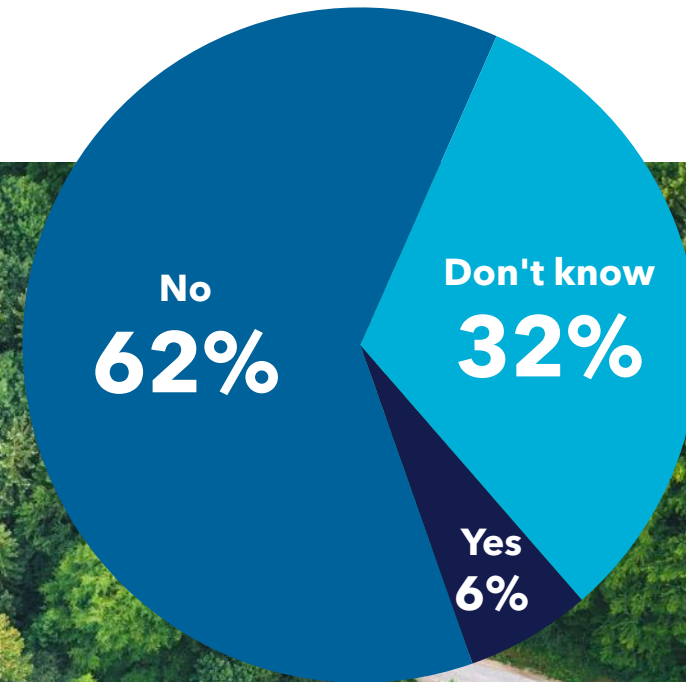
### Sustainable travel choices

A quarter of travelers say their employer encourages sustainable travel choices at the point of booking



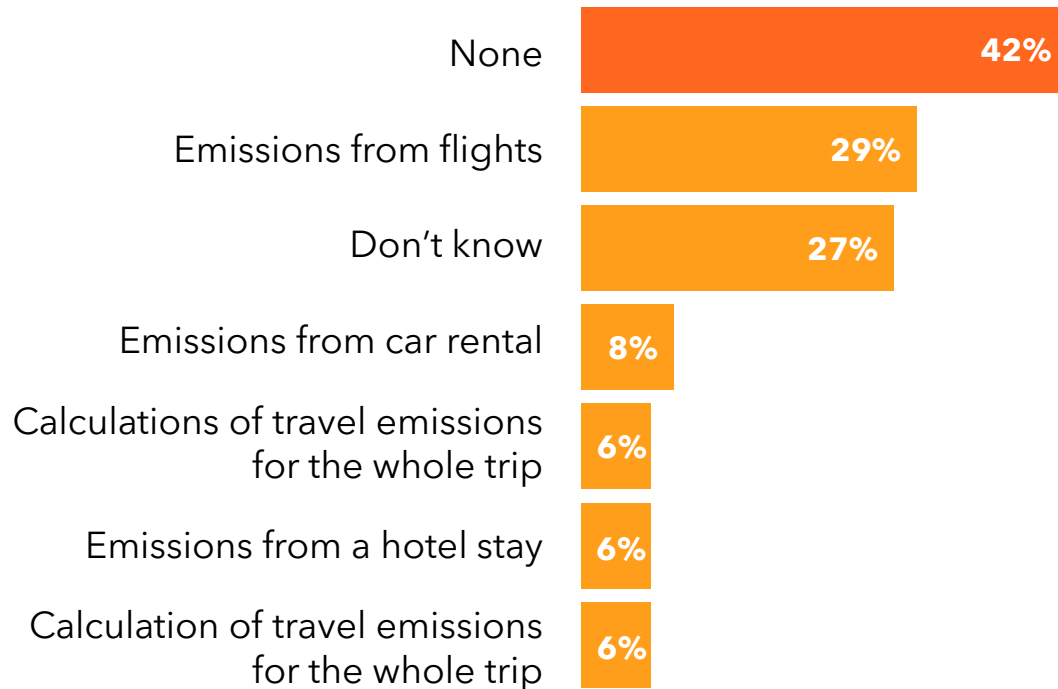
### Incentives for sustainable choices

Incentives for sustainable travel choices aren't popular: Only 6% of travelers admit they exist.



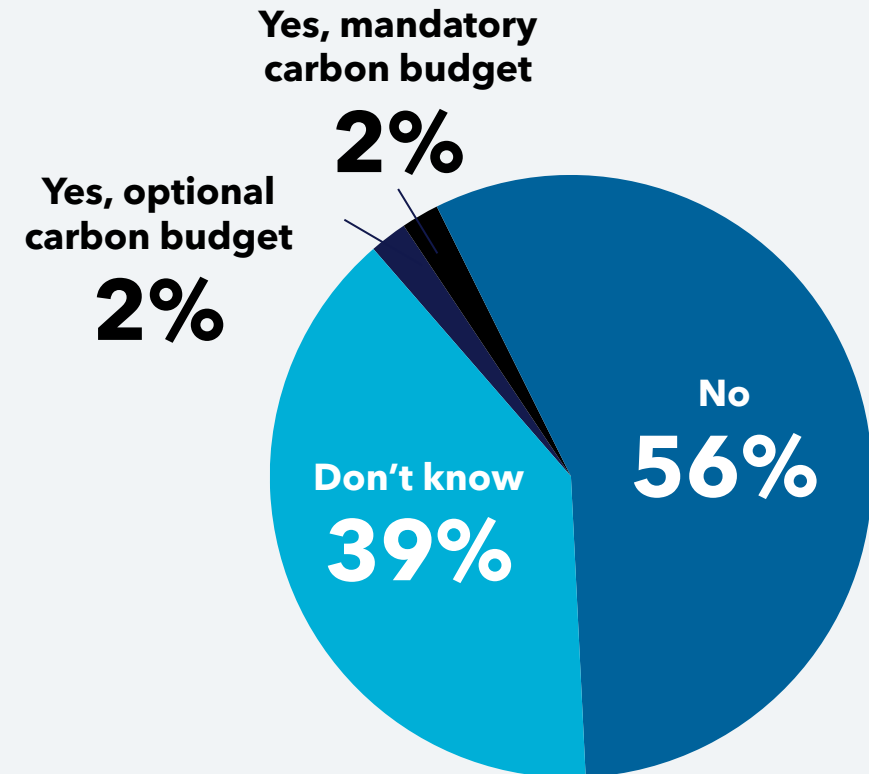
## Carbon emissions data

4 in 10 travelers report having no access to data on carbon emissions from business travel. Among travel suppliers, carbon emissions from air are most commonly available, though not too popular: 3 in 10 have access to this data.



## Carbon budgets

Having carbon budgets set for travel isn't typical: Only 4% of travelers say their employer has introduced mandatory or optional carbon budgets.



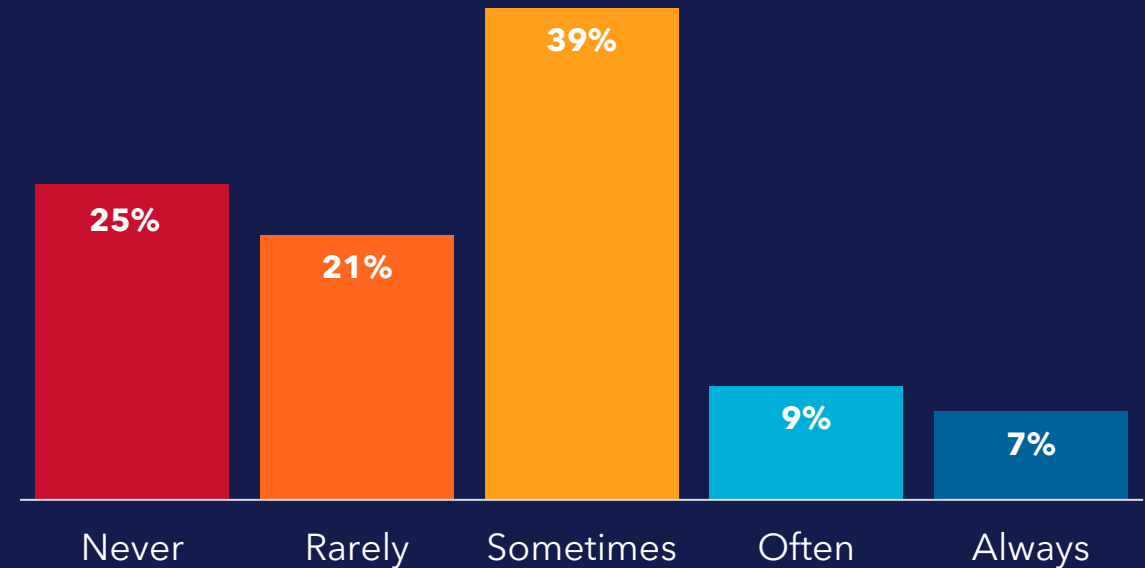
# Offsetting travel emissions

Most travelers don't have a possibility to offset carbon emissions from business travel. Of the 1 in 20 who can do so, almost half never or rarely offset travel emissions.

## Possibility to offset



## Actual offsetting



# Company sustainability

[Sustainability goals](#)

[Stakeholders' sustainability efforts](#)

[Suppliers' sustainability efforts](#)

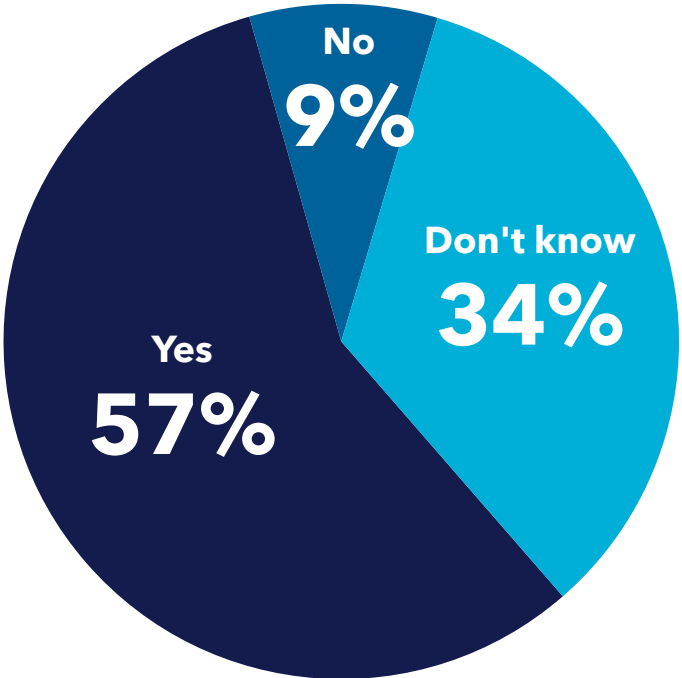
[Communication on sustainability](#)





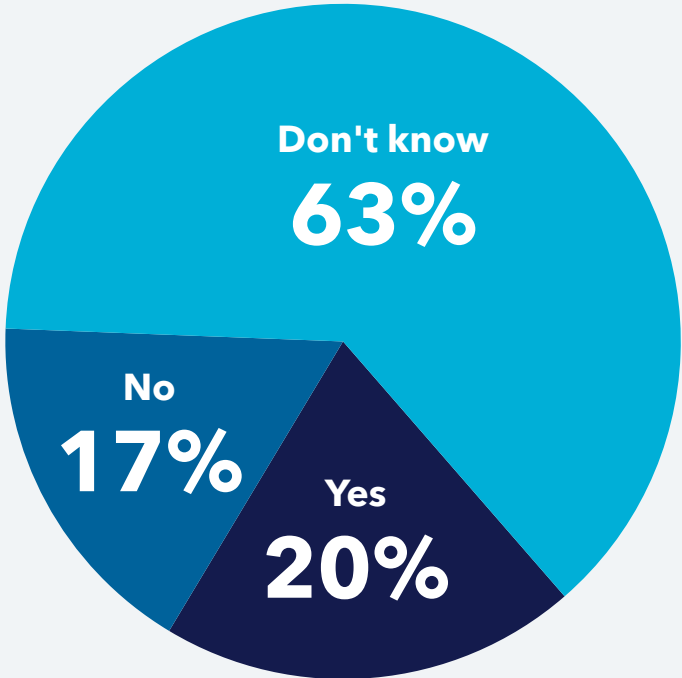
## Company sustainability goals

Over half of travelers confirm the availability of published sustainability goals in their companies.



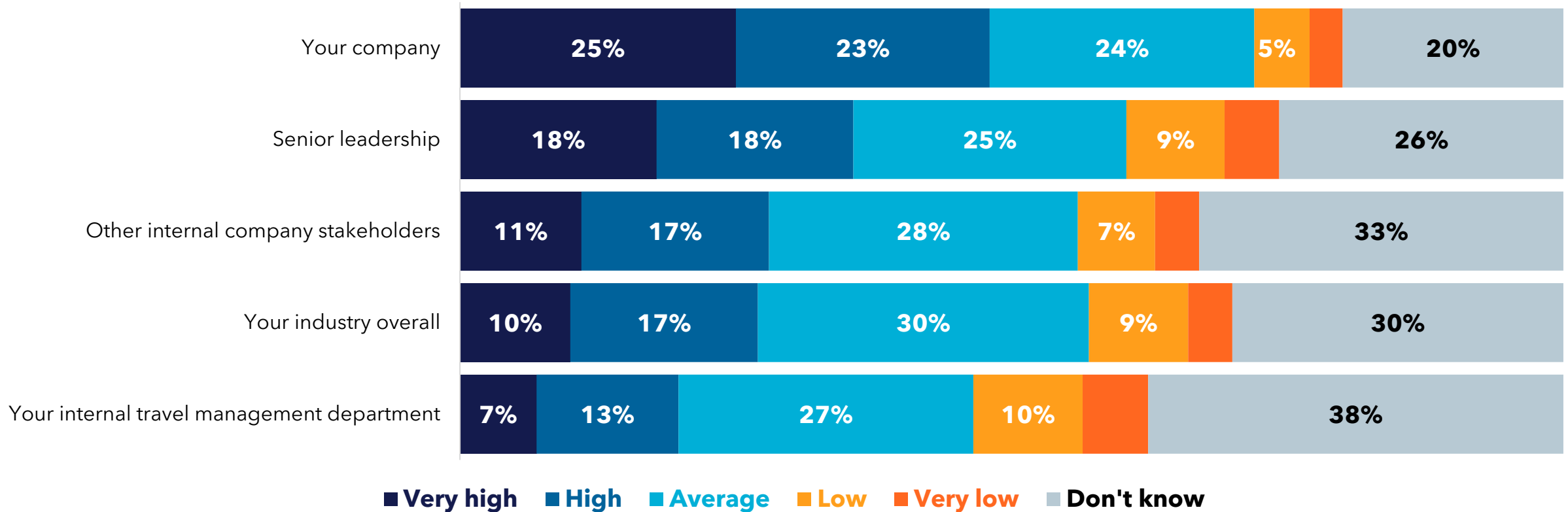
## Travel sustainability goals

But only 20% are aware of their employers' sustainability goals for travel. Around two thirds are not sure.



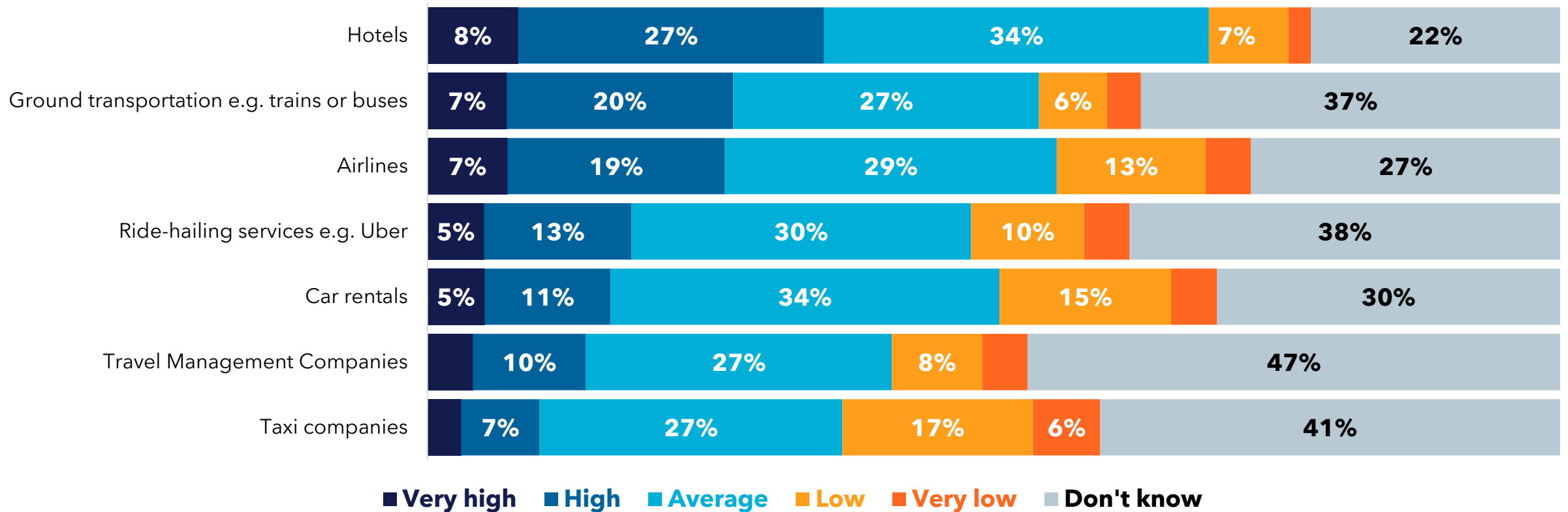
# Stakeholders' sustainability efforts

1 in 5 provide high ratings to the sustainability efforts of their travel departments, what makes them ranked the lowest among key stakeholders. Meanwhile, the companies with their leaders are ranked the highest. Between 20% and 40% travelers do not have knowledge of this topic.



# Suppliers' sustainability efforts

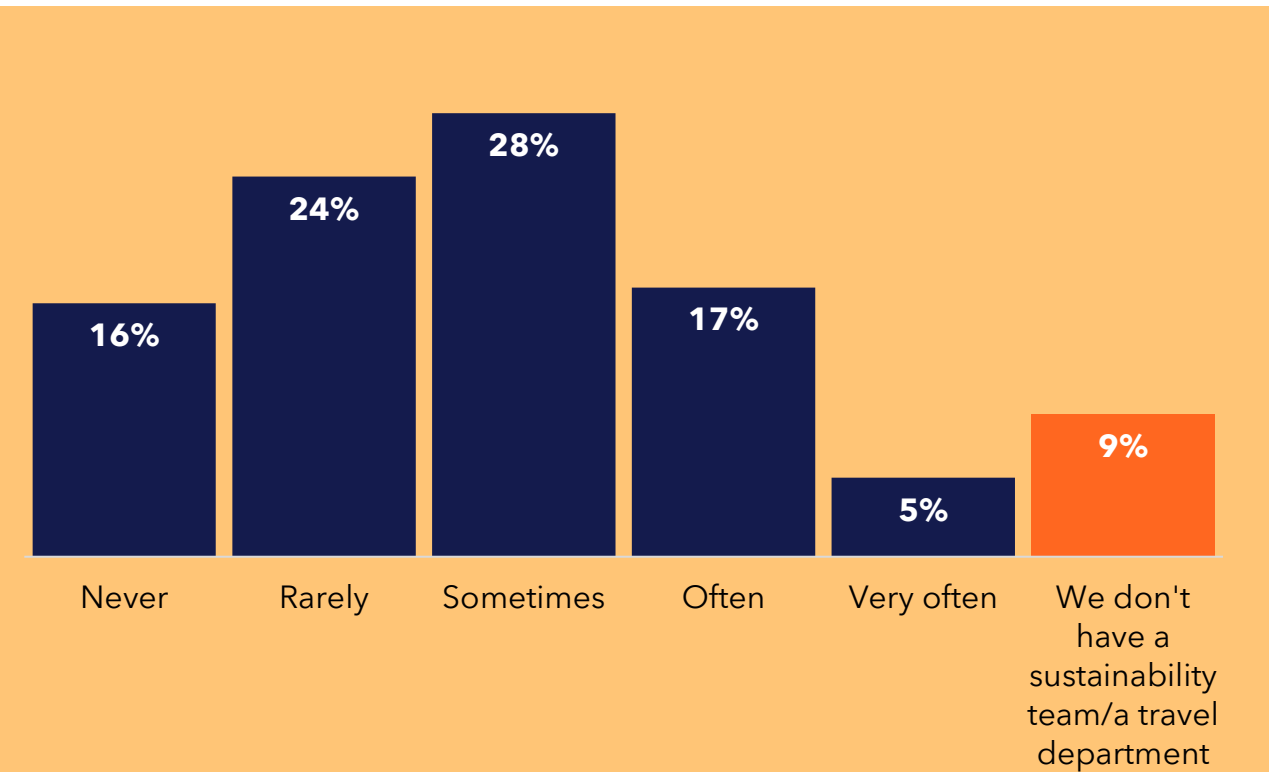
Travelers' list of sustainable suppliers is led by hotels with a third rating their sustainability efforts as very high or high. Only 14% say the same about travel management companies. The respondents lack visibility into this topic often being unsure how to evaluate sustainability among travel suppliers.



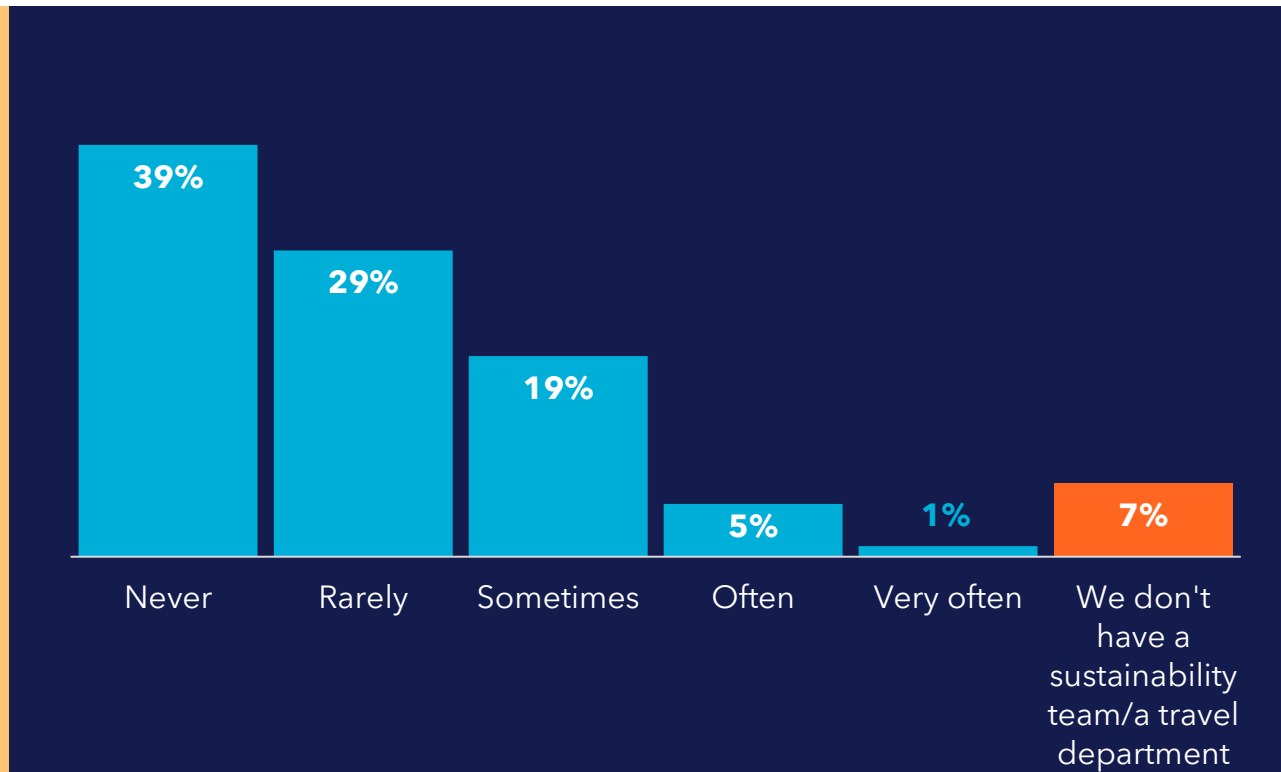
# Communication on sustainability

While 4 in 10 never or rarely receive communication from their sustainability teams, this figure almost doubles when it comes to communication on sustainable travel from travel departments.

### From the sustainability team



### From travel team

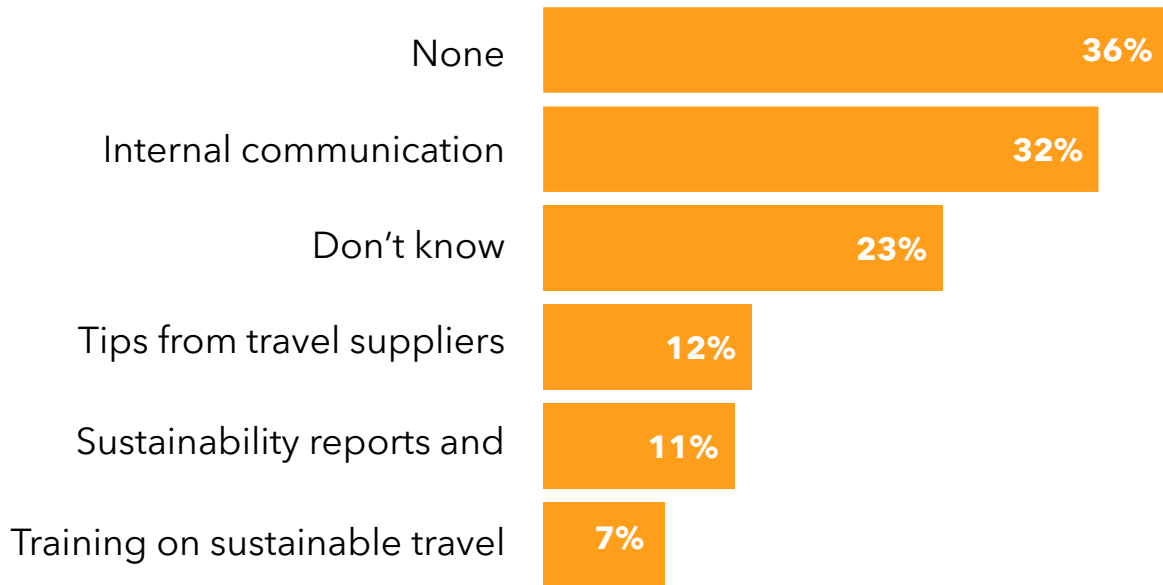




# Educational material

While a third report receiving no educational material on sustainable travel from their employer, 3 in 10 have access to intranet articles, blogposts or emails on this topic.

## Educational material



Do you receive enough of information on sustainable travel?

Yes  
22%

No  
48%

Don't know  
30%



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