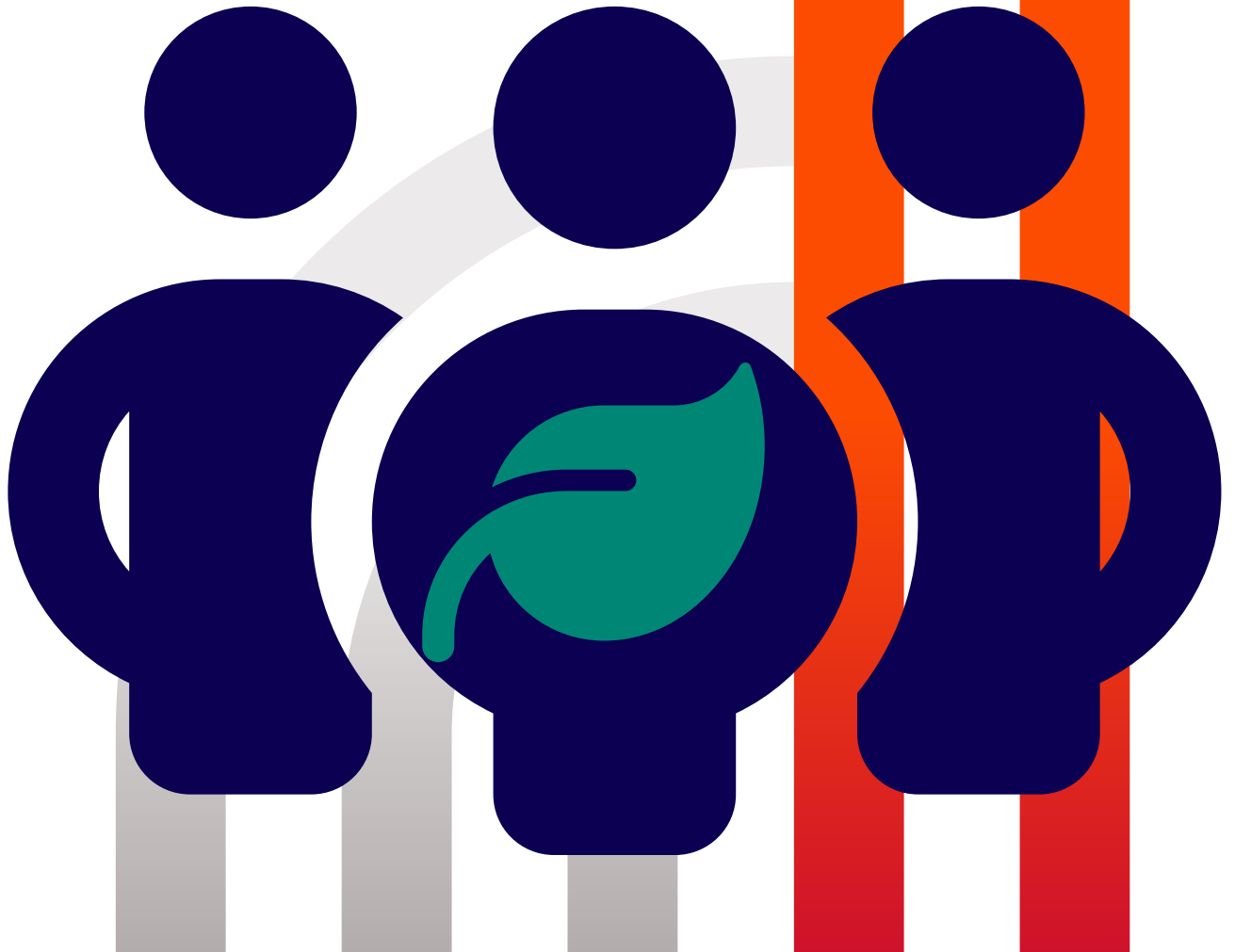


Travel buyer insights:

Sustainable business travel

by BCD Travel Research & Intelligence



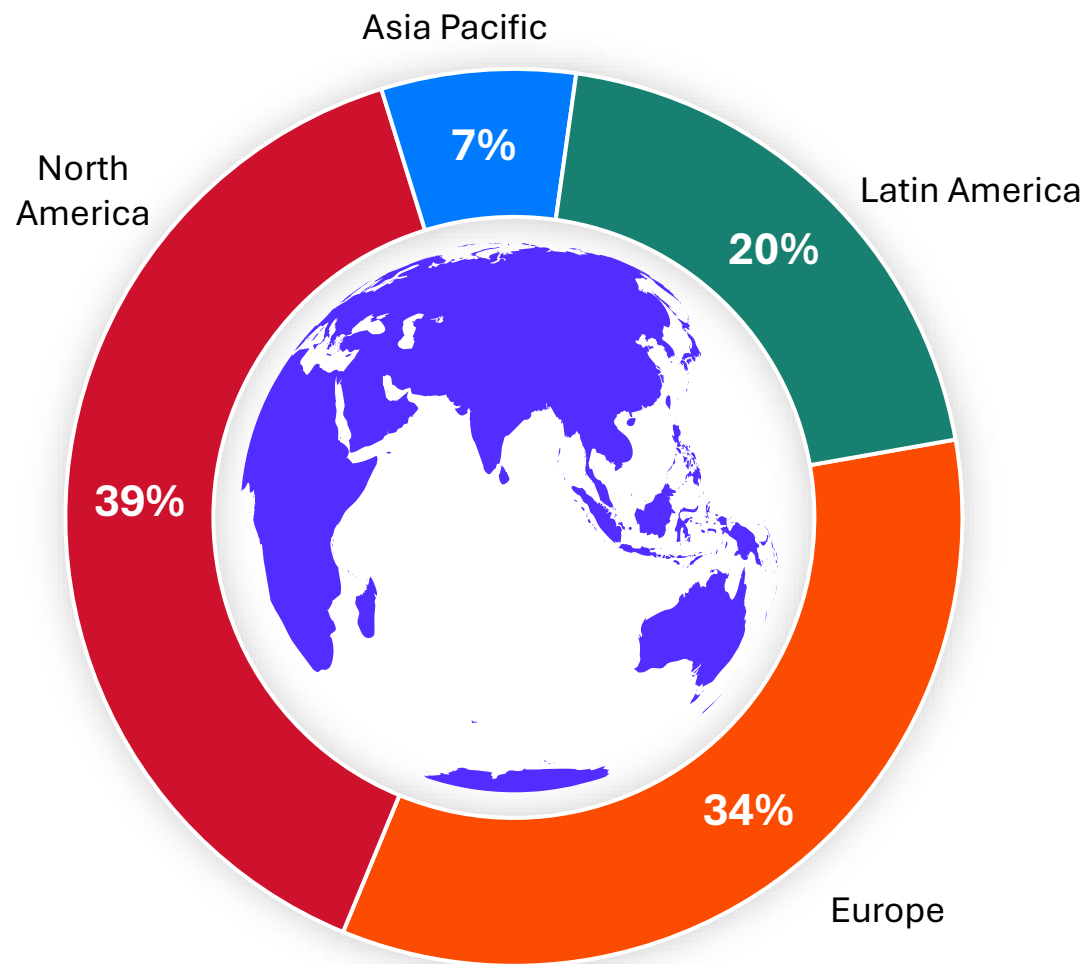
About the survey

In this survey, we explore the role of environmental sustainability in travel programs and look at the travel policies, efforts to reduce emissions and the measures organizations are taking to encourage more sustainable traveler behavior.

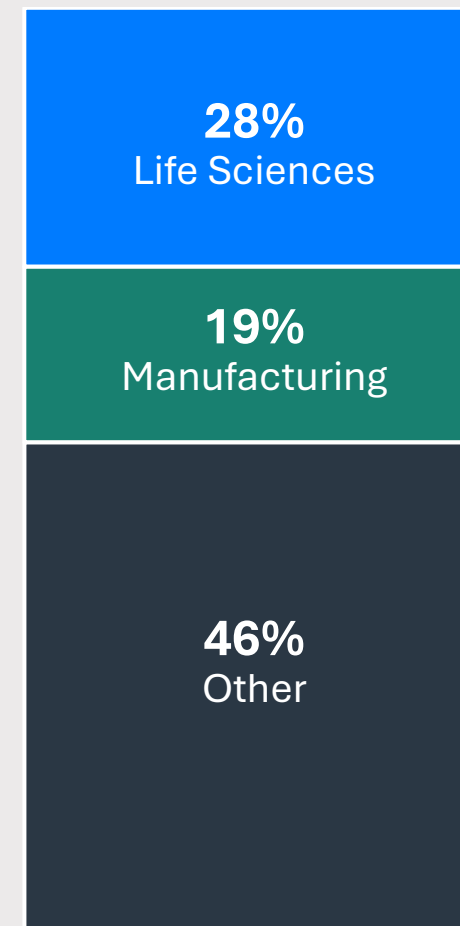
The results are based on an online survey of 73 travel buyers conducted in July 2026.

Who we surveyed

Where they're based

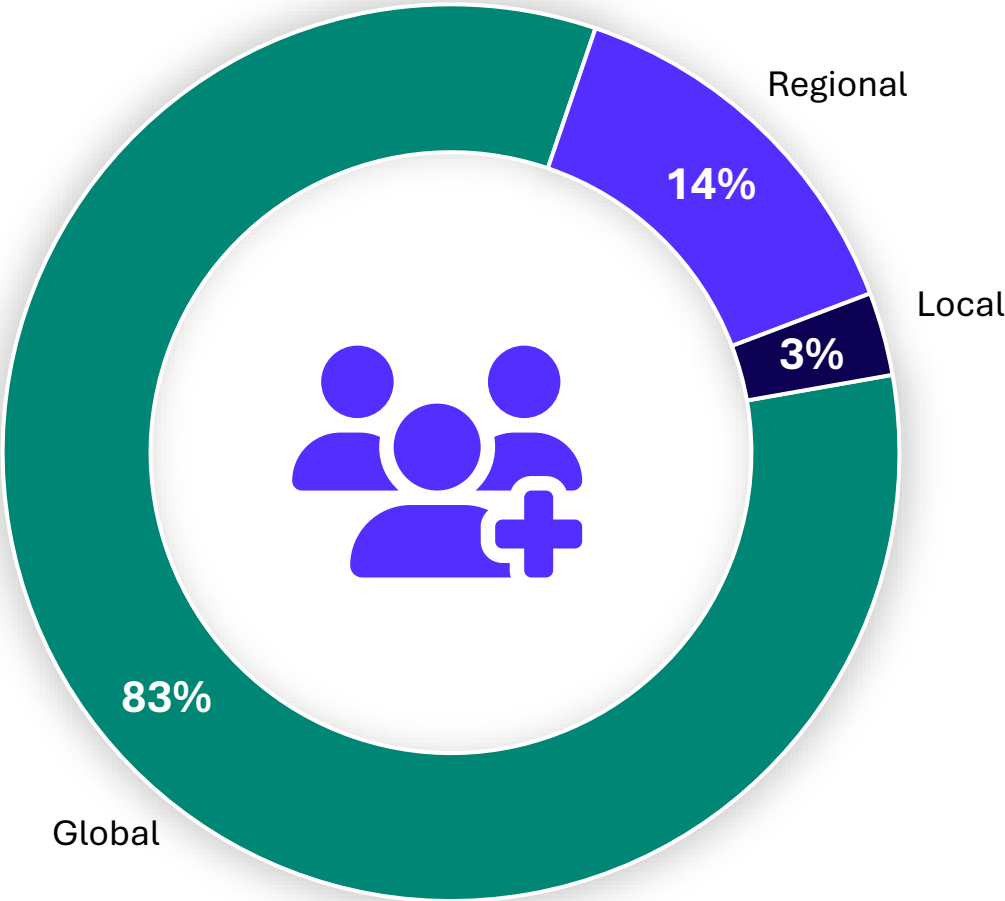


Industries

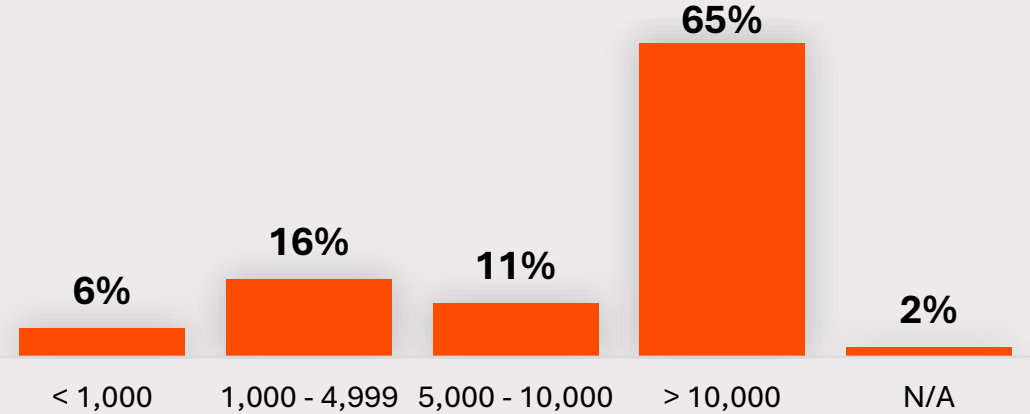


Who we surveyed

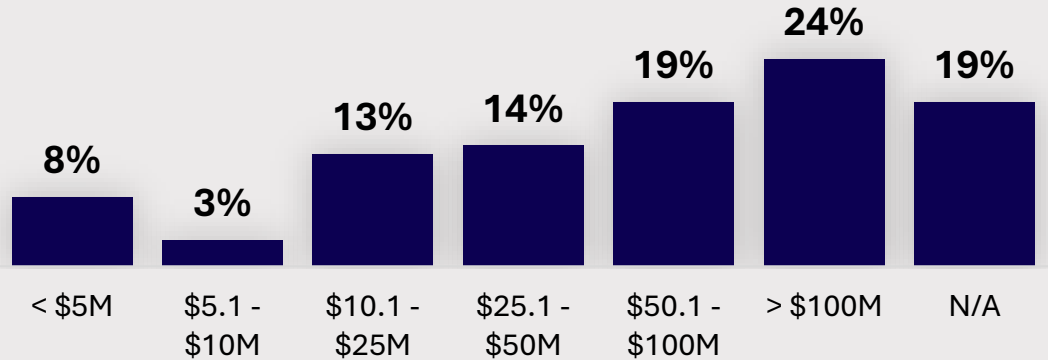
Travel program scope



Company size

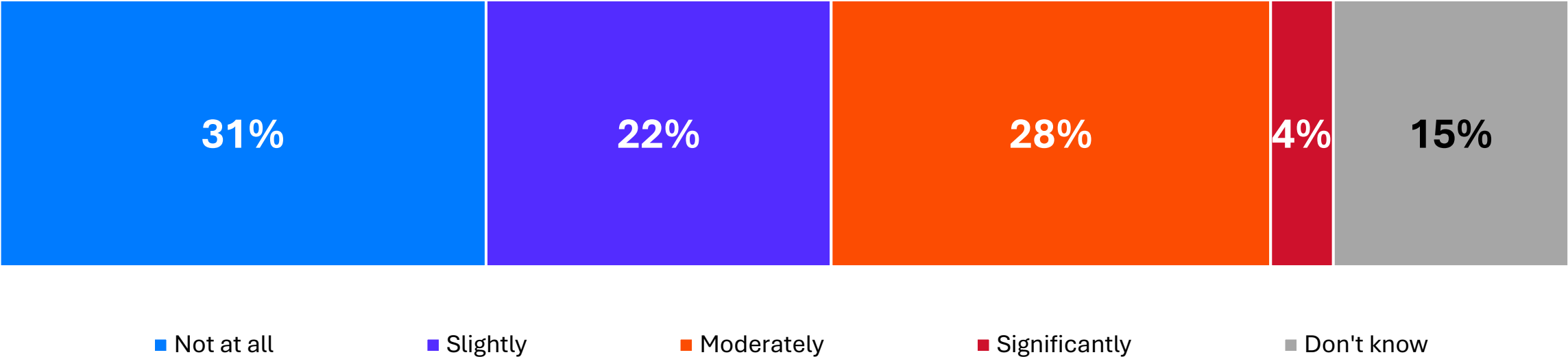


Travel spend



Impact of climate change on travel

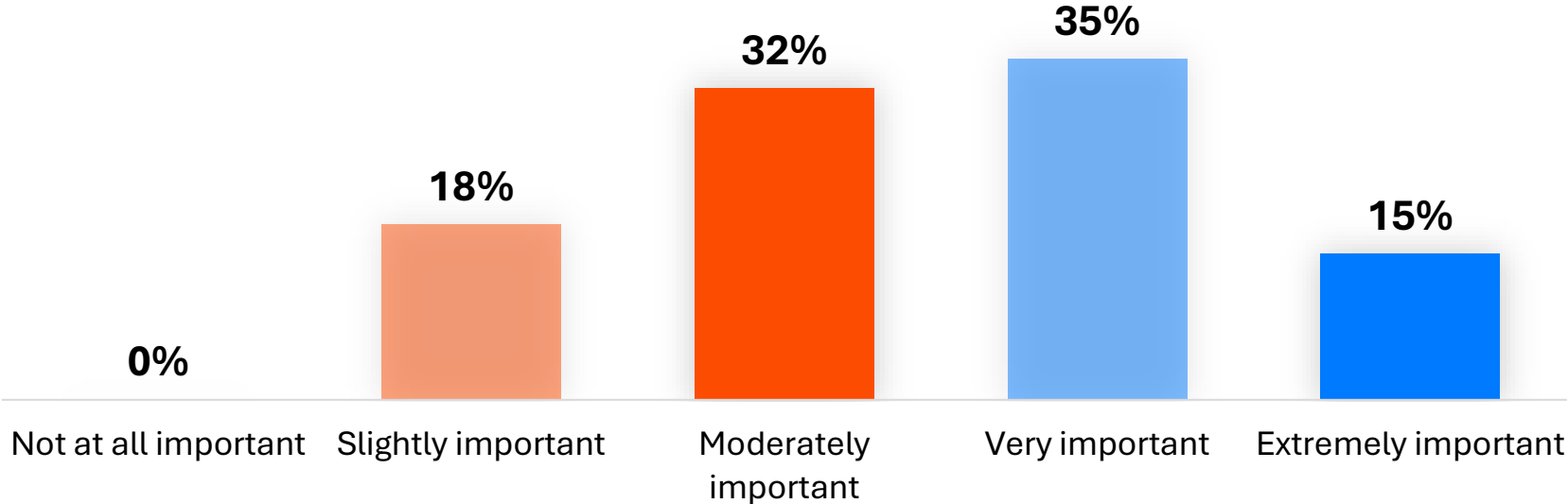
Currently, 32% of travel buyers report a moderate or significant impact of climate change on their travel program.



Q: To what extent is climate change currently affecting your travel program?

Sustainability as a travel program priority

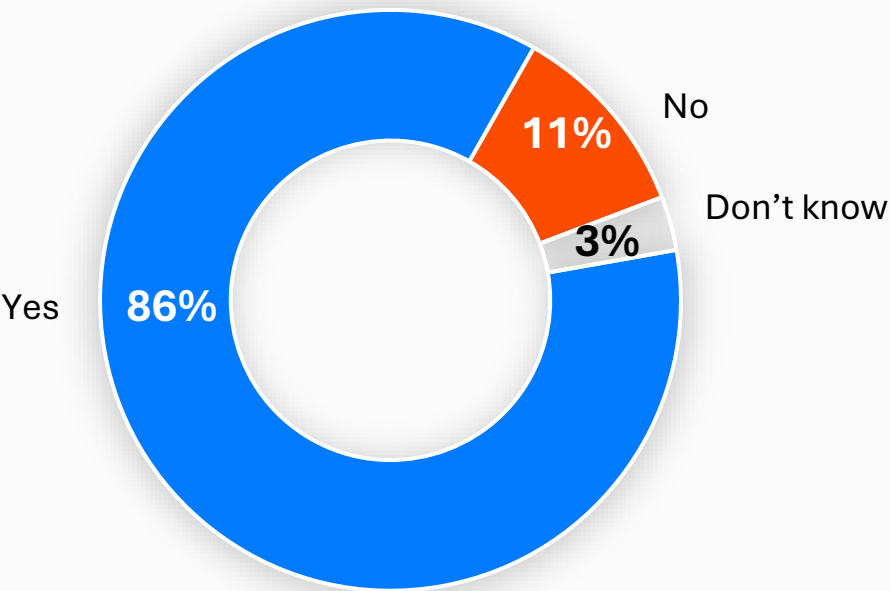
Sustainability remains a meaningful travel program priority with 50% rating it very or extremely important.



Q: Please rate the importance of environmental sustainability as your travel program priority on a 5-point scale, from “not important” to “extremely important”.

Company sustainability goals

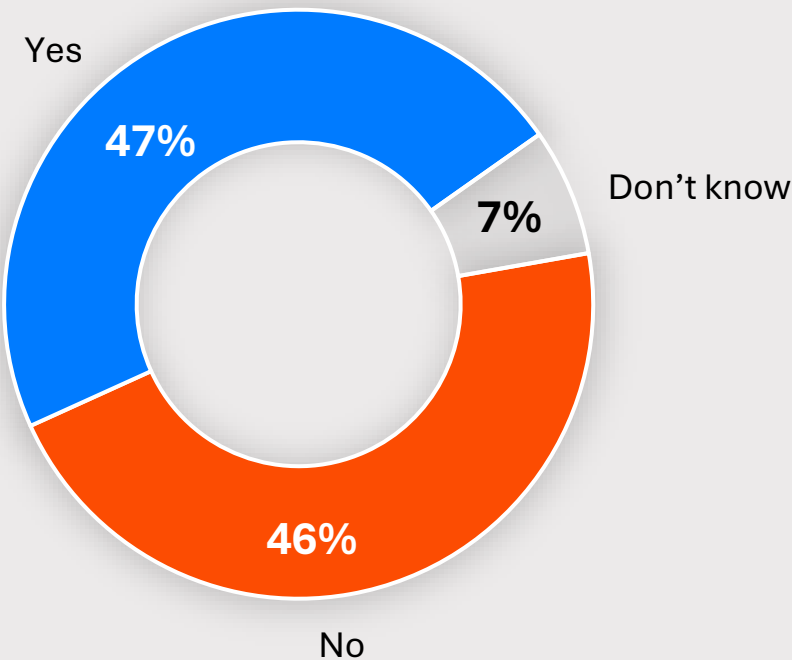
According to travel buyers, most companies (86%) have published sustainability goals.



Q: Does your company have published sustainability goals?

Travel-related sustainability goals

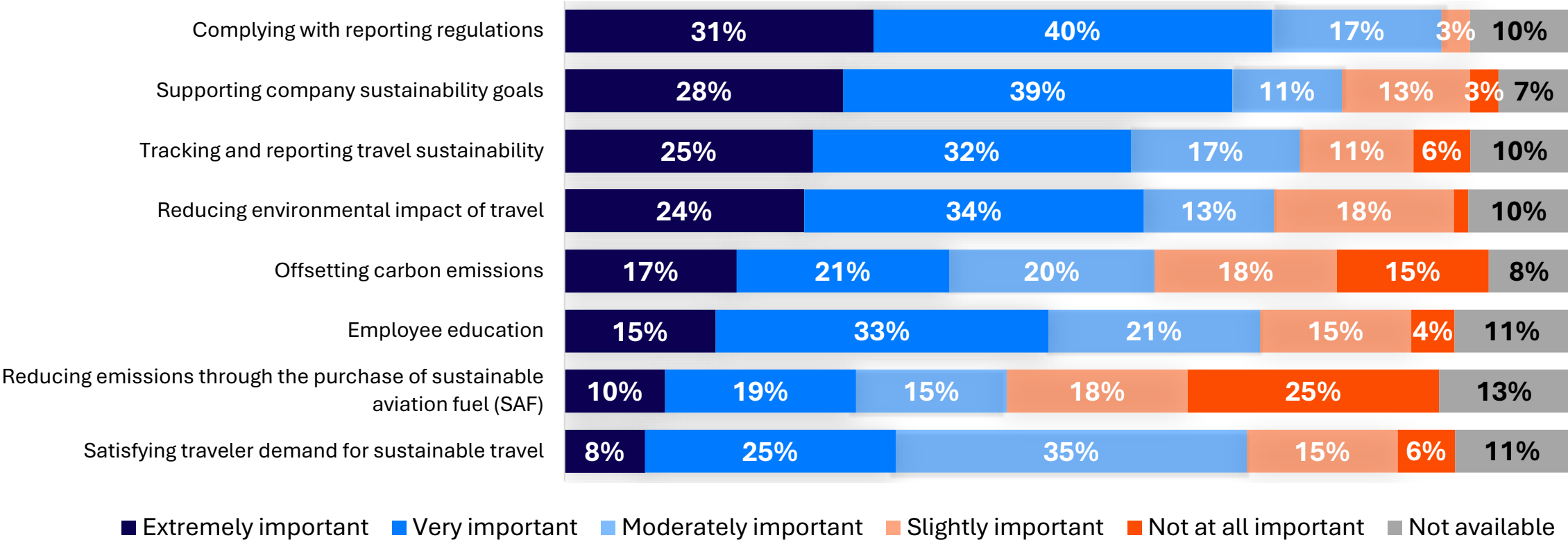
Nearly half of respondents (46%) report having travel-specific goals.



Q: Does your company have sustainability goals related to travel?

Sustainability priorities related to travel

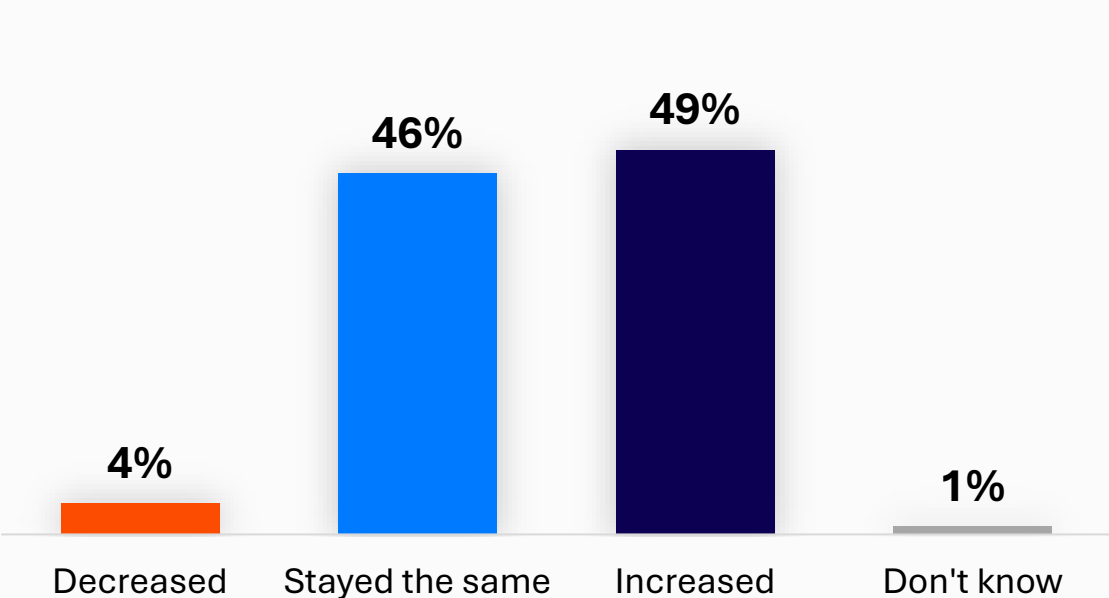
Reporting compliance is currently the top sustainability priority with seven in 10 travel buyers mentioning it as extremely or very important, followed by supporting company sustainability goals. Satisfying traveler demand for sustainable travel is the lowest on the list.



Q: What are your current sustainability priorities related to business travel? Rate each item on a 5-point scale, from “not important” to “extremely important”.

Importance of travel sustainability

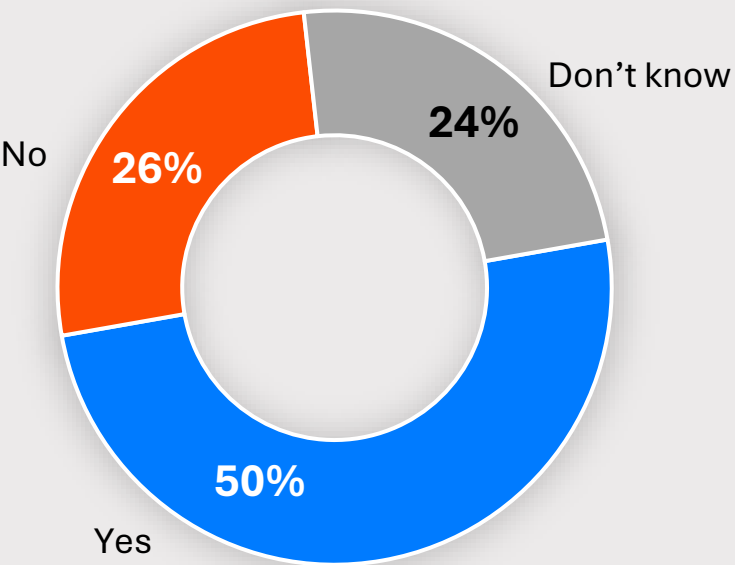
Almost half say the importance of sustainability has increased over the past two years, and a similar share believe it hasn't changed.



Q: Over the past two years, how has the importance of sustainability within your organization changed?

Carbon emissions from business travel

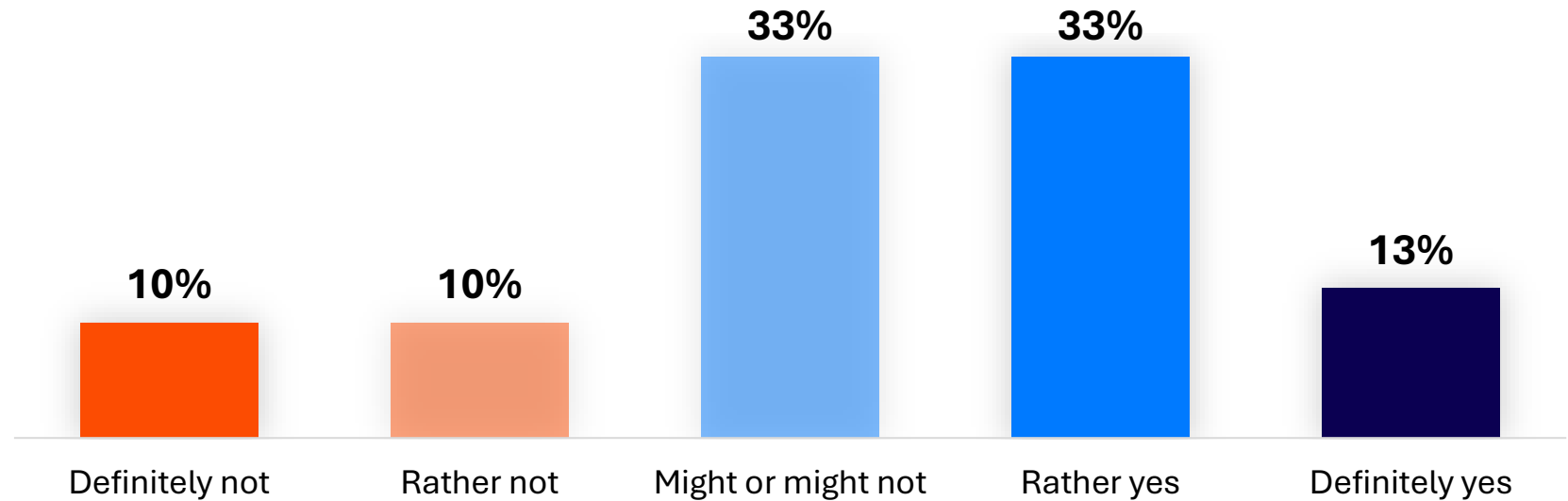
Half of travel buyers report a reduction of carbon emissions from business travel in the past two years. A quarter know nothing about the change in emissions.



Q: Over the past two years, has your organization reduced carbon emissions from business travel?

Encouraging sustainable travel

While nearly half of travel buyers (46%) believe their program encourages sustainable business travel, 20% say the opposite.



Q: Does your travel program encourage sustainable business travel?

Challenges of sustainable travel programs

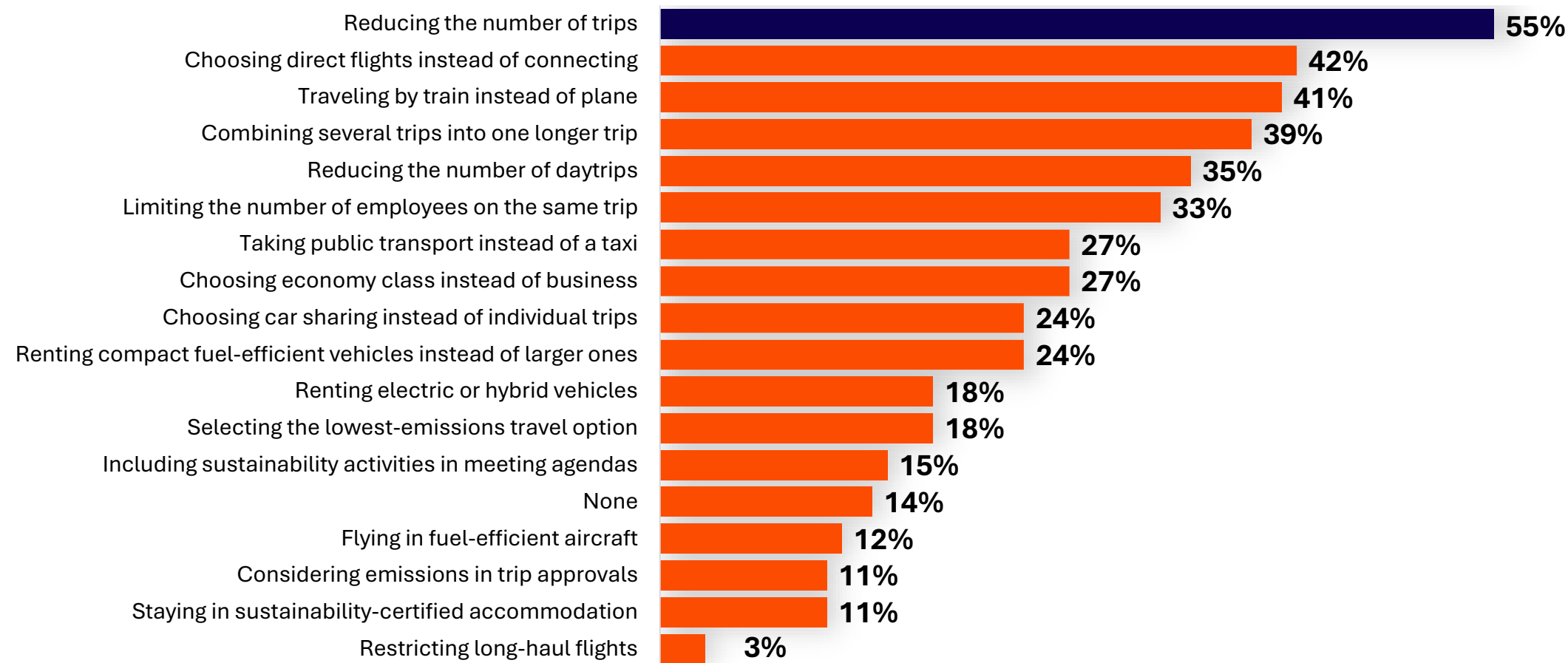
The additional cost of sustainable travel options and educating travelers are the main barriers to developing a sustainable travel program.



Q: What are your main challenges on the way to developing a sustainable travel program? Select all that apply.

Sustainable travel options encouraged by companies

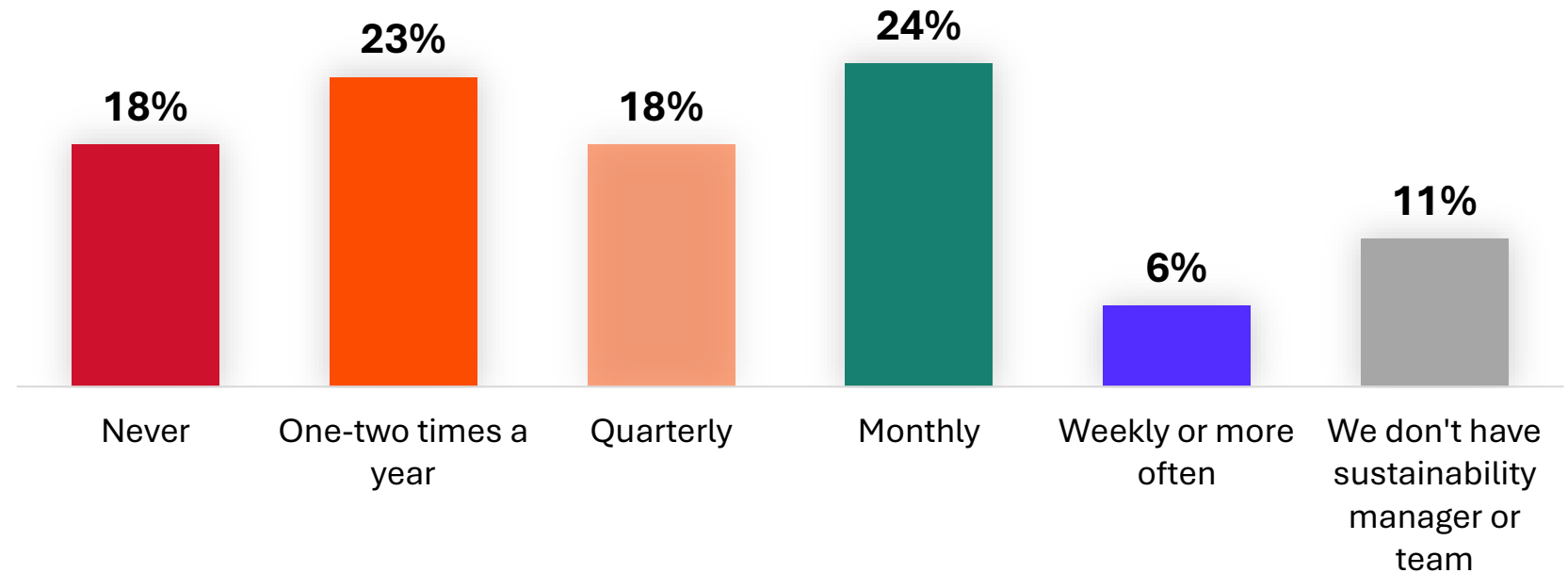
Common sustainable travel policies focus on reducing trips (55%), flying direct (42%), using train over air (41%) and combining trips (39%).



Q: Which of the following sustainable travel options does your travel program encourage? Select all that apply.

Interaction with a sustainability manager

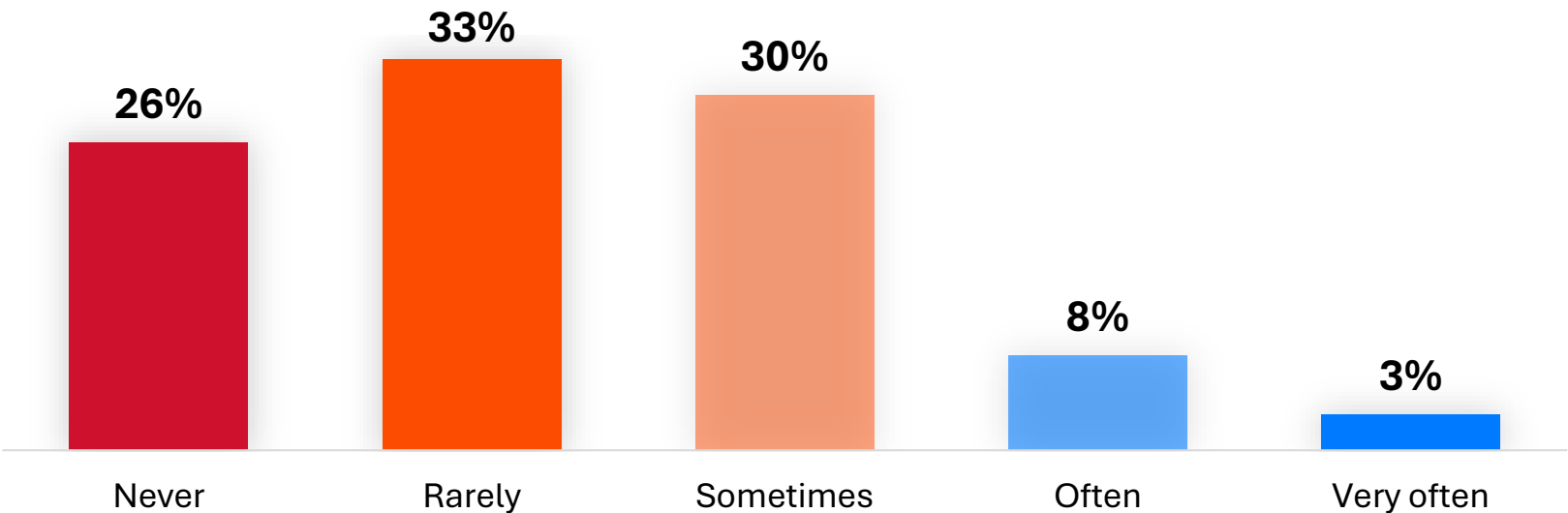
Four in 10 travel buyers communicate with their sustainability teams only once or twice a year or quarterly; nearly two in 10 never do.



Q: How often do you interact with a sustainability manager or a team?

Traveler communication on sustainability

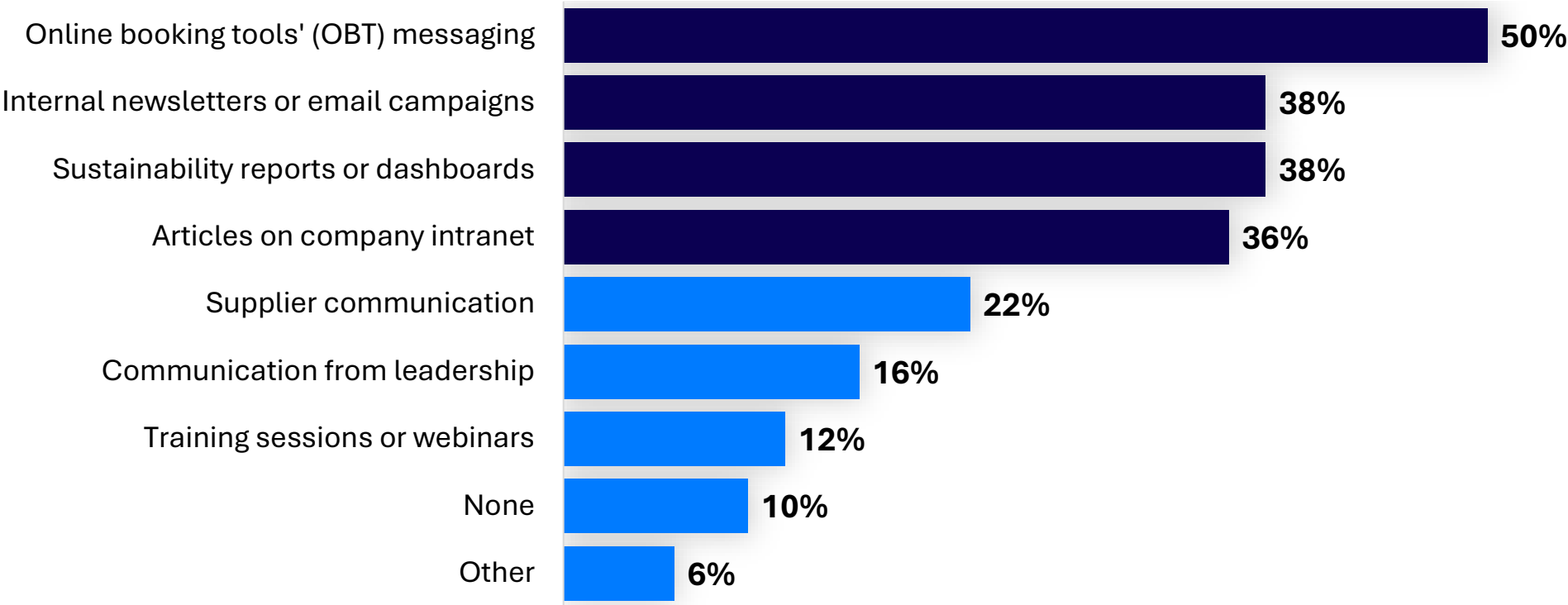
Traveler engagement is limited with just 11% regularly communicating on sustainability with travelers. Nearly 60% do so rarely or never.



Q: How often do you share communication about sustainable travel with your travelers?

Types of traveler communication

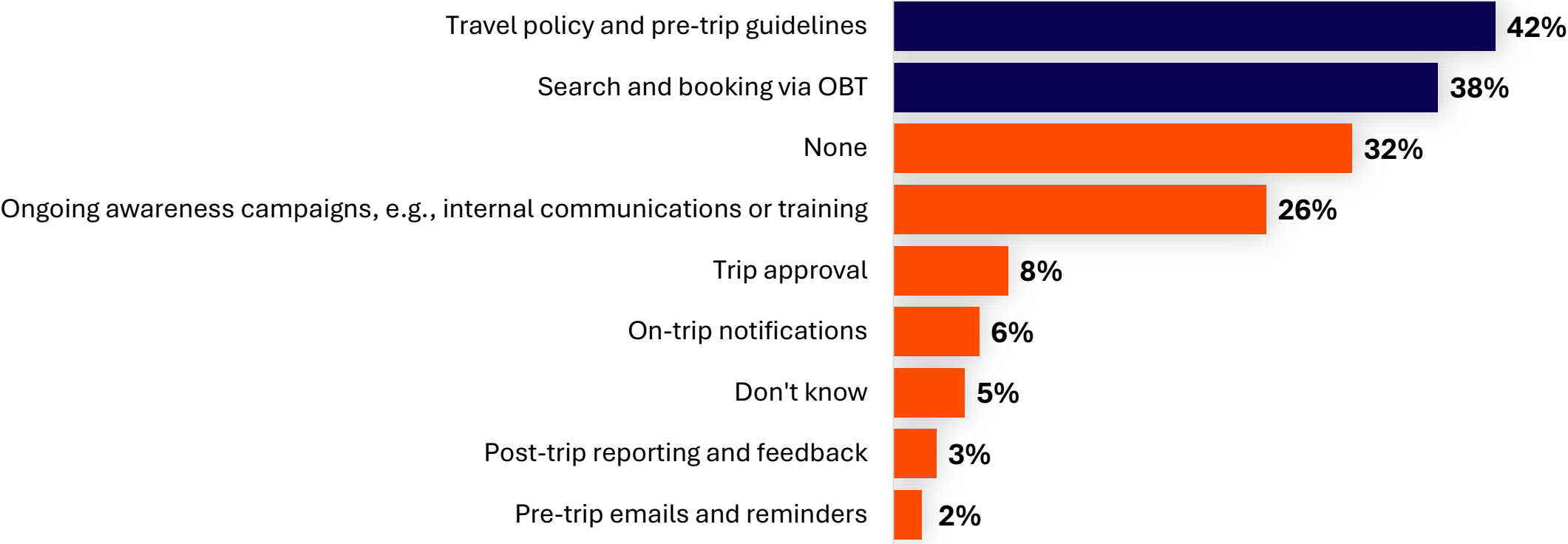
Online booking tool (OBT) messaging, email campaigns, intranet articles and sustainability reports are the most frequently used communication methods for promoting sustainable travel among travelers.



Q: Which types of traveler communication do you use to promote sustainable travel? Select all that apply.

Traveler engagement at various stages of a trip

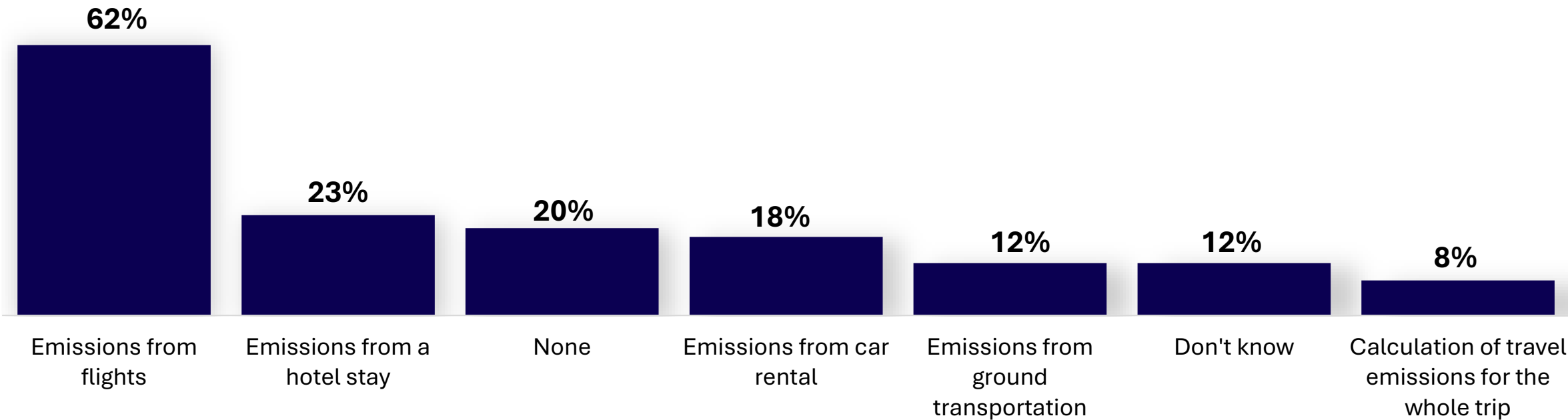
Four in 10 travel buyers engage with travelers to encourage sustainable travel choices before the trip through policy regulations and online booking tools. Three in 10 don't encourage sustainable travel choices among travelers.



Q: At which stages of the travel journey do you engage with travelers to encourage sustainable travel choices? Select all that apply.

Carbon emissions data

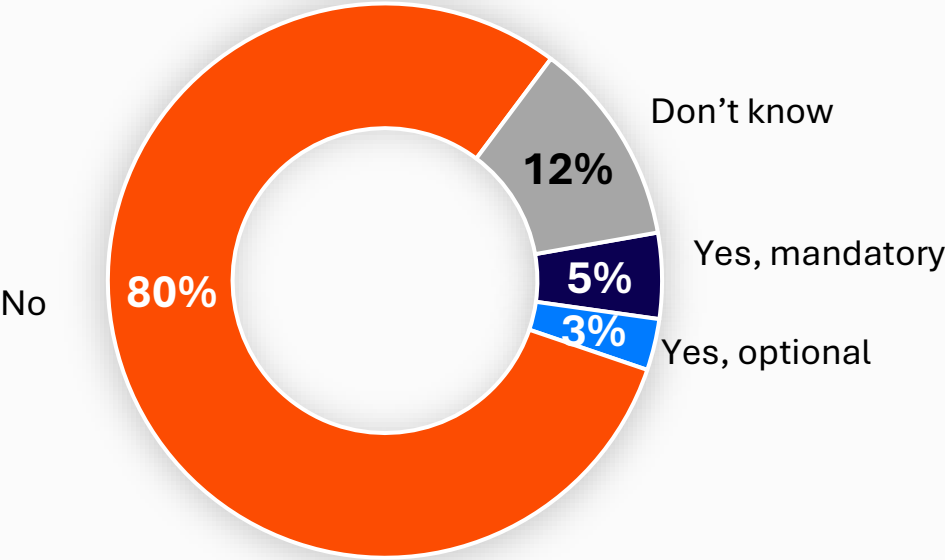
Nearly two-thirds of travel buyers provide flight emissions data at the point of booking. Around one in five share emissions from hotel stays and car rental.



Q: What carbon emissions data do you provide to travelers at the point of booking? Select all that apply.

Carbon budgets

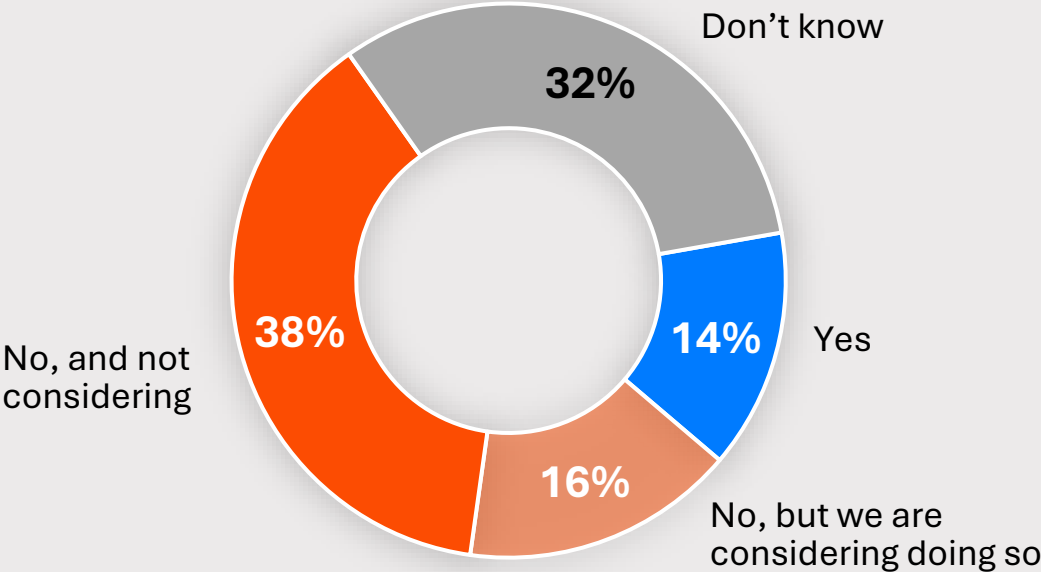
Eight in 10 travel buyers don't use carbon budgets for travel.



Q: Do you have a carbon budget as part of your travel program?

Carbon emissions offsets

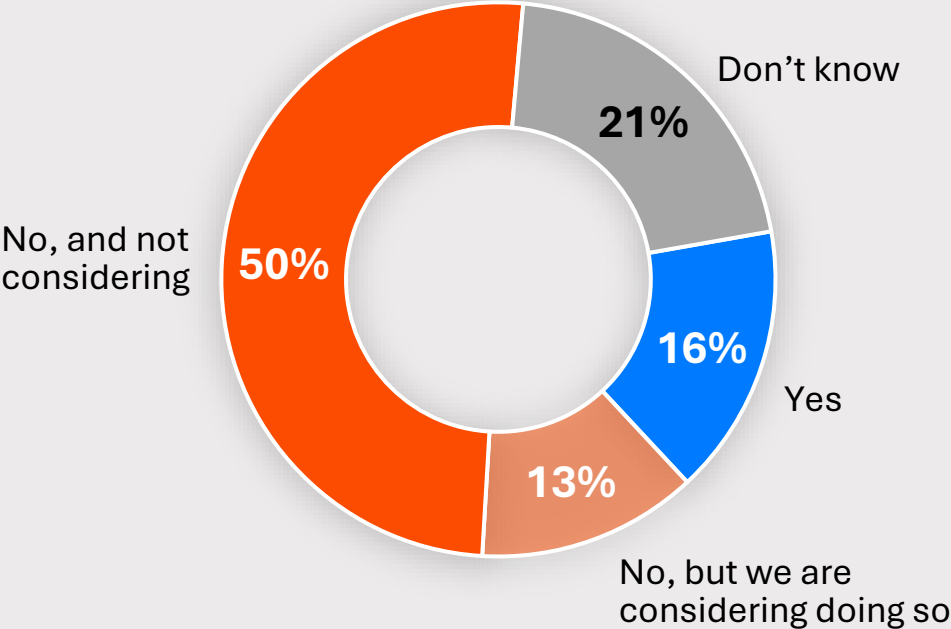
14% offset travel emissions, and 16% more are considering doing so.



Q: Does your company offset travel-related carbon emissions?

Purchase of sustainable aviation fuel

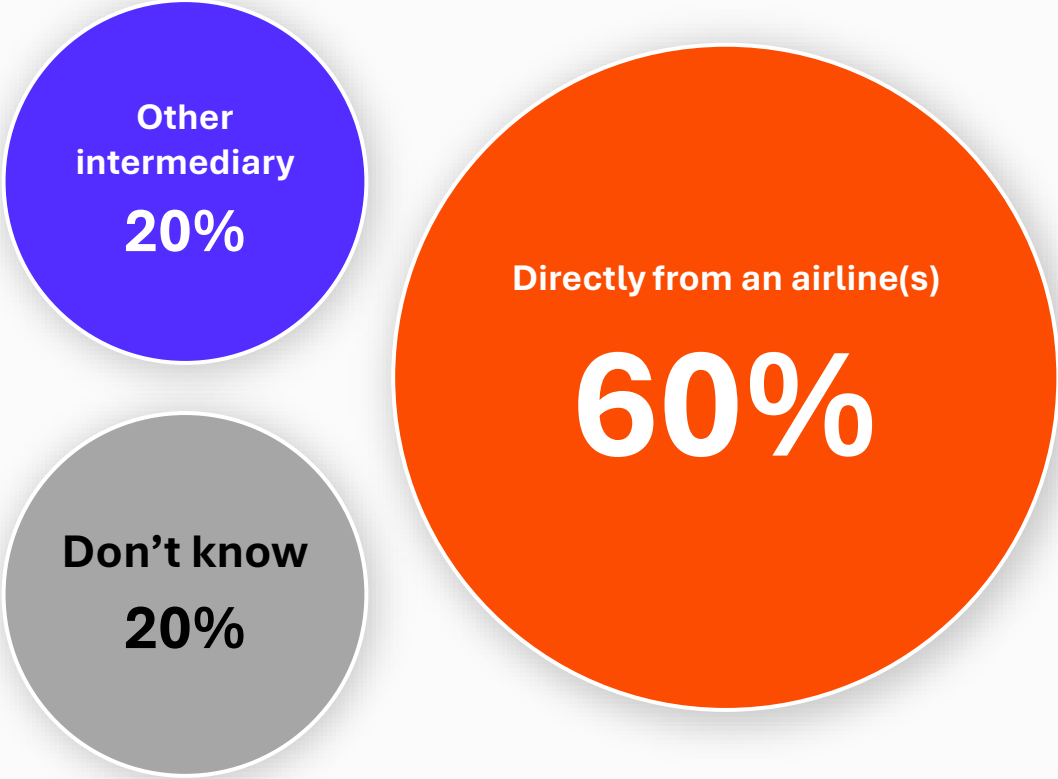
16% of travel buyers purchase sustainable aviation fuel (SAF) and 13% consider buying it soon.



Q: Does your company purchase sustainable aviation fuel?

Sources of SAF

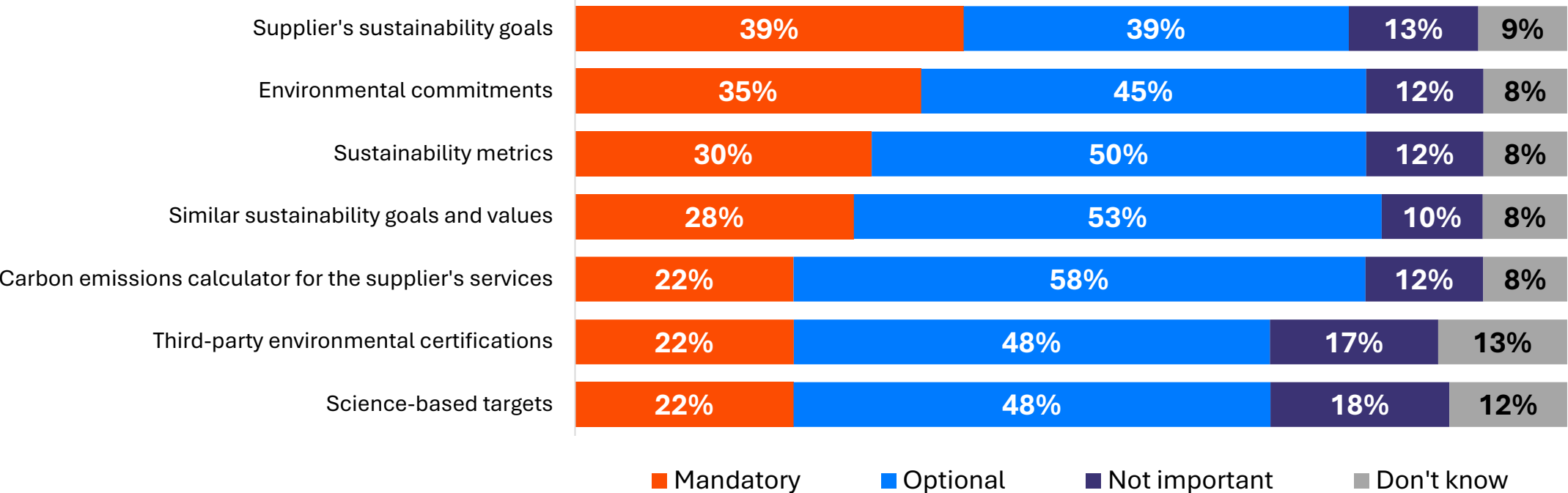
Most companies buy SAF directly from an airline.



Q: From whom do you purchase sustainable aviation fuel? Select all that apply.

Selecting travel suppliers

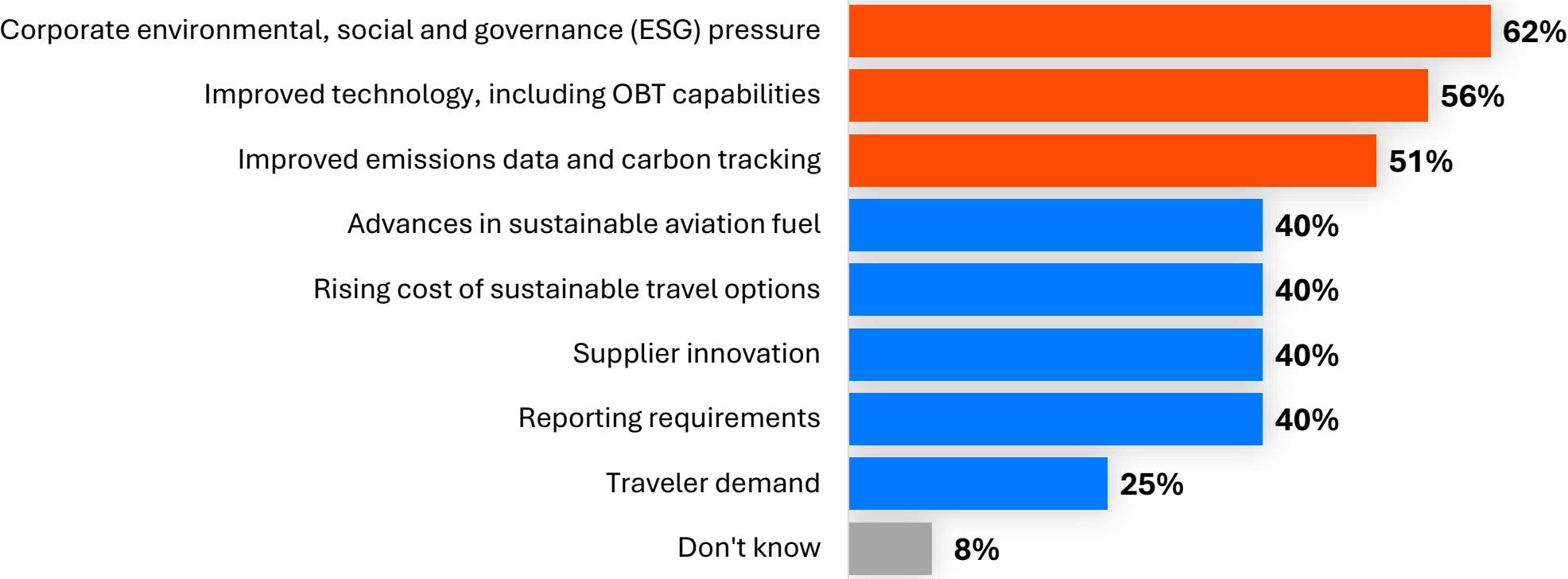
When selecting travel suppliers, organizations most frequently require sustainability goals, environmental commitments and sustainability metrics.



Q: How important are the following sustainability items when selecting travel suppliers?

Factors impacting sustainable travel

Future impact on sustainable business travel is mostly expected from environmental, social and governance (ESG) pressure (62%), better technology and OBT capabilities (56%), as well as improved emissions data (51%).



Q: Which factors do you expect to have the biggest impact on sustainable business travel in the coming years? Select all that apply.

TMC support

Travel buyers want more proactive sustainability reporting, insights and actionable recommendations from their TMC.

- Improve data quality and expand the list of sources
- Improve reporting capabilities
- Recommend cost-effective sustainable travel options
- Proactively educate sharing news and reports
- Assist as a mediator with suppliers

Q: How could your TMC better support your organization's sustainability efforts?



How BCD can help

Turn sustainability ambition into practical action for your travel program

01 Measure & report

Build visibility the program can use.

Strengthen reporting and connect insight to planning.

- Align data and methodology needs
- Identify emissions hotspots and practical next steps

02 Inform & influence

Turn insight into everyday decisions.

Put useful guidance into policy, booking and communications.

- Support traveler engagement
- Offer proactive and cost-effective recommendations and analytics

03 Contribute

Explore credible contribution pathways.

SAF, compensation and carbon-fee pathways.

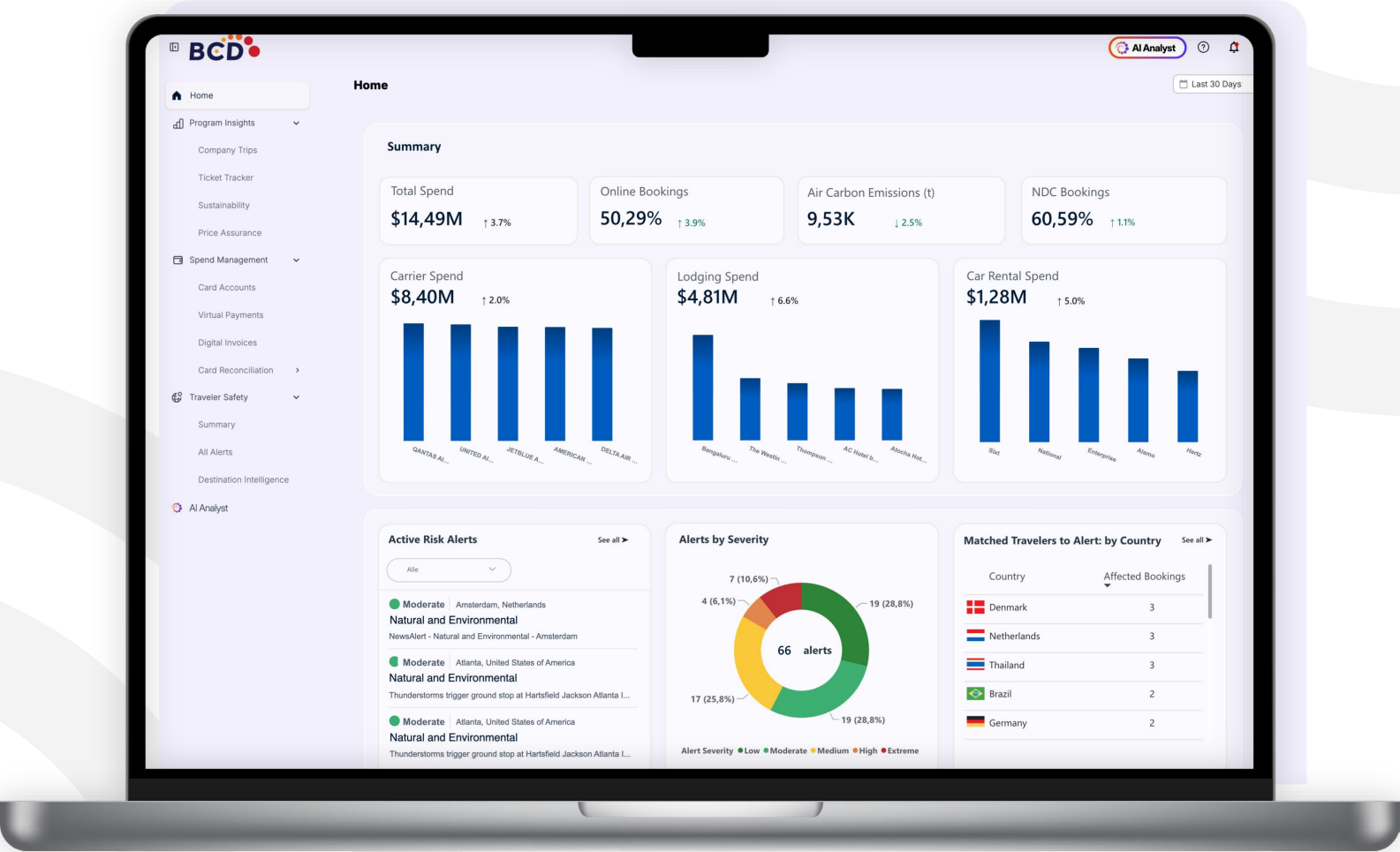
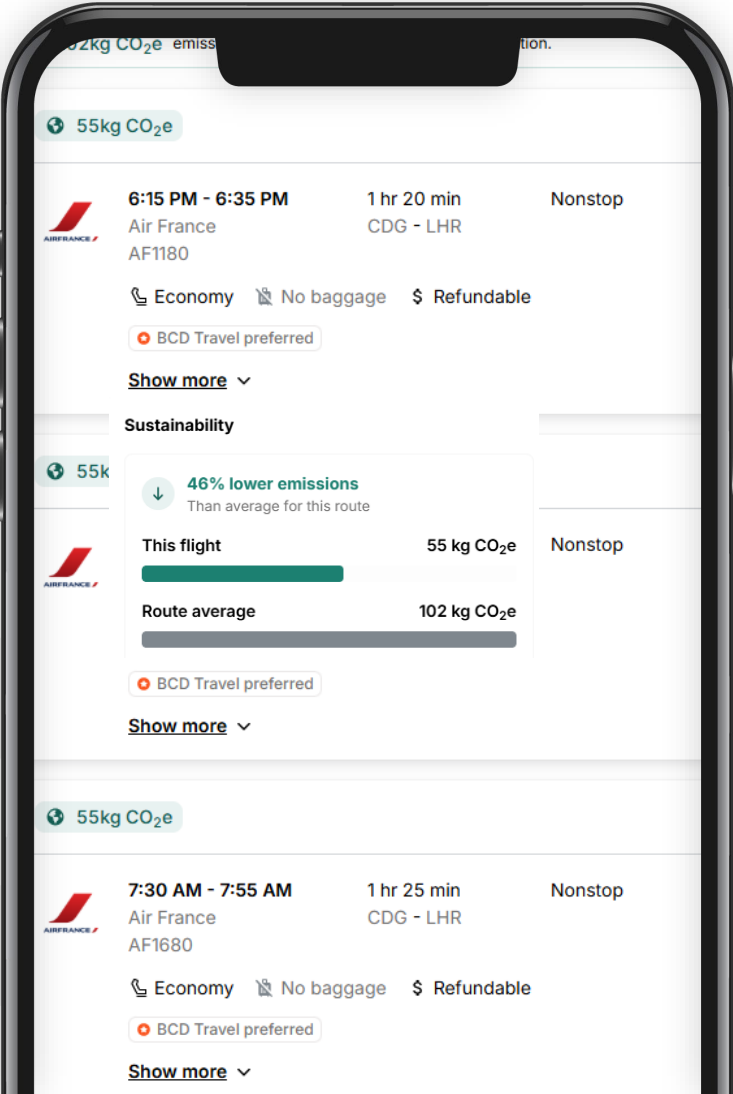
- Validate fit, governance and claims
- Connect funded action to reporting

Sustainability, built into the program you already run - one contract, one ecosystem that turns complexity into clarity.

[Learn more](#)

Embed sustainability into your travel program

Turn insight into action through better data, smarter choices and credible contributions.



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BCD Travel creates connections that move people and ideas forward. Through open technology and trusted human expertise, we help companies and people navigate change, simplify complexity and make confident decisions about how and when they travel. Our intuitive digital experiences for every stakeholder power journeys that fuel success and drive progress. With 15,000+ dedicated team members serving clients in 170+ countries, BCD is shaping a more sustainable future for business travel. Industry-leading meetings and events management and a global consultancy complete our suite of solutions and services. In 2025, BCD achieved \$24.4 billion in sales. For more information, visit www.bcdtravel.com.

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