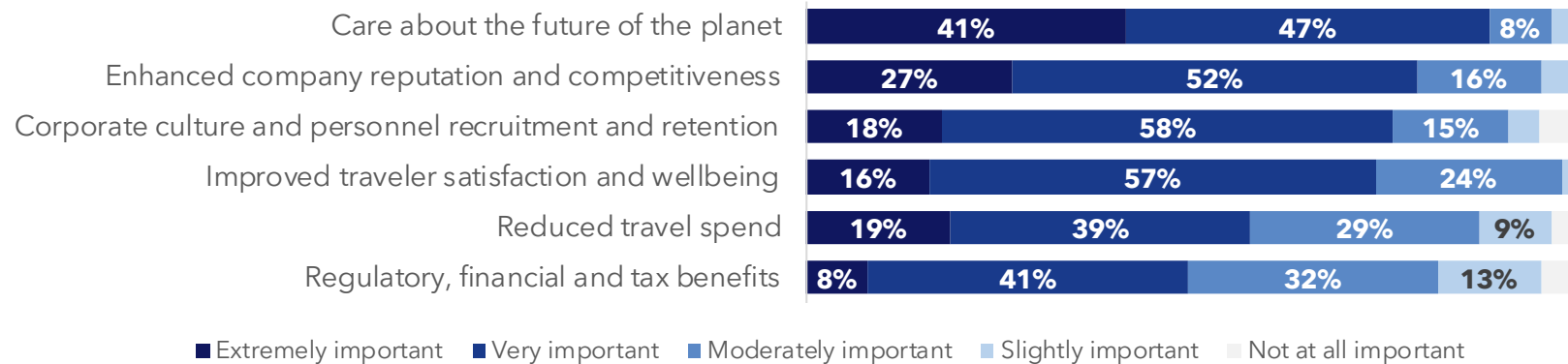


# Sustainable travel program: Benefits and challenges

## Benefits of a sustainable travel program



A sustainable travel program brings plenty of benefits, **care about the planet** being one of them.

It enhances **a company's image**, plays a role in **personnel recruitment and retention** and boosts **traveler satisfaction**. These positive effects are "extremely" or "very important" to around three quarters of travel buyers.

## 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 - more than a half of the survey respondents mention these as major barriers.