### BCD<sup>•</sup> travel

## Sustainable travel program: Benefits and challenges

41%

27%

18%

16%

19%

#### Benefits of a sustainable travel program

Care about the future of the planet Enhanced company reputation and competitiveness Corporate culture and personnel recruitment and retention Improved traveler satisfaction and wellbeing Reduced travel spend Regulatory, financial and tax benefits

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

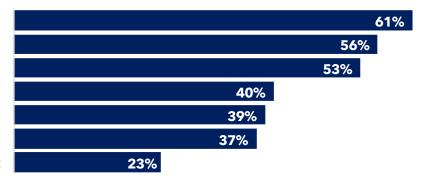
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# A sustainable travel program brings plenty of benefits, **care about the planet** being one of them.

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

Educating travelers Having the right tools Obtaining industry best practices Proving the value to the company stakeholders Getting financial resources for sustainable initiatives Finding the time to take on additional work Getting leadership support



8%

**9%** 

13%

16%

15%

24%

47%

32%

29%

52%

58%

57%

39%

41%

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.