

5 Trends in Sustainable Travel

1

Sustainable hotels

A sustainable hotel strategy is cost-effective in the long term and addresses traveler demands for sustainable hotel brands. A sustainable strategy includes eco-friendly initiatives such as reducing waste, conserving energy and water, sourcing local and organic products and adopting responsible tourism practices.

2

Sustainable transportation options

Sustainable transportation options run on clean fuel, batteries, or both. Walking, cycling, public transport, car sharing, and electric/hybrid vehicles are examples of sustainable transport.

3

Paperless travel transactions

Tech-savvy travelers will expect the travel paper trail to disappear in a digital world. Hotel check-ins, airport check-ins, luggage and dining will be paperless and accessible at any moment on a smartphone.

4

Updated sustainable travel policies

Corporate travel policies now incorporate carbon budgeting and environmentally conscious choices. From a demand for sustainable aviation fuel to a preference for eco-friendly accommodation and transportation options, businesses are actively seeking ways to reduce their carbon footprint.

5

Sustainable company initiatives

Future-ready firms will position sustainability at the core of corporate strategy. Sustainable business models, where profitability converges with societal impact, will drive entrepreneurship and innovation.