

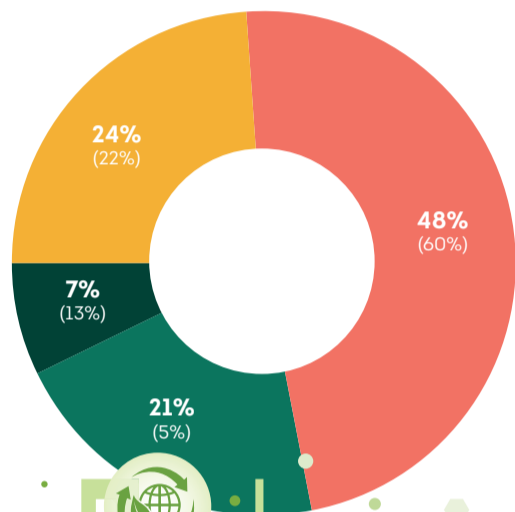
SUSTAINABILITY

How highly does environmental sustainability rank as a top business priority for you in 2024? (compared with 2023)

SUSTAINABILITY IS A HIGH PRIORITY FOR A SIGNIFICANT NUMBER OF FIRMS BUT FOR OTHERS IT RANKS LOWER ON THEIR AGENDA

% of respondents (2023 figures in brackets)

- IT'S MY NUMBER ONE PRIORITY
- IT RANKS HIGHLY BUT IT'S NOT MY NUMBER ONE CONCERN
- SOMEWHAT
- IT'S NOT A PRIORITY



How exactly are you ensuring environmental sustainability is a top business priority?

DEVELOPING AND COMMUNICATING CLEAR GOALS AND HAVING A CLEAR ACTION PLAN ARE THE TOP RESPONSES

% of respondents, multiple choice (2023 figures in brackets)



Most travel companies are taking sustainability seriously within their businesses, even if it doesn't currently rank as their top priority, according to research conducted by TTG.

Around one-quarter of respondents (24%) say sustainability is their number one priority, while the issue "ranks highly" for another 48% and a further 21% give sustainability "some attention".

Encouragingly, the number of travel firms saying sustainability is not a priority has fallen from 13% in 2023 to 7% this year. This is also reflected by the number of respondents taking no action on sustainability, which has dropped from 17% to 5% in the past year.

Other noticeable changes compared with 2023's survey show more companies (35%) have received financial approval to make the investments needed to deliver environmental goals and targets.

There have also been improvements in areas such as creating oversight committees to monitor progress towards sustainability goals (50%); establishing accountabilities and responsibilities for delivering action plans (45%); and linking remuneration to delivering environmental targets (30%).

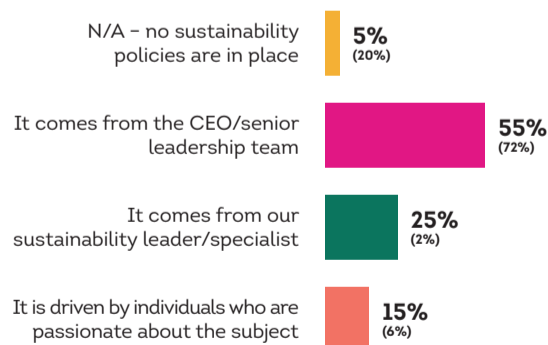
Interestingly, a quarter of those firms surveyed have now achieved B Corp status, with another 5% currently applying for this certification. Senior leaders continue to largely lead the push for sustainability, although 2024's survey reveals more impetus is coming from sustainability specialists within organisations (25%) and staff members who are passionate about the subject (15%).

This increased focus is reflected by a growing concern among company leaders that their brands are seen by consumers as taking strides to become more sustainable, with this percentage rising from 64% last year to 77% in 2024.

Who is driving your sustainability strategy?

SENIOR LEADERS ARE THE MAIN DRIVER OF SUSTAINABILITY STRATEGIES

% of respondents (2023 figures in brackets)



How concerned are you that customers perceive you as a company taking strides to be more sustainable?

SINCE THE 2023 SURVEY, THE NUMBER OF BUSINESSES CONCERNED ABOUT HOW THEY ARE PERCEIVED BY CONSUMERS AS A SUSTAINABLE FIRM HAS INCREASED

% of respondents



IN ASSOCIATION WITH



CO-PARTNERS

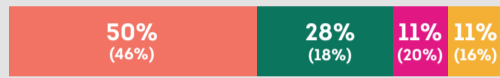


DIVERSITY, EQUITY AND INCLUSION

How highly does diversity, equity and inclusion rank as a top business priority for you in 2024?

ONLY 11% OF TRAVEL FIRMS CONSIDER DEI TO BE THEIR TOP PRIORITY, RANKING MUCH LOWER THAN SUSTAINABILITY

% of respondents (2023 figures in brackets)



- IT RANKS HIGHLY BUT IT'S NOT MY NUMBER ONE CONCERN
- SOMEWHAT
- IT'S MY NUMBER ONE PRIORITY
- IT'S NOT A PRIORITY



What actions has your organisation taken to ensure diversity, equity and inclusion is a top focus?

THE MOST COMMON ACTION WAS CHANGING METHODS TO HIRE FROM MORE DIVERSE GROUPS

% of respondents, multiple choice (2023 figures in brackets)



While diversity, equity and inclusion (DEI) seems to be slightly less of a top priority for travel firms compared to sustainability, there is still progress being made in this area.

TTG's research shows only 11% of travel businesses consider DEI to be their top priority (compared with 20% in the same survey last year). But another 50% say it ranks "highly", while the subject receives "some attention" for 28% of respondents.

Despite this, nearly one-third of companies (28%) say they are currently taking no action on DEI, which is very similar to the 30% figure in 2023's poll. The main reasons for this are a lack of budget (57%), not knowing where to start in tackling DEI (43%) and some firms still concentrating on saving their businesses post-Covid (29%).

For those addressing DEI, the most common actions are changing recruitment methods to hire from more diverse groups (44%), followed by creating a strategy to measure progress on achieving DEI goals (39%).

Compared with 2023, there has been an increase in firms using specialist consultants to keep the process on track (up from 7% to 22% year-on-year), as well as establishing DEI-related employee resource groups (up from 11% to 22%).

Most firms (61%) remain concerned about their new staff perceiving the company as "welcoming and inclusive", but a sizeable minority (22%) continue to be unconcerned about these perceptions.

As with sustainability, DEI within companies is largely driven by senior management (44%), although some HR departments (17%) and individual staff who are passionate about the subject (11%) are leading the DEI agenda for their firms.

The jury is out on how successfully travel is prioritising DEI, with only 39% ranking the sector's performance highly and 28% believing it is falling behind other industries.

How concerned are you about new recruits perceiving you as a welcoming and inclusive company?

THE FIGURE FOR 'VERY CONCERNED' CONTINUES TO BE MARKEDLY HIGHER THAN FOR THE PERCEPTION OF SUSTAINABILITY

% of respondents (2023 figures in brackets)



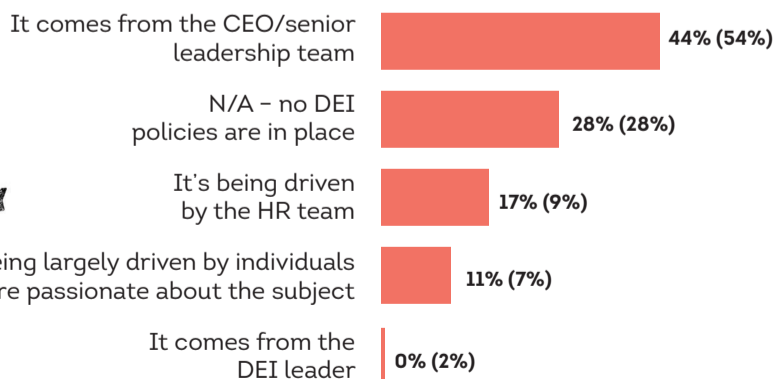
- VERY CONCERNED
- NOT CONCERNED
- NOT SURE
- SOMEWHAT CONCERNED



Who is driving your diversity, equity and inclusion policies?

AS WITH SUSTAINABILITY, SENIOR LEADERSHIP WAS AGAIN VIEWED AS THE DRIVING FORCE FOR DEI, THOUGH LESS SO THAN IN 2023

% of respondents (2023 figures in brackets)



CO-PARTNERS

