



2023 IMPACT Report

FOR SMARTER, BETTER, FAIRER TRAVEL

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GREAT BIG... *welcome!*

Welcome to TTG Media's first annual Impact Report.

The pages in front of you detail not only how we minimised our environmental impact in 2023, but also the measurable positive impact we had within the travel sector, under our ongoing mission to drive a Smarter, Better, Fairer travel industry.

It was a pivotal year for TTG, as we celebrated 70 years of the *Travel Trade Gazette* and 10 years of TTG Media as an independent business. Highlights included the creation of our first Chief Purpose Officer, the second Fairer Travel Week, and seeing our Sustainable Travel Heroes project recognised by publishing Oscars the PPAs as 'Sustainability Initiative of the Year' – beating corporates such as Haymarket and Bauer to the prize.

Receiving the news in December that TTG Media had become one of the first B2B media brands to gain B Corp Certification was a fantastic way to close the year.

Any business can have positive values – but what really brought them to life in 2023 was the incredible dedication and creativity of the TTG team. We look forward to growing our positive impact in future years.



A handwritten signature in black ink, appearing to read 'Dan Pearce'.

DANIEL PEARCE, CEO

OUR *vision*



We believe travel and tourism can be a force for good - with the power to benefit local communities and the environment, and the power to bring about physical and emotional transformation.

We therefore believe helping the travel and tourism industry to grow - in a smart and fair way - gives us meaningful purpose, beyond simply making our own business successful (though of course that is important too!)

We believe the travel industry is an incredible one to work in, offering huge opportunity, and we believe embracing inclusion is key to unlocking potential and driving growth in our sector.

We also believe knowledgeable travel professionals play an important role in selling Smarter, Better, Fairer travel.

TTG Media therefore strives to promote **a Smarter, Better, Fairer travel industry for all**, and to help travel professionals and businesses improve themselves to get there.

OUR PROMISES TO THE INDUSTRY:

smarter

We promise to give travel professionals the tools, knowledge and contacts they need to improve their personal performance, and that of their business, helping them build smart businesses that have a sustainable future.

better

We promise to drive up standards and best practice across the travel industry, and to challenge travel professionals and travel companies to deliver better products and better service by recognising and celebrating those that do it best.

fairer

We promise to champion responsible tourism, that creates economic benefit for local people, and minimum environmental impact, in the places we travel to. We champion the rights of everybody - regardless of ethnicity, sexuality, age, physical/mental ability and socio-economic background - to be able to travel safely and enjoyably. And we promote inclusion within the industry itself, so that all travel professionals have a fair chance to achieve their potential, regardless of their gender, age, ethnicity, or physical/mental ability and so that businesses can drive growth by creating inclusive workplaces.

Sustainable Development Goals



The Sustainable Development Goals (SDGs) are a set of 17 global goals established by the United Nations, aiming to address various social, economic, and environmental challenges, including poverty, inequality, climate change, and environmental degradation. The SDGs serve as a roadmap for governments, organisations and individuals to work collectively towards a more sustainable future. We have identified three primary SDGs that TTG Media can strive to progress. Activities aligned with these SDGs are indicated in this report with the following icons:



Reduce inequality within and among countries
Target 10.2: By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status



Take urgent action to combat climate change and its impacts
Target 13.3: Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning



Ensure sustainable consumption and production patterns
Target 12.7: Promote public procurement practices that are sustainable, in accordance with national policies and priorities



OUR B CORP *impact score*

In December 2023, TTG Media was thrilled to receive the news that, after months of rigorous assessment, we became a Certified B Corp, attesting to our high standards of social and environmental performance, transparency and accountability.

In our first year of certification, we earned an overall score of 85.4. Companies must get more than 80 to qualify, while the median score for ordinary businesses who complete the assessment is currently 50.9.

We worked closely with sustainability consultants Cyd Connects (cydconnects.com), who guided us through the process and created a roadmap of short, medium and long-term improvements we can make to our operations.



- 85.4**
TTG Media's overall B Impact Score
- 80**
Qualifies for B Corp Certification
- 50.9**
Median score for ordinary businesses

How we scored

GOVERNANCE:

Evaluating our overall mission, engagement around our social/environmental impact, ethics, and transparency.



COMMUNITY:

Evaluating our engagement with and impact on the communities in which we operate, hire from, and source from, covering diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management.



CUSTOMERS:

Evaluating our stewardship of our customers - meaning both our audience and our commercial partners - through the quality of our products and services, ethical marketing, data privacy and security, and feedback channels, as well as the way in which our products or services help our customers improve their own social impact.



WORKERS:

Evaluating TTG Media's contribution to our employees' financial security, health & safety, wellness, career development, and engagement & satisfaction



ENVIRONMENT:

Evaluating our overall environmental management practices as well as our impact on the air, climate, water, land, and biodiversity, looking at both the direct impact of our operations and, when applicable, our supply chain and distribution channels.



GOALS for 2024

- Incorporate social and environmental responsibilities in every manager's job role
- Conduct further social and environmental training across the team including company-wide B Corp training/engagement

DELIVERING ON *our vision*

Throughout 2023, we championed fairer travel at every opportunity, from the editorial choices we made and commercial partners we chose to work with, to the award-winning campaigns we ran and sell-out events we held. Here are some of the highlights of how we delivered on our vision in 2023, with measurable impact wherever possible



FAIRER TRAVEL WEEK 2023



In July 2023 we held our second Fairer Travel Week, comprising a day-long Sustainability Forum and Diversity Forum, online training sessions for agents, and our annual Travel Pride party and Pride Champions awards.

- **103 travel professionals** attended our day-long Fairer Travel Sustainability Forum with speakers including Elemis co-founder Oriele Frank (*pictured above left*)
- **85%** of Sustainability Forum attendees said they will **make changes in their business** as direct result of attending (75% within next 12 months + 10% beyond the next 12 months)
- **85 travel professionals** attended our day-long Fairer Travel Diversity Forum with speakers including model and wheelchair dancer Monique Jarrett and marketing specialist Don Hyams (*both pictured*)
- **88%** of Diversity Forum attendees said they will **make changes in their business** as direct result of attending (72% in next 12 months + 16% beyond 12 months)
- **71 travel agents** attended our Sustainable Travel Showcase online event
- **7 travel professionals** were shortlisted in our Travel Pride Champions awards

TTG DIVERSITY PROGRAMME



We partnered with seven different travel industry partners in 2023 on our annual Diversity initiative which saw us hold three breakfast events for industry leaders on topics of diversity and inclusion. Guest speakers included Angus Drummond, founder and CEO of Limitless Travel, and events were held at social enterprise cafe Fair Shot (*pictured below*), where all staff have learning disabilities.

- **40 different travel bosses** attended breakfast events over the course of the year, gaining insight to take back to their businesses

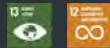


LGBT+ TRAVEL



- **76 travel agents** attended our LGBT seminar online in June 2023 to learn about the needs of the LGBT+ traveller community and how to make their marketing more inclusive, including a presentation from Globetrender founder Jenny Southan (*pictured above*)
- **100% of agents** said they intend to make **changes to their marketing** as a direct result of attending (71% within next 6 months + 29% within next 12 months)

TTG SUSTAINABLE TRAVEL HEROES/AMBASSADORS



Working with five sector champions - our Sustainable Travel Heroes - we delivered a year-long content campaign to inform and educate our audience about sustainable travel, and also selected 20 travel agents to undergo 6 months of training sessions and educational visits in order to graduate as Sustainable Travel Ambassadors.

- **19 travel agents** graduated as Sustainable Travel Ambassadors after attending online sessions and fairs (*pictured right, in Crete*)
- **95%** of our Ambassadors said the programme has **increased their confidence in selling responsible travel** AND in choosing sustainable suppliers
- **44%** of our wider audience reported **engaging with Sustainable Travel Heroes content in the magazine or online** in 2023
- **89%** of those said the content **educated them about what sustainable travel is**, and how to sell more of it
- **73%** of those said the content **equipped them with marketing content and support** to communicate sustainability messages successfully



ACCESSIBLE TRAVEL



- **75 travel agents** attended our TTG Accessibility seminar in October 2023 to learn how to better support disabled clients with tips from accessible travel tour operators and model and influencer Monique Dior Jarrett (pictured right)
- **69% of attendees** said they intend to make **changes to their marketing** as a direct result of attending (38% within next 6 months + 31% within next 12 months)



CELEBRATING SUCCESS



We continued to champion excellence and share stories of success through our awards programmes, including: eight categories focussed on sustainability and DEI at the Travel Industry Awards by TTG; a 'Sustainability Hero' category at the TTG Luxury Travel Awards; and a new Intrepid Sustainable Travel Champion of the Year award (winner *Deben Travel* pictured above) alongside our existing Community Hero award at the TTG Top 50 Travel Agencies. All of TTG's awards programmes put a firm focus on fairer travel during nomination and judging stages.



ttg THIRTY UNDER 30

In association with |

TTG 30 UNDER 30



For the 10th year running TTG highlighted the highest performing young leaders in the industry in the shape of the TTG 30 Under 30, bringing them together for a series of networking events and raising their profile.

- **86% of our 2023 cohort** said they found the programme highly beneficial





Choosing our partners

In 2023, we chose not to work with certain commercial partners where we felt unable to work together in true partnership because of differing values. As stated on page 5 of *TTG* magazine each month, we will not actively promote destinations to which members of our own team would not feel safe to travel, because of their profession or their sexuality. Our B Corp Certification brings a fresh responsibility in the area of human rights. However, we are keen to celebrate change and we will continue to review our stance.

Our animal welfare policy, largely following Abta's Animal Welfare Guidelines, means we will not promote or partner with certain animal attractions and activities, and we go further to state we will not promote captive orca or dolphin attractions. See our regularly reviewed policies at: <https://bit.ly/4cCKFOM>



GOALS for 2024

- Develop our Sustainable Travel Heroes campaign and widen its impact by introducing an introductory in-person event for our Ambassadors-in-training.
- Evolve Fairer Travel Week into a more sustained Fairer Travel Month, with even wider reach and a more measurable impact specifically on our travel agent audience.

OUR ENVIRONMENTAL *impact*

In April 2022, TTG Media joined hundreds of travel and tourism businesses across the world in signing the Glasgow Declaration on Climate Action in Tourism, and worked with our partners TerraVerde Sustainability (terraverde-solutions.com) to create our Climate Action Plan, aligning with four pillars set out in the declaration. We're now on a journey to halving our carbon emissions by 2030 as a minimum, and being Net Zero by 2050.



For reporting purposes, we separate our business into two units: firstly 'Business Operations' (including paper, printing and distribution, our staff travel, and our office premises) which is measured on TerraVerde's platform and reported as carbon intensity, in tonnes of CO2 equivalent per £million of turnover (tCO2e/£m). And secondly 'Events' (including awards, conferences and training events) which is measured on the specialist events platform, Trace, and reported as carbon intensity, in kilograms of CO2 equivalent per delegate (kgCO2e/delegate).



For 2023, the absolute carbon footprint of our business operations actually increased, mostly due to us printing more supplements than in 2022. However, carbon intensity (per £m turnover) decreased by a further 14.5% compared to 2022, marking a 31% reduction on our baseline year of 2019, and signalling good progress towards our 2030 target.

For events, our absolute carbon footprint was slightly lower in 2023 than 2022, but carbon intensity (per delegate) actually increased by 26% compared to 2022, meaning significant action will need to be taken in order to meet our 2030 target.

Rather than investing in carbon offsetting - which we know can be a dangerous distraction from the reductions that are required - we were keen to support a carbon mitigation project that also addresses Earth's wider environmental crisis. For 2023, we invested £5,000 in the Trocano Araretama project - a REDD+ carbon project in a region of Brazil's Amazon rainforest at risk of deforestation, that brings a combination of social, biodiversity and carbon benefits.



Business operations

✓ In 2023, our serviced office, Boundary Row, switched to a 100% renewable tariff, making a significant reduction in the environmental impact of our office premises

✓ TTG Media joined the PPA (Periodical Publishing Association)'s Sustainability Working Group to share our own progress and hear the latest developments from the wider publishing sector

✓ We switched from paper wrapper back to biodegradable polywrap in the middle of the year for better quality control, and with slightly lower carbon emissions per unit

✗ We published more print supplements in 2023 than in 2022, meaning greater impact from paper, printing and distribution

2019	2022	2023	2030
197 tCO2e/£m	159 tCO2e/£m	136 tCO2e/£m	36 tCO2e/£m
	-19.5% (vs 2019)	-31% (vs 2019)	-81% (vs 2019)

Events

✓ We served a 'vegetarian-first' menu at the Travel Industry Awards by TTG for the first time, with only 45% of guests selecting the meat alternative, and saving approximately 1 tonne of carbon

✓ 71% of guests agreed or strongly agreed that our bold menu choice raised their awareness of the environmental impact of food choices at large-scale events

✗ A small number of guests travelled internationally by air in order to attend our events, adding a significant carbon footprint beyond our control

2019	2022	2023	2030
48 kg	42 kg	53 kg	34 kg
	-11% (vs 2019)	+10% (vs 2019)	-29% (vs 2019)

FOR MORE INFORMATION, PLEASE SEE OUR **CLIMATE ACTION PLAN AT:**

ttgmedia.com/about-us/sustainability



GOALS for 2024

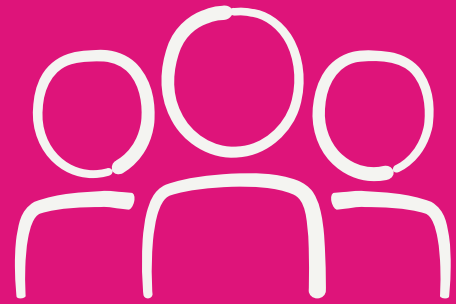
BUSINESS OPERATIONS

- Produce more digital selling guides and fewer printed ones
- Use TerraVerde's new homeworking measurement tool for more precise figures
- Liaise with IT partner to get usage figures for our IT footprint instead of spend figures
- Liaise with our website partner to try to improve accuracy of digital network figures
- Liaise with our magazine printer to get usage figures for printing instead of spend figures
- Survey print magazine audience to better ascertain levels of recycling

EVENTS

- Host all or most of our events in venues using 100% renewable energy
- Serve meat-free menus at more of our events
- Liaise more closely with event delegates travelling to our events from overseas, to be sure their international flights are not being double-counted, and encourage them to count and mitigate themselves where appropriate

OUR people



TTG MEDIA IS PROUD TO SUPPORT OUR PEOPLE THROUGH A WIDE RANGE OF INITIATIVES AND BENEFITS:

Private medical cover & fitness rewards with



Two paid volunteering days per year



Two mental health days per year



Flexible, hybrid working



NEW
for
2023/24:

Enhanced maternity pay



Bonus scheme



Paid sabbatical scheme



WE MEASURE THE SATISFACTION AND ENGAGEMENT OF THE TEAM THROUGH AN ANNUAL EMPLOYEE SURVEY. RESPONSES FROM 2023 INCLUDE:

9.2
/ 10

Average likelihood of employees recommending TTG Media to their friends as an employer, on a scale of 1-10

9.3
/ 10

Average sense of pride in working for TTG Media, on scale of 1-10

97%

...of the team see themselves still working at TTG Media in a year's time



postgraduate journalism students hosted for two-week work experience placements across the year



member of the team offering regular formal mentoring to a travel industry professional

What employees said:

"My colleagues are a wonderful bunch with such different characteristics and spark and I love that the brand has such heritage and respect"

"We share our values inside and outside work and collectively work towards improving the travel industry in a very meaningful way. It's the best job in the world"

"TTG is a company which truly looks out for the well being of all employees and goes above and beyond to make people feel included and rewarded for the overall team success!"

GOALS *for 2024*

- TTG Media is excited to be partnering with the Travel Media Awards, APL Media, Finn Partners and Intrepid Travel to offer a paid internship in travel media to a candidate from an under-represented background
- Move to a larger office space to improve the working environment



GIVING back

From fundraising at our flagship events and supporting charities with editorial coverage, to litter-picking on our doorstep along the River Thames, the TTG Media team strived to give back to good causes whenever we could in 2023. To calculate the editorial time we “donated” to charity, we counted only those articles for which we worked directly with the charity to communicate their goals and encourage donations, as opposed to stories we wrote about ways in which travel brands are working with charities.

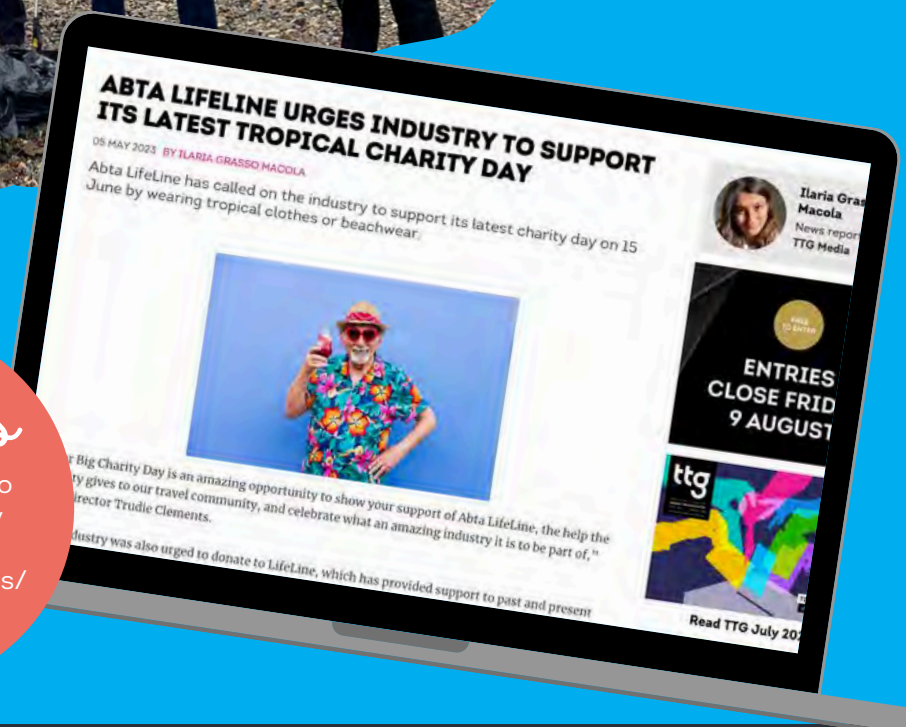
4

combined days of volunteering by 10 of the team who did an afternoon beach clean in November 2023



24 hours

combined pro-bono work with a variety of charities to encourage donations/engagement



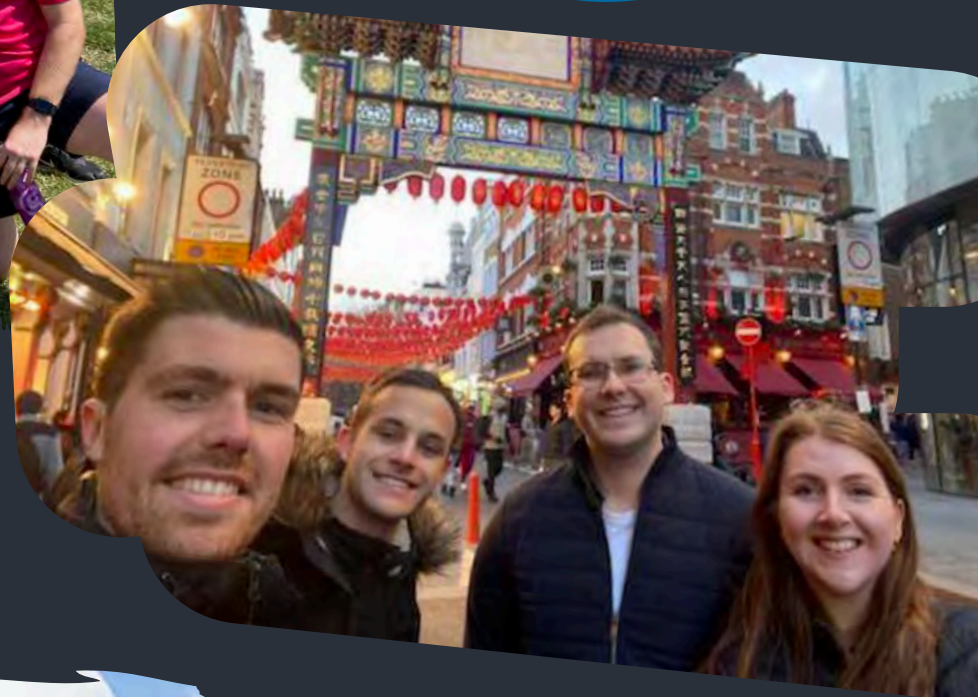


£7,000

raised for Shelterbox by TTG's Tomorrow's Travel Leaders through a sponsored walk and a fundraising raffle at the TTG Top 50 Travel Agencies ceremony

£2,000

donated by TTG Media to take part in the Just A Drop Football Tournament



£5,000

raised for Just A Drop's Kenyan Kavuvwani Primary School project by guests at the TTG Luxury Travel Awards in March 2023





£6,180

raised for the Family Holiday Charity by guests at the Travel Industry Awards by TTG 2023

Credit: Afker Moiz on Unsplash



£5,000

donated by TTG Media itself to causes including the Intrepid Foundation's Morocco Earthquake Appeal



TTG Media was media partner with the Sandals Island Run, which raised £102, 241 for sick children in the Caribbean, including a

£1,000

donation from TTG

GOALS *for 2024*

- Select one national and one international charity partner for the whole year
- Undertake a combined total of 15+ volunteering days across the team

FROM OUR *Chief Purpose Officer*



It was incredibly exciting last year to be appointed as TTG Media's first Chief Purpose Officer, alongside my Editor role, to ensure that our mission for Smarter, Better, Fairer travel becomes even more intrinsic to how we run our business and how we serve our audience.

We made some great progress in 2023, and began measuring our impact more robustly than ever before. But we still have so much to do, both in meeting our own environmental and social goals, and in using our influence to help the travel sector understand and respond to the challenges ahead.

We hope that sharing TTG Media's progress will inspire others to take their first steps towards fairer travel. I'd love to hear how your own businesses are navigating the journey.

S. Griffiths

SOPHIE GRIFFITHS,
EDITOR & CHIEF PURPOSE OFFICER

We'd like to thank all
our partners for their
continued support



ttg **MEDIA**
FOR SMARTER, BETTER,
FAIRER TRAVEL

This first TTG Media Impact Report was
produced by editorial director Pippa Jacks
and senior designer Lisa McMahon