



WELCOME

U.S. Travel Association

SUSTAINABLE TRAVEL
COALITION

September 19, 2022

AGENDA

1. Welcome

2. Recap: Outcomes Recap: Outcomes from First Meeting

3. Coalition Launch and Letter to Congress

4. Overview: Outline of Industry's Sustainability Narrative

5. Questions, Feedback, Next Steps

6. Strategic Planning

7. Open Forum



U.S. TRAVEL
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Travel Industry Sustainability: Narrative Outline

September 2022

U.S. Travel's Sustainable Travel Coalition



Purpose of Narrative

Present scope and depth of the travel industry's sustainability leadership.

Support five goals:

- 1 Spotlight industry progress
- 2 Amplify industry commitments
- 3 Highlight why sustainability matters to travel
- 4 Play offense to help industry achieve its goals
- 5 Defend against harmful policies

Approach & sources

Narrative outline draws primarily on U.S. Travel's January 2022 member survey:

114 total respondents from travel companies and organizations.

Industry Segments of Respondents:

- **DMOs**
- **State Tourism Offices**
- **Lodging/Accommodations**
- **Airports**
- **Tour Operators**
- **Travel Technology**
- **Attractions**
- **Transportation**
- **Other**

Pillars



Helping travelers make informed decisions

- **Explaining** sustainable travel options
- **Third-party verification** & metrics
- **Educating travelers** on sustainable tourism practices



Reducing carbon emissions

- **Setting bold emissions goals**
- **Investing in renewable energy** technologies
- Electrifying vehicle fleets & investing in **EV charging infrastructure**



Conserving resources & reducing waste

- **Reducing single-use plastic**, food waste & other waste
- **Implementing** water & energy **conservation measures**



Protecting natural attractions, promoting regeneration

- **Preserving** habitats & natural attractions
- **Partnering** with environmental organizations
- **Funding** sustainability research



Sourcing responsibly

- Holding suppliers to **rigorous standards**

The traveler's journey

The narrative outline presents industry sustainability leadership through the traveler's eyes, highlighting industry activities at each stage of a typical journey.



Trip planning
& booking



Getting to &
around your
destination



Lodging &
resorts



Destinations



Attractions



Trip planning & booking

From the moment travelers begin planning a trip, online travel companies are helping them make informed, sustainable choices.

A FEW HIGHLIGHTS:



Expedia Group, Google, Tripadvisor, and Visa: developing open-source, standardized method for calculating air travel emissions and verifying sustainable accommodations



American Express: carbon-neutral operations



American Express is providing \$10 million to partners and programs to address climate change and pollution from 2021 through 2025



Getting to & around your destination

Airports

Major gateway airports are defining long-term sustainability plans and setting strategic goals, helping travelers embark on more sustainable journeys.

A FEW HIGHLIGHTS:



Numerous airports: using solar power, several with on-site solar arrays and microgrids



DFW: organic waste collection to collect pre-consumer waste from concessionaires



SFO: cutting emissions with electric charging infrastructure, SAF deployment



Getting to & around your destination

Airlines

Travelers can board flights knowing airlines are striding towards a lower environmental impact for each trip.

A FEW HIGHLIGHTS:



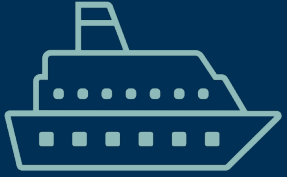
Major U.S. airlines: all committed to net-zero carbon emissions by 2050; established goal to help expand SAF: 3 billion gallons for airlines by 2030



Delta: First carbon neutral airline on a global basis. Scaling-up SAF use, carbon offsets, post-combustion engines, electric power delivery, fuel cells



American Airlines and Delta: have invested in hydrogen-electric aircraft engine developer ZeroAvia



Getting to & around your destination

Cruise lines

Today's cruise ships are reducing their environmental impact and deploying new, sustainable technologies.

A FEW HIGHLIGHTS:



Carnival Cruise Lines: introducing 100% LNG-powered ship; aims to have zero-emission ships by mid-century



Carnival Cruise Lines: set goals of 100% cage-free eggs, responsible chicken sourcing, and gestation crate-free pork by 2025; 100% sustainably harvested seafood by 2050



Royal Caribbean is conducting fishery improvement projects in Peru and Ecuador, establishing better standards for mahi-mahi fishing in the region, and helping these communities achieve Marine Stewardship Council certification



Getting to & around your destination

Rental cars

Rental car companies now offer travelers more sustainable options for getting around their destinations.

A FEW HIGHLIGHTS:



Enterprise Holdings: boosting access to fuel-efficient vehicles, leveraging partners to lower biggest barriers to EV adoption



Avis Budget Group: offering more hybrids and Evs, partnering with Uber to help Uber drivers transition to zero-emission vehicles.



Enterprise Holdings: funding the planting of 50 million trees, donated \$30 million to the Nature Conservancy, established endowment for sustainable energy research.



Lodging & resorts

Once travelers arrive at their destinations, they're welcomed at hotels and resorts that are more sustainable than ever before.

A FEW HIGHLIGHTS:



Marriott: Giving travelers opportunities to engage with local communities in environmental protection and marine conservation projects



Hilton: Reducing scope 1 and 2 carbon intensity 61% by 2030.



Wyndham Hotels & Resorts: Eliminating 100% of single-use plastics.



Destinations

DMOs and state tourism offices are ensuring travelers have sustainable options and are taking measures to ensure visitors can enjoy natural attractions for generations to come.

A FEW HIGHLIGHTS:



Travel Oregon: Oregon Electric Byways initiative maps road trips to electric vehicle charging stations networks



Colorado Tourism Office: Encouraging travelers to enjoy outdoor recreation responsibly and sustainability



Alaska Travel Industry Association: Launched eco-certification program for tourism businesses



Attractions

Attractions are offering guests the very best in entertainment while lowering emissions, reducing waste and conserving vital resources.

A FEW HIGHLIGHTS:



Baltimore's National Aquarium:

Improved energy efficiency of facilities and struck a power purchase agreement with solar energy provider



SeaWorld Parks: Installed saltwater flushing systems in restrooms, which saves freshwater. Eliminated single-use shopping bags and straws in 2018



Disney: Currently 100% cage free eggs at U.S. parks and resorts. 100% environmentally responsible seafood at U.S. parks and resorts by 2030

An aerial photograph showing a two-lane asphalt road with white dashed lines, curving through a dense forest of tall evergreen trees. The road runs parallel to a calm, light blue-green body of water, likely a lake or a wide river. The forest is lush and green, with some rocky outcrops visible along the shoreline. The overall scene is peaceful and scenic.

Thank you.

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