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

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

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.
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
At 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.
Thank you.