

Keen on Green in 2012

[10 FEBRUARY 2012] As Australian businesses settle into the New Year, resolutions are high on the agenda as companies look to balance the impact of a high Aussie dollar, rising fuel costs and carbon taxes on their travel spend.

But while keeping costs at bay matters, environmental concerns also continue to play a role in travel choices.

According to a recent LinkedIn poll conducted by Travelscene Corporate on eco-friendly business travel, a majority (31%) of respondents said price reductions are the best motivator for positive 'green' change when they travel, while 25% were swayed by their personal environmental concerns.

"There is no doubt that Australians genuinely want to make carbon-neutral decisions when they travel. But times are tough and if greener choices are more costly, people can be deterred," Travelscene Corporate General Manager, David Padman said.

"What some people do not realise is that going green doesn't have to be more expensive, and may add value to corporate social responsibility (CSR) efforts. Many travel management companies (TMCs) have been researching and educating travellers for years around carbon reduction offsets, green transport and green hotel options – they really are experts on the matter."

According to the LinkedIn poll, 67% of respondents said the travel industry could be doing more to reduce its carbon footprint, and David Padman believes that by using a TMC, business travellers can work within the industry to help minimise and prevent negative impacts and promote good practice.

"Travelling green is a great way for companies to boost their eco profiles, and assist in further strengthening processes of integrating social, environmental and ethical concerns into business operations and core strategies," Mr Padman said.

"Companies also understand the overall benefits of strong CSR policies, including better brand value, increased competitive advantage, reputation benefits, employee motivation, positive third-party relationships – the list goes on."

"Travelscene Corporate agent can work with you to incorporate 'green' travel into your CSR, while maintaining value for money."

Travelscene Corporate is Australia's largest group of premium independent travel management companies and winner of Australia's Best Travel Agency Group 2006, 2008 and 2011. Each year, our Members help deliver travel solutions to over 2 million travellers and provide expertise to Australia's leading businesses, large and small. www.travelscenecorporate.com

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