CORPORATE TRAVEL WEBINAR

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AFRICAN BUSINESS TRAVEL ASSOCIATION



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A LOOK INSIDE ABTA'S GLOBAL INTENTIONAL TRAVELLER BEHAVIOUR RESEARCH

- EARLY FINDINGS & INSIGHTS -

Thursday 27 August 2026

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TODAY'S CONTENT

- An update on the Intentional Traveller Behaviour Project and progress to date
- Participation trends and global engagement across regions and sectors
- The organisations, industry partners and champions helping drive the initiative forward
- Initial numbers that inspired the project
- Early findings and emerging themes from survey responses
- The role of Intentional Traveller Behaviour within broader ESG objectives
- Exploring the psychology behind wasteful travel behaviours
- Next steps in the project and strategies moving forward
- Opportunities to become involved in the next phases of the project

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A QUICK UPDATE

- Informal Industry Research – Traveller behaviours
- Project announcement: ABTA Conference 2025
- Industry partners came onboard
- Baseline global traveller survey created and launched in May ‘26
- Corporate organisations began distributing it internally
- Responses now coming from multiple markets
- Today: We're sharing the first glimpse of what we're learning

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GLOBAL PARTICIPATION

A South African born, global-first research project,
moving its way *around the globe.*

TOTAL RESPONSES

215

COMPANIES ACTIVELY DISTRIBUTING THE RESEARCH

9

REGIONS REPRESENTED



ONE GLOBAL COMMUNITY. ONE SHARED GOAL.

Thank you to everyone who is contributing to build the first global baseline on **Intentional Traveller Behaviour.**

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PROJECT PARTNERS & CHAMPIONS

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Rose Hames

Manager Finance - SARAO

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Destini™

SOUTH AFRICAN RESERVE BANK

NRF National Research Foundation | SARAO South African Radio Astronomy Observatory

THE NUMBERS THAT GOT US THINKING…

Business Trips

- Est. **1.84 billion** business trips globally per year
- Equates to approx. **5 million business trips every day**
- Even if just **5%** of those trips include wasteful traveller behaviour = **252,000 trips per day**
- **92 million business trips per year** where small behaviour changes could make a difference

Electricity

- R20 – R50 cost per day per hotel room
- Est. 62 000 – 65 000 hotel rooms in RSA
- Using R 35 x 31 750 rooms (50% occ) = ***R 1.1 M*** per day
- **5%** used wastefully = R 55 000 per day = ***R 20 M*** per year

Food Waste

- One medium-sized property = **2 215 Kg** / per year
- 230 hotels from 3 SA chains = **640 000 Kgs** per year *(640 tonnes!)*

Sources: GBTA, Statista, Hotelchains.com, PWC, StatsSA
SA Room Occupancy 2026 = 54.5 pm

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EARLY FINDINGS



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EARLY FINDINGS 01

THE AWARENESS GAP

Our survey reveals a clear knowledge and awareness gap around the impact of everyday travel behaviours.

54%

HAD GIVEN VERY LITTLE OR NO THOUGHT
to the cumulative impact of small travel behaviours.

6%

ACTIVELY SEEK OUT MORE SUSTAINABLE OPTIONS
when travelling.

67%

DIDN'T KNOW – OR HADN'T THOUGHT ABOUT – FOOD DONATION POSSIBILITIES
through airline and hotel food programmes.

THE ISSUE MAY NOT BE UNWILLINGNESS. IT MAY BE AWARENESS.

Preliminary findings | ITB Global Traveller Survey | Survey remains open

EARLY FINDINGS 02

THE OPPORTUNITY

The good news?
When prompted to think about their impact, travellers show they are open to change and accept responsibility.

89%

ARE VERY OR SOMEWHAT OPEN
to making small, practical changes to their travel habits after completing this survey.

59%

IDENTIFY THEMSELVES – THE TRAVELLER –
as one of the top 3 parties most responsible for reducing the impact of business trips.

48%

ALREADY SAY THEY TRY TO BALANCE CONVENIENCE WITH RESPONSIBILITY
when travelling.

TRAVELLERS AREN'T REJECTING CHANGE.
THEY SIMPLY NEED THE KNOWLEDGE, TOOLS AND PROMPTS TO MAKE IT EASIER.

Preliminary findings | ITB Global Traveller Survey | Survey remains open

EARLY FINDINGS 03

WHAT DRIVES TRAVELLER BEHAVIOUR?

Our study reveals the key factors **shaping how we travel** – and where small changes can make a big difference.



64%

GIVE ME THE INFRASTRUCTURE

say better access to refill stations would make it easier for them to reduce plastic use when travelling.

60% also said clearer recycling signage would help.

55%

VALUES BEAT POLICY

say personal values are what most prompts them to think about their environmental impact – almost twice as often as company travel policy (28%).

40% are influenced by visual evidence of waste or pollution.

56%

"JUST IN CASE" DRIVES OVERPACKING

say "just in case" is the main reason they pack more luggage than they end up using on a work trip.

41% also cite multiple dress codes or formal requirements.

MAKE IT EASY. MAKE IT OBVIOUS. MAKE IT THE NATURAL CHOICE.

Remove friction. Reduce uncertainty. Change behaviour. That's how we create impact at scale.

Preliminary findings | ITB Global Traveller Survey | Survey remains open

ITB: A POWERFUL ESG ENABLER

A global-first research project that helps your organisation demonstrate purpose, progress and impact.

SUPPORTING YOUR ESG COMMITMENTS

Companies involved in the project can demonstrate clear evidence of:

- Employee engagement
- Awareness raising
- Behavioural change that supports your sustainability objectives

ESG IN ACTION: THE CYCLE THAT CREATES IMPACT



ALIGNED WITH ESG PILLARS

E — ENVIRONMENTAL
Reducing resource use, waste and emissions through better choices.

S — SOCIAL
Empowering people, building awareness and creating a culture of shared responsibility.

G — GOVERNANCE
Data-driven decision making, transparency, reporting and continuous improvement.

WHY IT MATTERS

This cycle delivers meaningful impact for your organisation and your stakeholders.

- Strengthen your ESG reporting and disclosures.
- Demonstrate a proactive approach to sustainability and risk management.
- Show leadership in driving positive behaviour change in business travel.
- Create long-term value for people, planet and performance.



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PSYCHOLOGICAL DRIVERS

- “I'm not paying for it" / “It’s already paid for”
- Habit and automatic (unintentional!) behaviours
- Convenience & lack of easy sustainable drivers
- Reduced sense of ownership/responsibility
- Lack of visibility of consequences – ‘travel bubble’
- Social norms - *everyone else does it*
- Decision fatigue while travelling
- Learned behaviour & upbringing
- Cultural norms around abundance & hospitality
- Value–action gap
- Identity & context switching

Next Steps

1

Traveller Survey:

More unique company collector links and wider global reach

2

Hotel Survey:

Intentional Traveller Behaviour Hotel Barometer 2026

3

Full project White Paper:

Expected delivery

Q4 2026 / Q1 2027

4

Behavioural Shift:

Content, repository etc distributed to industry & travellers

5

Re-measure:

Both traveller survey and hotel barometer to measure shift

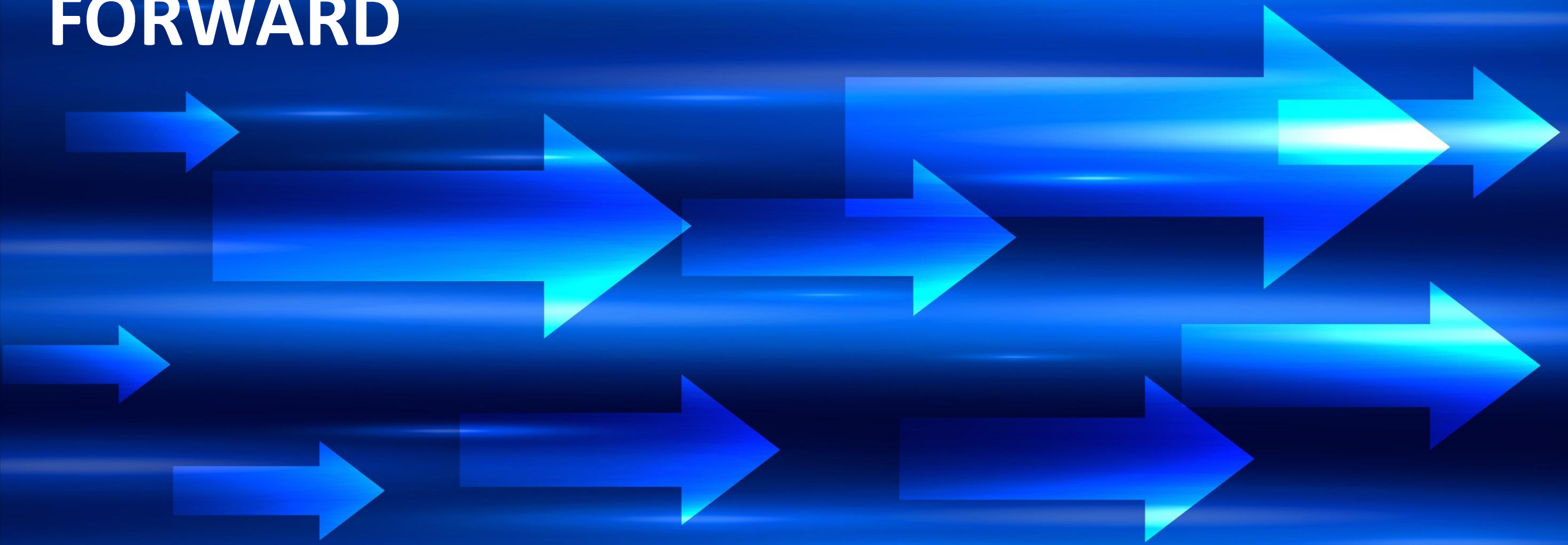
6

Continuous Industry Engagement:

Webinar, Event Session, Focus Groups



THE WAY FORWARD



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WANT TO BE PART A BIGGER PART OF THE PROJECT?

- Complete the **survey**
- Request a **unique collector link** to benchmark your organisation
- **Share** the survey link on socials and with colleagues – Especially outside of Africa
- Participate in future **working groups**
- Support development and distribution of **practical resources**
- Become a **project champion** or **partner**

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DELEGATE Q&A

THANKS & CLOSE

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