



Trip.com Group™

A Journey Towards Responsible and Sustainable Travel Experiences

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Vice President of Trip.com Group

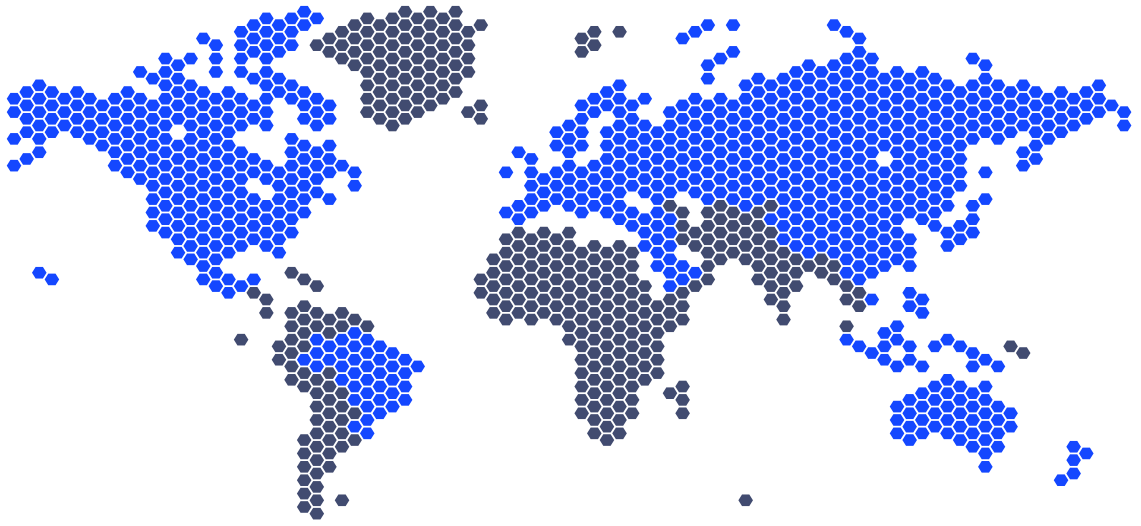
Trip.com Group: Serving millions of members in 39 countries and regions, across 24 languages

24
Languages

39
Countries and regions

1.7 million
Global property listings

600 airlines
Covering 3,400 airports in over 220 countries and regions



- | | | | | | | | |
|-----------------------------|--------------------|----------------|---------------|-----------------|--------------------|--------------------|----------------|
| <i>United States</i> | <i>Ireland</i> | <i>France</i> | <i>Sweden</i> | <i>Israel</i> | <i>Hong Kong</i> | <i>South Korea</i> | <i>Brazil</i> |
| <i>Saudi Arabia</i> | <i>Netherlands</i> | <i>Finland</i> | <i>Greece</i> | <i>Thailand</i> | <i>Philippines</i> | <i>Taiwan</i> | <i>Japan</i> |
| <i>United Kingdom</i> | <i>Belgium</i> | <i>Spain</i> | <i>Poland</i> | <i>Vietnam</i> | <i>Indonesia</i> | <i>Australia</i> | <i>Canada</i> |
| <i>Mainland China</i> | <i>Switzerland</i> | <i>Italy</i> | <i>Russia</i> | <i>Malaysia</i> | <i>Mexico</i> | <i>Ukraine</i> | <i>Germany</i> |
| <i>United Arab Emirates</i> | <i>Denmark</i> | <i>Austria</i> | <i>Turkey</i> | <i>Portugal</i> | <i>Singapore</i> | <i>New Zealand</i> | |

Core OTAs

Corporate

Transportation

Metasearch

Environmentally Focused Strategy



2050 Carbon
Neutrality
Target

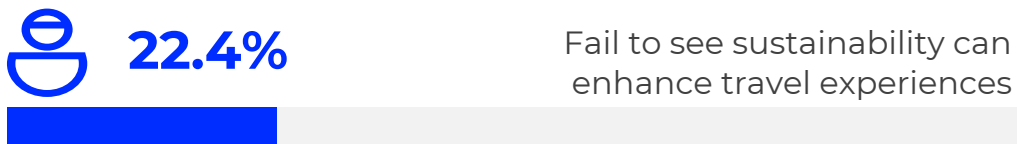
Understanding
Consumer
Trends
Towards
Sustainability

“Lower-
Carbon”
Travel
Options

Action vs. Awareness

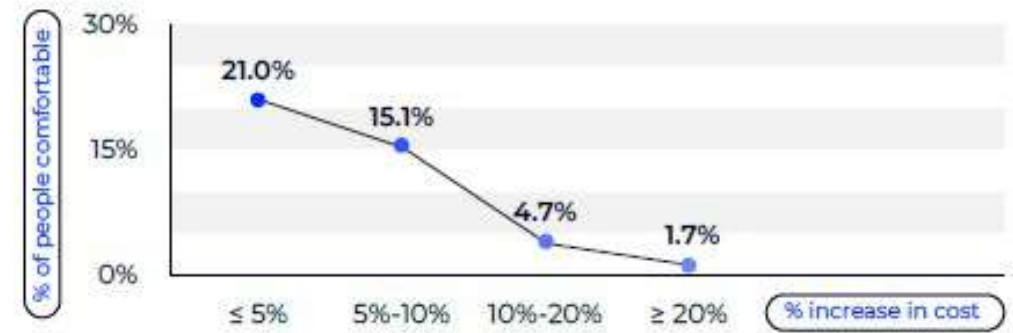
92% of travellers may consider sustainable travel, yet only **57%** have actually practised it.

Challenges



Price Sensitive

- Sustainable travel often comes with extra cost
- Nearly 4 in 10 people shun the premium they have to pay for travelling sustainably



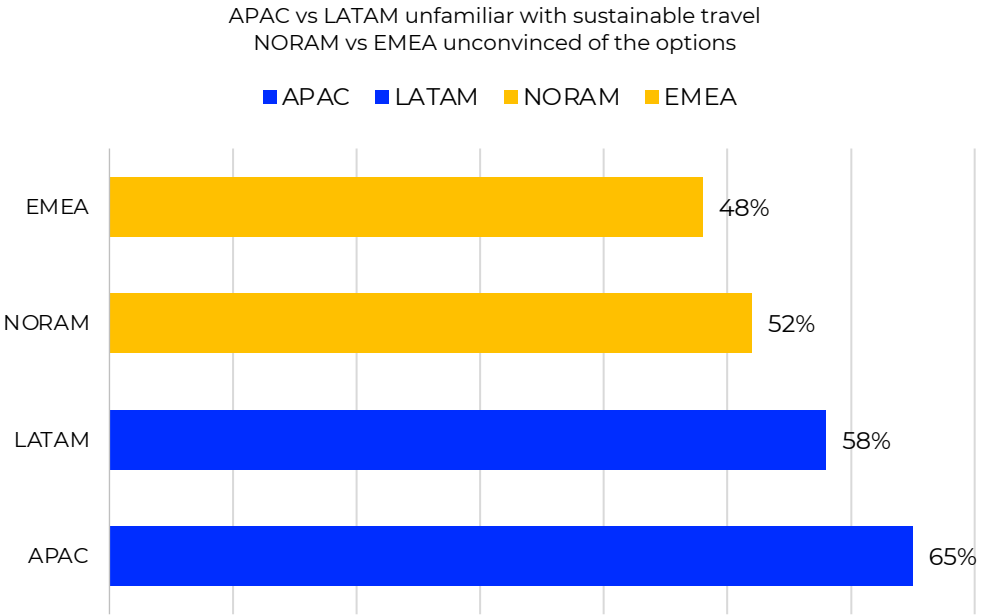
Regional Differences

Motivations

APAC & LATEM-environmental;
EMEA & NORAM-a wider lens
(environmental, social,
economic, cultural)

Familiarity with the concept

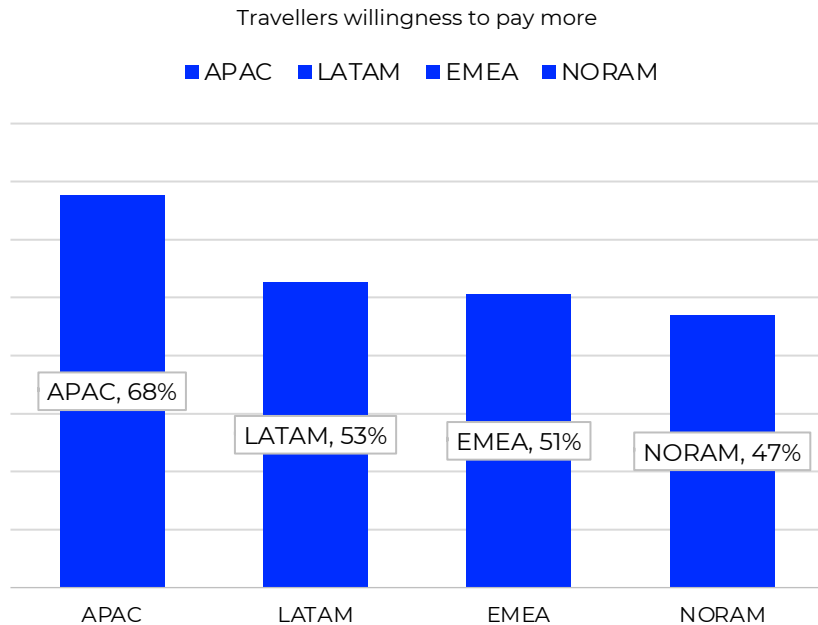
APAC & LATEM- unfamiliar,
EMEA & NORAM- unconvinced



Regional Differences

Willingness to pay

- APAC: generally more comfortable with a premium.



Onus of Responsibility

- Commonly agreed: sustainable travel as both a personal and shared responsibility.
- APAC: Also places more emphasis on travel sector.
- EMEA: Prioritise government action.

Whose obligation is this?



The top 4 favourite forms of sustainable travel

#1

Take lower-emission transport



#2

Stay at more sustainable accommodations



#3

Carbon offsetting



#4

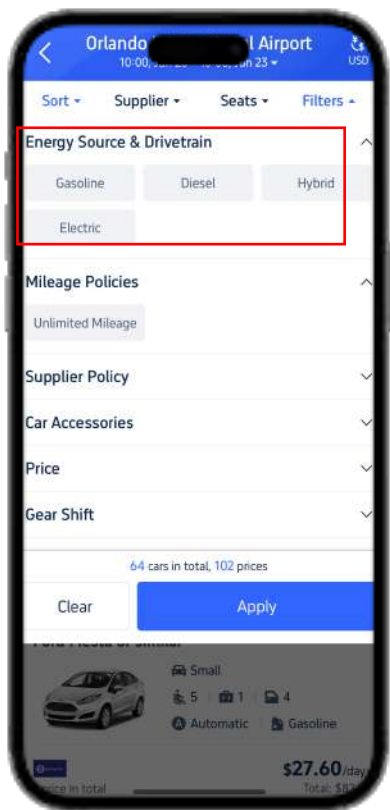
Reduce single-use plastics





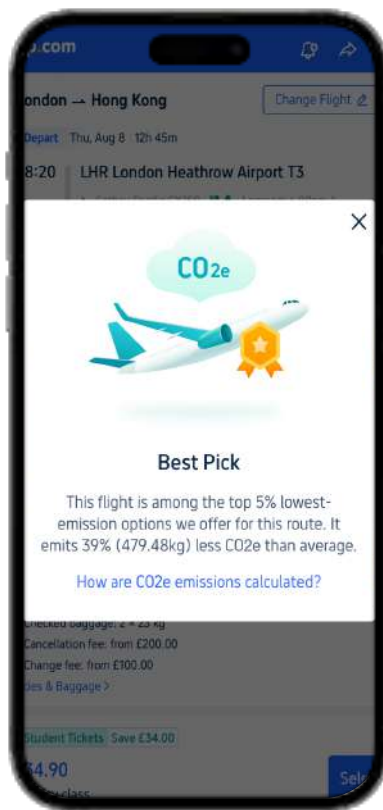
Car Rentals and Airport Transfers

Users have the option to choose between gasoline or electric cars from car rentals and airport transfer services.



Flights

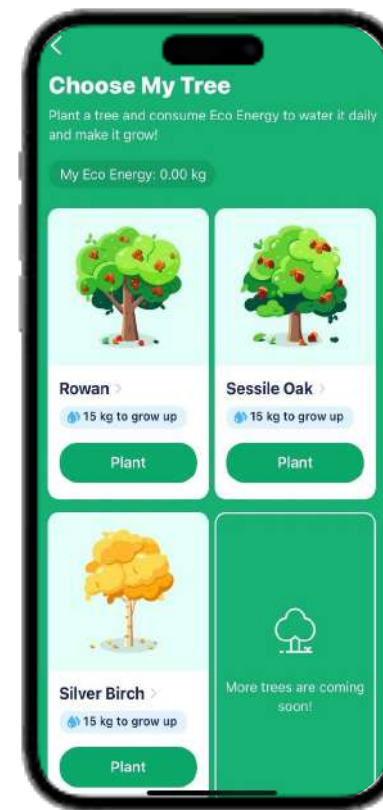
Introduction of lower-emission flight (Travel Impact Model) and carbon offset options via CHOOOSE.



Trains

Train travellers can view the emissions reduced when they choose train travel over car travel.

*Users can plant virtual trees to celebrate their achievements.
*Applicable to Trip.Biz and Trip.com (UK site/select European trains).

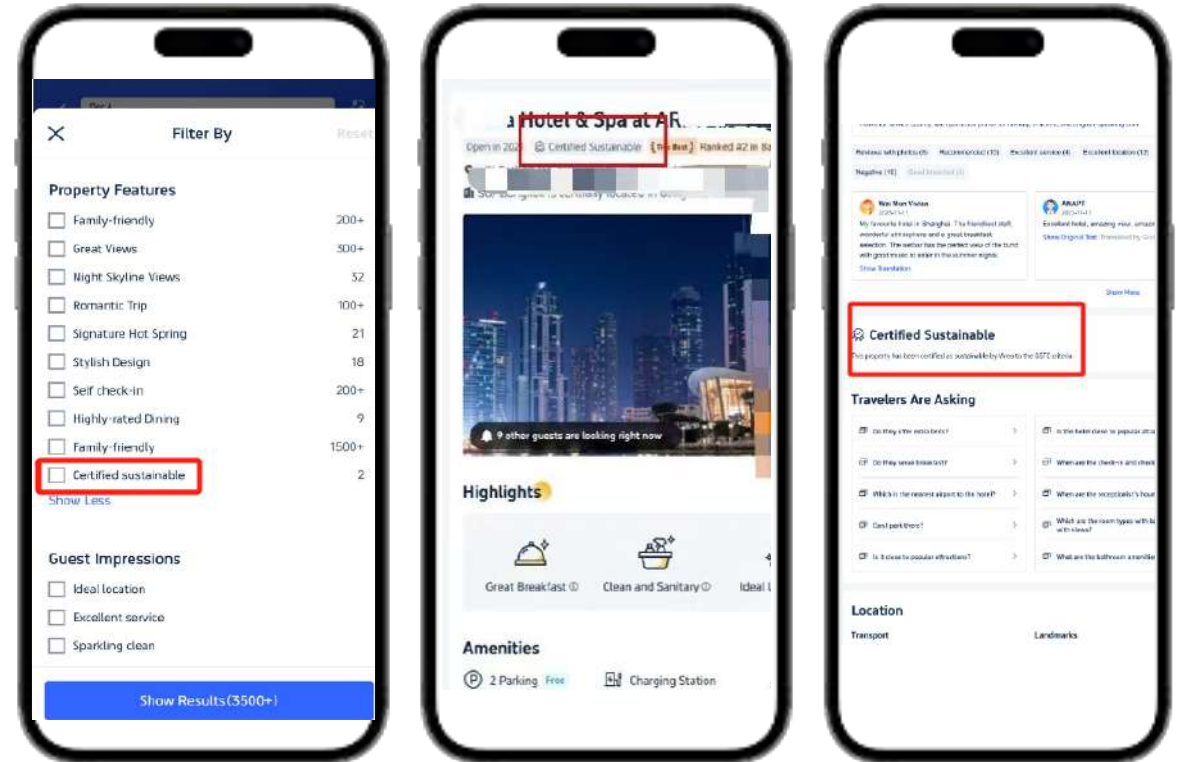



Partnership with the **GSTC** for Third-Party Hotel Certifications **Trip.com** Group™



Trip.com highlights sustainable hotels and accommodations certified by a **GSTC-Accredited Certification Body**.

This initiative aims to make it easier for travellers to identify and book more sustainable hotels, promoting responsible tourism choices.





Together,
we pursue sustainability
to create a better future
for everyone

Get more information on official site :

[Group.trip.com](https://www.group.trip.com)



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Thank you

