

GUIDELINES FOR DEVELOPING
CORPORATE SUSTAINABLE BUSINESS
TRAVEL STRATEGIES IN
CHINA

A collaboration between GSTC, Colorful Earth and BCD Travel

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Special Challenges Confronting Enterprises in China



Inadequate
Sustainable Business
Management
Systems: Only 33%
of companies have
allocated relevant
budgets



Insufficient Data Collection and Disclosure Transparency



Employee
Sustainability
Awareness Requires
Enhancement



Limited Sustainable Options with Higher Costs: Only 1% of enterprises are willing to pay premium prices



Market Context in China

2/3
of the companies feel that sustainable corporate travel is very

important

45%
Established
formalized
objectives to
enhance
sustainable
corporate travel



Current State of Sustainable Business Travel in China



Varying Levels of Implementation



Sustainable Procurement



Need for Localized Solution



Unique SAF Environment



Meaningful Business Travel

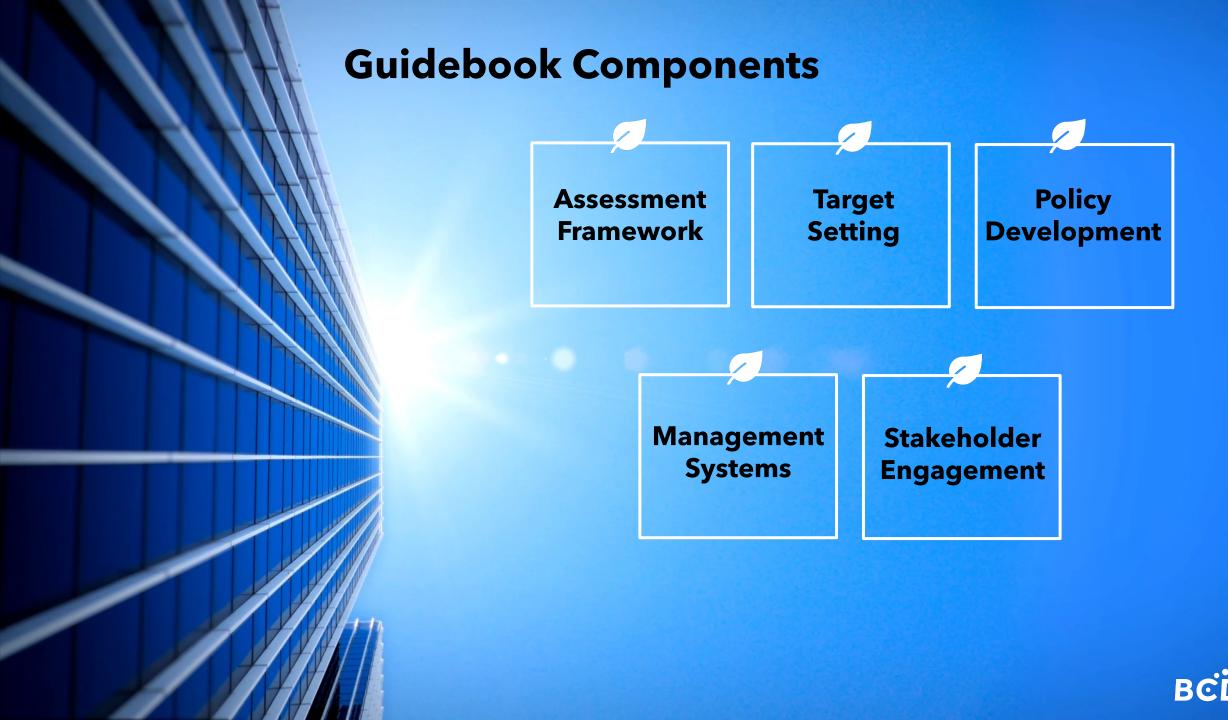


GSTC, Colorful Earth and BCD Travel jointly released "Guidelines for Developing Corporate Sustainable Business Travel Strategies in China









Future Vision

Training Programs

Corporate Client Support

Industry Collaboration

Continuous Improvement



