



The Good Traveler - The Case for Airports to Join Strength in Numbers

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Anyone can buy a carbon offset and there are plenty of vendors happy to sell one, so why are airports joining together as members of The Good Traveler Program?

To Summarize

By working together we can get a better deal on offsets we buy, get higher levels of service from an offset provider and leverage collective decision-making and outreach efforts. The Good Traveler is a non-profit program created by airports for airports. The commitments are modest and members can withdraw from participation at any time. At the same time we have a fantastic opportunity to make our core business of travel more sustainable by working together.

Highlights

There are two sides to The Good Traveler program. One side is working as a cooperative to get more for our dollars when we buy carbon offsets. The other side is collaborating to offer the purchase of carbon offsets as an optional amenity to passengers as they pass through our airports and continue on their stay at the destinations to which we are gateways.

THE **GOOD** 
TRAVELER

LEAVES NO TRACE

Co-Operative Buying

Program Buying - Getting More for Our Dollars			Together	Apart
1.	Price	Buying together off a pre-negotiated group pricing schedule	✓	
2.	Service	Members access dedicated account management with in-depth knowledge of airports' carbon reduction goals. Our provider prioritizes service and considers group commitments instead of looking at a single account.	✓	1
3.	Wisdom of the Crowd	Offsets are not a pure commodity. As members working together we pool the collective knowledge of partner airports.	✓	
4.	Local Projects	Given our volumes of purchasing from a core set of national projects, we can justify to our supplier their investing in sourcing local offsetting opportunities.	✓	

Co-Operative Development & Selling

Program Development & Selling			Together	Apart
1.	Pre-Built Program	Developing and refining an effective multi-channel passenger offset is beyond the means of a single airport on its own. To be effective, a portfolio of web, mobile, Wi-Fi, retail concessions, destinations, signage, social media technology and merchandising are required. We have made good progress on all these channels and can justify investment in enhancing these elements based on the business we are providing our program operator.	✓	
2.	National Branding	To break through the noise, a distinctive brand that passengers see on departure and on arrival is required. Developing the brand is more effective with multiple partner airports.	✓	
3.	ACI & FAA Alignment	The Good Traveler has already invested in developing the program with Airports Council International (ACI) and the Federal Aviation Administration (FAA) . Partner airports can leverage these operational efficiencies and amplify the message of airports' existing commitments to carbon reduction.	✓	
4.	Partner Network	Working together, partner airports can more effectively engage with national concessions operators to secure their support for a program that is consistent across the multiple airports they service. Other developing non-airport partnerships in other industries (including universities and hotel / hospitality) can be leveraged by airports in The Good Traveler program.	✓	
5.	An Easier Sell	Selling the idea of a passenger amenity can be time consuming. With other airport members already adopting The Good Traveler, it's an easier sell to get internal stakeholders to approve adopting the program at your airport.	✓	