

# ECO FLYERS

Post-Covid travellers want to reduce their impact, and are demanding airlines proactively be part of the change.

## ENVIRONMENTAL CONNECTIONS

Air France is strengthening its partnership with rail network SNCF by offering seamless air + train miles and exclusive perks



We are a cultural intelligence platform. Get in touch at [info@codec.ai](mailto:info@codec.ai)



Travelling 'smart' will truly define **global mobility** in a post-Covid world. Where to go is clearly a key driver but now how to get there is increasingly becoming an equally important factor shaping decision-making.

A long period of lockdown has afforded people the opportunity to **pause, reflect and rethink how they consume**. Many of us have emerged from lockdown determined to contribute to environmental wellbeing by leading lower impact lives.

Travel is a key area of focus. At Codec we track cultural communities through the content they engage with online. We've seen marked increases in interest topics like **sustainable travel, carbon footprint reduction and environmental wellness** over the past year.

Research by Publicis Sapient shows how **responsible action from airlines will also greatly affect consumer choices**; 66% of respondents said they would more likely purchase from an airline that has increased its sustainability efforts. And consumers are even willing to put their money where their mouth is: 48% are willing to pay an additional fee when booking their flights to purchase a **carbon offset credit**.

Diving into the content driving these engagement shifts; communities are looking at longer, slower holidays, **ways to offset travel emissions** as well as a growing interest in sabbaticals.

For airlines it's a case of **adapt or die**, with legislation piling on top of consumer sentiment. Recently, French MPs have voted to suspend domestic flights in routes that can be travelled by train in under 2 ½ hours.

Both Etihad and Qantas have pledged significant cuts on single-use plastics. British Airways is said to have started operating some flights partially with fuel made from agricultural waste.

As sustainability demands around travel evolve, so will expectations on what airlines should be offering as a standard. The lower the impact, the bigger the chance to inspire people that **air travel can have a responsible future**.