



2024 IMPACT REPORT

FOR SMARTER, BETTER, FAIRER TRAVEL

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WELCOME

I'm proud to introduce the second annual Impact Report from TTG Media.

Moving into the year just a month after receiving our B Corp Certified status gave the TTG Media team a new momentum. As a result 2024 was a year in which we stepped up our aim to increase our positive impact on the industry we serve, as well as our mission for Smarter Better Fairer travel.

Joining the Travel By B Corp collective introduced us to a network of like-minded businesses in travel, and fostered the concept of 'B Corp supporting B Corp' for mutual benefit. And in July 2024 we hosted the first Fairer Travel Month expanding our activity across a diversity-themed conference, a sustainability event and an online travel agent-focused event.

The summer months also saw us welcome our first intern under the Step Up Internship scheme, with TTG Media a founding partner alongside the Travel Media Awards, APL Media, Finn Partners and Intrepid Travel.

The year proved that gaining B Corp Certified status in December 2023 wasn't so much the end of a process, as it was a new beginning for TTG Media.



A handwritten signature in white ink, appearing to read 'Dan Pearce', written in a cursive style.

DANIEL PEARCE, CEO

OUR MISSION

We believe travel and tourism can be a force for good - with the power to benefit local communities and the environment, and the power to bring about physical and emotional transformation.

We believe the travel industry is an incredible one to work in, offering huge opportunity, and we believe embracing inclusion is key to unlocking potential and driving growth in our sector.

We also believe knowledgeable travel professionals play an important role in selling Smarter, Better, Fairer travel.

TTG Media therefore strives to **champion travel agents in our mission for a Smarter, Better, Fairer travel industry.**

The Sustainable Development Goals (SDGs) are a set of 17 global goals established by the United Nations, aiming to address various social, economic, and environmental challenges, including poverty, inequality, climate change, and environmental degradation. The SDGs serve as a roadmap for governments, organisations and individuals to work collectively towards a more sustainable future. We have identified three primary SDGs that TTG Media can strive to progress. Activities aligned with these SDGs are indicated in this report with the following icons:



Reduce inequality within and among countries

Target 10.2: By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status



Take urgent action to combat climate change and its impacts

Target 13.3: Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning



Ensure sustainable consumption and production patterns

Target 12.7: Promote public procurement practices that are sustainable, in accordance with national policies and priorities

B CORP CERTIFICATION

In December 2023, TTG Media became a Certified B Corp, attesting to our high standards of social and environmental performance, transparency and accountability.

Our scores across the five pillars of governance, community, customers, workers and environment earned an overall score of 85.4. Companies must get more than 80 to qualify, while the median score for ordinary businesses who complete the assessment is currently 50.9.



- 85.4**
TTG Media's overall B Impact Score
- 80**
Qualifies for B Corp Certification
- 50.9**
Median score for ordinary businesses



In 2024, we become a member of Travel by B Corp - a collective of travel brands and businesses working in the travel sector, which aims to drive the industry to prioritise environmental and social impact alongside profit. We've used our platform to share success stories from fellow members, with an emphasis on trade-facing suppliers that our agent audience can sell.

DELIVERING ON OUR MISSION...

In 2024, we championed travel agents in our mission for a smarter, better, fairer travel industry at every opportunity. Here are some of the highlights...

FAIRER TRAVEL MONTH 2024



In July 2024 we held a series of events across the entire month, including a day-long Sustainability Forum and Diversity Forum, online training sessions for agents, and our annual Travel Pride party.

- **77 travel professionals** attended our day-long Fairer Travel Diversity Forum with speakers including Lord David Blunkett - former cabinet minister member and chair of easyJet's Assisted Travel Advisory Board (*pictured right*). **89% of Diversity Forum attendees** said they will **make changes in their business** as direct result of attending (67% within next 12 months + 22% beyond the next 12 months)
- **97 travel professionals** attended our day-long Fairer Travel Sustainability Forum with speakers including Safer Tourism Foundation's CEO Kathy Atkinson and Abta's head of sustainability Carol Rose (*pictured below, left and centre*). **89% of Diversity Forum attendees** said they would **make changes in their business** as direct result of attending (67% in next 12 months + 22% beyond 12 months)
- **81 travel agents** attended our Fairer Travel Festival online - a series of training sessions and panel discussions (*pictured below, right*) to equip agents with the knowledge and confidence to recommend more responsible choices to their clients. **79% of Festival attendees** said they would **make changes in the next six months to the way they sell, and/or what they sell**, as a direct result of attending.





CELEBRATING SUCCESS



We use our awards programmes as an opportunity to shine a light on the companies and individuals doing most to make an impact on their customers, in their communities, or in the destinations and communities we travel to. That included seven categories focused on sustainability and DEI at the Travel Industry Awards 2024; a 'Sustainability Hero' category at the TTG Luxury Travel Awards 2024; and our Tui Community Hero category (*winner Caitlan Grime of The Departure Lounge pictured above second right*) at TTG Top 50 2024.

TTG 30 UNDER 30



Now in its 11th year, TTG's Tomorrow's Travel Leaders programme champion rising stars in the industry to help them build confidence and build a network of like-minded industry colleagues. Our 2024 cohort was brought together for a series of dinners and social events, with inspirational guest speakers including Travel Counsellors CEO Steve Byrne (*pictured back cover*), and Phill Iveson, commercial director Tui UK & Ireland.



TTG SUSTAINABLE TRAVEL HEROES/AMBASSADORS



In the second year of our TTG Sustainable Travel Ambassadors programme - and the third of TTG Sustainable Travel Heroes - we once again welcomed a cohort of 20 travel agents to a series of workshops delivered with help from our project partners, in which they learned how to identify sustainable suppliers and how to successfully encourage clients to holiday differently, before going on special sustainability focussed fam trips, including Iberostar's trip to the Dominican Republic.

- 100% said the programme had:
- helped them **recognise and choose more sustainable suppliers**
 - made them **more confident in discussing sustainable travel** with their customers
 - been **invaluable in their journey to selling more sustainable travel**



- Of the 53% of our wider travel agent audience who could recall reading Sustainable Travel Heroes / Ambassadors content in print or online:
- 87% agreed the content had **educated them on what sustainable travel is and how to sell it**
 - 72% agreed they now felt **empowered to have conversations with clients** about sustainable travel

OUR ENVIRONMENTAL IMPACT

In April 2022, TTG Media joined hundreds of travel and tourism businesses across the world in signing the Glasgow Declaration on Climate Action in Tourism, and worked with our partners TerraVerde Sustainability (terraverde-solutions.com) to create our Climate Action Plan, aligning with four pillars set out in the declaration. We're now on a journey to halving our carbon intensity emissions by 2030 as a minimum, and being Net Zero by 2050.

Business operations

In our **business operations** (including magazine printing and our office space), we made another significant reduction in our absolute carbon emissions in 2024 vs 2023, and saw the carbon intensity of our operations reduce dramatically. Actions included printing fewer magazines, and measuring homeworking emissions more accurately with one of TerraVerde's tools. We are making great progress towards our 2030 goal of 36 tCO₂e per £m turnover. For 2025, we intend to print fewer magazines and supplements, and expect another reduction here.

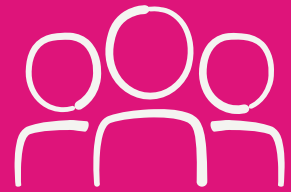
	2019	2022	2023	2024	2030
	197 tCO ₂ e/£m	159 tCO ₂ e/£m	136 tCO ₂ e/£m	80 tCO ₂ e/£m	36 tCO ₂ e/£m
		-19.5% (vs 2019)	-31% (vs 2019)	-56% (vs 2019)	-81% (vs 2019)

Events

In the **events** side of our business (including awards, conferences and networking dinners), we saw a YOY reduction of almost a fifth in our absolute carbon footprint, and the carbon intensity of our events also reduced significantly, keeping us well on track to meet our 2023 goal of 35kg CO₂e per delegate. Choosing venues on renewable fuel tariffs and minimising event signage have both made an impact.

	2019	2022	2023	2024	2030
	48 kg CO ₂ e / delegate	42 kg CO ₂ e / delegate	53 kg CO ₂ e / delegate	36 kg CO ₂ e / delegate	34 kg CO ₂ e / delegate
		-11% (vs 2019)	+10% (vs 2019)	-25% (vs 2019)	-29% (vs 2019)

OUR PEOPLE



TTG Media is proud to support our people through a wide range of initiatives and benefits, including:

Private medical cover & fitness rewards with



Two paid volunteering days per year



Two mental health days per year



Paid sabbatical scheme



eNPS:
35

EMPLOYEE NPS

We've measured employee satisfaction in a different way this year, asking "How likely are you to recommend working at TTG Media to your friends or family, on a scale of 1 to 10?", then calculating an employee Net Promoter Score. We scored 35 in the first year of measuring in this way, which is above average and suggests a very positive employee sentiment. However, we'd like to see this nudge closer to 50 or more, which would rank as "Excellent".*

We closed the year by agreeing a partnership with CultureNav, a unique consultancy which we worked with constantly for more than 12 months to measure and improve employee engagement and sentiment.

*SurveyMonkey / eNPS benchmarks

STEP UP INTERNSHIP

In July 2024 we were thrilled to welcome our first intern as part of the **Travel Media Awards Step Up** scheme - a paid summer internship programme designed to drive diversity and inclusion in travel media, PR, and marketing, and run in partnership with Intrepid Travel, APL Media, and FINN Partners. University of Lancashire journalism student Sasha Wiltshire (*pictured right at our Diversity Forum*) spent a month with TTG, where she was able to hone her writing skills, and gain an understanding of a busy B2B news environment and working culture.



GIVING BACK

We drove fundraising efforts at each of our flagship events in 2024 to total £20,000 across three charities - while also 'donating' our editorial resource to supporting charities including Women In Travel CIC, The Travel Foundation, Abta Lifeline and Just A Drop, directly promoting their initiatives and campaigns to encourage our audience to support them.



7+ hours
combined pro-bono work with a variety of charities to encourage donations/engagement

£6,000
raised for The Intrepid Foundation by guests at the Travel Industry Awards 2024

3
combined days of volunteering by six of the team who helped at Oasis Waterloo City Farm





£10,000

raised for Reubens Retreat at the TTG Top 50 Travel Agencies ceremony



TTG Media was media partner with the Sandals Island Run, which raised £100,000 for sick children in the Caribbean, including a **£1,000** donation from TTG Media



£4,000

raised for homelessness charity Shelter by guests at the TTG Luxury Travel Awards in March 2024

GOALS FOR 2025

- Consult with the TTG Media team to choose one charity partner for the entire year, to enable us to work more closely with the charity, and drive a more significant amount of fundraising for our partner.
- Enable the team to undertake a combined 15 days of volunteering across the year, as a minimum.

