



2025 IMPACT REPORT

FOR SMARTER, BETTER, FAIRER TRAVEL

CONTENTS

- 3** Welcome
- 4** Our Mission
- 5** Our B Corp Impact Score
- 6-7** Delivering on our mission
- 8** Our environmental impact
- 9** Our people
- 10-11** Giving back



WELCOME

2025 was a year of transformation of TTG Media, with the decision to close our print magazines *TTG* and *TTG Luxury* in the autumn and focus fully on digital and events.

After 72 years of print publishing, the decision to close the Travel Trade Gazette was not one that we took lightly. But it was a decision that will significantly reduce our carbon footprint - while enabling us to grow our overall audience through closer targeted digital activity via the relaunched [ttgmedia.com](https://www.ttgmedia.com).

2025 was already a year of reduced emissions, but the print decision means our business operations footprint in 2026 will be a fraction of that of a print publisher. As traffic and engagement on our website grows, the challenge will now be to measure the carbon output of our digital products more accurately, potentially through collaboration with our industry body the PPA.

In 2025 our highlights included the first ever TTG LGBT+ Ambassadors programme in conjunction with Intrepid Travel - and winning the Diversity & Inclusion Award at media industry Oscars the PPA Awards in June was further vindication of our work. We also worked with a single charity partner for the year, raising an incredible £30,000 for MS Society, a charity close to our hearts,

Internally the thing I'm proudest of is a significant increase in our eNPS - a new metric introduced in 2024 to measure employee satisfaction. As a unique business aiming to increase its positive impact we know we can only achieve the things we want to in media, and in the travel industry, if we are one united team.

Roll on 2026!



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.

We are now working towards recertification by the end of 2027 under the new framework recently introduced by B Corp.



85.4

TTG Media's overall B Impact Score



80

Qualifies for B Corp Certification



50.9

Median score for ordinary businesses

Certified



Corporation



Travel by
B Corp

GOALS FOR 2026:

Do more to celebrate B Corp Month 2026, both internally and through content for our audience.

DELIVERING ON OUR MISSION...

In 2025, we pursued TTG Media's purpose - to champion travel agents in our mission for a smarter, better, fairer travel industry - throughout our editorial content, partner content-led campaigns, and events. Here are some of the highlights...

FAIRER TRAVEL EVENT 2025

In July 2025 we held a restyled Fairer Travel Event at Sustainable Ventures on London's South Bank.

- **130 travel professionals** attended our Fairer Travel Event with speakers including: Mary Portas OBE, retail expert and co-chair of the Better Business Act (*pictured front cover*); Hafsa Gaher, CEO of the Halal Travel Network (*pictured right*) and Jo Rzymowska MBE, founder of Jovolution.
- **83%** of Fairer Travel Event attendees said they **would implement changes in their business** as direct result of attending (72% within the next 12 months + 11% beyond the next 12 months)



TTG SUSTAINABILITY FESTIVAL

In March 2025, we hosted a series of online panel discussions and interactive training sessions for agents with the support of several partners, to give agents the tools and confidence they need to recommend more responsible holiday options to their clients.

- **135 travel agents** attended sessions across 5 days.
- **83%** of Sustainability Festival attendees **would make changes in the next six months to the way they sell, and/or what they sell**, as direct result of attending.





TTG SUSTAINABLE TRAVEL HEROES / AMBASSADORS



Our successful training programme for agents once again saw us select 20 agents to undergo in-person (*above*) and online workshops to give them the knowledge and confidence to recommend more responsible travel options to clients. 100% said the programme had:

- helped them **recognise and choose more sustainable suppliers**
- made them more **confident in discussing sustainable travel** with their customers

95% said it has been **invaluable in their journey to selling more sustainable travel.**

NEW: TTG LGBT+ TRAVEL AMBASSADORS



Building upon the success of our Sustainable Travel Ambassadors programme, we partnered with Intrepid Travel and Virgin Atlantic to deliver an LGBT+ Travel Ambassadors initiative. Agents applied for the programme, attended an educational session, and went on a special fam trip to India to take part in empowering, local experiences that support India's marginalised communities. All four of our agent ambassadors "strongly agreed" the programme made them **more confident in discussing inclusive travel** with customers, and helped them **recognise and choose more inclusive, LGBT+ friendly suppliers.**



CHAMPIONING EXCELLENCE

Sustainability and DEI formed a key aspect of judging in many of our awards in 2025, including seven categories at the Travel Industry Awards by TTG (including Sustainable Travel Company of the Year, claimed by Iberostar Hotels & Resorts, *pictured below*); a 'Sustainability Hero' category at the TTG Luxury Travel Awards; and a Top Luxury Responsible Travel Agency category at our new Top 20 Luxury Travel Agencies.

TTG 30 UNDER 30



TTG's 30 Under 30 programme has been running since 2012, offering support, networking and career inspiration to 30 of travel's most promising young professionals each year, picked out following an exhaustive entry and judging process. The 2025 cohort had the opportunity to meet and hear from guest speakers including former alumni Martin Johnson and Jess Dennison, co-founders of Latin Routes, as well as Wendy Wu, founder of Wendy Wu Tours, who each shared their inspirational life stories.



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 overall carbon 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 both our absolute carbon emissions vs 2024, and in carbon intensity (tCO₂e/£m turnover). The reductions are mainly due to publishing our last print editions of *TTG* and *TTG Luxury* in October/November. We are still making great progress towards our 2030 goal (which will represent an 82% reduction vs our baseline year of 2019), but in 2026, we hope to start accounting for the Scope 3 emissions generated by usage of our website, which we haven't previously addressed.

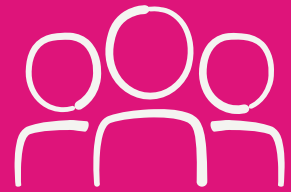
	2019	2022	2023	2024	2025	2030
Absolute carbon emissions	197	159	136	80	70	36
	tCO ₂ e /£m	tCO ₂ e /£m	tCO ₂ e /£m	tCO ₂ e /£m	tCO ₂ e /£m	tCO ₂ e /£m
Carbon intensity		19.5%	-31%	-59%	-64%	-82%
		(vs 2019)	(vs 2019)	(vs 2019)	(vs 2019)	(vs 2019)

Events

In the **events** side of our business, we saw absolute emissions rise, because of our new Top 20 Luxury event, and carbon intensity (kgCO₂e per delegate) also rose, back to 2019 levels. While we have chosen venues on renewable fuel tariffs and continued to serve vegetarian menus at events, our increasingly accurate reporting on how guests travelled to our events means occasionally having to include international flights within the event's footprint.

	2019	2022	2023	2024	2025	2030
Absolute emissions	48	42	53	36	48	34
	kg CO ₂ e /delegate	kg CO ₂ e /delegate	kg CO ₂ e /delegate	kg CO ₂ e /delegate	kg CO ₂ e /delegate	tCO ₂ e /£m
Carbon intensity		-11%	+10%	-25%	=	-29%
		(vs 2019)	(vs 2019)	(vs 2019)	(vs 2019)	(vs 2019)

OUR PEOPLE



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

Private medical cover & fitness rewards with



Two paid volunteering days per year



Two mental health days per year



Paid sabbatical scheme



eNPS:

47

(+12)

EMPLOYEE NPS

In our annual employee survey, we ask the question, on a scale of 1-10, "How likely are you to recommend working at TTG Media to your friends or family?". This enables creation of an employee Net Promoter Score. We measured this for the first time in 2024 and eNPS was 35, but this year that's **risen by 12 points to 47**, edging closer to the 50 or above which would be ranked "Excellent/outstanding"*. Investment throughout 2025 with culture consultancy CultureNav helped identify opportunities to further enhance employee satisfaction.

* SurveyMonkey / eNPS benchmarks

2

postgraduate journalism students hosted for two-week work experience placements across the year



STEP UP INTERNSHIP

In July 2025 we welcomed Cardiff University journalism graduate Sophie Colson to TTG in the second year 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. Sophie (*pictured second from right*) researched and wrote articles, interviewed travel agents, undertook a data analysis project and got a thorough understanding of the busy B2B publishing environment.

GIVING BACK

In 2025 we ramped up our fundraising efforts by selecting one charity partner for the whole year, raising more than £30,000 for MS Society across a variety of events and activities. We also got close to our 2025 target for volunteering days undertaken across the team, and 'donated' our editorial resource to drive donations and engagement for a range of other charities and causes.



Cooking for and entertaining guests at a Booni Box Kitchen Class for Age UK

12

combined days of volunteering across the team



Charlotte volunteering at Reindeer Dash at her son's school



Wrapping Christmas gifts donated for families in need, at Waterloo Action Centre



A bake sale at TTG Towers raised £350



A quiz raised £436

£30,923
raised for MS Society
across the year



More than £24,000 was raised at our awards events including £4,177 at our new Top 20 Luxury Travel Agencies

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



TTG Media was media partner with the Sandals Island Run, which raised £130,000 for sick children in the Caribbean, including a **£1,000** donation from TTG

GOALS FOR 2026

- Enable even more of the team to take advantage of their volunteering days, to total 20 combined days across the team.

