

# THE GREEN REPORT: HOLIDAYS

With 915million tonnes of CO2 produced by flights in 2019, Mail Metro Media readers are concerned about their environmental impact in the travel sector. We asked them for their views on the topic to find out what affects their choices and learn how brands can tap into a market eager to do more.



**1 IN 2**

Mail Metro Media readers are concerned about the environmental impact of their travel choices



**55%**



**42%**

Women are **30% MORE LIKELY** than men to be concerned in this sector

## ECO-FRIENDLY HABITS

What are readers already doing?

### WHEN PLANNING A HOLIDAY

**41%**

Trying to take fewer flights

**25%**

Using alternatives to flying

**19%**

Carbon offsetting

### WHEN ON HOLIDAY

**25%**

Choosing eco-friendly activities

**19%**

Staying in eco-friendly hotels

**15%**

Using eco-friendly tour operators

## ECO-FRIENDLY BARRIERS

What prevents readers doing more?

**PRICE**

**53%**

Cost of products

**RANGE**

**40%**

Lack of places to visit and options whilst away

**INFORMATION**

**37%**

Gaps in knowledge of what is available

**TIME**

**27%**

Time constraints

**BELIEF**

**23%**

Think their changes won't make a difference

## KNOWLEDGE IS POWER



**1 IN 3**

readers would like eco-updates on the travel sector (18-34s 45%)

**57%**

Eco-friendly travel options

**53%**

How to plan eco holiday

**49%**

Eco-friendly alternatives

**37%**

Eco-friendly routes

## MAIL METRO MEDIA ENVIRO-CREDENTIALS

**28%**

of Mail Metro Media readers say taking a flight free holiday is more important to them since the COVID-19 outbreak



**D.N.A**

We have 2.3million people in our 'Long Haul' travel segment, ready to target today

**ECO<sub>2</sub>**

Our environmental magazine is launching in October 2020