



GetThere Green

Overview

Each year, corporations spend millions on employee travel. By 2010, the Travel Industry Association projects 518 million annual business trips. Before a growing number of these travellers set off, however, they are being asked to consider – and to minimise – the environmental impact of their trip. The National Business Travel Association (NBTA) says environmental awareness has reached the forefront of the travel industry.

As the world's leading online business travel technology, *GetThere* offers functionality that allows corporations to integrate green policies in their managed travel programs. *GetThere Green* is a unique set of enhancements that enables companies to integrate their carbon emission data and supplier green status, and deliver relevant messaging at the point-of-sale. These messages serve to educate travellers about the carbon footprint of their journey and impact choices they make in the booking process.

Available to corporations and agency resellers on any GDS, *GetThere Green* is an award-winning package that fits seamlessly with the green initiatives of managed corporate travel programs.

How It Works

Through a combination of *GetThere Dynamic Messaging* functionality, configurable travel tool labels, configurable air displays, and negotiated hotel uploads, *GetThere* informs travellers of their individual carbon footprint at the point-of-sale. *Dynamic Messaging* is an industry-first solution that allows travel managers to deliver timely market and vendor-specific notes to travellers as they shop online to book a trip. In the case of *GetThere Green*, travel managers can drive the use of eco-friendly suppliers with a relevant message right before the user views a list of travel options.

"The GetThere Green service dovetails with our plans for a green travel program."

Ellen Hanzl
Director of Corporate Travel
CA, Inc.

Make a difference with your travel policy.
Contact us about GetThere Green.



Key GetThere Green Features

- > Carbon Data Links: Compare air emissions by itinerary on specified routes
- > Green Messaging: Inform travellers about "cleaner" travel alternatives
- > Green Supplier Preferencing: Onscreen designation of preferred, green suppliers

Award-Winning Functionality

In 2007, *GetThere Green* earned commendation from the ITM ICARUS Environmental Awards, a program recognising green achievements among business travel industry suppliers. The ICARUS Environmental Awards honour innovation and leadership among the supplier community in the field of environmental impact reduction. They form part of Project ICARUS, which was established by the ITM to promote carbon reduction in travel management programs throughout business travel in the UK.



Key GetThere Green Benefits

- > Reduce your company's carbon footprint
- > Increase use of eco-friendly suppliers
- > Cross-promote awareness of corporate social responsibility initiatives



**No Boundaries.
Just GetThere.**

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- > **Supplier Designation** – Air, auto, hotel, and rail suppliers with company-blessed designation as a “Green Partner” can be highlighted on the screen travellers use to peruse trip options.
- > **Dynamic Messaging** – During the booking process, organisations can use *GetThere*'s messaging technology to send a destination-specific message identifying anticipated emissions, or indicate which supplier properties and travel modes in a given destination are sustainable.

Experience Even More Great Service from GetThere

GetThere Green is just one innovative aspect comprising the complete *GetThere* corporate online booking system. A majority of the world's major players rely on *GetThere* to streamline processes, improve supplier and contract management, and achieve ongoing and sustainable savings in corporate travel spend.

Contact your *GetThere* representative by calling +44 (0)208 538 8500 or visiting www.getthere.com to learn more.

What Others Are Saying About GetThere Green

“With the calculator linked in the booking tool prior to the booking decision, travellers can make internal decisions about the carbon impact of their choice of airline at the point of sale. The judges believe it is the right place for such tools. The visual guilt element of showing travellers the carbon cost of various choices has a clear behavioural impact.”

- Dr. Keith Mason, chair of the ICARUS Awards judges panel and director of the Business Travel Research Centre at Cranfield University in the United Kingdom

“Our employees are truly motivated by corporate social responsibility, and travel is an area where we believe we can have an impact. The messaging option of *GetThere Green* has tremendous potential to influence traveller behaviour – we look forward to experimenting with this functionality.”

- Walt Tressler, business services manager at the Brown-Forman Corporation

“Environmental responsibility is an essential component of an overall program to ensure good corporate citizenship. The *GetThere Green* service dovetails with our plans for a green travel program.”

- Ellen Hanzl, director of corporate travel at CA, Inc.

Key Components

- > **Integration of Carbon Data** – Corporations can link carbon emissions information from their top city-pairs directly into the shopping process. Companies can consult with *GetThere* on the algorithms behind the various carbon calculators, and then select the calculator of their choice. By giving companies the option to choose, they can implement a technology that best fits their green policy and employee base.