

# sustainable travel and carbon offsetting

Travelling is one of our biggest carbon footprints.

A year's carbon reductions from switching to a hybrid car, insulating your house and installing solar panels can be obliterated by one trip from Europe to California, and that does not take into account what you do when you arrive. Brian Mullis explains the opportunities for businesses and travellers.

**SUSTAINABILITY HAS BECOME** the topic of conversation within the business world. It can be described as operating a business by making use of ecosystems and their resources in a manner that satisfies current needs without compromising the needs or options of future generations. Many argue that unsustainable business activities are largely responsible for the deterioration of the environment, the increasing pressure on the preservation of indigenous cultures and the increase in economic inequality. Fortunately, more and more business, governmental and non-profit leaders have come to an understanding that drastic changes must occur in order to prevent global disaster. In the United

States alone, for example, 90% of the adult population states that it is important for companies to not just be profitable, but to be mindful of their impact on the environment and society'. Success is now being redefined and the baseline for measuring performance has been expanded. Business professionals are not focusing on the triple bottom line with socio-cultural and environmental dimensions being added to the traditional economic benchmark.

If there is one industry that is taking a lead in achieving a more sustainable way of operating, it is the travel and tourism industry. This is no surprise, however, since tourism depends heavily on providing travellers with

