

## TRAVALYST ANNOUNCES ADDITION OF GOOGLE TO GLOBAL SUSTAINABLE TRAVEL COALITION

*Google joins Booking.com, Skyscanner, Trip.com Group, Tripadvisor, and Visa as Travalyst Partner*

LONDON (September 22, 2021) -- Travalyst, the global sustainable travel Coalition today announced that Google will be joining its coalition as a Partner alongside existing Founding Partners Booking.com, Skyscanner, Trip.com Group, Tripadvisor, and Visa.

"The Travalyst Coalition strives to leverage its collective reach and help drive mass adoption of sustainability standards. We're excited to continue this endeavour with Google as a member of the Travalyst Coalition, delivering on this unique opportunity to build positive, transformative change in travel. The Google travel team has committed globally to helping consumers make more sustainable travel choices, and their approach aligns strongly with Travalyst's collaboration principles", said Chief Executive Officer of Travalyst, Sally Davey.

Travalyst is working to achieve the broadest industry alignment possible on sustainability in travel and tourism. This starts by bringing together some of the world's largest travel and tourism platforms and service providers — which are sometimes competitors — to tackle one of the greatest challenges the industry faces through collaboration.

Google joining the group represents a significant step forward in that mission. As a collaboration of some of the biggest brands in the world, the Travalyst coalition is working together on sustainability initiatives that drive system change and lead to a resilient and thriving future for the travel and tourism industry for generations to come.

"Addressing the challenge of climate change requires us to find solutions at scale, and this is especially true when it comes to travel and tourism. By working with Travalyst and our industry partners, we aim to build tools and technology that enable travelers and businesses around the world to prioritize sustainability," said Kate Brandt, Chief Sustainability Officer at Google.

As the travel and tourism industry continues to recover from the pandemic, Travalyst is focused on delivering universal transparent reporting on sustainability efforts in order to empower travellers to make better choices for themselves and the planet. The Travalyst Coalition, including Google, recognise that increasing traveller access to trusted information, starting with accommodation and aviation, is an important building block for a sustainable transformation in the industry.

With further details on Travalyst's robust coalition-driven agenda, Travalyst unveiled [a report on The Re-Emergence of Travel](#) earlier this year. Recognising the challenges and opportunities for the industry as people begin to travel more again, this report examines the state of travel, tourism and sustainability and explores the emerging trends in the immediate and long-term pandemic recovery.

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## **Travalyst**

Founded by The Duke of Sussex in partnership with Booking.com, Skyscanner, Trip.com Group, Tripadvisor, Visa, and newly-joined by Google, Travalyst's ambition is to unlock the impact of travel for good. The aim is to drive forward a new, more responsible model for travel that builds upon the work of existing standards, with the goal of making them easier to understand for consumers and businesses, and in turn, implementing and scaling them across the broadest possible range of travel service providers. Travalyst is continuing to develop a world-first system that can deliver a uniform, industry-wide sustainability framework across multiple platforms; to ultimately enable travellers to make more sustainable choices.

Find out more at [www.travalyst.org](http://www.travalyst.org)

[Read more](#) about Google's efforts to build a sustainable future for travel.

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