

Carbon Conscious Travellers Change Flight Plans: Survey

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CONCERNS about climate change have finally hit the tourism industry with a new survey revealing almost one in five Australians are considering abandoning air travel because of its impact on global warming.

A further 35% of those participating in the survey conducted by leading internet travel directory totaltravel.com said they were so concerned about climate change that they will voluntarily carbon-offset any future flights they take.

The totaltravel.com survey asked the question "Would you give up air travel to reduce greenhouse gas emissions and your contribution towards global warming?" and attracted 250 respondents over a month.

Eighteen% of respondents claimed they would give up air travel as it caused irreparable harm to the environment with 35% looking at voluntarily carbon-offsets.

However, 16% said they didn't care about climate change and it wouldn't affect their travel choices and 32% of respondents said they wouldn't stop flying on planes because it was a quick and convenient form of travel.

totaltravel.com global marketing manager Paul Fisher said the survey highlighted the challenges facing the tourism industry and the impact climate change would have on business operations in the future.

"Global warming is an issue that affects everyone and the choices they make in everyday life, from electricity to food to travel," he said.

"People can't be complacent anymore. It's time for them to become aware of the facts so they can make an informed choice about how they travel.

"Businesses are starting to take action. Some travel agencies and airlines are already offering clients voluntary carbon-offsets for flights, while some tour operators are trialling carbon-offsets as a compulsory cost."

Launched in 2002, totaltravel.com has online travel guides for Australia, New Zealand, the United Kingdom and Hawaii, USA.

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totaltravel.com delivers both a travel guide and a place to find accommodation, activities, transport, restaurants etc. Users can seek information about a destination and then be directed to a business in the area.

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