



DIRECT**IMPACT**

Where Every Journey is as
Responsible as it is **Exceptional**

2025

DIRECT IMPACT REPORT



Table of Contents

A Message from Our CEO	3
From the Direct Impact Leadership Team	4
2024 Sustainability & Social Impact Highlights	5
About Direct Travel	6
Our Vision for Sustainable Travel	13
Governance of Sustainability & Social Impact	14
Strategic Framework for Sustainability & Social Impact	17
Journey of the Whole Traveler	21
Path to Belonging & Inclusion	26
Navigating the Climate Transition	32
Connection to Place and Community	38
Tools, Policies & Data Access	42

DISCLAIMER

This report contains statements regarding future goals, plans, commitments, and expectations (collectively, “forward-looking statements”). These forward-looking statements are based on current assumptions, expectations, and projections and are subject to risks, uncertainties, and changes in circumstances that are difficult to predict. Actual results may differ materially from those expressed or implied by forward-looking statements due to changes in business conditions, market factors, regulatory developments, or other factors. Direct Travel undertakes no obligation to update or revise any forward-looking statements contained in this report.

In addition, the topics and issues identified as material in this report are based on our materiality assessment process and reflect the priorities and perspectives of Direct Travel and its stakeholders at the time of publication. These material topics may evolve over time and should not be interpreted as financial materiality disclosures or as a comprehensive listing of all risks to the company.

Unless otherwise stated, data presented in this report represents calendar year 2024 performance. All metrics and qualitative information are subject to data availability and estimation methodologies that may continue to evolve as industry standards and best practices advance.

This report is provided for informational purposes only and should not be relied upon for investment or legal decisions.



A Message from Our CEO

Laying the Groundwork for Lasting Impact

At Direct Travel, we believe that lasting impact starts with a strong foundation. In 2024, we took important steps to ensure that sustainability and social impact are not just a part of our future, they are embedded in how we operate today. This year was about defining our priorities, aligning them to our new Values – *Be the Spark, Own Your Impact, Lift As You Climb, and Deliver with Purpose* – and setting the stage for meaningful progress in the years ahead.

Listening and Setting a Clear Direction

One of our key milestones was completing our first-ever double materiality assessment — a process where we looked at how environmental, social, and governance issues impact our business and how our business impacts the world around us. This helped us listen more closely to our stakeholders, understand the issues that matter most, and focus our efforts where they can make the greatest difference. Those insights became the foundation for our long-term strategic plan for sustainability and social impact, giving us a clear and actionable path forward.

Putting Strategy into Action

As we move from planning to action, we're already seeing our strategy come to life. Earlier this year, we formalized our partnership with Compudopt, a nonprofit working to close the digital divide. By donating our retired corporate devices, we're helping students and families in underserved communities gain access to essential technology. This initiative, and the many more to come, is an example of how our sustainability and social impact priorities are taking shape in meaningful, tangible ways.

Measuring Progress with Transparency

Transparency and accountability have been priorities at every step, including improved reporting and disclosures to third-party rating programs. I'm proud to share that Creative Group, Inc., a Direct Travel company ("Creative Group"), earned a 'B' score from CDP, demonstrating a strong start to our commitment to climate leadership. Additionally, we saw meaningful gains in our EcoVadis sustainability rating, further validating the strength of the foundation we've built.

Moving Forward Together

None of this would be possible without the passion of our employees, the trust of our clients, and the collaboration of our partners. I am grateful for all who have contributed to these early milestones. As we shift from laying the foundation to accelerating action, we're focused on turning ambition into measurable progress—scaling our impact, deepening our partnerships, and working together to address shared challenges like climate change, traveler well-being, advancing inclusion and belonging across the travel experience, and driving a multiplier effect across the communities in which we live and work.

Thank you for being a part of the impact we're creating and for helping us live our mission, Reimagining How the World Connects.

Christal Bemont

Christal Bemont

Chief Executive Officer, Direct Travel

From the Direct Impact Leadership Team

“

“The most powerful business strategies weave sustainability into every decision, recognizing that doing what’s right for people and the planet also drives what’s right for business. Embedding sustainability and social impact into strategy not only deepens trust at every level — it transforms them into catalysts for innovation and engines for growth. Our stakeholders—especially our partners—are essential to this journey, helping shape how we deliver with purpose to our clients.”

—
Donna Brokowski

EVP of Global Supplier Management, Consulting & ESG Lead



“

“This year, we focused on listening, learning, and setting a clear path forward with transparency. Each insight gathered and each challenge explored is helping us build momentum. We’re continuing to turn ambition into action, and action into meaningful impact across the workplace and travel experiences we help shape.”

—
Matt Esper

Director of Sustainability & Social Impact



2024 Sustainability & Social Impact Highlights

1,891

employees as of
April 2025

70+

office location across North
America and the UK

98%

customer retention
since 2020

46%

of executive
committee are women

99.9%

of global employees completed
anti-harassment training

\$231k

in charitable contributions
and sponsorships

11%

reduction in
office footprint

70%

of global employees
worked remotely

61%

of client travel emissions were
with airlines holding SBTi-
approved climate targets¹

ecovadis

Participated in 2024 EcoVadis Sustainability
Rating with significant score improvements



'B' Score

 **Creative Group**
a Direct Travel company



Completed a **SOC 2
assessment** in 2024 to evaluate
the security, availability, and
confidentiality of our systems

Trinity
Consultants 

Received **external assurance** on CY2023 Scope
1, 2, and 3 emissions, enhancing the credibility
and transparency of our carbon reporting

Highlights

- Launched new core values that embrace sustainability and belonging
- Conducted first-ever double materiality assessment at Direct Travel
- Developed a long-term strategy for sustainability and social impact
- Established a partnership with Compuadopt on computer donations

¹ Approximate; based on data from the SBTi Target Dashboard as of April 24, 2025

About Direct Travel

Direct Travel is a leading travel management company with over 40 years of experience delivering customized solutions across corporate travel, leisure, and meetings & events. With more than 70 office locations across North America and UK, our team of 1,800+ professionals are dedicated to simplifying the travel experience for organizations and travelers alike.



Creative Group specializes in meetings, events, and incentive programs that inspire people and drive business results. Recognized as a leader in designing and executing impactful experiences for clients around the world, Creative Group delivers memorable events with a focus on innovation, sustainability, and exceptional service—always aligning with clients’ goals while maintaining a commitment to environmental and social responsibility.

We also have a global presence through our joint venture, Direct ATPI Global Travel, which combines the expertise of leading travel management specialists Direct Travel and ATPI to offer a scalable, high-touch solution for multinational organizations. This partnership enables us to deliver consistent service, localized expertise, and global reach to meet the complex needs of international clients.

In 2024, we launched Avenir—our proprietary business travel platform. Avenir empowers clients with the industry’s broadest inventory and a personalized experience. Built on an open-technology framework and supported by deep supplier partnerships, Avenir enables smarter travel decisions while reinforcing our commitment to service, innovation, and flexibility.



Mission, Vision & Core Values

At Direct Travel, our commitment to sustainability and social impact is rooted in our core values, guiding us to create responsible travel solutions that prioritize environmental stewardship, social impact, and ethical business practices.



Mission



Corporate Group

Blending human ingenuity and break-through technology to make every journey effortless, personal, and rewarding.



Creative Group (Meetings and Events)

Global creators of business changing experiences designed to help people and brands thrive.



Leisure

Unlocking the limitless possibilities of travel by connecting human expertise with intuitive technology and global partnerships, enriching both the client and travel advisor experience through innovation.

Vision

Reimagining How the World Connects

Values

- Be the Spark
- Own Your Impact
- Lift as You Climb
- Deliver with Purpose

Together we're **BOLD** and forging the future

Travel Services

At Direct Travel, we deliver comprehensive travel solutions designed to meet the diverse needs of modern organizations and travelers. Our service offerings are built on the foundation of exceptional customer support, innovative technology, and strategic expertise.

Our approach to travel management focuses on delivering The Perfect Trip through responsive support, global coverage, advanced management tools, and strategic initiatives that maximize the return on investment. Whether managing a corporate travel program, planning an international conference, or arranging executive travel, our team provides the expertise and technology needed to make every journey smooth and successful.



BUSINESS TRAVEL MANAGEMENT

We deliver seamless business travel experiences through personalized service, advanced technology, and strategic program management aligned with client goals.



GLOBAL TRAVEL SOLUTIONS

We support multinational organization through our Direct ATPI Global Travel network, offering localized expertise backed by global consistency and service excellence.



MEETINGS & EVENTS

We deliver high-impact meetings and events through expert planning, event production, incentive travel design, and end-to-end management that brings our clients' vision to life.



PERSONAL TRAVEL PLANNING

We specialize in creating personalized and curated travel experiences that eliminate the guesswork and stress of planning. Our professional, knowledgeable, and friendly team ensures that every journey is effortless, allowing you to relax and enjoy.



DIRECT VIEW CONSULTING

We provide strategic consulting services that offer deep insight and leadership across our clients' travel programs—including air, hotel, ground transportation, sustainability, and traveler engagement—to turn travel into a high-performing business asset.



Customer Satisfaction

At the core of Direct Travel's success is our commitment to customer satisfaction. Our 98% client retention rate is a testament to the trust we've earned by delivering consistent, high-quality service. We prioritize complete visibility and traveler support throughout the journey—making it easier for travelers to book, manage, and experience business travel with confidence. Our service teams are known for their responsiveness and problem-solving mindset, creating a human connection that complements our advanced technology and ensures each client feels supported at every step.

Data Security

As part of our commitment to responsible corporate governance, we recognize the critical importance of protecting the privacy and security of both our customers' and employees' data. Ensuring robust data security and privacy practices not only helps protect sensitive information but also supports our broader corporate responsibility goals by fostering trust, transparency, and long-term business resilience.

We deploy a robust range of data privacy and cybersecurity measures, including but not limited to the following:

- Comprehensive access controls
- Multi-factor authentication
- Data classification protocols
- Physical security measures
- Enterprise-grade firewalls and intrusion detection systems
- Standardized system configurations
- Advanced endpoint protection
- Regular vulnerability assessments and penetration testing
- PCI DSS compliance
- Regular security assessments
- Annual SOC 2 auditing and reporting
- Data protection policies
- Role Based Access controls
- Secure data transmission and storage via encryption
- Regular security awareness training
- Vulnerability management
- Incident response training and protocols
- Vendor risk management policies

Our data security and privacy efforts are integral to fostering a trustworthy relationship with our stakeholders. We remain dedicated to maintaining the highest standards of data protection (including SOC 2 assessment), ensuring that we meet legal requirements while safeguarding the privacy of individuals and the integrity of our operations. Through continuous innovation, collaboration, and adherence to best practices, we strive to uphold a secure digital environment that supports both our business objectives and our commitment to sustainability.

Sustainability in Practice: Perspectives from Our People



AVENIR

“Sustainability is embedded in our product development. Corporate travel buyers are asking for sustainability information at the time of booking, and Avenir is delivering on that demand by making sustainability metrics part of every booking decision.”

– **Sam DeFranco**
President, Avenir



LEISURE

“Sustainability and inclusion are influencing how people choose to travel for leisure. More travelers are seeking sustainable experiences, and we’re helping connect them to providers who prioritize environmental stewardship and social responsibility.”

– **Rene Schneeberger**
Senior Vice President, Leisure Supplier Relations

AIR SUPPLIER RELATIONS

“Our airline partners are increasingly investing in sustainable aviation fuel and emissions reduction strategies to meet rising demand for climate action. We’re proud to support and showcase these efforts, giving clients confidence in their travel choices.”

– **Julie Lesjak**
Vice President, Air Supplier Relations



HOTEL SUPPLIER RELATIONS

“Our hotel partners are increasingly committed to delivering more sustainable stays to meet evolving traveler expectations. Through our Direct Global Hotel Program, we now track and highlight hotels with verified sustainability programs, making it easier for clients to book responsibly.”

– **Ginny Potter**
Vice President,
Hotel Supplier Relations





MEETINGS & EVENTS

“In today’s meetings and events landscape, sustainability is no longer a talking point — it’s an expectation. From carbon tracking to responsible sourcing and measurable impact, our clients are looking for partners who embed sustainability into every phase of the event experience. At Creative Group, we see this as both a responsibility and an opportunity to help drive positive change through every program we deliver.”

— Mary Wysopal

Vice President, Customer Experience,
Creative Group, a Direct Travel company



COLPITTS CLINICAL

“Clinical trial recruitment goes far beyond enrolling patients and providing travel and expense solutions — especially in rare disease research. It’s about aligning science, ethics, and logistics within a highly regulated environment. From IRB approvals to protocol compliance, every step demands precision and collaboration. As sustainability becomes a growing priority for pharmaceutical companies, we’re ready to assist our clients in tracking and achieving their environmental goals.”

— Jeanne Johnston

Senior Vice President, Colpitts Clinical,
a Direct Travel company

STUDY ABROAD PROGRAM

“Sustainability is now a pivotal consideration when choosing destinations for student travel experiences. More than ever, colleges and universities are turning to their travel managers for support in making travel choices that reflect their values—balancing the excitement of travel with a commitment to sustainability and a positive social impact.”

— Mia Shackleford

Account & Operations Manager



DIRECT VIEW CONSULTING

“Sustainability is no longer a niche consideration — it’s a core value for our clients. In hotel consulting, we’re seeing growing demand for data and insights that help buyers align their sourcing decisions with their sustainability goals. As a travel management company, we’re uniquely positioned to bridge the gap between procurement and purpose.”

— Susan Barnes

Managing Director,
Hotel Consulting





Awards & Recognition

CORPORATE

America's Greatest Workplaces 2024

Direct Travel was featured in Newsweek's list, highlighting its employee-centric initiatives and inclusive environment.

Service Excellence Award from Leonardo DRS

One of only three companies selected out of hundreds of travel supplier for this prestigious recognition.

Travel Weekly Power List

Ranked #13 globally by Travel Weekly as one of the largest providers of travel services.

CREATIVE GROUP

CMI 25 by MeetingsNet:

Named to MeetingsNet's CMI 25 list, honoring the largest and most influential full-service meeting and incentive travel management companies in the U.S., every year since the list's inception in 2007.

SITE Crystal Awards: The company has been honored with multiple SITE Crystal Awards, which are considered the highest honor in the incentive travel industry, recognizing creative and memorable incentive programs that drive business results.

28 Addy Awards for excellence in event marketing and communication

LEISURE

Virtuoso Top Producer: In early 2025, Direct Travel was named Top Cruise Producer for the United States and Top Cruise, Tour, Hotels & Resorts, Specialty and On-Site categories for Canada, underscoring its significance within luxury travel

Air Canada Circle of Excellence: Acknowledging outstanding performance and partnership.

Oceania Cruise Connoisseurs Club: Recognizing excellence in cruise sales and service.

Crystal Cruises Platinum Agency: Honoring top-tier agencies for exceptional sales and service.

Viking Platinum Agency: Awarded for high sales volume and customer satisfaction.

Princess Cruises iExcel Award: Recognizing agencies that excel in sales and customer service.

Cunard Inner Circle: Honoring top-performing agencies in luxury cruise sales.

Regent Seven Seas Cruise Council: Acknowledging elite agencies for their contributions.

Our Vision for Sustainable Travel

Our vision for Sustainability and Social Impact at Direct Travel is to contribute to the transition to a low-carbon economy, empower the whole traveler, supporting their well-being, safety, and unique needs from planning to return, and cultivate belonging in an inclusive workplace with equal access for a diverse workforce, while creating a multiplier effect through meaningful impact within our industry and the communities we serve.

**Ultimately, our commitment to these principles will help us deliver
“The Perfect Trip,” ensuring each journey is as
responsible as it is exceptional.**



The background of the entire page is a close-up, high-contrast photograph of green leaves, likely from a tropical plant like a Philodendfon. The leaves are layered, with some in sharp focus and others blurred in the background, creating a sense of depth. The lighting is dramatic, with bright highlights on the veins of the leaves and deep shadows in the recesses, giving the image a rich, textured appearance.

Governance of Sustainability & Social Impact

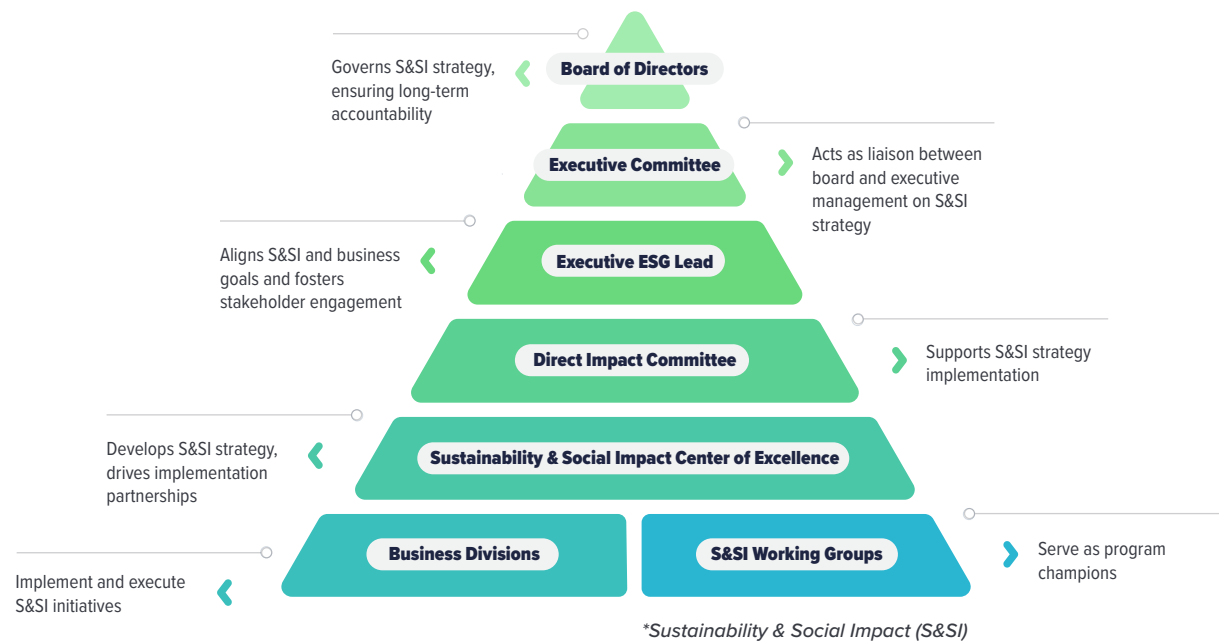
At Direct Travel, sustainability and social impact are managed through a structured, enterprise-wide approach that integrates environmental, social, and governance (ESG) priorities into our day-to-day business decisions and long-term strategy. This framework ensures that we not only meet evolving stakeholder expectations but also create meaningful impact across our operations and supply chain.

Business Ethics

Our commitment to ethical business practices serves as the foundation for how we manage sustainability and social impact. Direct Travel’s Employee Handbook outlines clear expectations for all employees, focusing on integrity, transparency, and responsible business behavior. Our People team reinforces these standards through regular training, internal communications, and leadership engagement, ensuring our decisions are guided by fairness and accountability.

Management Oversight

Sustainability and social impact are governed at multiple levels within the organization. Oversight begins with our executive leadership team and is supported by a center of excellence. This team is responsible for setting priorities, monitoring progress, and integrating sustainability considerations into client-facing solutions, supplier partnerships, and operational practices.



Direct Impact Committee

The Direct Impact Committee serves as the body that supports implementation of the sustainability and social impact strategy. The committee advises on aligning initiatives with client demand, ensuring our approach remains relevant and transparent. The Direct Impact Committee meets quarterly with reports on progress to senior leadership, ensuring that ESG remains a strategic priority. Meetings—focused on topics such as carbon management, supplier ESG engagement, and inclusive travel—drive implementation and innovation across the company.

OUR COMMITTEE IS COMPRISED OF:

- | | |
|--|--|
| Chief Human Resources Officer | EVP, Customer Experience |
| Chief Information Officer | SVP, Account Management |
| Chief Marketing Officer | SVP, Corporate Operations |
| Chief Product Officer | SVP, Customer Success |
| General Counsel | SVP, Leisure Supplier Relations |
| EVP, Finance & Accounting | President, Creative Group |
| EVP, Data, AI & Engineering | Director, Strategic Initiatives |
| EVP, Global Supplier Management, Consulting & ESG Lead | Director, Sustainability & Social Impact |
| EVP, Air Supplier Relations & Revenue Management | |

Double Materiality Assessment

In 2024, Direct Travel conducted its first double materiality assessment to identify and prioritize the most significant ESG issues for the company. This structured process began with extensive research and was followed by a comprehensive stakeholder engagement phase.

As part of this engagement, we conducted 37 in-depth interviews with both internal and external stakeholders and distributed two targeted surveys: one to employees (n=320) and another to contracted travel service providers—spanning airlines, hotels, ground transportation, and technology partners (n=13).

The survey and interview results were analyzed and weighted using a prioritization model designed to accurately reflect stakeholder perspectives. These weighted findings informed the development of Direct Travel’s first-ever materiality matrix, providing a clear visual representation of the ESG topics most critical to both our business and the broader communities we serve.

This process enabled us to evaluate both financial materiality—the ESG issues with the potential to affect the company’s performance—and impact materiality—the ways our operations affect the environment, society, and economy.

The insights gained from this assessment are now guiding the development of our long-term Sustainability & Social Impact strategy, ensuring alignment with the evolving expectations of our stakeholders and positioning Direct Travel for sustainable growth.

370

stakeholders engaged in the Direct Travel 2024 Double Materiality Assessment



Strategic Framework for Sustainability & Social Impact

Growing customer demand for environmental stewardship, diversity, equity, inclusion, and belonging (DEIB), and ethical governance has made ESG topics not only a moral imperative but also a critical business driver. We believe that sustainable practices lead to stronger client relationships, improved operational efficiency, and long-term growth. In 2024, we developed a long-term strategic framework for sustainability and social impact to proactively address our corporate responsibility, meet client demand, and position Direct Travel as a sustainability and social impact leader in the travel industry.



United Nations
Global Compact

SUSTAINABLE DEVELOPMENT GOALS



Alignment with Global Sustainability Goals

Our strategy is directly aligned with global initiatives such as the United Nations Sustainable Development Goals (SDGs) and the UN Global Compact. These global ambitions inform our local actions and help us drive measurable impact for the people and places we serve. We align with the Ten Principles of the UN Global Compact, which form the foundation of our approach to human rights, labor, environment, and anti-corruption. Our internal policies—including our Sustainability Policy and Supplier Code of Conduct—reflect these principles, ensuring that responsible business practices are embedded across our operations and supply chain. From advancing fair labor standards and environmental stewardship to fostering ethical conduct and transparency, these principles guide our commitment to building a more inclusive and sustainable travel industry.

Commitment to Sustainability & Social Impact

Our commitment to sustainability and social impact is rooted in four interconnected pillars that reflect our ambition and focus areas. These pillars guide our strategy and actions to ensure alignment with our organizational purpose while contributing to global sustainability goals and creating lasting value for our stakeholders.





JOURNEY OF THE WHOLE TRAVELER

We believe every journey should prioritize the traveler's well-being, safety, and sense of belonging. That's why we support travelers in making informed and responsible choices that reflect accessibility, cultural sensitivity, and personal comfort.



NAVIGATING THE CLIMATE TRANSITION

We recognize the urgency of addressing climate change across our operations, our clients' travel programs, and the communities where we live and work. Our climate strategy includes reducing our own environmental footprint while equipping clients with tools to measure, reduce, and compensate for travel-related greenhouse gas (GHG) emissions. We actively engage suppliers on sustainability performance and practices, and we align our efforts with the goals of the Paris Agreement—working collectively toward a low-carbon future for the travel industry.



PATH TO BELONGING & INCLUSION

We are committed to embedding DEIB across every aspect of our business—from how we hire and support our people to how we partner and source. Our approach includes advancing workplace equity, growing relationships with diverse suppliers, and fostering an inclusive culture that reflects the communities we serve.



CONNECTION TO PLACE & COMMUNITY

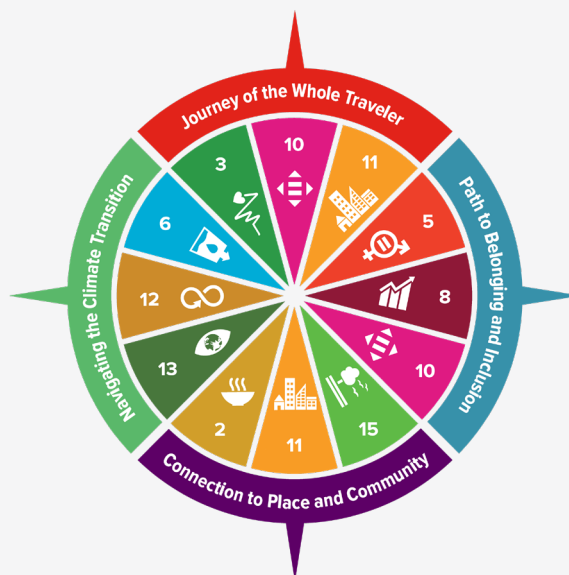
We recognize that travel connects people to places—and with that connection comes a responsibility to give back. Through employee volunteering, charitable giving, and partnerships with community organizations, we support the well-being of the communities where we live, work, and travel. Whether it's contributing time to local causes or supporting nonprofits that align with our values, our efforts are rooted in a deep respect for place and a commitment to building stronger, more resilient communities.



DIRECTIMPACT

Where Every Journey is as **Responsible** as it is **Exceptional**

These goals are woven throughout our **internal programs** as well as our **external products and services**, from our **clients and travelers** to our **suppliers and community partners**.



Sustainability & Social Impact Goals

In 2024, we developed a comprehensive slate of Sustainability & Social Impact goals to demonstrate our dedication to accountability and progress. These goals are carefully aligned with each of our commitment areas to drive meaningful action and deliver measurable outcomes. Progress will be transparently disclosed each year in this report, ensuring stakeholders remain informed and engaged in our journey toward lasting impact.



Journey of the Whole Traveler

- Launch and train employees on accessibility
- Launch and train employees on cultural competence
- Launch and train employees on human trafficking awareness



Path to Belonging & Inclusion

- Launch and train employees on diversity, equity, inclusion, and belonging
- Recognize and develop the talents of each individual to bring diverse ideas, drive creativity and innovation, and cultivate a culture of inclusive excellence
- Foster a local, diverse, and sustainable supplier base that reflects the communities we serve



Navigating the Climate Transition

- By 2050, achieve carbon neutrality for Scope 1, 2, 3.6* and 3.7** emissions
- Engage at least 80% of travel service providers—airlines, hotels, car rental—to set science-based targets.
- By 2030, 100% of events have incorporated sustainability practices



Connection to Place & Community

- By 2030, achieve a total of 300,000 cumulative hours of volunteering
- At least 80% of major client events will have a philanthropic component

*3.6: Emissions from Business Travel
**3.7: Emissions from Employee Commuting (incl. remote work)

Journey of the Whole Traveler

At Direct Travel, we understand that travel is more than just moving from point A to point B—it's a holistic experience that encompasses the physical, emotional, and cultural dimensions of each journey. Our *Journey of the Whole Traveler* approach places the complete well-being of travelers at the center of everything we do.



Traveler Well-Being

Accessible Travel

Cultural Respect

Health, Safety & Duty of Care

Personalized Traveler Risk Management Services

As part of our commitment to duty of care, we manage a comprehensive travel security platform—powered by our partners at Crisis24—to support the safety and well-being of our travelers. Among travel management companies, this offering goes above and beyond, providing clients with four core services: tailored travel briefs, real-time travel alerts, a mobile app for individual travelers, and direct access to the Crisis24 intelligence portal. This advanced risk management tool also features global threat monitoring, predictive intelligence, and two-way communication capabilities, enabling organizations to identify and respond to potential risks. With capabilities like exposure tracking, crisis communication, and in-depth country intelligence, our platform empowers travel managers to protect their people, fulfill compliance requirements, and maintain business continuity. This initiative reflects our dedication to helping clients build secure, informed, and resilient travel programs.

Commitment to Traveler Health, Safety, & Well-Being

Ensuring traveler health, safety and well-being is at the core of our service philosophy. We recognize that today's travel landscape requires more than just logistical support—it demands proactive risk management, real-time responsiveness, and a deep understanding of traveler needs. Our commitment to duty of care is rooted in helping clients meet their legal and ethical responsibilities while fostering trust with their teams. In partnership with trusted providers like Crisis24, International SOS, and others, we deliver a robust suite of solutions to support travelers every step of the way:

- 24/7 emergency support with dedicated response teams
- Pre-trip risk assessments and destination intelligence
- Integrated travel risk management tools
- Customized safety protocols aligned with client policies
- Post-incident support and traveler wellness resources

100%

of business travelers have access to 24/7 emergency support

Our platform enables clients to monitor threats and disruptive events worldwide, see which people and sites could be exposed, and easily deploy mass communications to keep travelers safe.



Anticipate

Alerts, trip briefs, and country overviews that help both the traveler and company prepare for and stay aware on a trip.



Locate

Real-time global traveler tracking via interactive map. Identify travelers, expats, and assets who may be under active alerts. Includes past, active, and future bookings—even those made outside of preferred channels.



Communicate

Easily deploy mass communications to impacted travelers or assets via email directly from the platform.

EventSafe: Planning for Health & Security at Every Event

Offered in partnership with International SOS, EventSafe is a comprehensive solution that helps clients proactively plan for, mitigate, and manage medical and security incidents during corporate events. Designed to protect all registered attendees—regardless of employment status—EventSafe includes a customized Event Support Plan with clearly defined procedures, along with pre-event risk assessments and briefings from medical and security experts. Clients can enhance support through a range of add-on services, including on-site medical staffing, dedicated Health or Security Coordinators, medical equipment and supplies, hotline services, and educational webinars or workshops. EventSafe reflects our commitment to helping clients deliver safe, secure, and well-prepared event experiences.





Enhanced Capabilities for Duty of Care

Direct Travel also offers enhanced duty of care services for companies who may require a more robust approach to their risk management initiatives. Additional capabilities include:

- Customized trip briefs, branded portal
- Customizable schedules, content, and acknowledged reading button
- Two-way communications module (email, SMS, voice, and in-app)
- Facilitation of location check-ins
- Access to a 24/7 security hotline
- Additional company-level alert distributions (security teams, HR departments, etc.)
- Other optional add-ons include:
 - o SSO
 - o Additional languages
 - o GPS tracking
 - o eLearning
 - o Auto import of off-channel bookings
 - o Medical access
 - o Evacuation coverage

These solutions ensure that clients with elevated traveler risk management needs have access to the most advanced tools and support available in the marketplace.

Accessible Travel for All

At Direct Travel, we are committed to enhancing accessibility in travel by integrating inclusive practices across all aspects of our services. In our direct operations, we support communication accessibility by ensuring that key information is available in a variety of formats to meet the diverse needs of our travelers. For instance, we offer e-itineraries in accessible formats to assist travelers throughout their journeys.

We believe travel should be accessible to all. Our approach includes:

- Specialized booking for mobility, visual, hearing, and cognitive needs
- Partnerships with accessibility-focused suppliers
- Customized itineraries based on accessibility requirements
- Clear communication of accessibility features
- Accessibility training for travel consultants

We collaborate with our travel suppliers to improve the comfort of travelers with reduced mobility. In air travel, we partner with airlines like United Airlines that accommodate service animals, dietary needs, medical devices, and provide a range of services for cognitive disabilities. On the hotel side, Hilton offers accessible rooms with features such as roll-in showers and extended drapery. For ground transportation, we work with suppliers like Enterprise, which provides a variety of Adaptive Driving Devices, including hand controls, spinner knobs, and pedal extenders. We can also arrange for wheelchair-accessible vehicles through our supplier network. Additionally, we can connect clients with travel companions through suppliers who offer assistance for those who need support or prefer not to travel alone.

Our strategic partners are dedicated to accommodating travelers with disabilities by offering inclusive services and accessibility features across the travel journey, including:

Delta Air Lines

[Accessible Travel Services](#)

United Airlines

[Accessible Travel and Assistance](#)

American Airlines

[Special Assistance](#)

Hilton Worldwide

[Accessible Features](#)

IHG Hotels & Resorts

[Access for All](#)

Accor

[Inclusion of People with Disabilities](#)

Enterprise

[Customers with Disabilities](#)

Avis Budget

[Accessibility](#)

Sabre

[Traveler Communication](#)

SAP Concur

[Take Five | Accessibility](#)

Deem

[Designed for Every Body](#)

SUPPLIER SPOTLIGHT

Enhancing Accessible Travel with Hilton x Be My Eyes

As a strategic partner of Hilton, Direct Travel is proud to highlight Hilton's industry-first partnership with Be My Eyes — a platform that connects blind or low vision individuals with sighted support through live video and AI.

This new initiative allows guests to connect directly with Hilton agents or use an AI-powered visual assistant to navigate hotel stays more independently — from identifying room features to reading menus.

For Direct Travel clients, this means a more accessible and empowering travel experience at Hilton properties across the U.S. and Canada.

See [here](#) for additional details.



Cultural Awareness & Respect

We recognize the importance of cultural awareness and respect in travel. As people explore new destinations, understanding local customs, values, and social norms fosters more meaningful and responsible connections. Promoting cultural sensitivity not only enhances the travel experience but also supports respectful engagement with diverse communities around the world.

To support this, we've developed an internal Cultural Competence Toolbox designed for employees in customer-facing roles. This resource helps enhance cultural understanding and equips our team to better prepare travelers for international trips. It includes practical guidance, destination-specific insights, and tools to help ensure travelers engage with cultural differences thoughtfully and respectfully.



SUPPLIER SPOTLIGHT

Advancing Inclusive Leisure Travel with Virtuoso

Direct Travel is a proud member of Virtuoso®, the global leader in luxury and experiential travel, delivering unforgettable leisure experiences for our clients. Virtuoso shares our values around traveler well-being and inclusion, recently deepening its commitment through a new partnership with the International LGBTQ+ Travel Association (IGLTA). Together, they are championing more inclusive, authentic travel experiences for LGBTQ+ travelers across the luxury sector. We celebrate Virtuoso's leadership in working to make travel safer, more inclusive, and more enriching for all.

See [here](#) for additional details.

Looking Ahead

Through our *Journey of the Whole Traveler* approach, we ensure that every aspect of the travel experience is considered, creating journeys that are not only efficient and cost-effective but also safe, inclusive, and culturally enriching. This holistic perspective allows us to deliver truly exceptional travel experiences that support the complete well-being of every traveler.

Path to Belonging & Inclusion

Our *Path to Belonging & Inclusion* pillar represents our comprehensive approach to DEIB. We believe that embracing diverse perspectives not only enriches our workplace culture but also enhances our ability to serve a global clientele with varied needs and expectations.

Through our *Path to Belonging & Inclusion*, we're creating a more equitable workplace and supply chain that reflects the diversity of the global community we serve. This undertaking not only strengthens our business but also contributes to a more inclusive travel industry where everyone feels valued, respected, and empowered to contribute their unique talents and perspectives.

Diversity in the Workplace

Workplace Equity

Supplier Inclusion

Diversity in the Workplace

At Direct Travel, diversity in the workplace is more than a priority—it's a core value that shapes who we are and how we work. We are committed to building an inclusive environment where employees of all backgrounds feel valued, respected, and empowered to contribute their unique perspectives. We believe that diversity makes us stronger—driving innovation, deepening collaboration, and allowing us to better reflect and serve our diverse clients and communities. Our focus on workplace diversity is about creating a culture where differences are celebrated and everyone has an equal opportunity to thrive.



Honoring Women in Travel Leadership

At the GBTA WINiT Gala, Direct Travel's Vice President of Business development, Laura King, was recognized among the Top 50 Women in Travel:



Laura King
Rising Female Leader

We're proud to celebrate the achievements and contributions of Laura and her fellow honorees as they continue to shape the future of travel through leadership, innovation, and impact.

LEADERSHIP REPRESENTATION

We actively work to ensure our leadership team reflects the diversity of the communities we serve. Through inclusive recruitment, mentorship, and advancement opportunities, we’re building a leadership pipeline that brings varied perspectives to strategic decision-making. Our approach to fostering diverse leadership includes the following practices:

- We have enhanced our job postings and related processes to improve the attraction of diverse candidates. This includes using inclusive language and highlighting our commitment to DEIB in our job descriptions.
- The majority of our global team is comprised of remote workers, which can make work more accessible to groups who have historically been underrepresented in the workforce. This encourages individuals with physical disabilities, parents and caregivers, and those in a variety of geographic locations to apply.
- We post promotional opportunities to make sure career development paths are visible for each individual employee.

Additionally, our commitment to diversity is reflected in our representation: women hold 46% of executive committee roles and 54% of leadership roles (VP and above), including our Chief Executive Officer, and contribute significantly across all areas of our business. While this is only one measure of diversity, our strong female presence extends throughout our organization, with many people managers identifying as women.

54%

of leadership roles (VP and above) at Direct Travel—including 46% of our Executive Committee—are held by women



Christal Bemont
Chief Executive Officer



Sarah Kuberry Martino
Chief Product Officer



Allison Breeding
Chief Marketing Officer



Katherine Creek
Chief Human Resources Officer



Lisa Buckner
President, US (Core)



Janet Traphagen
President, Creative Group



Blair Durst
General Counsel



Christine Sikes
EVP, Customer Experience



Donna Brokowski
EVP, Global Supplier Relations,
Consulting, ESG Lead



EMPLOYEE COMMUNICATIONS COMMITTEE

At Direct Travel, we recognize that clear, consistent, and inclusive communication is essential to fostering a strong workplace culture. We’ve established an Employee Communications Committee—a cross-functional team of employees from across the company who come together to enhance how we communicate with one another. This group helps ensure our internal messages are engaging, inclusive, and aligned with our values, while also creating space for dialogue, collaboration, and continuous improvement. By bringing diverse voices to the table, the working group plays a key role in shaping how we connect with employees and build a culture where everyone feels informed and included.

Workplace Equity

We are committed to advancing workplace equity by ensuring fair treatment, access, and opportunity for all employees—regardless of their background, identity, or role within the organization.

EQUAL EMPLOYMENT OPPORTUNITY

At Direct Travel, we are committed to fostering a workplace where every individual is treated with dignity, respect, and fairness. This commitment extends to applicants, employees, clients, vendors, and all those with whom we do business. We believe that DEIB is fundamental to our success and central to how we operate.

We provide equal employment opportunities to all individuals, regardless of race (including skin color, hair texture, and protective hairstyles), religion, color, age, sex, national origin, citizenship, marital or parental status, sexual orientation, military or veteran status, disability, genetic information, gender identity, gender expression, or any other protected characteristic under applicable law.

This commitment applies across every stage of the employee experience — from hiring and job placement to training, compensation, career advancement, and separation. We do not tolerate any form of discrimination, intimidation, or harassment and work continuously to uphold a culture of belonging, where all employees can thrive.

99.9%

of global employees completed anti-harassment training in 2024

100%

of global employees completed diversity training in 2024

ANNUAL EMPLOYEE TRAINING ON WORKPLACE CONDUCT

As part of our commitment to fostering a respectful and inclusive workplace, Direct Travel runs an annual training program for all employees covering key topics. These trainings are mandatory and designed to ensure employees understand their rights and responsibilities, reinforce our company values, and help build a culture of accountability and mutual respect. By regularly updating and delivering this training, we aim to maintain a workplace where all individuals feel safe, valued, and empowered to speak up.

INCLUSIVE BENEFITS

At Direct Travel, we recognize that building an inclusive workplace starts with providing benefits that reflect the diverse needs of our team. Through our partnership with Carrot Fertility, we offer employees access to inclusive hormonal health, fertility, and family-building support—regardless of age, gender identity, sexual orientation, or relationship status. This includes financial support for eligible services such as perimenopause and menopause care, low testosterone (low T) treatment, pregnancy and postpartum support, fertility wellness (including hormone testing), preservation services (egg, embryo, or sperm freezing), assisted reproduction like IVF and IUI, as well as adoption, donor assistance, and gestational surrogacy. By offering these comprehensive resources, we're helping employees pursue their family and health goals with dignity and support.

Supplier Inclusion

Our commitment to diversity and inclusion extends across our entire value chain—including the suppliers and partners we work with. We believe that building a more inclusive and resilient supply chain not only reflects our values but also drives innovation, enhances service delivery, and creates meaningful impact in the communities we serve.

DEDICATED SUPPLIER RELATIONS

Our specialized team actively identifies, vets, and develops relationships with diverse suppliers, providing mentorship and creating opportunities for businesses owned by underrepresented groups to participate in our supply chain.

LOCAL SOURCING

We prioritize local and regional suppliers in the communities where we operate, supporting economic development and reducing environmental impact while bringing authentic local experiences to our travelers.

DIVERSE SPEND TRACKING

We are committed to transparency and accountability in our supplier inclusion efforts. As part of this commitment, we track spend with diverse-owned businesses across our operations. In 2025, we are reestablishing our baseline for diverse spend tracking to reflect the current structure of our supplier ecosystem and improve the accuracy of our reporting. This refreshed baseline will help us measure progress, and identify opportunities to further expand our positive local economic impact.



SUPPLIER SPOTLIGHT

Choice Hotels' SOAR Program Elevates Underrepresented Entrepreneurs

Choice Hotels International is making bold strides in inclusive ownership with its Supporting Ownership Access and Representation (SOAR) program. Designed to expand hotel ownership opportunities for underrepresented entrepreneurs, SOAR has signed 17 new contracts this year alone—doubling its historic pace.

Recent contracts include:

- **A WoodSpring Suites** in Truth or Consequences, NM, led by veteran and Latino owners from Peak Hospitality.
- **A Rodeway Inn** in Effingham, IL, opened by veteran entrepreneurs.

With over 20 years of impact and nearly 400 franchise agreements supported to date, SOAR reflects Choice's ongoing leadership in advancing diversity within hotel ownership. From financial support to training and mentorship, the SOAR program helps ensure these new owners truly live up to the name—and SOAR.

We celebrate Choice Hotels for going above and beyond to drive equity and representation across the hospitality industry.

See [here](#) for additional details.

SUPPLIER CODE OF CONDUCT

We encourage all suppliers in our network to align with our Supplier Code of Conduct, which outlines our expectations for ethical and responsible business practices. While not mandatory, the Code serves as a guiding framework that promotes shared values and continuous improvement across our supply chain. It covers:

- Ethical business practices
- Environmental responsibility
- Human rights and fair labor standards
- Diversity and inclusion within their own organizations
- Community engagement and social impact
- Anti-corruption



25%

of employees completed human trafficking awareness training in 2024

HUMAN RIGHTS IN THE TRAVEL SUPPLY CHAIN

We recognize that the principles of DEIB extend beyond our workforce and into the broader travel ecosystem—including our responsibility to help protect vulnerable individuals across our supply chain. Human trafficking is a pervasive global issue that often intersects with the travel industry, and we are committed to doing our part to raise awareness and prevent exploitation. In partnership with Protect All Children from Trafficking (PACT), we recently launched human trafficking awareness training to all employees. This training helps our team recognize potential warning signs, understand how trafficking can occur within travel settings, and take appropriate action to report concerns. Through this initiative, we reinforce our commitment to ethical travel and help create a safer, more equitable world for all. In addition, we developed, approved, and published a UK Modern Slavery Transparency Statement in 2023, further outlining our zero-tolerance approach to modern slavery. Learn more [here](#). Additionally, we maintain an active corporate IGLTA membership to support inclusive travel practices and learn how our services meet the needs of LGBTQ+ travelers.”

Marriott Champions Survivor Support & Human Rights

Marriott International continues to lead with purpose in the fight against human trafficking. In 2024, the company launched HotelHelp, a first-of-its-kind program offering short-term emergency hotel stays to survivors through trusted care providers. Piloting in five U.S. cities, HotelHelp is set to reach 25 cities by early 2025, with long-term plans to expand globally.

This new initiative builds on Marriott's deep, sustained commitment:

- Over 1.3 million hotel associates trained to recognize trafficking since 2016
- FiT (Future in Training) program offers trauma-informed job training for survivors across 11 U.S. cities
- Joint \$550K investment in the AHLA Survivor Fund with The Marriott Foundation
- Marriott's free training resources are now used globally via the World Sustainable Hospitality Alliance

Marriott's holistic approach reflects a strong and sustained commitment to human rights, supporting survivors not just with safe spaces, but with pathways to opportunity. We are proud to call Marriott a partner.

See [here](#) for additional details.



Looking Ahead

Our *Path to Belonging & Inclusion* is a long-term commitment—one that continues to evolve as we listen, learn, and grow. From our workplace to our supply chain, we are intentionally building systems and communities where everyone has the opportunity to thrive. While we're proud of the progress we've made, we recognize there is always more work to do. By centering equity, amplifying diverse voices, and holding ourselves accountable, we aim to create lasting impact—for our people, our partners, and the future of inclusive travel.

Navigating the Climate Transition

At Direct Travel, navigating the climate transition is a key pillar of our sustainability strategy. We recognize that climate change presents both challenges and opportunities for our business, clients, and the travel industry at large. Our approach centers on reducing GHG emissions across our operations, empowering clients to make more sustainable travel choices, and integrating environmental stewardship into meetings and events. This section outlines how we're supporting progress through three focus areas: Sustainable Operations, Sustainable Travel Practices, and Sustainable Event Solutions.

Sustainable Operations

Sustainability begins within our own walls. We are committed to minimizing our environmental impact through operational efficiency, digital innovation, and responsible resource management.

GLOBAL REMOTE WORK STRUCTURE

We maintain a global remote work structure, with 70% of our workforce operating from home. This shift has significantly reduced GHG emissions from employee commuting compared to pre-pandemic levels and enabled the closure of several office locations, further decreasing our environmental impact, while supporting both environmental goals and employee well-being.

70%

of our global workforce works remotely, helping to significantly reduce GHG emissions from employee commuting.

FACILITIES ASSESSMENT

In 2024, we conducted a facilities assessment to evaluate how our office spaces align with sustainability and energy efficiency best practices. This assessment helped identify opportunities for improvement in energy efficiency, sustainable procurement, and waste reduction. The insights gained are informing our ongoing efforts to ensure that our physical locations support our broader environmental goals.

DIGITAL TRANSFORMATION

We have significantly reduced our reliance on paper-based processes by investing in digital technologies that streamline workflows, reduce resource consumption, and minimize waste. Central to this effort is our Digital Documents Policy, which codifies our commitment to sustainability and clearly communicates our expectation for employees to adopt digital-first practices. By shifting away from paper-intensive ways of working, we're not only improving efficiency but also reinforcing our responsibility to operate with environmental awareness across all areas of the business.

11%

Reduction in our office footprint in 2024, optimizing space usage and minimizing operational emissions.



E-WASTE MANAGEMENT

We manage electronic waste responsibly through a tiered approach that prioritizes reuse and donation before recycling. As part of our e-waste management approach, we first assess retired devices for potential donation through our partnership with Compudopt, helping to advance digital access and keep devices out of landfills. Devices that are not suitable for donation are handled through certified e-waste recyclers, ensuring secure, environmentally responsible disposal. This approach supports both our sustainability goals and broader social impact efforts.

250

Computer devices to be donated annually to Compudopt to keep laptops out of landfills

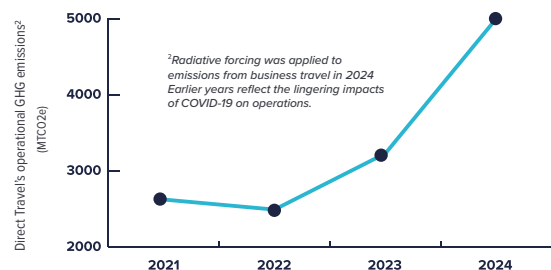
Transitioning to a Low-Carbon Future

Our plan focuses on reducing GHG emissions across our operations through practical, scalable actions. To date, our most significant step has been shifting to a remote work structure, with over 70% of employees working from home—dramatically reducing GHG emissions from daily commuting and office energy use. Looking ahead, we see energy efficiency improvements in our remaining office spaces, the purchase of Renewable Energy Certificates (RECs), the implementation of sustainable travel policies, and the use of high-quality carbon offsets as key strategies to further reduce our footprint. Additionally, we are working to ensure our GHG emissions data is complete and consistent, as part of determining our baseline year.

We have set a long-term goal to achieve carbon neutrality of our operational footprint by 2050 for Scope 1, Scope 2, and Scope 3.6 (business travel) and 3.7 (employee commuting) GHG emissions. As part of this commitment, we are currently evaluating interim targets that will guide our progress and help ensure we stay on track. Together, these efforts reflect our commitment to responsible climate action and a transition to a low-carbon future.

Potential Goal Activation Tactics

- Maintain global remote work structure
- Implement energy efficiency measures at office locations
- Reduce office footprint as part of remote work structure
- Invest in renewable energy certificates
- Purchase carbon credits to offset unavoidable GHG emissions



While our direct emissions remain relatively small within the broader travel industry, we are committed to reducing our own operational footprint. At the same time, we are intentionally focused on driving impact across our value chain—particularly by leveraging our influence within the travel ecosystem. As part of this effort, we have set a goal to engage at least 80% of our travel service providers—including airlines, hotels, and car rental companies—to set science-based targets. By encouraging suppliers to align with climate science and disclose their progress, we aim to accelerate climate action across the sector and support our clients in making more sustainable travel decisions.

Value Chain Engagement for Sustainable Travel

We collaborate with clients and travel partners to help reduce the carbon footprint of corporate travel programs. By offering data-driven insights and practical tools, we enable clients to make informed decisions that support their climate goals.

SUPPLIER ENGAGEMENT ON CLIMATE CHANGE

We recognize that meaningful climate action requires collaboration across the travel value chain. That's why we engage with our airline, hotel, and ground transportation partners to understand their climate strategies, encourage GHG emissions reduction efforts, and share best practices. By fostering open dialogue and aligning on shared sustainability goals, we help build a more transparent and climate-resilient travel ecosystem.

For example, in 2024, Matt Esper, Director of Sustainability & Social Impact, joined Delta Air Lines and a group of industry stakeholders for an on-site tour of Sustainable Aviation Fuel (SAF) production facilities in Minnesota. The “Farm-to-Flight” experience provided a firsthand look at how Delta is partnering with GEVO and Feikema Farms to convert low carbon-intensity corn into SAF—an essential component of their climate strategy. With goals to use 10% SAF by 2030 and achieve net-zero emissions by 2050, Delta is also investing in initiatives like the Minnesota SAF Hub to help address industry-wide challenges around fuel availability and affordability. Experiences like this reinforce the importance of engaging directly with suppliers to understand their climate commitments and support the advancement of lower-carbon travel solutions.



61%

of client air travel emissions were with airlines holding SBTi-approved climate targets in 2024



SUPPLIER SPOTLIGHT

Working with Climate-Conscious Airline Partners

At Direct Travel, we are committed to supporting clients in making more sustainable travel choices—and that includes aligning with suppliers who share our climate values. Our top three air partners—Delta Air Lines, United Airlines, and American Airlines—have all had their climate targets independently validated by the Science Based Targets initiative (SBTi) and are committed to achieving net-zero carbon emissions by 2050.

These shared commitments represent real progress in the effort to decarbonize the aviation industry. By partnering with carriers that are taking science-based climate action, we're helping move the travel sector toward a more resilient, low-carbon future.

See additional details [here](#) on the SBTi target dashboard.



SUSTAINABLE TRAVEL CLIENT SOLUTIONS

At Direct Travel, we've developed a suite of sustainable business travel solutions designed to help organizations navigate their climate goals and stakeholder expectations. From measuring travel-related GHG emissions to building actionable strategies and engaging internal and external audiences, our services empower clients to embed sustainability across every aspect of their travel program. Our approach to sustainable business travel is designed to do more than measure — it's built to **deliver insights, transform programs, and empower action**.

- **Measure & Deliver Insights**

We help clients establish a strong foundation with GHG emissions reporting, supplier sustainability evaluations, and customized insights powered by our industry partnerships. Our focus is not just on data collection, but on delivering actionable intelligence that identifies opportunities for meaningful change.

- **Strategize & Transform Programs**

Through strategic advisory support, we work with clients to build sustainable travel programs that are aligned with their broader ESG goals. From developing low-carbon travel policies to securing executive stakeholder engagement, we help organizations design future-ready programs that drive measurable GHG emissions reductions.

- **Empower Action & Engagement**

Sustainability goals come to life through people. We help organizations embed sustainability into traveler behavior by providing education strategies, visibility of GHG emissions data within the booking journey, and expanded access to lower-carbon travel options through supplier partnerships. Our approach turns policy into everyday action.

SUPPLIER SPOTLIGHT

Enterprise Mobility's Environmental Commitment

Enterprise Mobility is committed to reducing its environmental impact through operational efficiency, sustainable practices, and innovative solutions across its global network. The company supports customers in minimizing their own environmental footprint by offering one of the most fuel-efficient rental fleets in the industry—including nearly 140,000 hybrid and electric vehicles—and providing an optional carbon offset program through its partnership with Terrapass®. We're proud to partner with Enterprise Mobility as a strategic ally in delivering exceptional service to our clients and advancing shared sustainability goals.

See [here](#) for additional details.




Fairmont Royal York – A Hospitality Climate Leader

As one of Direct Travel's top-booked properties and part of our strategic partnership with Accor, the Fairmont Royal York in Toronto is setting a new benchmark in sustainable hospitality. In 2023, the hotel earned the Canada Green Building Council's Zero Carbon Building – Performance Standard™ certification, marking the largest heritage hotel retrofit of its kind in the global Fairmont portfolio.

This \$65 million decarbonization project will reduce over 7,000 tonnes of carbon annually—equivalent to taking 1,558 cars off the road—and cut utility use by over 35% in its first year. Guests now benefit from a hotel experience powered by deep lake water cooling, electric heat pumps, and smart building automation.

For Direct Travel clients, Fairmont Royal York offers more than just luxury — it delivers climate-aligned meeting spaces, accommodations, and events in the heart of Toronto's financial district. With sustainability built into its operations, this hotel is a model for how environmental leadership and guest experience go hand in hand.

See [here](#) for additional details.



This \$65 million decarbonization project will **reduce over 7,000 tonnes of carbon annually**—equivalent to taking 1,558 cars off the road—and cut utility use by over 35% in its first year.



Sustainable Events

We recognize that meetings and events are a significant component of corporate carbon footprints. Our suite of solutions helps clients plan and execute environmentally responsible events.

SUSTAINABLE EVENTS WORKING GROUP

Our Sustainable Events Working Group brings together meetings and events leaders from across Direct Travel to establish a strong foundation for sustainability in every event we plan. Through cross-functional collaboration, we are identifying best practices, aligning on goals, and developing the tools and resources needed to integrate sustainability consistently across all event programs. This collective effort ensures our approach is both practical and impactful, supporting clients in delivering meaningful, environmentally responsible events.

SUSTAINABLE EVENTS CHECKLIST

The Creative Group Sustainable Events Checklist serves as a step-by-step guide for event planners to integrate sustainability considerations at every stage of planning and execution.

Looking Ahead

Navigating the Climate Transition is an ongoing journey—one that demands collaboration, innovation, and accountability. At Direct Travel, we are proud of the steps we've taken to reduce GHG emissions, support our clients in meeting their climate goals, and bring sustainability to the forefront of travel and event planning. We recognize there is more work to do, and we are committed to continuous improvement as expectations evolve and new opportunities emerge. By integrating sustainability into our operations, services, and partnerships, we're helping shape a travel industry that is more responsible, resilient, and aligned with a low-carbon future.

SUSTAINABLE EVENTS IMPACT CALCULATOR

Our Sustainable Events Impact Calculator provides event planners with data-driven estimates of the environmental footprint of their events, enabling informed decision-making and GHG emissions reduction.

SUSTAINABLE EVENTS PLAYBOOK

The Sustainable Events Playbook is a comprehensive resource that includes best practices and actionable recommendations for incorporating sustainability into meetings and events of all sizes. Our planners and clients reference this tool for advancing sustainability in their events. Access the Sustainable Events Playbook [here](#).



Connection to Place and Community

At Direct Travel, we believe that meaningful travel creates connections not just between destinations, but between people and the communities they visit. Our commitment to social responsibility extends beyond our business operations through deliberate philanthropy and community engagement initiatives that create positive impact where we live, work, and send travelers. Additionally, our philanthropic priorities focus resources and efforts to drive the greatest impact, aligning with organizational values and empowering communities through meaningful giving and volunteerism.



Our Approach to Philanthropy and Community Engagement

We approach our community involvement with the same strategic focus we bring to travel management, identifying opportunities where our resources, expertise, and passion can make the most significant difference. Our philanthropic efforts are guided by a desire to strengthen communities and support causes that align with our values of compassion, inclusion, and service.

Charitable Giving

Charitable giving is a core component of our social responsibility efforts. Each year, Direct Travel provides financial contributions to nonprofit organizations that align with our values and make a meaningful impact in areas such as disaster relief, education, health, and social equity. Our giving strategy is both responsive and proactive—supporting urgent needs as they arise while maintaining long-term partnerships with trusted organizations.



\$1.68M

in cumulative charitable donations and sponsorships by Direct Travel and its clients' initiatives, contributed to local, national, and global nonprofits since 2014

Volunteerism

At Direct Travel, we believe volunteerism is a powerful expression of our values—and we encourage both our employees and clients to be active participants in giving back. Whether it's through hands-on service or strategic partnerships, we create opportunities to contribute to causes that matter and build stronger connections with the communities we touch.

EMPLOYEE STEWARDSHIP

We empower our team members to be agents of positive change through our signature volunteer program, Direct Impact Hours. This initiative provides paid time off for employees to engage in community service activities that align with their passions and our values.

With **Direct Impact Hours**, employees can:

- Apply their professional skills to nonprofit initiatives
- Join company-organized volunteer events
- Support causes that resonate personally
- Build deeper relationships within their local communities

Each year, employees contribute thousands of volunteer hours to causes ranging from environmental restoration and food security to education and youth mentorship. Beyond the impact on communities, this program fosters team building, pride, and a sense of purpose across our organization.

357

Direct Travel employees used
Direct Impact Hours in 2024

PHILANTHROPY IN EVENTS

We extend our commitment to community to the clients we serve, offering customizable volunteer opportunities as part of meeting and event programs. Whether it's assembling care kits, participating in environmental clean-ups, or contributing to local nonprofits, we help clients integrate meaningful service into their travel and event experiences.

Examples include:

- On-site volunteer activations at conferences
- Coordinated giveback experiences tied to destination-specific causes
- Turnkey programs that align with corporate social responsibility (CSR) goals

By partnering with clients to make volunteerism part of their travel story, we help create shared value—deepening connections between travelers and the places they visit, while leaving a lasting positive impact.



PROJECT HIGHLIGHT

Partnering with Hope Supply Co.

At the #OneDirectTravel Leadership Summit in Dallas, Texas, our team came together to support **Hope Supply Co.** in their mission to serve homeless and at-risk families.

- **404 baby hygiene kits** assembled for families in need
- **\$1,300+ worth of items** donated for birthday bags to celebrate homeless children on their special day

This hands-on volunteer effort reflects our ongoing commitment to community engagement and supporting vulnerable populations through meaningful partnerships.

Community Partnerships

Our long-standing relationships with respected organizations allow us to contribute to critical causes:

BUILDING BRIGHTER FUTURES WITH THE ADOPTION EXCHANGE

Direct Travel is a proud partner of The Adoption Exchange, supporting its mission through fundraising initiatives, awareness campaigns, volunteer efforts, and board service. Our Chief Financial Officer, John Coffman, proudly serves on the organization's board of directors. In addition, we are a dedicated annual sponsor of the Champions for Children Golf Classic—an event focused on raising critical funds and awareness for children and families in need. Our ongoing involvement reflects our deep commitment to community engagement and to supporting organizations that create lasting, positive change. Through this partnership, we help build brighter futures by contributing to programs that promote health, education, and family well-being.

BRIDGING THE DIGITAL DIVIDE WITH COMPUDOPT

Our partnership with Compudopt, a nationally recognized 501(c)(3), transforms our former device recycling process into a meaningful community impact initiative. As our official device donation partner, Compudopt will securely data-sanitize, refurbish, and distribute the devices to under-resourced communities across the 68+ cities the nonprofit serves. Compudopt's mission goes beyond device donation to holistically address the digital divide, a barrier affecting 21% of American households that lack access to in-home computers (U.S. Census Bureau). The organization also helps households gain access to affordable internet connectivity and provides digital literacy education to empower individuals to thrive in today's digital world. Through this partnership, we're helping bridge the digital divide and expand access to opportunity.



SUPPORTING DISASTER RELIEF WITH THE AMERICAN RED CROSS

We provide financial support and coordinate employee-led disaster relief efforts, helping communities recover from natural disasters and emergencies both domestically and internationally.

GRANTING WISHES AND CREATING JOY WITH MAKE-A-WISH

Each holiday season, Direct Travel gives back in a way that leaves a lasting impact. Instead of client gifts, we make a donation to Make-A-Wish to help grant life-changing experiences for children with critical illnesses. In 2024, our \$10,000 donation helped make dreams come true for two children. Ariana and her family traveled to New York City, where she enjoyed Broadway shows and shared, "It was like the best week of my life." Selena, after years of leukemia treatment, fulfilled her wish to swim in Hawaii. Her mother reflected, "The fact that she didn't get to swim for several years during treatment made her love it all the more." Stories like these remind us why giving back matters—creating joy, connection, and hope when it's needed most.

LOCAL COMMUNITY ORGANIZATIONS

Each of our office locations maintains relationships with neighborhood organizations addressing local needs, from food insecurity to education access, ensuring our impact is felt in the communities where our employees live and work.





SPOTLIGHT STORY

Supporting the Olympic Journey of Jack Dahlgren

At Direct Travel, we believe in supporting people with purpose—those who push boundaries, pursue excellence, and connect communities across the globe. That’s why we’re proud to sponsor **Jack Dahlgren**, an elite swimmer and Olympic hopeful.

As part of our sponsorship, we cover Jack’s global air travel as he trains, competes, and shares his journey with fans and followers worldwide. Jack serves as a Direct Travel brand ambassador, offering a behind-the-scenes look into the life of a world-class athlete, from rigorous training sessions to race-day victories. His journey is one of discipline, resilience, and passion—all qualities that align with our own values as a company that connects people and places with purpose.

Jack’s swimming career includes impressive achievements such as representing Team USA at the World University Games and Pan American Games, qualifying for multiple events at the U.S. Olympic Trials, and being named SEC Scholar-Athlete of the Year. His dedication to excellence on the global stage mirrors our own commitment to elevating travel experiences for clients and communities alike.

This partnership is about more than sponsorship—it’s about championing human potential. By supporting Jack, we’re not only investing in his Olympic dreams, but also demonstrating how travel can be a bridge to opportunity, connection, and greatness.

Looking Ahead

Through our Connection to Place and Community initiatives, we aim to create a culture where social responsibility is integrated into the way we do business. By leveraging our resources, expertise, and passionate team members, we’re helping build stronger, more resilient communities while providing meaningful ways for our employees to make a difference in the world beyond travel.

Tools, Policies, & Data Access

To support transparency and provide deeper insights into our sustainability and social impact efforts, we offer the following resources:

Interested in More Information on Our ESG Performance?

For clients, partners, and stakeholders seeking deeper insights into our ESG initiatives and progress, our EcoVadis Sustainability Scorecard is available via the EcoVadis platform. Please request access through the EcoVadis portal or contact us at gogreen@dt.com for more information.

Externally Verified GHG Emissions

We believe in accountability and data integrity. That's why we have our GHG emissions data externally verified by an independent third party. Verified data can be shared upon request by reaching out to gogreen@dt.com.

Additional Company Policies

The following policies guide our internal operations and external partnerships in alignment with our ESG commitments:

- Direct Travel Supplier Code of Conduct
- Direct Travel Child Labor and Forced Labor Policy
- Direct Travel Sustainability Policy
- Direct Travel E-waste Policy
- Direct Travel Digital Document Policy
- Remote Worker Technology Requirements
- UK Modern Slavery Transparency Statement



Sustainability Support Services

If you're looking to build a more sustainable travel program for your organization, our team is here to help. Through **Direct View Consulting**, we offer strategic support and hands-on expertise in sustainable travel planning, GHG emissions tracking, supplier engagement, and policy development. Our experienced consultants can guide you in aligning your travel program with climate and ESG goals—whether you're just getting started or looking to deepen your existing efforts. To learn more or start a conversation, reach out to directview@dt.com.

These resources reflect our commitment to responsible business practices and provide a framework for continuous improvement across our organization.

