



Travellers tell 'little green lies'

BY LISA MONFORTON, CALGARY HERALD SEPTEMBER 22, 2010

Saving cash trumps the green travel movement, according to a recent poll of Canadians by flightnetwork.com.

The online travel company's second 'state of air travel poll,' which asks Canadians their views on travel industry issues, found that just under three per cent of the 752 Canadians polled took airlines' green initiatives into consideration when booking a flight. This despite 55 per cent of them who said green air travel is 'important to them.'

Getting the best price was most important for 82.5 per cent, while 75.4 per cent said flight times and departure dates were key. Customer service was chosen by 21.5 per cent. For 65.7 per cent, environmentally friendly initiatives by airlines was not a factor in choosing their airline, while 83.8 per cent of Canadians who had booked flights, didn't know that various carriers had no idea of any green programs.

Air Canada and WestJet offer carbon offset programs, which passengers can opt for when booking online.

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