



The American Society of Travel Agents (ASTA) featured a case study on Ovation's corporate social responsibility initiative in its recently published "Green Guide". The report highlights best "green" practices and marketing tips. An excerpt from the case study follows:

“One of ASTA’s Premium travel agency members, Ovation Corporate Travel, has prepared their own CSR which includes internal initiatives as well as external initiatives that they propose to their clients who are interested in green travel. Ovation has numerous items that have already been in place for some time and others that are currently being developed. Some of their internal initiatives may be commonplace around many offices such as recycling paper and plastic products as well as buying recycled paper and using eco-friendly light bulbs. However, they have also gone a step further with their carbon neutral initiative. When employees travel for the company they travel neutral. Ovation has partnered with CarbonFund.org as a way to offset carbon emissions from their employees travel as well as offering the program to their clients. In addition, Ovation has implemented more webinars and teleconferences as a way of reducing their travel altogether. Their transit check program encourages their employees to use mass transit and employees also have the option of telecommuting.

The driving factor for Ovation’s Executive Vice President, Michael Steiner, to become green was a conference he attended in Budapest over a year and a half ago. Since initiatives like those in Europe were not commonplace in the U.S. at that time, Steiner decided to implement a CSR at Ovation. He stated that his employees are on board with the company’s green initiative and are “forward-thinking about the environment.” Ovation markets green travel to their clients during quarterly business reviews or during the implementation process for new clients. Steiner said they have seen a “higher level of interest over the last six to nine months.” By committing to a program that endorses environmental responsibility, Ovation Corporate Travel promotes such options as hybrid car rentals and green hotels to their clients. They have also developed other initiatives like fair trade coffee and biodegradable cleaning products for their office.”