

Realistic to expect sustainable options in the travel journey, says iCoupon

iCoupon Global's automated solution removes the need for physical vouchers in airports, allowing travellers to access compensation, promotions, loyalty offers and rewards digitally via their boarding pass.

In a video interview coinciding with TR Sustainability Week and **carried in the TRBusiness Sustainability Issue**, iCoupon Global CEO Richard Bye explains how the company is encouraging airports, retailers and airlines to think and act more responsibly.



He elucidates on the current challenge facing travel industry stakeholders when it comes to paper voucher wastage and how iCoupon is tackling it.

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With airports under increasing pressure to decarbonise, TRBusiness asks whether passengers should expect sustainable solutions at every turn.

About TR Sustainability Week: 4-8 September 2023

Register for VIP access. Digital content is being delivered right up until the end of the day (Friday 8 September), and you can sign up in seconds to stay updated. If you haven't already done so, **please do register by clicking here.**

Watch the live conference sessions on-demand. Sustainability is important to TRBusiness, which is why the event is 100% complimentary to attend. All the live conference sessions, which were broadcast on Tuesday 5 and Wednesday 6 September, are now **available to watch on-demand here.**

View our sustainability content. Stay close to the **dedicated section on our website** to view more TR Sustainability Week content, including this year's Sustainability Pitches.

Read the Sustainability Issue. The dedicated TRBusiness Sustainability Issue 2023, packed with exclusive interviews and insight, can be read **here.**

To find out more, about TR Sustainability Week 2023 please visit: www.travelretailsustainabilityweek.com

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