

London, 19 March 2024:

Agentivity and Trees4Travel Partner to Streamline Carbon Management for Corporate Travel

Agentivity, the travel industry's leading travel data platform, and Trees4Travel, a travel industry-focused environmental 'tech-for-good' company, today announced a deeper integration between their platforms. Agentivity's data platform can now automatically share a travel management company's (TMC) client data with the Trees4Travel's portal, allowing corporate travel buyers to easily manage and reduce their travel's CO2 emissions with complete accuracy and transparency.

"This solution assists our TMC customers with providing extra services to their clients whilst reducing manual data collection by their team" said Edd McArdle, head of Product and Partnerships at Agentivity.

"Our partnership with Agentivity is now at the next level; any TMC can now automate the reporting and compensation of their client's emissions and provide even better service to their travel buyers," said Nico Nicholas, CEO at Trees4Travel.

With data automation, travel management companies can streamline a manual process that can be time-consuming and error-prone. By automating the data sharing process, TMCs can ensure that their clients' climate contributions are accurate and transparent, while also saving time and money.

About Agentivity:

Agentivity is the travel industry's travel data platform of choice. Our vision is that any TMC should be data empowered and we are committed to helping our TMC customers use data to address the challenges facing them in leading the transformation happening in our industry.

About Trees4Travel:

Trees4Travel is an award winning environmental 'Tech for Good' company enabling the travel and events industries to measure, manage and mitigate emissions impact, translating trips and events into trees, one of the most powerful absorbers of carbon emissions. Restoring forests, ecosystems, biodiversity and supporting indigenous communities. Reforestation will help reverse climate change, but trees can be fragile and take time to grow, so to ensure emissions are removed as quickly as possible, each tree is backed up with a United Nations Certified Emissions Reduction renewable energy carbon credit. A hybrid, holistic approach, supporting up to 13 of the 17 United Nations Sustainable Development Goals creating a more sustainable, ethical, and equitable world.

carbon management made transparent & easy.

offer your clients a carbon
reduction program, and
we'll take care of it.

