

Corporate Sustainability Managers' Dilemma: Preferences and Willingness to Pay for Sustainable Aviation Fuel in the Business Travel Market

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The intersection of corporate financial responsibility and environmental sustainability represents a significant challenge in contemporary business, particularly within the aviation industry. Sustainable Aviation Fuels (SAF) have emerged as a promising solution to reduce the carbon footprint of air travel, aligning business travel with environmental sustainability principles. However, the high production costs of SAF create a financial paradox, complicating corporate procurement strategies and potentially conflicting with sustainability goals.

This paper examines the corporate adoption of sustainable aviation fuels (SAF), in collaboration with a European international network airline. It evaluates various SAF sales opportunities for corporate customers. The study engages with sustainability officers to understand the motivations behind SAF procurement, corporate preferences for SAF offerings, and the financial thresholds of willingness to pay for SAF-enhanced business travel.

The objective of this research is to optimize the commercialization of SAF in the business travel market. To this end, the study examines various aspects, including corporate sustainability measures for business travel, organizational travel arrangements, knowledge levels concerning SAF, reasons for not purchasing SAF, preferred SAF offers, and willingness to pay. Despite positive attitudes towards SAF, the study highlights significant gaps in awareness and integration into corporate travel policies. Cost concerns remain a major barrier to the wider adoption of SAF. The findings underscore the necessity for enhanced education and strategic integration of SAF to facilitate a transition from niche to mainstream solutions for corporate travel sustainability.