

TRAVEL AND HOSPITALITY

Air France to match sustainable fuel contributions during Olympics

March 14, 2024



The action ties into the brand's greater environmental endeavors. Image credit: Air France

By LUXURY DAILY NEWS SERVICE

Airline company Air France is recognizing the good deeds of its guests.

As a partner of the Paris 2024 Olympics and Paralympics, the company will match its customers' donations toward the use of green aviation fuels. Beginning this week, passengers who book flights scheduled between July 18 and September 9, 2024, to locations in mainland France and French Polynesia can contribute to the effort.

Flying with intent

The "environment-sustainable aviation fuels" add-on has been a feature of the airline's online bookings since 2022.

Opting into the choice contributes all of the given funds to Air France's investment in sustainable aviation fuels (SAFs), alternatives to petroleum produced from feedstock waste and blended with traditional fuel. In 2023, the company was the world's leader in using this more eco-friendly oil.

This new action is a small part of its decarbonization initiative, the "Air France Act."

Partenaire officiel des Jeux de [@Paris2024](#), [#AirFrance](#) double exceptionnellement les contributions volontaires de ses clients l'achat de carburants d'aviation durables pour les voyages prévus cet t.

<https://t.co/HRroKc28K5> pic.twitter.com/SxjWOU7iPZ

Air France Newsroom (@AFnewsroom) [March 13, 2024](#)

By 2030, the airline is aiming to cut carbon emissions on a per-passenger basis by 30 percent, compared to a 2019 baseline.

Increasing its use of sustainable aviation fuels is a portion of this endeavor, along with the renewal of its fleet, adding new Airbus A350 and A220 models. More intermodal options are also supplementing bookings, such as trains taking guests to their destinations to cut down on jet fuel use.

British Airways is investing in a similar pursuit, trialing a first-of-a-kind financing pilot to scale carbon removals ([see story](#)).

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