



Sustainable Aviation and Airline Marketing

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Message from the Guest Editors

Airlines, suppliers of aviation services, and significant aviation trade associations across the globe have implemented and invested in programs to reach goals such as 'Fly Net Zero' by 2050 as presented by IATA and ICAO or the 'Sustainable Flight Department Accreditation Program' by the National Business Aviation Association. Continuous airline news releases and social media campaigns have highlighted the actions and investments that parties in the aviation and airline service scope are engaging in to reach these stated goals and address climate impacts and global warming concerns. This Special Issue welcomes submissions across the spectrum of sustainable or green marketing programs, actions and issues within the aviation and airline marketplace and societal acceptance and reactions.





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Message from the Editor-in-Chief

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