

WORKING TOGETHER TO CREATE A BETTER WORLD

As key players within the tourism industry, we should take responsibility for the sustainability challenges that lie ahead of us. Together we have to set a good example by shaping a sustainable future for tourism - for our business, for our partners and for our children.

As part of our ambitious drive for sustainable development, we're aiming to deliver even more greener and fairer holidays, to help create a better world.

As a condition of working with TUI, it is important that your hotel achieves & maintains a sustainability certification recognised by the Global Sustainable Tourism Council.

Read more about TUI's sustainability strategy at www.tui-sustainability.com

**betterholidays
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Sustainable accommodations take steps to expand their positive social, economic and environmental impact and to minimise their negative impact.

CERTIFIED HOTELS OUTPERFORM OTHERS

TUI's analysis of 330 hotels* found that certified hotels versus non-certified hotels achieved...

- 10%** lower CO₂ emissions per guest night
- 24%** lower waste volume per guest night
- 19%** less fresh water use per guest night
- 23%** higher use of green energy
- 9%** higher employment rate of national employees



JANE ASHTON,
Director of Sustainability:

"Our data analysis shows that sustainability certifications for hotels, such as Travelife, help to drive sustainability performance and continuous environmental and socio-economic improvements. We encourage hotels to aim for certification that is recognised by the Global Sustainable Tourism Council."

*analysis of 2017 performance data, 75% held sustainability certifications

FIVE WAYS SUSTAINABILITY BENEFITS YOUR ACCOMMODATION

1 COST REDUCTION

Simple initiatives to ensure efficient water and energy use result in significant cost reduction. Research shows you could save a significant amount of operational costs if you commit to a sustainability certification.

2 IMPROVED CUSTOMER EXPERIENCE

Having engaged staff will improve your guests' experience, and a sustainability certification will help you achieve this. Based on analysis of TUI Group's customer reviews, accommodations with a sustainability certification are rated higher than non-certified hotels.

3 SUPPORT YOUR DESTINATION

Where we shop, where we eat and where we have fun - all of this plays an important part in the local community. Local businesses are owned by people who love the region as much as you do. When you support them, they are less likely to leave and more willing to invest in the community's future.

4 UNIQUE SELLING POINT

Achieving a sustainability certification creates a unique selling point for your accommodation. Customers expect businesses to act sustainably. To give you

more marketing exposure, TUI will use an extra icon that acknowledges your sustainability efforts. This may be used across our websites, brochures, travel agents, and other channels.

5 FUTURE PROOF

The best day to start thinking about the future is today. By taking responsibility for sustainability, you're ensuring that your business is future proof. Sustainability planning helps to reduce risk and helps to meet customer and tour operator expectations - both today, and in the future.

MEETING CUSTOMER DEMAND FOR MORE SUSTAINABLE HOLIDAYS

Findings from TUI's customer survey in 2017 with 3,000 consumers versus 2012 survey:

57% of holidaymakers would book a more environmentally responsible holiday if they were more readily available (17% increase since 2012)

53% of holidaymakers have a better image of holiday companies that actively invest in environmental and social initiatives (14% increase since 2012)

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LET'S DO IT!

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www.tui-sustainability.com

TAKING RESPONSIBILITY

Our partnership with you means a lot to us. And we know that you work tirelessly to keep creating great holiday experiences – today and for future generations. But how do you know if you're on the right track? And, maybe even more importantly, how do your guests and partners know that you're taking responsibility?

Many sustainability certifications have been developed to help you manage sustainability in your business. To make things simpler and fairer, the Global Sustainable Tourism Council (GSTC) has set a standard for all sustainability labels, to ensure they work towards protecting not only the environment but also society.

At least one of them should fit your needs. All recognised labels, such as Travelife which we work very closely with, can be found on www.gstcouncil.org or you can contact us for more information.



SUSTAINABLE ACCOMMODATION CHECKLIST

Can you tick off most or all of these boxes? If so, your sustainability certification is within reach.*

1 ENVIRONMENTAL MANAGEMENT

- My business sets a good example for the future of tourism - for the business, for partners and for society.
- My accommodation is in compliance with international, national and local legislation.

2 STAFF INVOLVEMENT

- My staff are involved in the business and work tirelessly to create experiences that are more responsible and enjoyable.
- My staff are treated well and I make sure they are well aware of their rights.

3 ENERGY

- I make sure that my business doesn't use more energy than needed. For example, I've installed low-energy lights and devices.
- I keep track of the energy that my business uses, which enables me to save energy where possible.

4 WATER

- I reduce water use as much as possible.
- I keep track of the water we use, which enables me to save water where possible.

5 WASHING AND CLEANING

- My guests have the option to re-use their towels and sheets because that will save me money and water.
- I know that the products I use to keep my business running are not more harmful to the environment than necessary.
- Hazardous solid and liquid chemicals are stored in separate containers, which prevents leaking and contamination of the environment. I also inform my staff about their content.

6 WASTE

- I make sure that my business does not create more waste than needed.
- The waste that is produced by my business is processed in line with national legislation. Preferably by separation.

7 FOOD AND BEVERAGES

- My guests have the ability to taste local products and dishes in the restaurant. In this way we can share a bit of our culture and my guests can support the local community.
- I make sure my business doesn't purchase too much food for the restaurant, otherwise it creates unnecessary food waste.
- I register the level of food waste so that I can take steps to reduce it.

8 GUEST INFORMATION

- My guests are well informed to make deliberate decisions during their holiday.

9 SOCIETY & SUPPLIERS

- I work with and support the local community, companies & my suppliers.

*This checklist shows some of the typical criteria for sustainability labels. Please check with the sustainability schemes directly for the exact criteria & certification requirements.

CERTIFICATION DRIVES PERFORMANCE

Adopting Travelife has led us to implement various sustainability initiatives such as improved waste management, water and energy savings and our community outreach programme.

Royalton Blue Waters, Jamaica

Last year we composted 50% of our garden and food waste. This year we are aiming for 100%.

Aquila Hotel & Resorts, Greece

We have been Travelife Gold certified since 2016. We have reduced our energy consumption by about 8% per guest.

Galo Resorts, Portugal

After getting the Travelife Gold award we have reduced our energy and water consumption per guest night every year, 20% and 35% respectively since being certified. We have also installed 132 solar panels used for hot water leading to even further electricity reductions.

TUI Sensimar Oceanis Beach & Spa Resort, Greece

