

Sustainable Holidays. Spreading Smiles.

Sustainable Holidays Plan: 2012 – 2014



 **TUI Travel PLC**

More than a smile

ENTER >>

TUI Travel at a glance

TUI Travel is one of the world's leading leisure travel companies, with over 250 of the best-loved and market-leading travel brands in 180 countries and more than 30 million customers.

Our vision, 'Making travel experiences special' underpins everything we do and keeps our focus on providing unrivalled choice, professionalism and confidence which our customers and stakeholders can rely on, now and in the future.

Our business is grouped into four sectors: Mainstream, Accommodation & Destinations, Specialist & Activity and Emerging Markets.

TUI Travel is a truly global business, employing 53,000 people and operating in 31 key source markets worldwide. We are committed to responsible leadership in the travel sector. TUI Travel PLC is listed on the London Stock Exchange as a member of the FTSE 250 and FTSE4Good indices.

For more information about TUI Travel visit www.tuitravelplc.com



TRAVEL AND
TOURISM
MAKES UP 9%
OF GLOBAL GDP
(WTTC 2012)



UNWTO EXPECTS
INTERNATIONAL
TOURIST ARRIVALS
TO EXCEED
1 BILLION IN 2012
(UNWTO 2012)



TRAVEL AND
TOURISM IS
RESPONSIBLE
FOR AROUND
5% OF GLOBAL
CARBON
EMISSIONS
(UNEP 2011)



TOURISM IS THE
MAIN SOURCE
OF FOREIGN
EXCHANGE IN
ONE-THIRD OF
DEVELOPING
COUNTRIES
(UNEP 2011)



A message from the Chief Executive,
Peter Long

"I am pleased to present TUI Travel's three-year Sustainable Holidays Plan – testament to the fact that we remain as committed as ever to sustainable development despite a background of uncertainty in the global economy. Our vision is to make travel experiences special whilst minimising environmental impact, respecting culture and people, and bringing economic benefit to communities. Achieving this vision is critical to the future health of our own business, the wider industry, the customers we serve and the communities they visit. Hence our new Sustainable Holidays Plan – four over-arching sustainable development goals, underpinned by 20 challenging and measurable commitments – which businesses across TUI Travel will work to deliver and through which we aim to lead the industry, creating change at scale."

The future of holidays

TUI Travel is launching this new Sustainable Holidays Plan at a time of unprecedented global change. Tourism faces a range of new and intensifying pressures that come from trends such as climate change, freshwater depletion, ocean acidification, biodiversity loss and population increases. At the same time, new technologies are changing the way we book, travel to and experience holidays.

Consumer expectations are also changing and our customers want more sustainable holidays. As one put it to us "I go on holiday once a year and expect my holiday company to think about the environment I am travelling to, working with care and consideration, not just for the environment but also about the welfare of the people in the countries I choose to travel to."

For TUI Travel, responding to these challenges means bringing sustainability centre stage, to build on the efficiency and resilience of our business and the services it provides. This plan is a major step forward for TUI Travel in our journey towards providing more sustainable holidays.

The story so far...

TUI Travel PLC was created in September 2007 when First Choice Holidays PLC merged with the tourism businesses of TUI AG. Both businesses had a history of commitment to sustainable tourism, and once merged, our sustainability journey accelerated. We've achieved a lot but know there is still far to go...

2002

UK Government launches **Sustainable Tourism Initiative** ahead of the World Summit on Sustainable Development in Johannesburg. First Choice Holidays PLC plays an active role in this multi-stakeholder process to develop a roadmap for the UK outbound travel industry.

First Choice Holidays PLC begins working with **Forum for the Future** (a sustainable development think-tank)  www.forumforthefuture.org and TUI Travel PLC continues to do so – developing and implementing our sustainable development vision and policy.

2003

2003

The Travel Foundation, an independent sustainable tourism UK charity is launched. First Choice Holidays PLC and its customers are amongst its initial funders: by April 2012 they have contributed over £3 million to projects.

 www.thetravelfoundation.org.uk

The industry trade association, Federation of Tour Operators (now ABTA) establishes a Responsible Tourism Committee which leads to the development of the **Travelife Sustainability System** – a management system for suppliers  www.travelife.org

Other trade associations were also setting up responsible tourism activities such as ANVR and DRV.



2004

TUI AG is listed on **FTSE4Good index** for the first time and publishes its first **Group Environment Report**.

First Choice Holidays PLC launches a **sustainable tourism intranet** and a forum to share best practice across the Group and build colleague buy-in.



2005

First Choice Airways (now Thomson Airways) becomes a founder signatory to **'Sustainable Aviation'** – the UK aviation industry's programme for improvements in aviation's impact on the environment.

 www.sustainableaviation.co.uk

First Choice Holidays PLC publishes its first **Environment and People Report** (with measurable targets and carbon emissions data) and is included in the **FTSE4Good index** for the first time.



2006

First Choice Airways (now Thomson Airways) is awarded **Most Environmentally Responsible Airline** at British Travel Awards in 2006 (and every year thereafter).

Project Discovery colleague volunteering scheme is launched. Colleagues contribute their time and skills to Travel Foundation projects around the world – this programme is now in its sixth year.





2007

World Care Fund customer donation scheme launches to support environmental and sustainable tourism projects and by 2012, over £11 million has been raised.

First Choice is the first UK tour operator to market hotels with **Travelife certifications** and to commission environmental diagnostic audits for flagship hotels. TUI Deutschland began monitoring its hotels on environmental criteria from 1996, awarding the best performing as TUI Umwelt Champions.

First Choice is awarded **Most Environmentally & Socially Responsible Large Tour Operator** at the British Travel Awards in 2007 (and every year thereafter).



2008

TUI Travel develops its 4-pillared **sustainability framework** and sets out a sustainability management structure.

TUI Travel is a founding partner in **Tourism 2023**, a multi-stakeholder initiative organised by Forum for the Future to vision and plan for a sustainable future for tourism.

www.forumforthefuture.org

TUI Travel is featured in the **Carbon Disclosure Project Leadership Index** for the first time (and every year to date).

www.cdproject.net

2009

TUI Travel commits its airlines to a 6% absolute and relative **carbon emissions reduction target** by 2015, and TUIfly Nordic is first leisure airline worldwide to be certified to ISO 14001.

TUI Deutschland and TUI AG co-found **Futouris**, an industry charity to fund and develop sustainable tourism projects in holiday destinations.

www.futouris.org

TUI Mainstream businesses adopt **sustainable development contract** for accommodation suppliers which is subsequently rolled out across our other tour operating businesses.



2010

TUI Travel Mainstream businesses collectively sign the international **Child Protection Code**.

www.thecode.org

TUI Travel launches **'Guidelines for Environmental Sustainability in Hotels'**.

www.tuitravelplc.com

TUI Travel conducts **international consumer research** with nearly 4,000 people into holidaymakers' perceptions of sustainability.

www.tuitravelplc.com

2011

Thomson Airways becomes the first UK airline to fly customers on **sustainable biofuel** on 6 October 2011.

TUI Travel Sustainable Development Director joins the Board of the **Global Sustainable Tourism Council**.

www.gstcouncil.org

TUI Travel features in the 2011 and 2012 **Dow Jones Sustainability Year Book** and is Sector Mover in 2012.



2012

TUI Travel launches its three-year Sustainable Holidays Plan 2012 – 2014

"Over the last 10 years we have seen major tour operators accept that they have the potential to do both good and harm in destinations and that they have responsibility to ensure that tourism becomes more sustainable – there is still a long way to go. TUI Travel's new ambitious three-year sustainability plan sets a challenge for others to meet."

Professor Harold Goodwin, International Centre for Responsible Tourism, Leeds Metropolitan University



Our three-year Sustainable Holidays Plan

"Travel and tourism is one of the world's largest industries. The growth and employment it creates makes it of critical importance to the global economy. From a sustainable development perspective, this poses a challenge: how to manage growth in an industry highly dependent on fossil fuel and biodiversity in a world of finite natural resources.

Our businesses have been facing up to this challenge for over a decade. However, our new sustainability plan marks a step change in our response. It shows significant integration of environmental and social principles into the way we do business – performance measures, processes and customer proposition. It sets out four ambitious goals underpinned by 20 commitments in our priority areas – taking care in destinations, reducing carbon emissions, and engaging our colleagues and customers in sustainability.

These goals will be hard to achieve, but this plan already has the support of many of our internal and external stakeholders who are key to its success. We plan to build these partnerships as the plan progresses, working with colleagues, customers, partners, suppliers, governments, trade bodies, NGOs, academics and other stakeholders to achieve the goals and commitments we share."

Jane Ashton, Director of Sustainable Development



Our three-year Sustainable Holidays Plan

Our vision is to make travel experiences special with a firm commitment to sustainability.

We've set ourselves four goals to achieve by 2015...



Destinations

We will deliver 10 million 'greener and fairer' holidays

We will measure this by the number of customers we take to hotels with credible sustainability certifications from 2012 – 2014.



Carbon

We will operate Europe's most fuel-efficient airlines and save more than 20,000 tonnes of carbon from our ground operations

We will measure this through TUI Travel airlines' average carbon emissions per revenue passenger kilometre (CO₂/RPK) and CO₂ saved from our major premises, retail outlets, brochure paper production, differentiated hotels and fleets of vehicles (against 2011 baseline).



Colleagues

Our colleagues will rate TUI Travel as a leader in sustainability

We will measure this through the Leadership Voice survey and Your Voice global opinion survey results – aiming to meet High Performing Company scores for responsibility towards the environment and community.



Customers

Customers will regard TUI Travel as a leader in delivering more sustainable holidays

We will measure this by our performance in consumer research in our key source markets.





Better on the ground

Taking care in destinations

Goal by 2015: We will deliver 10 million 'greener and fairer' holidays

We will measure this by the number of customers we take to hotels with credible sustainability certifications from 2012 – 2014, e.g. sustainability certifications working with the Global Sustainable Tourism Council such as Travelife, and international environmental management standards such as ISO 14001 and EMAS.

"The Global Sustainable Tourism Council (GSTC) applauds TUI Travel for the commitment of 10 million 'greener and fairer' holidays. As one of the first companies to commit to working with GSTC recognised standards we are encouraged to see TUI Travel create the sustainable offerings needed, as well as drive the demand for verified sustainable tourism products."

*Erika Harms, Executive Director,
Global Sustainable Tourism Council*



Thomson Sensatori Resort in Crete saved over 200,000 Euros over the last few years by reducing energy and water



All Blue Village hotels in Europe and Turkey are now ISO 14001 certified (an international environmental management standard)



Robinson Club Cala Serena in Majorca took the top TUI Deutschland Environmental Champion award in 2011

TUI Travel has a global supply chain. The businesses that supply us have a significant role in managing our impacts on the local community, economy and environment.

We're already helping many of them save money through efficiency gains, which ultimately give customers better value for money. Our challenge is to extend the reach of influence to all suppliers and to monitor their progress.

We don't believe sustainability has to mean giving up on the luxuries and we're building our business around the idea of 'differentiated' hotels and holiday experiences, which we define as 'unique and exclusive holiday concepts with value added services or features designed by us for specific customer segments in each source market, supported by strong brands'. These hotels already make up 41% of our Mainstream holidays.

We're prioritising bringing more hotels into credible sustainability certifications and environmental management systems to ensure they embark on a journey of continuous improvement.

DEPENDING ON THE REGION ENERGY COSTS ACCOUNT FOR 5-15% OF A HOTEL'S TURNOVER
(blueContec, 2012)

5-15%

Where we are

Since 2005 we have worked with ABTA (Association of British Travel Agents) and industry peers to develop Travelife, the sustainability supply chain tool of choice for the majority of businesses across TUI Travel.

In 2011 we featured over 700 hotels with sustainability certifications and 26% of 200 of our differentiated hotels had an environmental management standard such as ISO 14001 or EMAS.

We incorporated environmental and social minimum standards into contracts for accommodation suppliers in our Mainstream tour operating businesses.

We have organised sustainability supplier conferences in Germany, the Balearics, the Canaries, Turkey and London.

We launched 'Guidelines for Environmental Sustainability in Hotels.'

 www.tutravelplc.com/sustainability

"We've worked closely with TUI UK on our sustainability performance since we opened in 2008. We're proud to have reduced our environmental footprint – it's not only the right thing to do, but the impact it's made to our bottom line and staff engagement means that sustainability will remain central to how we manage our operations."

Constantinos Victoras, Hotel Manager at Sensatori Resort Crete

Many of our hotels are using renewable energy for their energy needs, such as Roca Nivaria hotel in Tenerife



THREE YEAR COMMITMENTS

1:

We will feature over 3,000 hotels certified as more sustainable

2:

All differentiated hotels will have a credible sustainability certification

3:

50% of differentiated hotels will have an environmental management standard

4:

Our differentiated hotels will achieve an average 24kWh and 400 litres for energy and water consumption per person per night (reducing our relative energy consumption by 10% and relative water consumption by 20%)

THERE ARE CURRENTLY OVER 130 TOURISM SUPPLY CHAIN SUSTAINABILITY CERTIFICATION SCHEMES





Better on the ground

continued

Taking care in destinations

We want our holidays to benefit local livelihoods and protect the environment – to maintain the quality, viability and desirability of our products for years to come. We're working with communities in destinations around the world to make this a reality.

Project destinations



CARBON REDUCTION PROJECTS

As well as our strategy to reduce carbon emissions across our operations, we contribute to many carbon emissions reduction projects around the globe. Our investments in clean energy and energy efficiency projects in key destinations are set to deliver 1 million tonnes of CO₂ savings by 2014. Examples include our wind farms in Turkey which bring renewable energy to coastal communities, and our project in Kenya which supports a forest under threat and is the world's first project to be issued with Reduced Emissions from Deforestation & Degradation (REDD+) credits.

"TUI Travel's commitment to taking responsibility for its carbon emissions by supporting reforestation, forest protection and wind projects around the world, delivers a valuable contribution to the move to a low carbon world. TUI Travel's programme demonstrates the essential role that business has to play in ensuring that the world's resources are conserved."

*Rebecca Fay, Marketing Director,
The CarbonNeutral Company*



Where we are

We are involved in hundreds of projects that support communities and reduce environmental impacts.

We work collaboratively with communities, local and national governments, NGOs and trade associations to support sustainable management of destinations.

1 MILLION TONNES
OF CO₂ SAVINGS
FROM TUI TRAVEL'S
INVESTMENT IN
RENEWABLE ENERGY
PROJECTS IN KEY
DESTINATIONS
BY 2014



THREE YEAR COMMITMENTS

5:

We will invest in projects which drive environmental and socio-economic improvements in key destinations and replicate them elsewhere

6:

TUI Travel will demonstrate responsible leadership by influencing the sustainable management of tourist destinations



SUPPORTING COMMUNITIES

The leisure travel industry can have both positive and negative impacts on communities. Our challenge is to manage these impacts for the greatest good. We support many sustainable tourism community projects with partners across the globe and we are engaging with experts such as the Overseas Development Institute, the German Government Development agency GIZ and The Travel Foundation, to enhance the economic benefits our holidays bring to local communities.

"TUI Travel's involvement in The Travel Foundation projects to gain a better understanding of the impacts of tourism and its potential benefit to destinations has been significant – from participating in research, to providing volunteers, to engaging directly in project implementation. Our work is much strengthened by TUI Travel's commitment to identify more sustainable forms of tourism."

*Sue Hurdle, Chief Executive,
The Travel Foundation*

SAVING WATER

Tourism is a thirsty industry and can often put pressure on local water supplies. As well as working with our hotels to reduce water consumption we support clean water projects around the world. For example through water charities 'Just a Drop' and 'Pump Aid' we support clean water projects in Kenya, Bolivia, Uganda, Zimbabwe, Malawi and Liberia.

ANIMAL WELFARE

Many of our customers want to visit captive animal attractions whilst on holiday. The welfare of animals in captivity is a concern for both our customers and our business. We have started to audit our suppliers against animal welfare standards and we are actively working to develop industry best practice guidance with ABTA (Association of British Travel Agents).



REDUCING WASTE

Waste management is an important issue for hotels and destinations and is a growing priority for TUI Travel on the ground. Examples include work with our hotels in Rhodes to reduce solid waste produced by 10% and in Egypt where we are supporting a waste management project in Hurghada.

PROTECTING CHILDREN

We are committed to child protection – both for the children we take on holiday and those in the destinations we serve. For example, we support a child protection project in Northeast Brazil, which aims to give vulnerable adolescents a good education and help finding a job in the tourism industry. TUI Travel's Mainstream businesses are signed up to the Child Protection Code.



PROTECTING BIODIVERSITY

Many tourism destinations are special because of their biodiversity, something we're keen to protect. Our activities range from supporting sea turtle protection projects in Turkey, Greece and Mexico, to reforestation projects in Majorca where we are planting 57,600 trees and in Madagascar where we are planting 15,000 trees.

INVESTING IN TRAINING

We invest in training for suppliers and other stakeholders to give them the skills they need to deliver our commitment to sustainability. For example, in Tunisia we are supporting a major project which focusses on training hotel managers and hotel schools and promoting tourism employment opportunities for women.





Better in the air

Reducing carbon emissions

Goal by 2015: We will operate Europe's most fuel-efficient airlines and save more than 20,000 tonnes of carbon from our ground operations

We will measure this through TUI Travel airlines' average carbon emissions per revenue passenger kilometre (CO₂/RPK) and CO₂ saved from our major premises, retail outlets, brochure paper production, differentiated hotels and fleets of vehicles (against 2011 baseline).

"Since 2008 TUI Travel has provided high-quality climate disclosure, as recognised by its inclusion in the Carbon Disclosure Leadership Index from 2008 to 2011. Through membership of Carbon Disclosure Project Reporter Services, the Group also demonstrates a growing understanding of environmental stewardship and management of their climate-related risks, opportunities and carbon emissions."

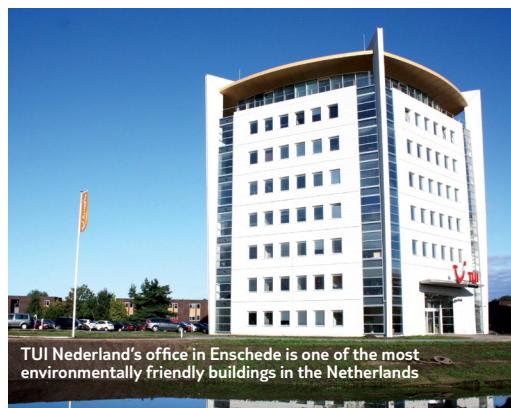
Frances Way, Co-Chief Operating Officer, Programmes, Carbon Disclosure Project



TUIfly Nordic – first charter airline in the world certified to environmental management standard ISO 14001



Quark Expeditions helped to develop strict environmental guidelines for cruise operators to the Arctic and Antarctic



TUI Nederland's office in Enschede is one of the most environmentally friendly buildings in the Netherlands

Travel and tourism are responsible for around 5% of global CO₂ emissions (UNEP, 2011). Climate change impacts the attractiveness, weather and comfort of our holiday destinations which are critical factors in the quality of the holiday experiences we deliver and our business success.

In 2011 TUI Travel airlines' total carbon emissions were 5,467,814 tonnes. As a leading tour operator, our challenge is to prepare for a low carbon future by further reducing our environmental impacts and helping those in our value chain do the same.

We are embedding carbon management into our key business practices to limit our contribution to climate change both now and in the future, and be prepared for associated regulatory proposals. We're also prioritising finding new sustainable fuels.

TUI TRAVEL'S CARBON FOOTPRINT IN 2011*

- 91.9% ● TUI Travel airlines and aviation
- 4.2% ● Water transport
- 0.7% ● Ground transport
- 0.7% ● Major premises
- 2.5% ● Differentiated hotels



*Carbon footprint covers Scope 1 (direct emissions) and Scope 2 (indirect emissions)

Where we are

TUI Travel operates some of the most efficient airlines in Europe (CO₂ per RPK 75.9g 2011). We have achieved a 2.6% reduction in emissions per passenger since 2008.

82% of our aircraft are now fitted with fuel-saving winglets, reducing fuel burn by up to 5%.

Thomson Airways was the first UK airline to fly customers on sustainable biofuel in 2011.

Two of our six airlines – Thomson Airways and TUIfly Nordic – are currently certified by ISO 14001.

£21 million cost savings have been achieved through environmental initiatives between 2008 and 2011*.

*An approximate figure of Group savings that have been tracked, gross of any upfront investments required to achieve those savings between 2008 and 2011. Part of previously identified cost savings.

Theresa Villiers, UK Government's Minister of State for Transport on Thomson Airways' sustainable biofuels flight

"I very much welcome Thomson Airways' announcement and wish them well with this project. The Government believes that sustainable biofuels have a role to play in efforts to tackle climate change, particularly in sectors where no other viable low carbon energy source has been identified – as is the case with aviation."



Our airlines will be some of the first to take delivery of the new Boeing 787 aircraft which has exceptional environmental performance



Thomson Airways aircraft refuelling with sustainable biofuels at Birmingham airport, UK



THREE YEAR COMMITMENTS

7:

TUI Travel's airlines' per passenger carbon emissions will reduce by 6% (baseline 2008)

8:

We will trial sustainable biofuel on flights and explore a long term sustainable biofuels strategy

9:

We will recycle cabin waste generated on-board 50% of TUI Travel airline flights

10:

TUI Travel airlines will be ISO 14001 certified (an international environmental management standard)

11:

We will reduce CO₂ from our major premises, retail shops and brochure production by 10% (baseline 2011)

12:

We will make measurable environmental improvements to our water transport operations

13:

We will make measurable environmental improvements to our ground transport operations



TUI colleagues take action

Involving and empowering colleagues

Goal by 2015: Our colleagues will rate TUI Travel as a leader in sustainability

We will measure this through the Leadership Voice survey and Your Voice global opinion survey results – aiming to meet High Performing Company scores for responsibility towards the environment and community.

Our Global Leadership programme in Thailand...

"I feel highly motivated that we have invested in a destination community project."

*Brendan Jones, Managing Director,
North American Student Education Division*

"I'm proud to have been part of this project, it's quite humbling actually, and it's given me faith that we can make a difference."

*Mark German, Head of Aircraft Management,
Thomson Airways*



Global Responsible Leadership programme in Thailand – senior managers worked with a local community and school

Our colleagues tell us our commitment to sustainability is important and it helps us attract new talent. We want to make sustainable development a real priority for each and every colleague within our business.

We communicate regularly about the progress we're making on securing a sustainable future for our industry. We build sustainability into inductions and training programmes, including development programmes for managers. Our core value of Responsible Leadership is being built into behaviour and performance measurements.

88% OF OUR LEADERS AGREED THAT TUI TRAVEL ACTS RESPONSIBLY ON ENVIRONMENTAL MATTERS IN 2011



5,800 OF TUI UK & IRELAND'S COLLEAGUES WERE TRAINED ON SUSTAINABLE TOURISM IN 2011



Where we are

Currently 71% of our businesses offer colleague training on sustainability issues*, including our Global Responsible Leadership programme for senior managers, and sustainability training and awareness-raising initiatives at head offices and overseas.

Currently 90% of our businesses communicate with colleagues on sustainability issues*.

Community volunteering programmes are developing across the Group, with great feedback from colleagues and communities.

*Sustainable Development Evaluation 2011 (weighted by colleague numbers).

Our Project Discovery colleague volunteering programme...

"It was great to get a better understanding of how tourism affects local communities and really see my business in action abroad."

Amanda Lakin, Senior Marketing Manager, TUI UK & Ireland – Culinary Crete Project, Crete 2011

"Project Discovery allows you to discover sustainable tourism on the front line, where it matters the most. All the brochures and pictures in the world could never evoke the emotion that experiencing something first hand can offer and seeing the difference we can make."

Mark Densham, Cabin Crew Performance Manager, Thomson Airways – Beach Operators Project, Kenya 2012



Nearly 2,000 colleagues attended TUI Deutschland's Green Day at their head office in Hannover

THREE YEAR COMMITMENTS

14:

We will deliver sustainability training to new colleagues, customer facing colleagues and management development programmes

15:

We will launch a sustainability communications campaign across the Group

16:

Our colleagues will dedicate 100,000 hours to volunteering

17:

We will drive product and process innovations through sustainability

WE HAVE OVER 100
SUSTAINABILITY
CHAMPIONS ACROSS
TUI TRAVEL





Customers that care

Creating demand for sustainable holidays

Goal by 2015: Customers will regard TUI Travel as a leader in delivering more sustainable holidays

We will measure this by our performance in consumer research in our key source markets.

"I would like to have more information about how my holiday impacts both good and bad, on local communities."

TUI UK & Ireland Customer



2 in 3 consumers want their holiday company to be clear about what they do to make their holidays more sustainable*

We have been raising awareness of sustainability issues with our customers for a number of years, but we know we need to accelerate this. To help achieve many of our goals we need our customers' support, through the purchases they make and the personal actions they take. We are working to influence choice and develop and promote new products to encourage responsible holiday choices and behaviour.

1 IN 2 CONSUMERS WOULD BE WILLING TO BOOK A MORE SUSTAINABLE HOLIDAY IF AVAILABLE*



2 IN 3 CONSUMERS WOULD CHANGE THEIR BEHAVIOUR ON HOLIDAY TO HELP THE ENVIRONMENT*



£11 MILLION RAISED TO DATE THROUGH THE WORLD CARE FUND CUSTOMER DONATION SCHEME FOR SUSTAINABLE TOURISM AND RENEWABLE ENERGY PROJECTS



*TUI Travel international consumer research, 2010.



Where we are

We launched the internal Sustainability Customer Communication Awards – encouraging our businesses to showcase best practice in this area.

87% of our businesses are communicating with customers on sustainable development issues* and 66% survey customers on sustainable development issues*.

We're encouraging holidaymakers to engage in sustainable tourism through our kids' club activities, school education initiatives, customer donation schemes and sustainable tourism campaigns.

We commissioned the Sustainable Holiday Futures report, revealing how travel will have to change in order to save the world's dwindling resources.

 www.tuiltravelplc.com/sustainability

We conducted international consumer research into holidaymakers' perceptions of sustainability to inform our work programmes.

 www.tuiltravelplc.com/sustainability

In several of our key source markets we have found a positive correlation between our customers' holiday satisfaction overall and their rating of our approach to environment and community.

*Sustainable Development Evaluation 2011 (weighted by colleague numbers).



Our research of 4,000 holidaymakers in eight major source markets showed a clear aspiration for more sustainable holidays on a significant scale

THREE YEAR COMMITMENTS

18:

We will engage five million holidaymakers in sustainable tourism

19:

We will reach all customers with improved sustainability communications

20:

We will promote greener and fairer holidays to customers online

300,000 PARENTS,
TEACHERS AND
CHILDREN WERE
ENGAGED IN
SUSTAINABLE TOURISM
THROUGH THE
UK SCHOOLS' ECO-
TRAVELLER EDUCATION
PROGRAMME IN 2011



"It's a chance to be a hero and save the world from its carbon footprint."

Connor, Danson Primary School, aged 10, talking about our Eco-traveller programme

 www.thomson.co.uk

Embracing the future

Forum for the Future is a non-profit organisation working globally with businesses and governments to create a sustainable future. They have 15 years' experience inspiring new thinking, building creative partnerships and developing practical innovations to change our world. We've been working with Forum since 2002 to help set our strategy and put it into action (initially as First Choice Holidays PLC, subsequently as TUI Travel PLC). Forum selects a handful of companies as Pioneer partners; leading organisations at the cutting edge of sustainability. TUI Travel has been selected as one of these partners.

"As a Forum for the Future Pioneer partner, TUI Travel lead their sector, and also recognise that they need to work with others so that sustainable business becomes the norm. So they are working with leaders like O2 and M&S to find better solutions to shared social, environmental and economic challenges. This plan recognises the need to combine external engagement with internal performance. It is great to see a strong commitment to engaging customers in more sustainable holidays, but also pushing the development of new, innovative products that can deliver these holidays in ways that really decouple growth from environmental impact. This approach shows the increasing maturity of TUI Travel's sustainability journey – differentiating themselves through sustainability in tricky times and starting to shape the market for a better future."

Stephanie Draper
Director, Systems Innovation
Forum for the Future

 www.forumforthefuture.org





A message from the Deputy Chief Executive,
Johan Lundgren
(PLC Board sponsor for
sustainable development)

"What excites me about this new three-year Sustainable Holidays Plan is how closely it aligns with TUI Travel's strategy – delivering differentiated holiday experiences whilst driving an increasingly online and efficient business model. We have already experienced how more sustainable holidays create higher value, quality and satisfaction for our customers. We also know that looking at our business through a sustainability lens is helping drive product innovation and eco-efficiencies, for instance our use of electronic brochures and of geo-thermal energy in our hotels. I am in no doubt that this sustainability plan will help future-proof our own business, as well as the environment and destination communities on which our industry depends."



A message from the Group HR Director,
Jacky Simmonds
(Group Management Board sponsor
for sustainable development)

"This three-year Sustainable Holidays Plan is a welcome strategic framework that all brands and businesses that make up TUI Travel can feed into. It has potential to drive real change in our own business and across the wider industry. Delivery of these 20 commitments requires the support and involvement of our colleagues. It is also critical that we influence customers to expect and demand more sustainable holiday experiences. That is why Autumn 2012 will see the launch of our Spreading Smiles campaign – a platform to bring our sustainability initiatives to life, engaging our customers and our colleagues through real-life stories on the ground."



Sustainable Holidays. Spreading Smiles.

For more information about
sustainability at TUI Travel visit:

 www.tuitravelplc.com/sustainability

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 **TUI Travel PLC**
More than a smile

