Sustainability –
The Tour Operator’s Role

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Traditional tour operators role

• Worked with governments and tourist boards to promote and grow destinations.

• Brought significant economic benefits to many Caribbean destinations.

• Maintained adherence to legal framework of host destinations.

• Left planning and regulatory control to regional organisations and national governments.
But things are changing….

- The world’s environmental problems are becoming impossible to ignore
- Travel is frequently targeted as a ‘villain’.
The changing face of tour operations

• Greater recognition of need for a common approach

• Commercial need to protect our businesses and the products sold

• All major UK Tour Operators now have responsible tourism policies and staff dedicated to improving sustainability

• Increasingly becoming a competitive arena
Responsible Business

Environment

Maintaining the quality of the world's environments is crucial to our continued long-term success in being able to offer you high-quality holidays in some of the most beautiful and fascinating places on earth.

To this end:

- We will endeavour to minimise our environmental impacts and support activities and projects to protect and restore the natural environment.
- We work with industry colleagues through the Federation of Tour Operators (FTO) to improve standards across the industry and develop supply chain tools such as Responsible Tourism Guidelines for hotels and the Travelife Sustainability Award.
- We support The Travel Foundation in its efforts to preserve natural environments in holiday destinations and spread the economic benefits from tourism across communities. For more information see...
Projects & Activities

Over the years Kuoni have been involved in a number of projects worldwide, raising money to protect the environment and also improve the standard of living for many children.
Various ways to fund projects have been used, donations from clients to company direct funding. The staff at Kuoni are also very proactive. Various activities are arranged including the monthly staff lottery, car boot sales, raffles, auctions, walks and paragliding - all to raise money to support local or overseas projects in the holiday destinations featured in the various Kuoni brochures. In a number of instances the company match the amount of money raised by staff.

<table>
<thead>
<tr>
<th>Date</th>
<th>Country</th>
<th>Charity/Organisation</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1994/95</td>
<td>Kenya</td>
<td>Friends of Conservation &amp; Kenya Wildlife Service</td>
<td>£2 collected from all pax on safari - total £4,000 raised for a) Wildlife Protection unit - anti-poaching etc. b) Rhino Translocation &amp; wildlife vet - translocation of endangered Rhinos to protected sanctuaries &amp; support for veterinary staff. Community Conservation groups, educational materials &amp; schools</td>
</tr>
<tr>
<td>1995</td>
<td>Sri Lanka</td>
<td>PLAN International UK</td>
<td>£2 collected from all Sri Lanka pax - total £2,000 raised for a) Clinic Project rural area around Kandy b) School Construction project - new school &amp; build 6 schools</td>
</tr>
</tbody>
</table>

Project in Sri Lanka supported by the Born Free Foundation, founded by Sir David & Tiger Pata, funding their work to protect animals.
At Travelocity We Believe Travel is Life Enriching

We believe that travel can transform not only your perspective, but the vitality of communities, places, and people. And that it can ultimately enrich the world itself -- because whenever you engage with the world, there is an opportunity to bridge long distances, fill gaps, and make a much-needed difference. We believe we can better the world, one trip at a time.

Our business is travel. It's what we're passionate about and it's what we're good at. But business takes a backseat when it comes to Travel For Good (SM) -- our effort to embrace travel as an agent of positive change.

Change Ambassadors - Travel For Good's Cornerstone

As a promoter and aggregator of information about voluntourism (volunteer vacations), Travel For Good's Change Ambassadors program aims to make it easy for travelers to access volunteer opportunities around the world.

Change Ambassadors Grant

A key component of the Change Ambassadors program are quarterly grants that will be awarded to people who have demonstrated long-term contributions through volunteering, but do not have the financial means to take a volunteer vacation. Travelocity's Travel for Good program offers grants to subsidize volunteer vacations through Travel for Good designated volunteer travel partners. If you are interested in applying for a Change Ambassadors Grant, click here for details.

Visit our Volunteer Stories site!

Have you ever volunteered while on vacation, or even in your own community? You can share your experience or read about the efforts of other travelers and do-gooders here. Join the growing community of voluntourists now!

Our Partners

To this end, we have partnered with top volunteer travel providers. These non-profit partners represent a wide range of trip opportunities -- from environmental work to animal rescue and habitat restoration to humanitarian and homestay missions around the world. Travelers can
Environment and People

Caring for the Environment and People

At First Choice we know a healthy environment makes for better holidays, which is why we’re a leader in promoting sustainable tourism, committed to developing innovative ways to support the environment and people.

Let’s keep the world wonderful

Everyone’s talking about the environment and it can be confusing. At First Choice, we’ve been doing our bit. We care about the environment and the local communities that we visit.

black and white

We want to clear up all the confusion. Everyone’s talking about the environment but now’s the time for the facts - and action.

We know we’re not the experts, so we’re proud to work with The Travel Foundation and Climate Care, groups dedicated to caring for the environment and the local communities in our holiday destinations.

We’ve set up World Care Fund, so you can donate to these organisations.

Working with the Travel Foundation since 2003, you’ve helped us raise £216,000 to set up projects across the world. You can explore real Egypt and help rural communities with our unique selection for mountain villages. You’ve helped Cambridges set up small crafts businesses, so they can send their children to school.

You’ve helped plant trees in Tanzania, but the Bambino and support locals as they rebuild their lives. You’ve been protecting Mexico’s freshwater corals, jungle pears which are a life-source for traditional Mayan people.

We’re working with Climate Care to reduce your carbon footprint, which is the carbon you produce as you go about your daily life or travel. Your donations go straight to Climate Care to set up renewable and energy projects. By funding wind powered electricity in Zambia, you’re giving power to the village, schools and hospitals.

A member of the Community

Business Community Awards 2007

Sustainable Hotel: Gold Award: These hotels are leading the way, with advanced environmental practices, they encourage others, look for ways to improve and communicate their work.

Sustainable Hotel: Silver Award: These hotels look for ways to actively help the local community and environment.

Sustainable Hotel: Bronze Award: These hotels are reducing their impact on the environment and treat people in a fair and respectful way.
Giraffe’s Carbon Offset mortgage.
A great deal for you and the planet.

It’s not just our green dyes that won’t harm the environment.

Green Clubcard Points
Collect Green Clubcard Points every time you re-use any bags instead of using new ones

FRESH & WILD
THE REAL FOOD STORE
Changing consumer attitudes

- 48% of UK shoppers now factor ethical issues into their purchasing decisions (Good Business Survey 2007)

- Cultural shift - it is now ‘cool to care’

- Slow to trickle into the holiday market. Very limited public understanding of sustainable tourism issues (Defra 2007)

- But, UK Green travellers are ‘a rapidly expanding minority’. Estimated to be 3.4% of the total holiday market by 2011 with a value of around £1.2BN (Mintel 2007)

- Ethically minded travellers tend to have higher social grade (AB1) - often third age or above average income. (Mintel 2007)
### Holiday with a clear conscience

**Rate the following companies on basis of your overall impressions of their behaviour.**

100 means you would go out of your way to buy their products, 1 means you would avoid them.

<table>
<thead>
<tr>
<th>Company</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virgin Holidays</td>
<td>52</td>
</tr>
<tr>
<td>Center Parcs</td>
<td>51</td>
</tr>
<tr>
<td>Expedia</td>
<td>51</td>
</tr>
<tr>
<td>Thomas Cook</td>
<td>50</td>
</tr>
<tr>
<td>First Choice</td>
<td>46</td>
</tr>
<tr>
<td>BA Holidays</td>
<td>45</td>
</tr>
<tr>
<td>Airtours</td>
<td>45</td>
</tr>
<tr>
<td>Butlins</td>
<td>44</td>
</tr>
<tr>
<td>Responsible travel.com</td>
<td>42</td>
</tr>
<tr>
<td>Mark Warner</td>
<td>41</td>
</tr>
</tbody>
</table>

**On a scale of 1 to 5 how well do you think each holiday company is doing at addressing environmental issues?**

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<thead>
<tr>
<th>Company</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Center Parcs</td>
<td>3.18</td>
</tr>
<tr>
<td>Responsible travel.com</td>
<td>2.89</td>
</tr>
<tr>
<td>Virgin Holidays</td>
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<tr>
<td>Butlins</td>
<td>2.83</td>
</tr>
<tr>
<td>Expedia</td>
<td>2.68</td>
</tr>
<tr>
<td>Thomas Cook</td>
<td>2.68</td>
</tr>
<tr>
<td>First Choice</td>
<td>2.64</td>
</tr>
<tr>
<td>Mark Warner</td>
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</tr>
<tr>
<td>BA Holidays</td>
<td>2.61</td>
</tr>
<tr>
<td>Airtours</td>
<td>2.56</td>
</tr>
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</table>

**Would you take the following action as a result of concern about the environment?**

- Find out more about environmental impact of holidays: 79%
- Choose holidays designed to be ‘responsible’ or ‘eco-friendly’: 78%
- Take more holidays in the UK: 73%
- Choose holiday destinations that can be reached by train or boat: 65%
- Offset carbon impact of holiday: 62%
- Take fewer holidays: 50%
- Choose working holidays where you can contribute to society: 40%
Gaia Capitalism - Virgin Group

Major commitments made by Sir Richard Branson

- Virgin Travel Group Profits invested in developing low carbon sources of energy – up to US$3bn over 10 years
- US$25m Climate change prize (Earth Challenge)
- Virgin Unite/Elders/Environmental War Room
- Prince of Wales Rainforest Project
Virgin Group Sustainability Strategy

- Major investment made in steering Virgin Group business towards real sustainability

- Product based approach finding the heroes and villains in our product stories and our impact on:
  - Carbon
  - Poverty
  - Finite limits

- With one goal in mind sustainable lifestyles we actually want to live
Virgin Atlantic

• Gold Standard Carbon Offset scheme
• First airline to offer carbon offsets for sale on-board aircraft
• First commercial trial of biofuel in jet engines
• Measuring carbon emissions and trialling various reductions initiatives in preparation for entry into EU Emissions Trading Scheme in 2012
• Drive to improve sustainability across the business - everything from onboard recycling to ethical sourced in-flight meals
Virgin Holidays

• Focus is on destination sustainability
• Specifically ‘improving lives’
• Aim to move away from the guilt and make sustainability fun and desirable
• Fulfil customers’ desires in a more responsible way
• Our vision for sustainability is to be ‘the holiday company welcomed by the world’
Responsible Business at Virgin Holidays

Four pronged approach:

• Embedding sustainability within the culture of our business
• Engaging customers with sustainability issues
• Reducing our own impacts
• Addressing our supply chain
Supply Chain Sustainability
Travelife Award Scheme

• Set up by the Federation of Tour Operators (FTO) and adopted in the UK and across the EU.

• System of sustainability auditing to assess environmental impacts, staff management and community relations.

• Rewards hotels taking action to improve sustainability with recognition in tour operator brochures.

• Allows customers to factor sustainability into holiday choice.
Effective Partnerships – The Travel Foundation

• Joint initiative between industry and sustainable tourism charity.

• Partnering tour operators have input into work undertaken to ensure it is useful for the industry.

• Corporate donation made previously. Now first major tour operator to cost in a donation to all holidays.
Destination Sustainability in Action

Specific Travel Foundation projects supported by Virgin Holidays:

• Reef demarcation buoys
• Turtle protection
• Adopt a Farmer
• Sustainable Seafood
• School herb gardens
• Craft development
Scaling Up Destination Sustainability Initiatives

• Eventually projects trialled on individual islands will be rolled out across other destinations.
  
  • Oxfam ‘buy local’ initiative in St Lucia, Jamaica and Dominica
  
  • Sustainable Seafood programme to be rolled out across the Caribbean and Florida
Future Directions

Some issues (not new to you) that may need national consideration:

• Coastal hotel building – sea level rise?
• Homogenisation
• Capacity limits – how much is too much?
• Long term support for sustainability - education / taxation
Future Directions cont.

On others, all stakeholders need to play their part

- Tourist Authorities (and Tour Operators) need to view sustainability as integral to the successful growth of their industry. Invest in it and promote it.
- Joined up thinking needed.
- Great opportunities to capitalise on new marketing trends
- Caribbean region has a real opportunity to lead the world
Thank you

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