

# Sustainable Development at TUI UK & Ireland

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# TUI UK & Ireland

- TUI UK & Ireland: part of TUI Travel PLC the world's largest leisure travel company
- 5 million customers
- Operating in nearly 90 countries
- Two main brands: Thomson and First Choice
- Thomson Airways fleet: over 60 aircraft 800+ retail shops
- Around 15,000 colleagues



# TUI Travel Group structure

Mainstream  
Sector

Accommodation &  
Destinations  
Sector

Specialist & Activity  
Sector

Emerging Markets  
Sector

Classic TO business /  
market leading

Destination services  
& online accommodation

Portfolio of specialist  
activity companies

The world of TUI




**First Choice**  
**Thomson**



# Some of our sustainability challenges

## **Reducing our carbon footprint**

Our airline makes up around 90% of our carbon footprint

## **Destination environment, thriving communities**

Hotels are water and energy intensive, and impact biodiversity. All Inclusive holidays are perceived to impact the economic benefit to local destination communities

## **Engaging colleagues in sustainability**

Colleagues in retail, overseas, airline, head office locations

## **Raising awareness and helping customers**

80% of our customers appreciate advice on how to have a more sustainable holiday



# So, what are we doing?

Yes, holidays have a large environmental and social footprint.

Yes, we are the world's largest tour operator.

But holidays are important for all of us and can bring great benefits to people across the world.

So it's important to look after the environment and places we love to visit, so we can keep on enjoying our holidays long in to the future. And that's what [Holidays Forever](#) is about.

We realise we have a long way to go and we're asking everyone to help us.

**Our vision is to make travel experiences special.**

Sustainability is a big part of this. To us, this means celebrating local culture, enhancing livelihoods and making our travel experiences lighter on the environment, so that everyone can enjoy holidays forever.

# Our Holidays Forever plan



**Reducing our carbon footprint**



**Taking care in destinations**



**Living our values**



**Inspiring our customers**

**One plan. One vision.  
Four headline ambitions.  
20 commitments which we'll achieve by 2014.**

# Our Holidays Forever ambitions

holidays  forever  
committed to sustainable tourism

**2014 headline ambition is**  
to remain one of Europe's  
most fuel-efficient  
airlines and reduce the  
annual carbon footprint  
of our ground-based  
operations by 3000  
tonnes of CO<sub>2</sub>



▶ **Reducing our carbon footprint**



# Holidays Forever commitments



holidays  forever  
committed to sustainable tourism

## Reducing our carbon. By 2014...

**We will reduce the carbon emissions per passenger on TUI Travel airlines by 6% between 2008 and 2014.**

**We will improve Thomson Airways' environmental performance by achieving ISO14001 certification for the whole airline.**

**We will reduce the CO<sub>2</sub> emissions from our retail shops by 15% over 3 years.**

**We will reduce the carbon emissions from our IT operations by 30% over three years.**

**We will save more than 25,000 trees by cutting back on more than 800 million sheets of paper.**

**We will recycle more than three million of the cans we hand out on our flights over three years.**

# Our Holidays Forever ambitions

holidays  forever  
committed to sustainable tourism



Taking care in destinations



2014 headline ambition  
is

to raise £14 million for  
sustainability projects  
worldwide and having  
our hotels stand out  
for the their  
commitment to

# Holidays Forever commitments



**holidays forever**  
committed to sustainable tourism

...giving care in our destinations. By 2014...

**We will have 90% of our hotels recognised with either Travelife- awards or similar, and we'll be working on the rest.**

**We will work with all our First Choice Holiday Villages, Sensatori and Thomson Couples hotels to achieve industry-leading environmental standards.**

**We will have raised £14 million for the World Care Fund, investing in new projects every year.**

**We will have saved more than 1 million tonnes of CO<sub>2</sub> emissions by investing in clean energy and energy efficiency projects in the destinations we go to.**

**We will maintain our leading level of support for the Travel Foundation, through the World Care Fund.**

# Our Holidays Forever ambitions



**2014 headline ambition is**  
to be a leader on how our  
colleagues rate our  
approach to  
the environment and local  
communities through  
Holidays Forever



**Living our values**



# Holidays Forever commitments



holidays  forever  
committed to sustainable tourism

Living our values. By 2014...

**We will use Holidays Forever as a key driver for colleague engagement.**

**We will increase volunteering opportunities for colleagues by involving 1000 of them in community initiatives.**

**We will offer sustainability training for our colleagues. We will also train our customer facing colleagues in child protection.**

**We will increase engagement in sustainability with new colleagues and use Holidays Forever to attract and develop talent.**

**We will raise £1 million every year for our key charity partners and local charities in the UK and abroad.**

# Our Holidays Forever ambitions

holidays  forever  
committed to sustainable tourism



Inspiring our customers

2014 headline ambition  
is  
to have engaged two  
million holidaymakers  
in sustainable tourism  
through Holidays  
Forever

# Holidays Forever commitments



holidays  forever  
committed to sustainable tourism

Inspiring our customers. By 2014...

**We will have more than 50% of our customers rating us as 'excellent' on our approach to the environment and local communities.**

**We will engage half a million children in sustainable tourism.**

**We will reach more than half a million holidaymakers through our Holidays Forever websites.**

**We will help our customers make more informed choices when they book with us and help them get to know their destination.**

# Holidays Forever is good for business



Making travel experiences special



# It makes for better holidays

## **Customer retention**

Customers who rate the company as 'excellent' on our approach to the environment and local community, have a higher rebooking rate.

## **Customer satisfaction**

There is a positive link between customers' rating on our approach to the 'environment and community' and their rating for their 'holiday overall'.



# It's important to our workforce



**Company reputation is the top driver for 60% of employees.**

Towers Watson 2010 Global Survey

**Colleague engagement is 50% higher when CSR (or sustainability) culture is strong.**

Kenexa 2010 Worktrends Survey

# It is making us more efficient



**Between 2008-11 TUI Travel PLC saved £21 million due to eco-efficiencies.**  
Group Sustainable Development

# It's helping our suppliers



**A10% energy & water reduction at  
150 of TUI Travel's 'flagship'  
hotels would save around €6.5m**  
Group Sustainable Development

# Sustainability comms challenges

- Holidays are about ‘me’ – sustainability not important at point of purchase
- Every company is making sustainability claims – how to make our message authentic and different?
- It’s hard to communicate ‘we’re not as bad as we used to be’!
- We operate out of 31 source markets – different attitudes to sustainability
- How transparent should we be – information may come back and bite

- Figuring out the role of social media and sustainability

# Bearing those challenges in mind, in groups...

Spend 10 minutes discussing one of the questions below with the rest of your group and share your thoughts...

## **Question 1 Reducing carbon**

- How can companies encourage customers to make lower carbon choices?

## **Question 2 Taking care in destinations**

- How can companies engage customers to exercise their spending power positively?

## **Question 3 Living our values**

- How can companies best engage colleagues in sustainability?

## **Question 4 Inspiring our customers**

- What is the most authentic, memorable and engaging customer sustainability campaign? Why?



Thank you