

# THE TRAVEL FOUNDATION

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The Travel Foundation and its role and  
priorities towards sustainability  
Expectations from the project



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# THE TRAVEL FOUNDATION

## ABOUT US



A registered charity helping the UK outbound travel industry and their customers make a greater contribution to people, environment and economies when they travel abroad



# THE TRAVEL FOUNDATION

## ABOUT US



### WHO IS ALREADY INVOLVED?

Our supporters and fundraising partners:



**Balesworldwide**  
Family owned since 1947

The **co-operative** travel

The **Midcounties Co-operative**

**Carnival.**  
The Fun Ships.

**gulliver's travels**



**HAYES & JARVIS**  
UNMISTAKABLE VALUE

**Jetsave**

**SOVEREIGN**  
LUXURY TRAVEL

**EXPLORE!**  
Leading the way in adventure travel.

**COSMOS**  
holidays



**Travelux travel**



**tranquilico.com**  
for ultimate peace of mind!

**BRIDGE & WICKERS**  
travel with experience



**DISCOVER LTD**  
Going further afield

**Titan Travel**

**TRANSINDUS**

**HolidayTaxis.com**  
the smart way to arrive on holiday

**hf holidays**  
better walking altogether

**EXPERT AFRICA**

**AVIS**

**COLLETTE VACATIONS**



**INSTITUTE OF TRAVEL & TOURISM**

**Holidaybreak plc**

# UK Tour Operators and Sustainability

- > As fundraising partners to the Travel Foundation they support our aims and objectives
- > In some cases they are directly involved in our projects
- > They are increasingly expecting hotels to take responsibility for 'greening' their business including working towards environmental and social certification.
- > They support the Travel Foundation's 'Make Holidays Greener' campaign – raising awareness with their customers

# THE BUSINESS CASE FOR SUSTAINABILITY

Reducing costs  
/ improving  
efficiency

Risk management  
/ regulatory  
requirements

Engaging staff

Gaining  
competitive  
advantage

Emerging  
consumer  
trends

Protecting  
essential  
resources

# Reducing Plastic In Cyprus

- > During our monitoring period alone the project helped the hotels save **27.5 tonnes** of plastic, equivalent to just over the weight of **26 Toyota Yaris'**
- > On average, participating hotels saved an average of **19%** on the total number of plastic items
- > **30%** cost savings across the board



# Destination Partnership in Cyprus

- > A 5 year partnership to support Cyprus in becoming a leader in sustainable tourism
- > CTO/CSTI/Travel Foundation
- > Our aims:-
  - > *Maximum economic benefits to local people*
  - > *Conserving and enhancing the natural environment*
  - > *Promoting local culture and heritage*



# Why minimum standards in important to the destination partnership?

- > There is an opportunity to incorporate these within the current review on quality standards
- > These will assist Cyprus in integrating sustainability principles across the whole industry
- > It will help hotels to operate more efficiently, fairly and cost effectively
- > It will help hotels to progress towards certification e.g. Green Key, Travelife
- > It will also serve as a unique marketing tool for Cyprus
- > Possibility of replication by other destinations



# Why this workshop is important to our research?

- > We want to introduce standards that will enhance hotel businesses NOT be an administrative burden
- > We want the standards to be meaningful and measurable e.g. not 'greenwash'
- > We don't want to introduce another certification scheme – these standards will help hotels achieve certification
- > We want to explore how negative implications can be managed and positive implications maximised
- > We want to encourage honest open debate and we respect your opinions as key stakeholders

MAKING  
A WORLD  
OF DIFFERENCE...



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