TUI and hotel sustainability
Ian Corbett
Making hotel certification a strategic priority
Hotel sustainability is at the heart of the TUI sustainability strategy

**TUI Sustainability Strategy 2020**

- **Step lightly**
  - Reducing the environmental impact of holidays
  - We will operate Europe’s most carbon-efficient airlines and reduce the carbon intensity of our operations by 10%.

- **Make a difference**
  - Creating positive change for people and communities
  - We will deliver 10 million ‘greener and fairer’ holidays a year by 2020, enabling more people to share in the benefits of tourism.

- **Lead the way**
  - Pioneering sustainable tourism across the world
  - We will invest €10 million per year by 2020 to support good causes and enhance the positive impacts of tourism, using the TUI Care Foundation to support this work.

- **Care more**
  - Building the best place to work where people are passionate about what they do
  - We will achieve a colleague engagement score of over 80 aligning us with the top 25 global companies.
Delivering 10 million ‘greener and fairer’ holidays a year by 2020

‘Greener and fairer’ holidays are those where a customer stays in a hotel certified to a GSTC-recognized standard.

### Key Metrics

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<th>1</th>
<th>Number of customers staying at certified hotels</th>
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<tbody>
<tr>
<td></td>
<td>2018</td>
<td>2019</td>
</tr>
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<table>
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<th>2</th>
<th>Number of contracted hotels with certifications</th>
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<table>
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<tr>
<th>3</th>
<th>% of TUI hotels with certifications</th>
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<tbody>
<tr>
<td></td>
<td>78%</td>
<td>80%</td>
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Certified v non-certified hotel performance

- 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

Key insights
1. In 2018, TUI's certified hotels spent on average 12% less on energy costs, saving €0.40 per guest night, or €73k per year.

2. Our most sustainably-managed hotels also consistently deliver higher quality and customer satisfaction.
Making hotel certification a practical reality
Sustainability requirements and standards are written into every hotel contract.

- **TUI's own minimum contractual standard**
- **GSTC certification**

**Simplified and aligned sustainability standards across TUI source markets**

**Focus on certification as best way to drive improved operational performance**
WORKING TOGETHER TO CREATE A BETTER WORLD

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

As part of our ambitions for sustainable development, we are driving to deliver even more greener and faireer holidays, to help create a better world.

As a condition of working with TUI, it is important that your hotel strives to maintain a sustainable certification accredited by the Global Sustainable Tourism Council (GSTC).

Read more about TUI’s sustainability strategy at www.sustainableholidaystrust.com

CERTIFIED HOTELS OUTPERFORM OTHERS

This analysis of TUI hotels found that certified hotels outperform non-certified hotels, even in the TUI Hotel Network.

> 10% lower GHG emissions per paid stay
> 24% lower water usage at peak
> 19% lower water usage per paid stay
> 21% lower energy usage per paid stay

Higher expenditure rate of national employees

JANE GAYTON, Director of Sustainability

Pre-certification support for purchasers and hotel partners

FIVE WAYS SUSTAINABILITY BENEFITS YOUR ACCOMMODATION

1. COST REDUCTION
   - Energy: cuts in energy usage lead to lower operating costs. The savings in energy usage can be passed on to guests, helping to improve the bottom line.
   - Water: reduced water usage helps to maintain water supplies and protect the environment.
   - Waste: reduced waste helps to reduce costs associated with waste disposal.

2. SUPPORT YOUR DESTINATION
   - When guests choose to stay at a certified hotel, they are supporting local businesses and the local community.

3. IMPROVED CUSTOMER EXPERIENCE
   - Guests are more likely to return to a certified hotel due to the enhanced sustainability practices and environmental initiatives.

4. UNIQUE SELLING POINT
   - Achieving a sustainability certification creates a unique selling point for your accommodation. Guests are more likely to choose certified hotels.

5. MARKETING OPPORTUNITY
   - A TUI customer survey found that guests are more likely to choose a hotel that has a sustainability certification.

MEETING CUSTOMER DEMAND FOR MORE SUSTAINABLE HOLIDAYS

Findings from TUI’s customer survey in 2019 show that 3,100 consumers have stated their desire for more sustainable holidays in 2022.

57% of hotels surveyed have implemented environmentally friendly practices.

3% of hotels have received a sustainability certification.

SUSTAINABLE ACCOMMODATION CHECKLIST

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

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

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

- **ENERGY**
  - I realize that my business doesn’t use more energy than needed. For example, I fix all low-energy lights and devices.
  - I keep track of the energy that my business uses, which enables me to save energy where possible.

- **WATER**
  - Reduce water use as much as possible.
  - I keep track of the water use, which enables me to save water where possible.

- **WASHING AND CLEANING**
  - I ensure that the products I use to keep my business running are not harmful to the environment.

- **FOOD AND BEVERAGES**
  - I make sure that my business does not create more waste than needed.
  - I purchase locally sourced and seasonal products.

- **GUEST INFORMATION**
  - I provide information about the local community and its environment.

- **SOCIETY & SUPPLIERS**
  - I work with and support the local community and companies that I supply.

CERTIFICATION DRIVES PERFORMANCE

Adopting TUI’s sustainability initiatives has led to improved waste management, water and energy savings, and a community outreach program.

- **Bayanana Blue Waters, Jamaica**
  - 100% of the hotel’s energy is sourced from renewable energy sources.
  - The hotel has implemented a comprehensive water and waste management program.

- **Gala Resorts, Portugal**
  - After getting the TUI sustainability award, the hotel has reduced its energy use by 30%, water consumption by 25% and waste generation by 40%.

- **TUI Sunny Days Beach & Spa Resort, Greece**
  - The resort has achieved a 70% reduction in energy use, a 50% reduction in water consumption, and a 25% reduction in waste generation.

TUI & hotel sustainability | GSTC Online Members Meeting | Ian Corbett | December 2020
A dedicated sustainability website for TUI hotel partners

Key hotelier benefits

- Access to relevant sustainability documents
- Share best practices to promote their hotel
- Read details about how to achieve a TUI award
- Get prepared for sustainability certifications
- Find new suppliers for sustainable solutions
Offering extra support on hot topics

STRAY ANIMALS GUIDANCE
TOP TIPS FOR ANIMAL-LOVING HOLIDAYMAKERS

PLASTIC REDUCTION GUIDELINES FOR HOTELS

SUSTAINABLE FOOD
MANUAL
Annual TUI sustainability awards to showcase the best performers

• One overall winner, plus…
  • Lower Carbon
  • Reducing Waste
  • Celebrating Local
  • TUI Care Foundation Award
Extra marketing support and promotion for hotels that get certified
What next for TUI..?
Thank you very much.

Get in touch with any further questions or to continue the discussion

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