

A group of people are running on a beach towards the ocean. The scene is captured in a high-angle, low-key style, with the sun low on the horizon, creating a strong silhouette effect. The people are running from left to right, and their bodies are splashing with water. The background is a bright, hazy sky. The foreground is the dark, wet sand of the beach. The overall mood is energetic and joyful.

SUSTAINABLE TOURISM AND TRAVELIFE CERTIFICATION

Clare Jenkinson, Head of Sustainability, ABTA
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What issues are we talking about?



Environment: climate, waste including plastic, water



Destination management and local impact



Human rights: including modern slavery, child safeguarding and freedom from discrimination



Animal welfare

Importance of sustainability has been steadily increasing

	2011	2019
Green/ environmental/ sustainability credentials of the holiday provider are important to the booking process	20%	50%
Travel companies should ensure that their holidays help the local people and economy	51%	62%
Holidays should have an environmental and social rating, much like a quality star rating	33%	49%
I am likely to choose one company over another based on a better environmental/ sustainable record	19%	38%
I would like to know how travel companies are benefiting the destination I am going to	34%	48%
I am prepared to pay more for a holiday with a company based on a better environmental and social record	19%	36%

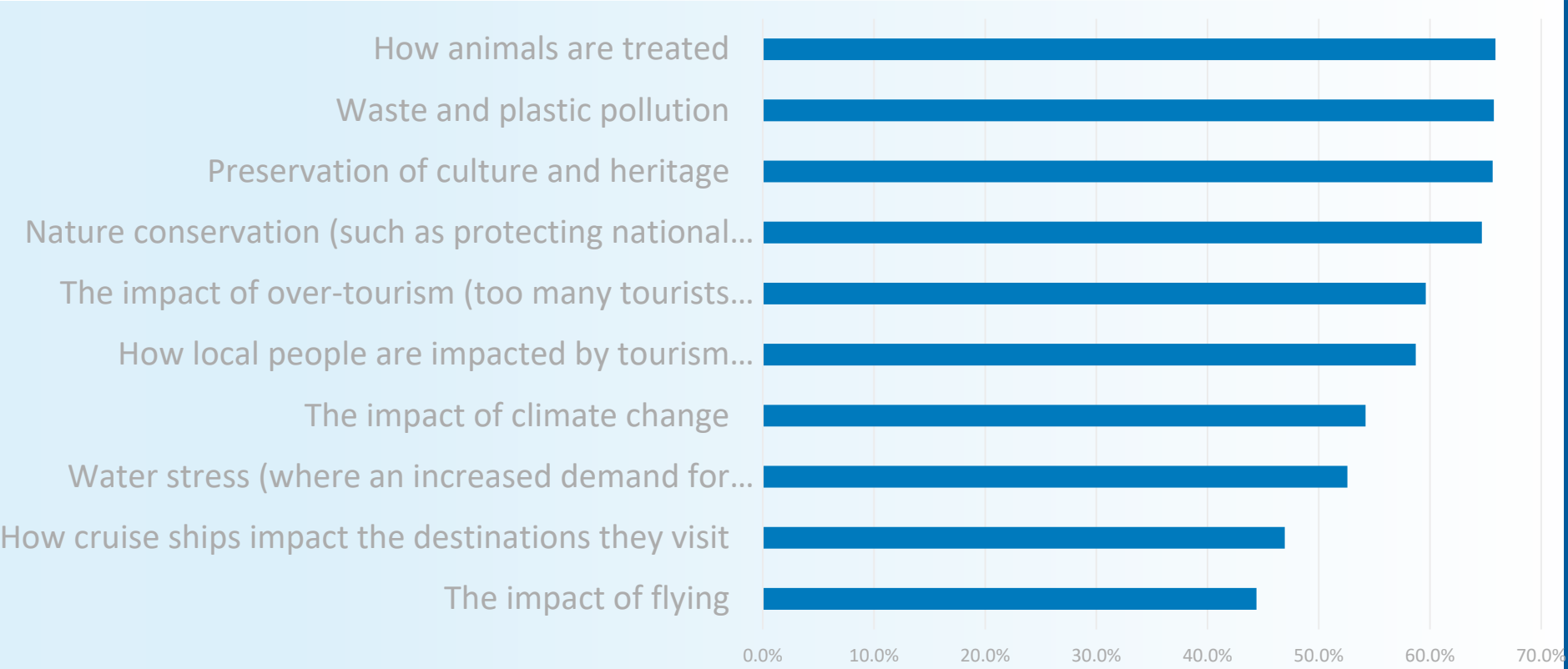
Source: ABTA Holiday Habits

Sustainability improves customer experience

We have found that our most sustainably-managed hotels deliver higher quality and customer satisfaction

TUI Group, 2018

%



Impacts of COVID-19 on consumers and sustainable travel

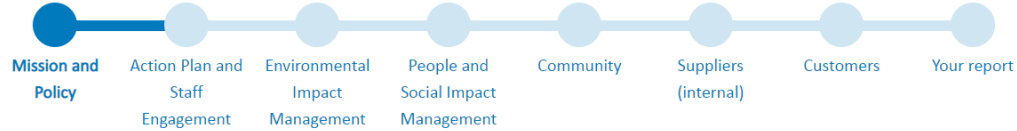
- Wanderlust research
 - 40% of people more determined than ever to make sustainable travel choices
 - “A strong feeling from respondents that they want to help small businesses, communities and conservation with their travels” - 45% of respondents ranked it as number one on importance



Member Zone link: <https://www.abta.com/sustainabletourism>
Email: sustainabletourism@abta.co.uk



ABTA Sustainable tourism – guides and resources



Mission and Policy

1. Do you have a sustainability mission statement, setting out the main objective for your business around sustainability?

2. Do you have a sustainability policy to guide your business' objectives around environmental, social and economic impacts?

ABTA Sustainable tourism – guides and resources

PLASTICS GUIDANCE

Managing plastics: guidance for travel companies

ABTA The Travel Association Better Places to Live and Visit

MODERN SLAVERY GUIDELINES

Tackling modern slavery in tourism

ABTA The Travel Association Better Places to Live and Visit Stronger Together

ABTA ANIMAL WELFARE GUIDELINES

Overview manual

ABTA The Travel Association

ABTA
The Travel Association

How to Sell Better Places

Better for your business, your customers and your destinations

ABTA
The Travel Association

Developing a sustainability approach for internal operations

Manual 2

Sections

- 1. Introduction: internal sustainability
- 2. Why internal sustainability matters
- 3. How to develop an internal sustainability approach
- 4. Internal sustainability: a checklist
- 5. Internal sustainability: a checklist
- 6. Internal sustainability: a checklist
- 7. Internal sustainability: a checklist
- 8. Internal sustainability: a checklist
- 9. Internal sustainability: a checklist
- 10. Internal sustainability: a checklist

2019

ABTA
The Travel Association

Developing a sustainability approach

Manual 1

Sections

- 1. Introduction: sustainability
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2014

ABTA VOLUNTEER TOURISM GUIDELINES

For travel companies delivering volunteer tourism experiences

Better Places to Live and Visit ABTA The Travel Association

Travelife

Accommodation Sustainability

ABTA sustainable tourism e-learning courses



<https://www.abta.com/knowledgezone>

Member Zone link: <https://www.abta.com/sustainabletourism>

Email: sustainabletourism@abta.co.uk

Make Holidays Greener is ABTA's annual campaign, in partnership with [Travelife for Accommodation](#), to encourage holidaymakers and the industry to create better places to live in, and better places to visit.



2020 - Rebuild Together

- Respect communities
- Buy local
- Protect nature

The campaign reflects consumer awareness of sustainability issues. ABTA's latest research shows that almost two thirds (62%) of people believe travel companies should ensure that their holidays help the local people and economy.

Benefits of participating in the campaign

- Engage your customers: to focus on the benefits tourism can bring with your customers
- Promote your company: share how your company is part of the recovery and how you are having a positive impact, through social media as well as through local and national press.

<p>Rebuild Together</p> <p>MAKE A PLEDGE</p>	<p>Cut carbon</p> <p>MAKE A PLEDGE</p>	<p>Stay better</p> <p>MAKE A PLEDGE</p>
<p>Fight waste</p> <p>MAKE A PLEDGE</p>	<p>Save water</p> <p>MAKE A PLEDGE</p>	<p>Respect animals and biodiversity</p> <p>MAKE A PLEDGE</p>
<p>Protect children</p> <p>MAKE A PLEDGE</p>	<p>Use my voice</p> <p>MAKE A PLEDGE</p>	<p>Create your own pledge</p> <p>MAKE A PLEDGE</p>

A chance to REBUILD TOGETHER when we go on holiday

ABTA's Make Holidays Greener campaign theme this year is Rebuild Together – encouraging holidaymakers to respect communities, buy local and protect nature wherever they go.

REBUILD ♥ Together

This is our chance to rebuild tourism together to support local communities and nature. 'Rebuild Together' focuses on the benefits tourism can bring to recover from the impact of COVID-19. When going on holiday, a few simple choices can help us support local communities and nature in the destinations we visit. Below are examples of a few things you could consider whenever you start planning your next trip.

Respect communities

Be respectful of local attitudes towards tourism and rules on health and hygiene, such as wearing face coverings. Read up on the local culture and customs of the destination and try learning some local lingo.

Buy local

Support the local economy by purchasing local food and drink, tours or experiences on holiday. This can provide jobs and raise living standards.

Protect nature

Help to protect areas of conservation by spending money with local businesses that are committed to protecting wildlife, contributing to local initiatives, or paying national park entry fees.

Go to makeholidaysgreener.com to pledge to 'Rebuild Together' and find more greener holiday pledges, such as 'cut carbon' and 'stay better'.

YOUR LOGO HERE

Travelife for Tour Operators



Naut Kusters, ECEAT

www.travelife.info

info@travelife.info



About Travelife



Accommodation sustainability certification programme

Owned by ABTA

Designed by travel industry for supply chain sustainability

1,540 members in over 50 countries

Over 1,000 Travelife Gold Certified

Region	Total Members	Current Certified
Algarve	15	8
Azores	7	7
Lisbon	2	2
Madeira	29	14
TOTAL	53	31

163 criteria verified by an on-site audit every 2-years



Environment

Reducing negative impacts, increasing positive impacts, conservation, animal welfare



People

Human rights, fair labour practices, community engagement, child safeguarding, engaging stakeholders



Sustainability management

Policies, procedures, legal compliance, effective staff resourcing

Travelife certification offers more than environmental benefits



Lower operating costs

Using less energy, water and waste means lower costs



Better guest satisfaction

Research consistently shows that sustainable hotels report higher levels of guest satisfaction



Risk and reputation management

Legislative compliance is built-in and we help you stay on top of issues that are of public concern such as plastic waste, child safeguarding and animal welfare



Improved staff loyalty

Fair labour practices and engagement with sustainability issues increases employee job satisfaction



Better community relations

Community engagement ensures better support and loyalty from people in your area

Our customers

Individual properties

Small guest houses to mega complexes



Chains and groups

Small and large groups



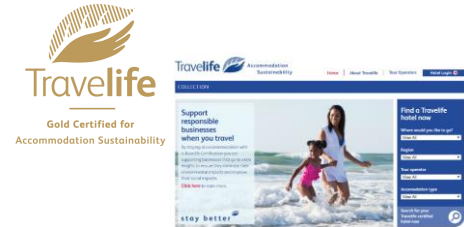
Travel trade

UK and overseas tour operators, OTAs and travel agents



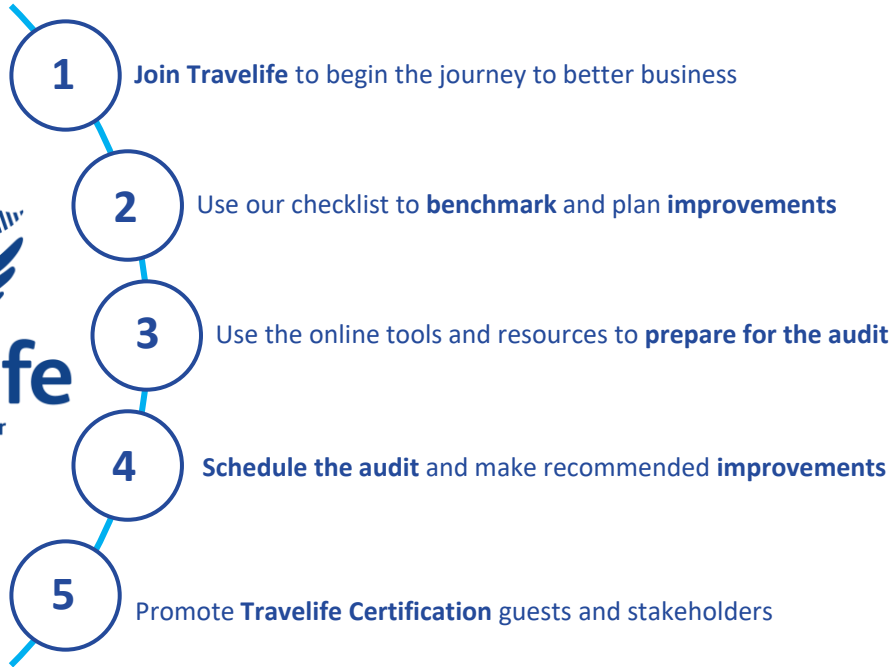
Travellers

Travel trade customers or via our online searchable website



stay better 

Five steps to better business



Pricing

Property size	2-year Membership Fee	Covid-19 recovery pricing (1 st July 2020 to 30 th June 2021)
Reduced rates may be offered for groups of properties joining at the same time who audit at the same time.		
Micro (total maximum occupancy of 1 to 30 guests)	€640	€565
Small (total maximum occupancy of 31 to 160 guests)	€860	€765
Medium & Large (total maximum occupancy of 161 to 1,000 guests)	€1,490	€1,340
Mega (total maximum occupancy of 1,001+)	€2,150	€1,900

The membership fee includes:

2-year membership

1 audit

2-year certification

Online tools and resources

Sustainability updates with tips and advice

Participation in social media and other marketing campaigns

Weekly updates to travel companies highlighting your certification status

Listing on the Travelife Collection consumer website

Travelife ChainConnect



Simplifies the certification process for chains or groups

A dedicated team works with the head office to help with compliance throughout the group

Specially trained auditors

Reduced rates for 10 or more properties joining at the same time

A centralised approach consistently shows significantly improved success rates

More information and resources

www.travelifestaybetter.com

(English and Spanish)

www.travelifestaybetter.com/memberzone

(Members only, English and Spanish)

www.travelifeauditors.com

(Information about requirements, recruitment and training process)

Individual and ChainConnect brochures in Portuguese

