



ANNUAL REPORT 2021



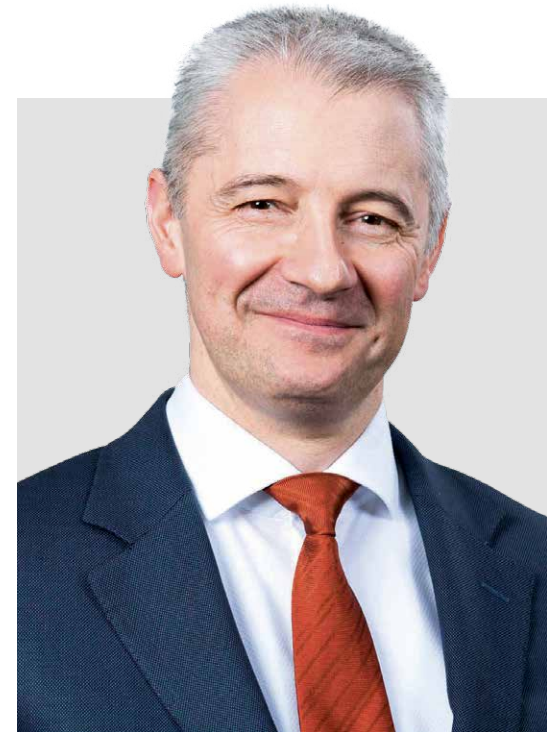
FOREWORD

The 2020/2021 financial year at Hotelplan Group was once again marked by the coronavirus pandemic. In the first half-year notably, stringent travel restrictions were still in place across most of the globe, and the constantly changing travel rules proved a major challenge for the entire Hotelplan Group. Our staff's core business and passion – arranging the most enjoyable time of the year for our customers – has unfortunately had to take a back seat since the beginning of the pandemic.

This gives me all the more reason to admire the dedication, motivation and resilience that each and every one of our employees continues to bring to the table. What our colleagues have achieved is remarkable. It fills me with pride that in the 2020/2021 business year too, Hotelplan Group has been there for its customers, giving them competent travel advice and assistance before, during and after their trip. On behalf of the entire Board of Directors, I would like to extend my sincere thanks to all members of staff for their great efforts.

Hotelplan Group also used the 2020/2021 financial year to hone its strategy to reflect the changing market conditions and equip itself for the period following the coronavirus pandemic. A group-wide strategy process was launched to this end, ultimately resulting in a new strategic alignment. Going forward, Hotelplan Group will focus on the two core themes of excellent customer experience and sustainability. Both are key to continuing to operate successfully in the market and are also of paramount importance to the Migros Group. I see sustainability in particular as one of the greatest challenges of our time and find it extremely important and welcome the fact that, as a travel company, Hotelplan Group contributes to this endeavour and will take a leading role in the tourism industry.

The desire to travel remains strong among our customers, despite the current challenges. This makes me very optimistic for the future. Hotelplan Group can also count on the support of Migros Group – because the Federation of Migros Cooperatives is confident that Hotelplan Group will be the most popular tour operator in its markets in future – with a reputation for delivering unforgettable customer experiences and sustainable travel.



Fabrice Zumbrunnen
Chairman of the Board of Directors
Hotelplan Group



HOTELPLAN GROUP

Hotelplan Group, based in Glattbrugg, Switzerland, is a globally active Swiss travel concern in the holiday and business travel sector. The group's business units include Switzerland's largest tour operator **Hotelplan Suisse** with the Travelhouse, Tourisme Pour Tous, Hotelplan and Migros Ferien brands, the online tour operator **vtours** based in Aschaffenburg, Germany, as well as **Hotelplan UK**, one of Great Britain's leading skiing and walking holiday specialists with the Inghams, Inntravel, Esprit Holidays, Santa's Lapland and Explore Worldwide brands. The holiday home rental provider **Interhome Group** with the Interhome and Interchalet brands, the business travel specialists **bta first travel** and **Finass Reisen** are also part of Hotelplan Group.

Hotelplan Management AG is responsible for the group's IT, finance, digital and strategy departments.

Hotelplan Group is a wholly owned subsidiary of the **Federation of Migros Cooperatives**, Switzerland's largest retail organisation with headquarters in Zurich.

BOARD OF DIRECTORS

As of January 2022



Fabrice Zumbrunnen
Chairman of the Board of Directors



Isabelle Zimmermann
Vice Chairwoman of the Board of Directors



Norbert Munsch
Member of the Board of Directors



Thomas Stirnimann
Member of the Board of Directors



Stefan Leser
Member of the Board of Directors

MANAGEMENT



Laura Meyer
CEO Hotelplan Group
Member of the Group Management



Markus Glesti
CFO & Deputy CEO Hotelplan Group
Member of the Group Management



Roman Wetli
CIO Hotelplan Group
Member of the Group Management



Tim Bachmann
CEO Hotelplan Suisse
Member of the Group Management



Achim Schneider
CEO vtours
Member of the Group Management



Joe Ponte
CEO Hotelplan UK
Member of the Group Management



Jörg Herrmann
CEO Interhome Group
Member of the Group Management



Roland Birchmeier
CEO bta first travel



Claudine Furrer
CEO Finass Reisen



Katja Altmann-Renner
CEO bedfinder



PURPOSE

We improve the quality of life of our customers by creating exceptional travel experiences.



VISION

To be the most loved travel company in our markets, famous for customer experience and sustainable travel.

IN CONVERSATION

WITH LAURA MEYER

CEO HOTELPLAN GROUP

In January 2021, Laura Meyer took over as CEO of the Hotelplan Group in the midst of the coronavirus pandemic. In this interview, she takes stock after one year at the helm of Hotelplan Group and tells us where her focus lies going forward.

Laura Meyer, you took over the helm of Hotelplan Group at the beginning of 2021. That was a year ago. How would you sum up your first year in charge?

It was a challenging year that continued to feel the impact of the coronavirus pandemic. However, I had the good fortune to take charge of a company that has an incredibly motivated and resilient workforce. It is thanks to every single member of staff that we managed to successfully navigate through 2021 despite the given circumstances, be there for our customers and partners and deliver excellent service. I was extremely impressed with the way in which the business units and departments worked hand in hand, and how the staff coped with the ever-changing situation. On behalf of the entire management board, I would like to extend my warmest thanks to everyone.

“At Hotelplan Suisse, Interhome Group and vtours, we saw a significant upswing in bookings over several weeks compared to the same period in 2019.”

Overall, the 2020/2021 financial year reported lower invoiced turnover than the 2019/2020 financial year – although there was talk of a booking surge in 2021. What is the reason for this?

In the 2019/2020 annual financial statement, we reported four strong winter months from November through February before the coronavirus pandemic began (*editor's note: the Hotelplan Group financial year begins on November 1st*). What characterised the 2020/2021 business year was that after the first very difficult six months, some business units recorded summer and autumn weeks with excellent bookings. At Hotelplan Suisse, Interhome Group and vtours, we saw a significant upswing in bookings over several weeks compared to the same period in 2019. At the same time, however, the business travel sector remained very subdued and Hotelplan UK had to cancel the bulk of its travel due to restrictions. But despite a drop in revenues, the overall outcome was much better than the prior year's – due to rigorous cost management, restructuring measures and short-time working. Thanks to our shareholder Migros, we did not need any state aid apart from short-time work benefits.

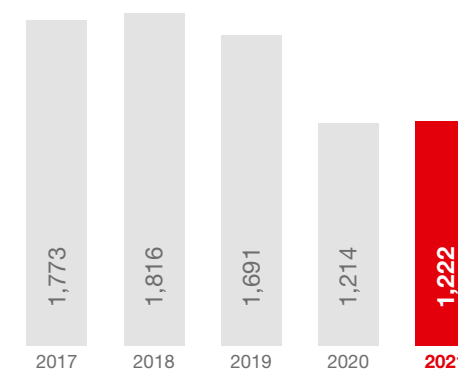
Interhome Group weathered the crisis best – why is that?

The trend towards independent holidays in a holiday home or apartment, which emerged during the first year of the pandemic, has been confirmed. Protection and hygiene measures are much easier to implement in one's own four walls, which is an advantage. Interhome Group focuses on high-quality properties, a strategy that gives us an edge on our competitors. Our proximity to our guests also has a positive effect on occupancy. Interhome Group can deliver personal, one-to-one assistance at some 200 local service and partner offices throughout Europe.

Passengers in thousands

–5.1%

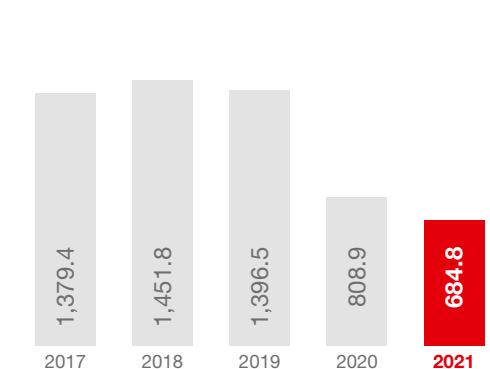
Development vs. previous year



Invoiced turnover in million CHF

–15.3%

Development vs. previous year



You mentioned that the business travel sector was particularly hard hit by the pandemic. Why exactly?

Business travel notably has borne the brunt of the global travel restrictions. Major long-haul destinations in Asia and America remained effectively closed the whole year. The shift in working patterns to online meetings and remote working led to a drop in demand. Our service and quality model has nevertheless proven itself – we succeeded in winning a significant number of new business travel customers. This gives us grounds for optimism.

In November 2021, Hotelplan Group announced that it was closing its white label tour operator bedfinder in order to concentrate these activities at vtours.

What was the key factor in this decision?

It was a strategic decision. Concentrating white label tour operating activities at vtours means that we can exploit synergies within Hotelplan Group in terms of product procurement, technology and fulfilment. Our white label partners can benefit from attractive conditions through centralised product purchasing. The resulting standardised processes and boosted efficiency are additional advantages for our partners.

Let's take a look ahead: the current financial year began on 1 November 2021. How did the new business year start at Hotelplan Group?

Optimistically! The pandemic situation had eased somewhat, more and more countries such as the USA and Thailand reopened their borders and the demand for travel rose significantly. The discovery of the new Omicron virus strain at the end of November 2021 created considerable uncertainty among our customers, which

“We anticipate a strong medium and long-term demand for travel.”

is understandable. Once again, our staff rose to the situation in an extremely circumspect, professional and calm manner, giving our customers the best possible advice and support for safe travel to their holiday destinations and back. Overall, we are currently seeing restrained booking behaviour due to the deteriorating coronavirus situation. Although the situation will remain dynamic in the coming weeks, we are optimistic for the coming months. It goes without saying that we hope

the pandemic will come to an end as soon as possible so that we can send our customers travelling to all four corners of the globe again.

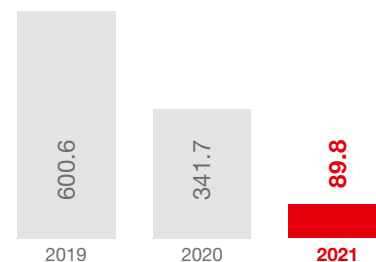
What is Hotelplan Group's focus in the new business year?

Our goal is to emerge successfully from the crisis and continue to be there for our customers. With the new group strategy ONWARDS!, we aspire to provide outstanding customer experiences and strengthen our commitment to sustainability. This will remain our focus in the current business year as we continue to work towards reaching the targets we have set ourselves. (Editor's note: More information on Hotelplan Group's commitment to sustainability can be found on page 22/23.)

Invoiced turnover in million CHF

❄️ Winter

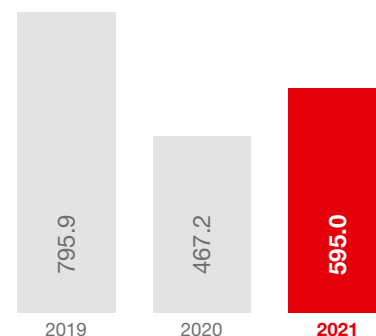
November 20 – April 21



Invoiced turnover in million CHF

☀️ Summer

May 21 – October 21

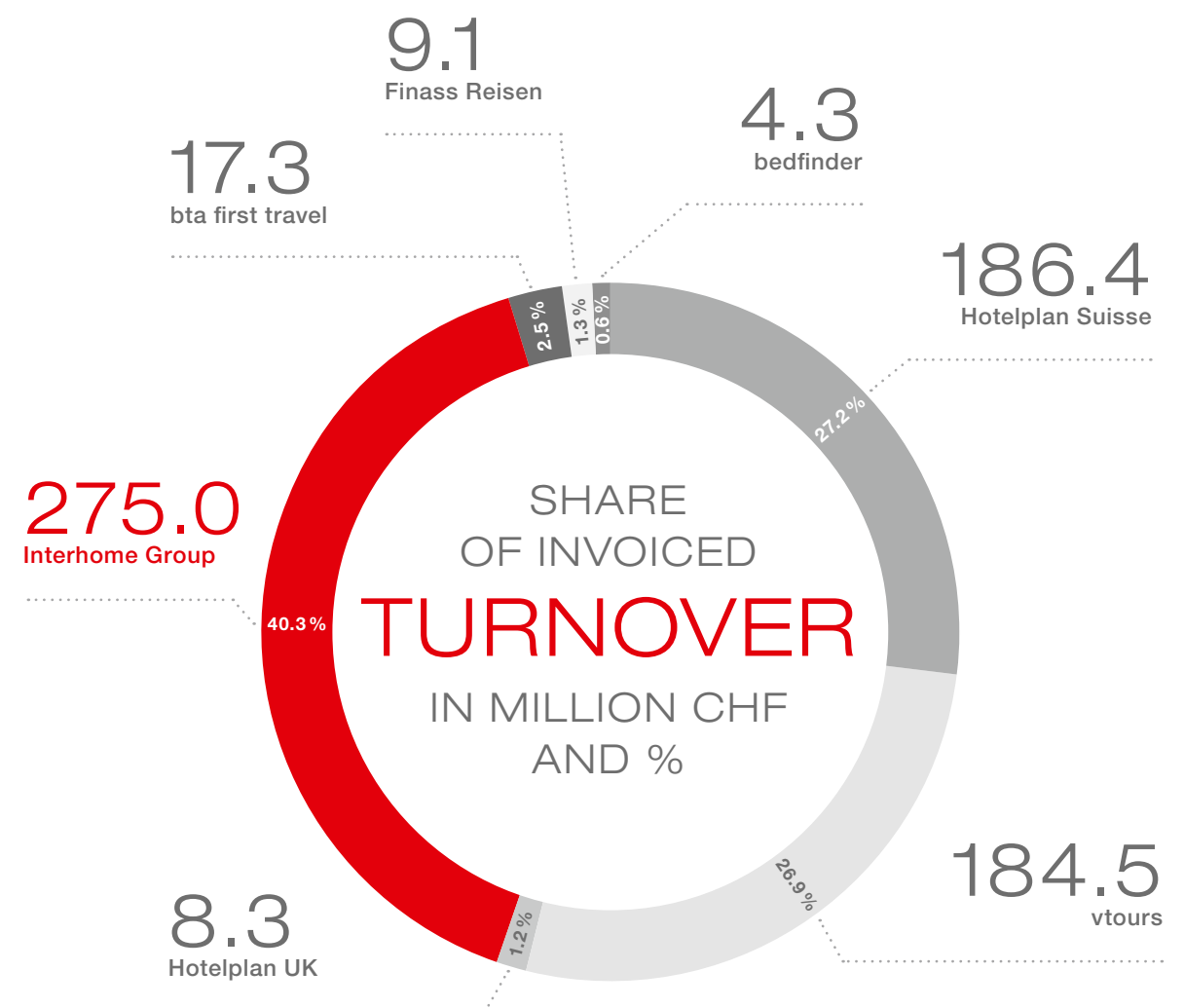


You've touched on the topic of customer experience – what can customers expect?

Each business unit has defined different measures. Group-wide, we are aiming for an optimum integration of online and offline touchpoints with our customers across the entire customer journey – this means from the first contact through the booking process and stay at the destination to the return home. Based on our many years of experience, we are already very strong offline. However, our customers are becoming more and more digital and the coronavirus pandemic has given digitalization an additional boost. We are working on user-friendly digital solutions, such as new websites, that are even better searched, found and booked online.

We also want to provide more digital self-service options on our customer platforms and strengthen our focus on customer relationship management. This enables us to understand our customers even better and to provide them with personalised service. We are also breaking new ground in the branches, for example with our virtual travel advisor Tom in the Hotelplan branch in Schönbühl, Switzerland.

This interview was conducted at the beginning of January 2022.



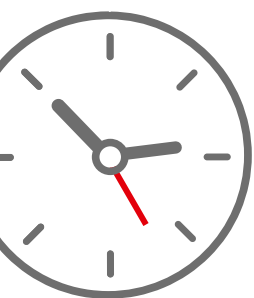
HOTELPLAN GROUP WHAT'S UNIQUE ABOUT US

as of 31 October 2021

Employees

1,866

people work for Hotelplan Group worldwide.

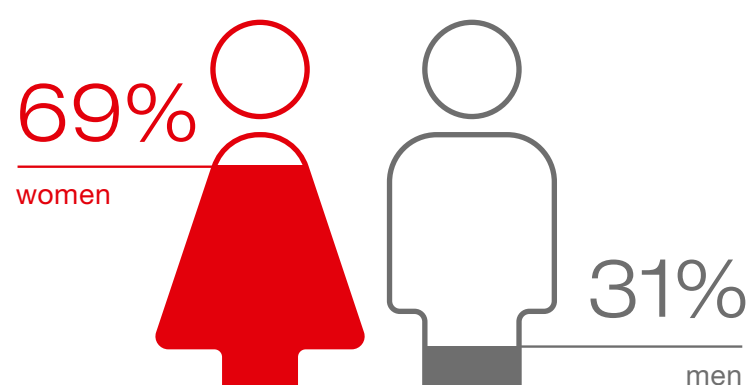


10
41

years is the average employee tenure at Hotelplan Group.

is the average age of Hotelplan Group employees.

Diversity



55%
of the management roles are held by women.

93 apprentices & 11 interns

The Hotelplan Group invests in young talents and gives teenagers and young adults the opportunity to take their first steps on the career ladder.

“We are proud of our **diverse staff** – because lived diversity and mutual appreciation are key to our success.”
Laura Meyer
CEO Hotelplan Group

Facts and figures

1935

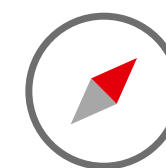


It is 86 years since Migros founder Gottlieb Duttweiler launched Hotelplan.

226 locations in 18 countries

Hotelplan Group is represented with offices, branches, local service offices and business travel centers at 226 locations in 18 countries.

18



travel brands

cover the entire spectrum from beach vacations and round trips through holidays in a holiday home to business travel.

57%

of turnover was generated through digital channels in the 2020/2021 financial year.

191 countries

Our customers travelled to 191 countries in the 2020/2021 financial year.

HOTELPLAN SUISSE

At Hotelplan Suisse, the 2020/2021 business year was an extremely eventful one that was once again dominated by the coronavirus pandemic. Opportunities for global travel were severely restricted until around mid-April 2021, with correspondingly low levels of customer travel activity. To curb costs, Hotelplan Suisse entered a period of “winter rest” and closed most of its branches temporary. Customer accessibility to the tour operator was nevertheless always ensured.

The first signs of recovery appeared in spring, accompanied by increasing customer confidence and a growing desire to travel. Booking activity however remained short term. A veritable booking boom set in from mid-May 2021 onwards. Demand was particularly high for holidays in the wider Mediterranean region and travel to the Caribbean, Central America and southern Africa. Autumn 2021 saw a steep rise in demand for city breaks

Thanks to the outstanding efforts, motivation and expertise of all members of staff, Hotelplan Suisse with its Travelhouse, Tourisme Pour Tous, Hotelplan and Migros Ferien brands was able to clearly set itself apart from its competitors and prove itself as the market leader – notably in terms of reliability, accessibility and service quality.

Crisis notwithstanding, Hotelplan Suisse has been working in the background on its orientation. The main focus in the 2021/2022 business year is on digitalisation, stable growth and sustainable travel. With this in mind, Hotelplan Suisse is set to introduce many exciting and innovative features in the coming months. As a modern and reliable tour operator, Hotelplan Suisse is confident of emerging strengthened from the crisis.

“ I am proud of how the teams have risen to the occasion this year – in spite of all the challenges. ”

Tim Bachmann
CEO Hotelplan Suisse

and for travel to the Indian Ocean and the Arab region. A customer survey conducted in April 2021 showed that customers want security and flexible terms of cancellation for their holidays. Hotelplan Suisse met this need by launching a full-service package, which includes flexible cancellation for selected destinations and daily updates on entry requirements.

TOP 3 DESTINATIONS

by passenger numbers

- 

Greece
Previous year: Greece
- 

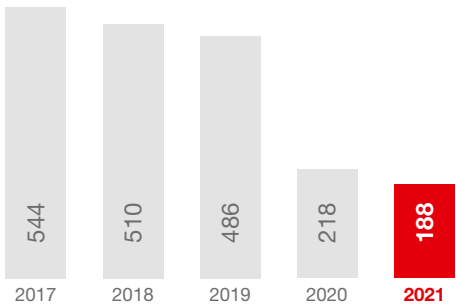
Spain
Previous year: Switzerland
- 

Switzerland
Previous year: Germany

Passengers in thousands

-13.8%

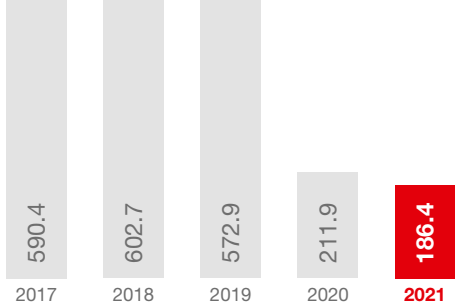
Development vs. previous year



Invoiced turnover in million CHF

-12%

Development vs. previous year



VTOURS

The 2020/2021 business year at vtours was characterised by high volatility due to the coronavirus pandemic. Promising periods with relatively robust booking rates were followed by periods with numerous cancellations and few new bookings. This meant that in 2021 too, vtours had to adapt to the constantly changing market environment.

The prime focus was on restarting travel activity. Thanks to its dynamic business model, vtours is perfectly positioned to handle such situations and was therefore able to adapt the product range very quickly to the sudden surge in demand at the beginning of May 2021. Flexibility and safety became key criteria to consider when booking travel. To meet this need, vtours introduced the flexible “Fixe 50” rate in January 2021. This gives vtours customers more flexibility when rebooking or cancelling their upcoming trip.

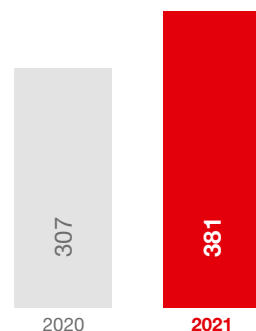
Exploiting synergies within Hotelplan Group was another focal point in the 2020/2021 business year. Standardised processes and IT systems form the basis, with work currently underway on the integrated use of the booking system and the IT components at vtours. A service center was established to handle the touristic hotel and flight-related purchasing for all Hotelplan Group volume brands. This enables efficient and consolidated purchasing activities for the respective brands.

The desire to travel among vtours customers remains undimmed. Consequently, vtours has an optimistic outlook on the coming year. In the 2021/2022 business year, the tour operator will continue to focus on responding quickly to changing customer needs and improving service levels for customers and partners.

Passengers in thousands

+24.1%

Development
vs. previous year



Part of the Hotelplan Group since 1 November 2019

“Quality, flexibility and reliability at highly competitive prices are important to our customers – and that’s what we want to give them.”

Achim Schneider
CEO vtours

TOP 3 DESTINATIONS

by passenger numbers



Turkey

Previous year: Turkey



Spain

Previous year: Egypt



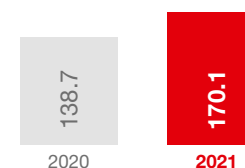
Greece

Previous year: Greece

Invoiced turnover in million EUR

+22.6%

Development vs. previous year



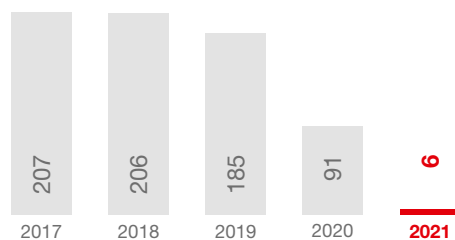
Part of the Hotelplan Group since 1 November 2019

HOTELPLAN UK

Passengers in thousands

-93.3%

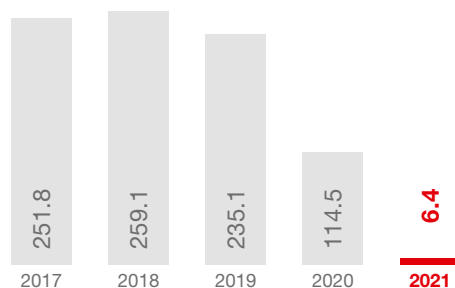
Development vs. previous year



Invoiced turnover in million GBP

-94.4%

Development vs. previous year



At Hotelplan UK, the 2020/2021 business year was a further year that was strongly impacted by the coronavirus pandemic. As in the previous year, most travel bookings had to be cancelled, with more than 100,000 customers affected by the cancellations. However, more than 75 % decided to postpone their holiday to a later date rather than claim a refund.

This shows that customers wish to travel again as soon as it becomes easier to do so. Despite the numerous cancellations, customer satisfaction with all Hotelplan UK brands remains very high. This was underscored in July, when Explore Worldwide, Inntravel and Inghams received “Which? Recommended Provider” status – Britain’s highest consumer protection award.

Since travelling abroad became almost impossible for British customers, the teams at the soft adventure specialist Explore Worldwide and the walking and cycling holiday specialist Inntravel were quick to respond to the demand of domestic travel by introducing more than 25 new travel offers within Great Britain.

“Despite the challenges, our focus has been on our customers at all times.”

Joe Ponte
CEO Hotelplan UK

All newly launched offers proved successful and won over thousands of customers. Looking ahead, both Explore Worldwide and Inntravel will continue to invest in digitalisation and focus on opening up new markets – such as the North American market.

TOP 3 DESTINATIONS

by passenger numbers



Great Britain

Previous year: France



Iceland

Previous year: Finland



Portugal

Previous year: Austria

The ski holiday providers have refined their offerings in the last few months and will concentrate on their core customer segment moving forward. This also involved offloading Flexiski in order to focus on the two core brands Esprit and Inghams. Santa’s Lapland, which offers trips to meet Santa Claus in Lapland, continued to develop its offering to retain its market-leader status. Moreover, the company websites are being further developed to optimise the customer experience from the point of booking onwards.

During the past business year, Hotelplan UK stepped up its focus on sustainability and created the necessary personnel resources. Explore Worldwide and Inntravel are taking a leading role in sustainability ahead of Hotelplan UK’s other brands. Based on Explore

Worldwide and Inntravel’s sustainability activities, Hotelplan UK developed a sustainability concept in the year under review. It will be adopted by all Hotelplan UK brands going forward.

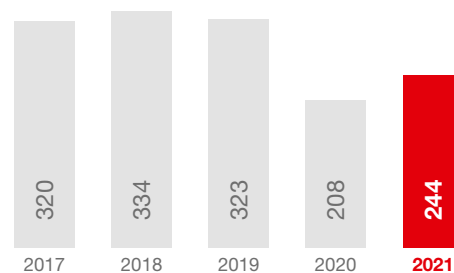
2021/2022 is set to be the business year of transition back to normality for Hotelplan UK. By keeping a close eye on customer focus, adapting the product portfolio to reflect the new market environment and consistently working on its long-term strategy, the tour operator has an optimistic outlook on the coming months.

INTERHOME GROUP

Bookings in thousands

+17.3%

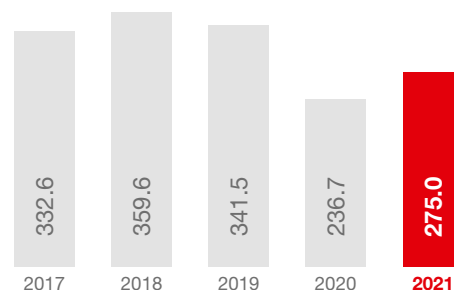
Development vs. previous year



Invoiced turnover in million CHF

+16.2%

Development vs. previous year



Travel restrictions and constantly changing travel rules continued to have a major impact on customer behaviour at Interhome Group in the 2020/2021 business year, putting sustained pressure on all areas of the business.

The exceptional commitment and efforts by all staff made handling the additional pandemic-related workload in terms of bookings, cancellations, enquiries and queries possible. Implementing and where necessary adapting the coronavirus-related safety precautions remains an ongoing endeavour.

“The staff at Interhome Group have done a fantastic job in handling the additional workload.”
Jörg Herrmann
 CEO Interhome Group

Due to the largely curtailed winter season, the key focus in the holiday home business in the 2020/2021 business year was on the remaining seasons. Here, Interhome Group experienced a surge in demand for independent holidays in a holiday home or apartment. In Switzerland, Interhome Group could even look back on the best year in the company's history. Holidays in self-contained accommodation proved to be an ideal option in terms of safety in light of the still ongoing coronavirus pandemic. This generated a balanced operating result and underscores the success of the Interhome Group business model.

The ongoing business year at Interhome Group has a strong focus on growth: in addition to extending the product portfolio, the focal points are digitalisation, optimising processes and sustainability. First steps have already been taken: Customers can now manage their bookings to a large extent online and carry out cancellations and payments. Customers can also make

a contribution to climate neutrality by offsetting the carbon footprint accrued by staying in a holiday home or apartment.

Interhome Group is confident that the trend towards holidays in a holiday home or apartment is set to continue in the coming months and years.

TOP 3 DESTINATIONS

by booking numbers



France

Previous year: France



Switzerland

Previous year: Switzerland



Italy

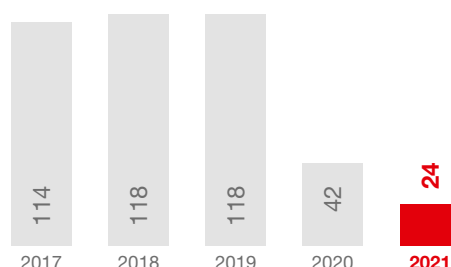
Previous year: Germany

BTA FIRST TRAVEL

Passengers in thousands

-42.9%

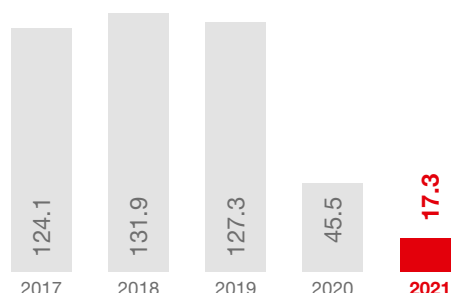
Development vs. previous year



Invoiced turnover in million CHF

-62%

Development vs. previous year



bta first travel is looking back on another challenging business year. The Swiss business travel market environment remained exposed to significant turbulence, albeit at comparatively low levels overall.

In the 2020/2021 business year, one focal point at bta first travel was on strengthening the customer base. With success: the business travel specialist acquired more new customers than ever before in the company's 37-year history. Besides national SMEs, the cooperation with network partner ATPi, which specialises in international corporate clients, also led to the acquisition of several global customers. bta first travel also continued to work on expanding its end-to-end service offering – from travel authorisations to fully automated expense reporting.

Reinforcing the company's regional presence was a further focal point. After opening new business travel centers in Rolle (CH) and Widnau (CH), and alongside the other three existing locations in Switzerland, bta first travel has moved even closer to its customers. The business travel specialist is now represented in all key economic areas with teams of locally established specialists.

“Despite the challenging circumstances, we are very proud that bta first travel has succeeded in acquiring more customers than ever before.”

Roland Birchmeier
CEO bta first travel

bta first travel is confident that the emphasis on delivering high quality standards in travel advice and technology will create major opportunities. In the medium term, planning security for business travellers will improve again, leading to a growth in travel activity – of course still supplemented by online meetings. Customers will attach even more importance to sustainable travel. This is an area in which bta first travel has been active since 2007 and will continue to expand.

FINASS REISEN

The second year of the coronavirus pandemic also had a profound impact on Finass Reisen, notably on the first half of the business year from November 2020 to April 2021. The situation then gradually improved as travel activity in the business travel and incentives & events sectors picked up again.

In the 2020/2021 business year too, Finass Reisen aimed to deliver a high level of customer satisfaction. This was achieved with exceptional service quality and by offering customers extensive travel advice and round-the-clock accessibility outside office hours via the 24/7 in-house service line. This enabled the travel specialist to reassure customers that their travel was in safe hands.

In incentives & events, some trips that were originally planned to take place abroad could be rebooked in Switzerland. Finass Reisen was also able to arrange two major incentive trips abroad in autumn 2021 despite the travel restrictions. In leisure travel, the Business Unit saw an increased demand for holidays in Switzerland.

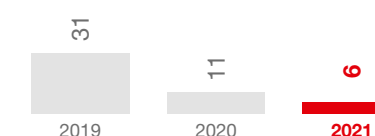
In the area of business travel, Finass Reisen is currently integrating international train connections into the online booking tool for corporate customers. Scheduled for completion in the first quarter of 2022, this will allow customers to directly compare air and train fares, in keeping with Finass Reisen's aim to contribute towards more sustainability in business travel.

The outlook on the 2021/2022 business year is optimistic, with strong demand for travel emerging in all three areas of the business. Customers are demanding even higher standards of service quality in the wake of the coronavirus pandemic. By creating tailor-made travel concepts, Finass Reisen is in an ideal position to meet this demand going forward.

Passengers in thousands

-45.5%

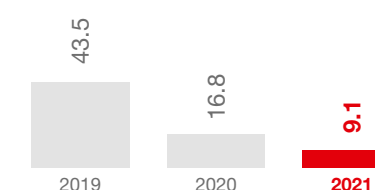
Development vs. previous year



Invoiced turnover in million CHF

-45.8%

Development vs. previous year



Part of the Hotelplan Group since 1 November 2018

“Providing exceptional service quality is of the utmost importance, especially in these challenging times.”

Claudine Furrer
CEO Finass Reisen

OUR COMMITMENT TO SUSTAINABILITY

Hotelplan Group enshrines a commitment to sustainability in its corporate strategy and commits to sustainable tourism. Unspoilt nature and an intact environment provide the foundations for stable socio-economic systems and are at the same time indispensable to travel. This is why Hotelplan Group sees it as an obligation to commit to sustainable tourism.

In order to fulfil this pledge, sustainability has been assigned a key role in the new corporate strategy. With this approach in mind, a comprehensive sustainability concept was drawn up last year, with Hotelplan Group defining relevant goals and measures together with its shareholder Migros. The overall concept is based on the Migros Group sustainability strategy and includes environmental, social and economic aspects.

One already adopted goal addresses climate protection, one of the overriding challenges of our time. In 2021, Migros Group and the Science Based Targets Initiative (SBTi) developed science-based climate targets for cutting greenhouse gas emissions. This also entailed drawing up separate, SBTi-conform reduction targets for all relevant Migros Group-owned companies, which were subsequently aggregated into a group target and validated by the SBTi. As part of the SBTi reduction target for Migros Group, Hotelplan Group aims to cut its own operational greenhouse gas emissions by 50% by 2030 (compared to 2019). Hotelplan Group is also working to ensure that at least two thirds of its suppliers adopt their own science-based reduction targets by 2030.

By becoming a signatory to the “Glasgow Declaration on Climate Action in Tourism” in November 2021, Hotelplan Group has committed to cutting its suppliers’ greenhouse gas emissions by half by 2030 and getting to net-zero with own greenhouse gas emissions as soon as possible before 2050. Finally, Hotelplan Group has assured to being a climate-neutral company from 2022 onwards by offsetting any unmitigated, direct greenhouse gas emissions. The carbon offsets go to the Migros Group climate fund, where they are used to finance sustainable projects in the Migros value chain.

In addition to climate targets, Hotelplan Group has set extensive goals along environmental, economic and social lines, which include optimising own activities, selecting partners, customer advice and revision of the product portfolio. By focusing strongly on sustainability, Hotelplan Group aims to fulfil its customers’ travel dreams in a responsible manner.



3 QUESTIONS

for Prue Stone, Head of Sustainability at Hotelplan UK

Prue Stone, what sustainability measures have already been introduced at Hotelplan UK?

We have laid the groundwork for a stronger focus on sustainability at Hotelplan UK. Sustainability is a priority for us and enshrined in our strategy, which will support us in driving our endeavours forward. Our goal is to offer sustainable travel with all Hotelplan UK brands. Explore Worldwide and Inntravel are leaders in sustainability within Hotelplan UK. Explore Worldwide, for instance, is already driving progress with partnerships including one with Cool Earth, which protects the indigenous population in Peru and supports animal welfare.

emissions resulting from this travel. We will also be measuring and cutting emissions in our offices and our operations in general. Starting in March 2022, customers of Inghams, Santa’s Lapland and Esprit will be offered the opportunity to offset their travel-related carbon emissions. However, promoting and driving sustainable travel isn’t just about carbon emissions – other factors play a key role too. Explore Worldwide will also be measuring its customers’ overall biodiversity footprint and works with conservation organisations to protect nature and reforest the forest. Alongside this, all brands are cutting down on single-use plastics on their trips. In terms of product portfolio, the brands are stepping up sustainable transportation options – such as rail travel.

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We are convinced that the demand for sustainable travel is growing and that sustainable tourism is crucial to providing our customers with exceptional and enriching travel experiences in the long term.

How does Hotelplan UK intend to make skiing, active and walking holidays more sustainable?

Working with our partner ecollective, we are measuring all travel-related carbon emissions at our Explore Worldwide and Inntravel brands, which will allow us to set science-based targets for cutting the carbon

What measures does Hotelplan UK intend to implement in a social context?

Here, our main focus is on our workforce. The health and wellbeing of our employees is of fundamental importance in our sustainability strategy. We are launching a broad spectrum of measures covering topics such as diversity, equal opportunities and transparent communication. Social concerns will also be incorporated our product portfolio – for instance by giving customers the opportunity to visit and support local social projects while travelling.



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