

DER Touristik Group's commitment to sustainability



DER
Touristik



SUSTAINABILITY

... in tourism is as diverse as the world we travel. We assume responsibility for the environmental and social impacts of tourism. At the same time, we develop offers that make a positive contribution to the protection of the environment and the people who call the destination areas home. Through this brochure, we hope to provide you with an initial overview of DER Touristik Group's commitment to sustainability and our plans for the future. We are aware that we haven't reached the end of this journey, so come along! We would be delighted to have you.

Sören Hartmann
CEO of DER Touristik Group and Member of the Management Board of REWE Group

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HOW WE BECAME WHAT WE ARE

For more than 100 years, our company has played a role in shaping travels from Europe to places all around the globe. With 10,100 employees and a worldwide network of destination agencies, DER Touristik Group has a footprint that covers nearly every corner of the planet.

DER Touristik Group's map changed significantly in 2015. Thanks to the purchase of Kuoni's operator and sales activities, the company established itself as a leading travel group active in 14 European countries. The Group brings together 131 companies with numerous travel agencies, a large sales franchise and various online portals. As a result, we now cover the key source markets of Northern Europe, the Netherlands, Belgium and the United Kingdom, in addition to Germany, Austria, Switzerland and Eastern Europe, and we facilitate travel to 179 holiday destinations.

Countries, markets and offers galore

Thanks to this diversity, DER Touristik Group has just the right holiday trip to satisfy any desire or interest our customers may have. Our network of experts consists of 10,100 employees, including 41 tour operators and specialists. We aim to ensure that every dream trip ends up being a perfect holiday experience, and our individual Group companies make every effort day in and day out to make this a reality. Each year, more than 7.1 million holiday-

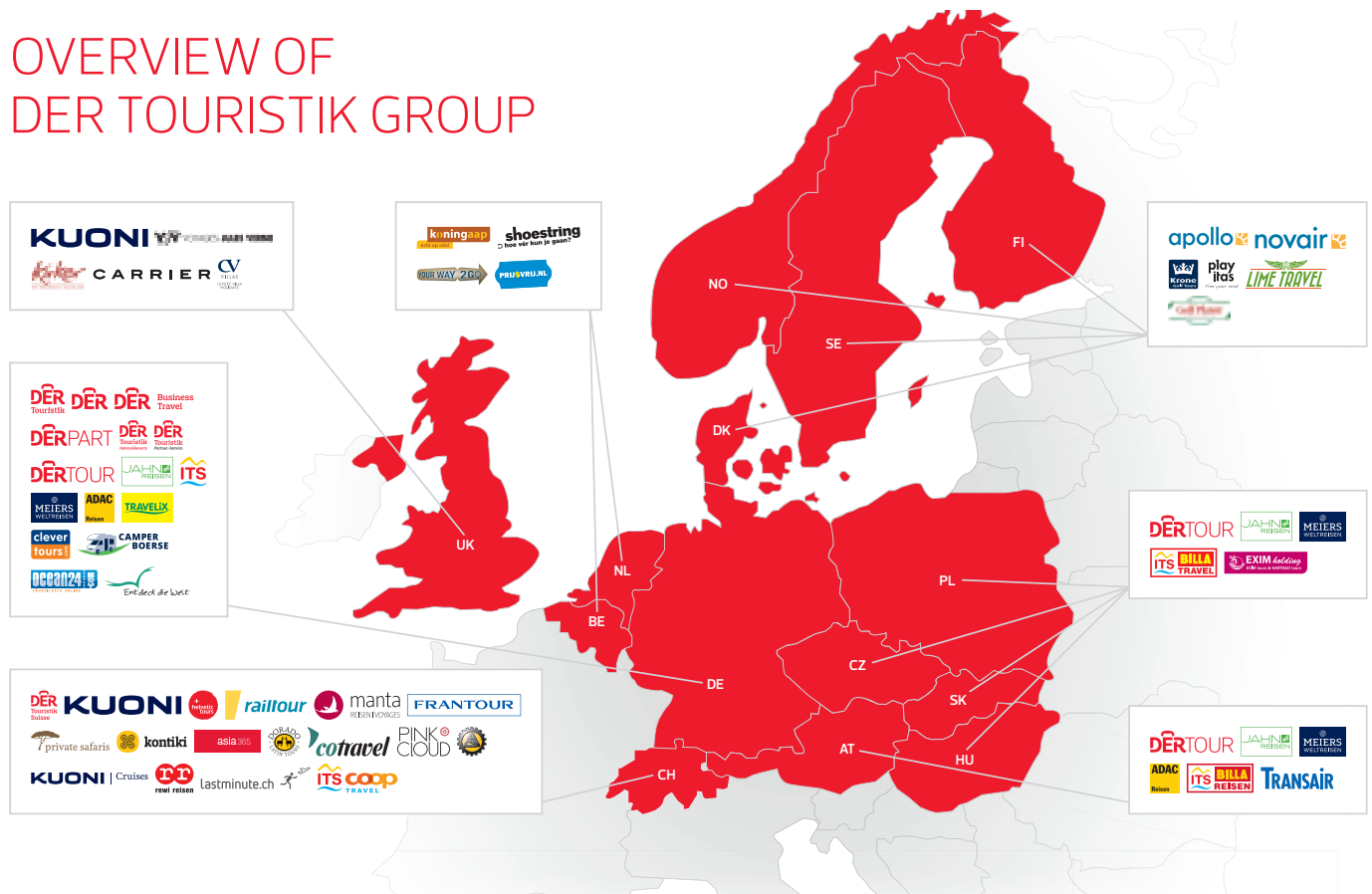
makers book their trips with a tour operator or at a travel agency of DER Touristik Group.

Our recipe for success: diversity

As the REWE Group's sales line dedicated to travel, we believe in the different business models of our travel companies and deliberately focus on a multi-brand strategy. When it comes to trade and tourism enterprises, our parent company – the REWE Group – boasts one of the richest traditions while ranking as one of the most progressive in Europe. The REWE Group is driven by a unique vision: "Together for a better life". This entails us assuming shared responsibility – for the environment, employees, customers and society. As a corporate group, DER Touristik Group pools its commitment under the sustainability initiative known as "Committed to the world". The fact that this initiative received the World Tourism Award in 2016 serves as confirmation of our efforts and motivates us to continue doing more. ■

10,100 employees in 14 countries

OVERVIEW OF DER TOURISTIK GROUP



In December 2016, DER Touristik CEO Sören Hartmann accepted the World Tourism Award at the World Travel Market in London for our “Committed to the world” sustainability initiative launched in January 2014. The award honoured the “Giving education a home” school construction project, which we launched in 2014 as part of our commitment to society.

WHAT SUSTAINABILITY MEANS TO US

Sustainability is a key component of DER Touristik Group's corporate philosophy. Our aim is to preserve the habitats at our holiday destinations as well as the unique cultures of those countries. We make these efforts out of conviction – because we show our commitment to the world through our actions.

More than in almost any other sector, the cultural and ecological diversity in the countries that travellers visit and the well-being of the people there form the foundation for business success in the tourism industry. This important fact is reflected in our respect for cultures, as well as for our customers, partners, employees and the society we live in. Embracing a high level of responsibility for the present and the future goes hand in hand with showing respect.

Sustainability as a travel experience

We regard this responsibility as an opportunity. As a leading tourism company in Europe, we want to play an active role in shaping the development of sustainable tourism in all areas of our company and thereby strengthen it across the travel market. Our vision is to make sustainability more than just a mark of quality and turn it into an experience for our customers. In striving to achieve this, we ourselves are striking out on a journey into the future – a future with a high quality of life for our customers, contractual partners and the locals who call our holiday destinations home.

Harnessing the power of tourism

Our aim is to harness the power of tourism to protect our planet's diversity and to promote economic development in the host countries. To this end, we are using our influence in a targeted

manner to achieve sustainable tourism, both in terms of the design of our products and the creation of effective measures together with our partners, politicians and actors from the travel industry. At the same time, we strive to minimise our environmental footprint and negative effects on people and nature.

Facing the future together

In recent years, DER Touristik Group companies have carried out many initiatives and projects to put their environmental and social responsibility into action and to further develop their commitment at every turn. We pool joint activities under our "Committed to the world" initiative and provide it with a strategic direction. This initiative forms the sustainability umbrella for our Group. In 2016, we redefined our sustainability programme. We determined our key areas of action based on an in-depth dialogue process with stakeholders from inside and outside the Group. Ensuring systematic, groupwide efforts towards improving in these areas is the task of the Corporate Responsibility department, which it carries out in close cooperation with other departments and colleagues at the country level. ■

For more information on sustainability at DER Touristik, visit:
<http://www.dertouristik.com/de/nachhaltigkeit/>

DER TOURISTIK GROUP'S SUSTAINABILITY STRATEGY



ENVIRONMENT AND NATURE

- climate protection
- energy and resource management
- protection of biodiversity

CUSTOMERS AND PRODUCTS

- health and safety
- customer satisfaction
- sustainability as a travel experience

LOCAL PARTNERS

- supplier management
- environmental and social standards

EMPLOYEES

- diversity and equal opportunities
- training and continual education
- work-life balance

SOCIETY

- human rights
- child protection
- corporate citizenship

Our values are our basis:
sustainability, diversity, responsibility, respect, and progress.

FOR A WORLD WORTH LIVING IN

Tourism amounts to more than enjoyable experiences for travellers or a growing trade. The industry's success also has its downsides. Environmental, social and ethical questions require a response – and sustainability is crucial.

The prospect of going on holiday evokes pleasant, happy feelings. It holds out the promise of being able to leave the stress behind, escaping the daily grind, and exploring new destinations, both near and far. A growing number of people are discovering their passion for travel. For years, the statistics of the global travel industry have been pointed in a single direction headed unmistakably upward. The importance of tourism as an economic sector also continues to grow. In 2016, the industry surpassed global economic growth on a percentage basis for the sixth consecutive time. A tenth of all jobs worldwide depend on tourism.

But there is a downside to the pleasant experiences travellers enjoy: the environmental effects of transport and the hotel industry are contributing to climate change and putting a strain on nature and biodiversity. Expanding workloads and increasing pressure on labour costs can become a problem for employees. Children's rights are frequently disregarded in the tourism industry as well. The number of children who are sexually exploited during travels and in the tourism industry has risen sharply over the years.

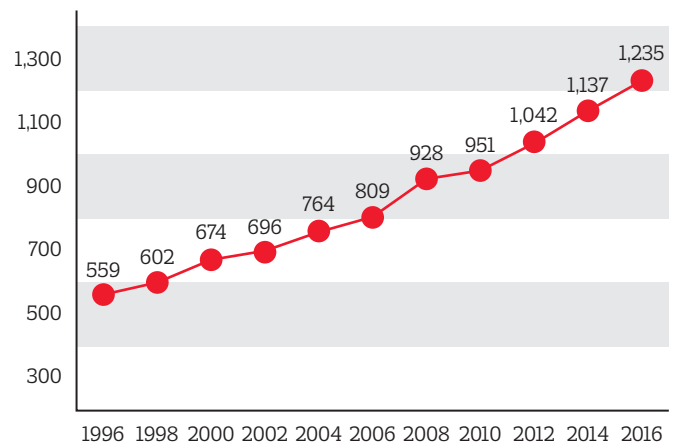
For more information about the UN World Tourism Organisation, visit: <http://www2.unwto.org/en>

At **7.6 trillion**

US dollars, tourism accounted for approximately 10.2% of global gross domestic product in 2016.

Source World Travel & Tourism Council

INTERNATIONAL JOURNEYS (ARRIVAL AT DESTINATIONS) 2016 (in millions)



Source: UN World Tourism Organisation



In 2016, DER Touristik joined Futouris, the sustainability initiative of the German tourism industry. Tobias Jüngert, Head of Corporate Communications at DER Touristik; Inga Meese, Managing Director of Futouris; Sören Hartmann, CEO of DER Touristik; Hasso von Düring, Chairman of Futouris.

Sustainability on the international agenda

The challenges are great. For the tourism industry, climate change and human rights – two major issues of our day – are particularly relevant. If we fail to act, we are complicit in compromising nature and eroding livelihoods, both of which we need for the future of our business. These challenges are too great for one single company, however. It is no coincidence that the United Nations declared 2017 the International Year of Sustainable Tourism for Development. Even the United Nations is placing focus on climate change, combating poverty and protecting children.

However, declaring a Year of Sustainable Tourism can only draw short-term attention to the major issues that will promote a last-ing development, which is why the United Nations adopted global

Sustainable Development Goals (SDGs) in 2015. The objective is to create a much more sustainable world through the 17 SDGs by 2030. All of the goals have sub-goals and quantitative targets that form the framework for the international community to take action.

Companies are also expressly called on to do their part to achieve the 17 goals. Through our sustainability strategy, for example, we are contributing to Goal 8 (Decent work and economic growth), Goal 12 (Responsible consumption and production), Goal 13 (Climate action) and Goal 17 (Partnerships for the goals). ■

For more information about the Sustainable Development Goals, visit: <https://sustainabledevelopment.un.org>

Shared commitment

DER Touristik Group has sought out allies that we can join forces with to contribute towards the Sustainable Development Goals and sustainable tourism at the same time. As a result of this search, we have joined Futouris, which is a sustainability initiative of the German tourism industry. The members of Futouris work together to preserve the cultural heritage of our world and to develop a sustainable future for the tourism industry. Within model projects, members come up with solutions for the industry's most pressing sustainability challenges and implement them at the respective companies.

Current projects range from efforts to enhance the sustainability of the tourism-related supply chain by expanding the range of certified lodges in Africa's KAZA-region to industry projects on increasing the visibility of and ability to book sustainable trips at travel agencies. Other major issues include the sustainable supply and handling of food in the hotel industry, economic development in destination countries, conservation of resources and much more. ■

Three questions about sustainable tourism ...

... for Swantje Lehnert,
Managing Director Projects &
Cooperations, Futouris e.V.



Ms Lehnert, what are the biggest challenges facing greater sustainability in the tourism industry?

Tourism can only be sustainable in the long term if it conserves natural and sociocultural resources, which is why it is necessary to enhance the sustainability focus of travel-related products and value chains. A lot of progress has been made on this in recent years. Certainly one challenge is the fact that we still do too little to inform customers about sustainable travel options. We are also working on this issue together with DER Tour-

istik Group. Climate protection is the second major challenge, especially with regard to travelling by plane. People still do not take advantage enough of ways to offset emissions, for example.

Who primarily bears responsibility: the traveller or the operator?

Everyone bears responsibility for the part where they can make a difference. Operators need to offer sustainable products and communicate what they are to customers. For their part, however, customers are responsible for informing themselves and acting accordingly.

How should sustainability in the tourism industry develop in the next 10 to 15 years? What should we have achieved by then?

The important thing is to continue expanding the range of sustainable trips and stepping up related communication efforts. By doing so, we will succeed in reducing the consumption of resources by the tourism industry and also improve social sustainability.

For more information about Futouris, visit: <http://www.futouris.org>

Children's rights are human rights

One of the United Nations Sustainable Development Goals is Goal 1, "No poverty: End poverty in all its forms everywhere" – a fundamental human right. For us, this means first and foremost taking action within our sphere of influence to prevent child prostitution, for example. Unfortunately, this is an issue that tourism infrastructure unintentionally contributes to.

To address this problem, DER Touristik Group is collaborating closely with the organisation ECPAT Deutschland e.V. – Arbeitsgemeinschaft zum Schutz der Kinder vor sexueller Ausbeutung (Working committee for the protection of children from sexual exploitation). ECPAT's work is guided by the principle that every child has the right to complete protection against all forms of commercial exploitation and sexual abuse. Together with ECPAT, we want to raise awareness for this matter and encourage operators and travellers in the destination country not to look away but rather actively help protect children from being abused. ■

Three questions about the protection of children in the tourism industry ...

... for Mechthild Maurer, Managing Director, ECPAT Deutschland e.V.



Ms Maurer, what are the biggest challenges facing efforts to combat sexual abuse and exploitation in the tourism industry?

We are dealing with a taboo issue here that no one likes to tackle. One challenge we face is explaining that our work focuses on positive steps that are necessary for protecting children. Some of these measures target the perpetrators among travellers, while others are directed at the victims among those children being taken on trips as well as those children who live in tourist destinations. In some countries, protection for children gets overlooked because of other, more pressing matters. That often makes programmes and other steps for providing assistance to children difficult.

If you would, please briefly describe how you collaborate with travel companies.

We need a strategy that approaches this issue from various angles at the same time. One angle is letting tourists and travellers know that we – through the travel companies – are urging them to keep their eyes open and report any suspected cases. Operators need to set up their infrastructure and measures in a way that makes things difficult for perpetrators and easy for fellow travellers. They can also support the child protection projects of local NGOs and reporting platforms, in addition to providing their staff with the appropriate training.

Shouldn't an issue like this also be addressed at the political level?

We can only counteract violations of children's rights by addressing the issue at all levels. Given that laws are organised on a national basis, international prosecution often entails great effort and expense. Greater crossborder collaboration between police and public prosecutors would be desirable, and politicians could get the ball rolling there.

For more information about ECPAT, visit: <http://www.ecpat.org>

OUR RESPONSIBILITY FOR ...

... sustainable tourism is something that we have embraced. In the following pages, we introduce the issues at the heart of our efforts, which actors we are partnering with on these issues, and how travel and sustainability come together in practice. Our focus here is on ...

... THE ENVIRONMENT AND NATURE



Because we all need a natural world, unspoilt and intact: Beautiful landscapes, fascinating animals, cultural and culinary impressions – all of these things are key to an unforgettable holiday. To make sure it stays this way, we stand up for environmental protection and animal welfare.

[Read more beginning on page 12](#)

... CUSTOMERS AND PRODUCTS



Because sustainability benefits everyone: More and more, the tour operators and specialists of DER Touristik Group are turning sustainability into a tangible experience through a wide variety of conscientious travel options.

[Read more beginning on page 16](#)

... LOCAL PARTNERS



Because we share a common goal: Sustainability in the tourism industry is shaped by the customer experience on the ground, which is why it is important to include our partners in the destination countries.

[Read more beginning on page 20](#)

... SOCIETY



Because we are part of a whole: We bear responsibility for the people in the destination countries and their home. Through tourism, we aim to promote positive developments and create good prospects for locals.

[Read more beginning on page 25](#)

... OUR EMPLOYEES



How we put our values into practice every day: DER Touristik Group's market position is the result of all employees' efforts. Through a respectful working environment that offers great prospects, we create the foundation for successfully dealing with the current challenges of the travel market.

[Read more beginning on page 22](#)

WE ALL NEED AN UNSPOILT AND INTACT NATURE

Beautiful landscapes, fascinating animals, cultural and culinary impressions – all of these things are key to an unforgettable holiday. To make sure it stays this way, we make every effort to stand up for environmental protection and animal welfare.

Environmental problems, such as climate change and the loss of biodiversity and habitats, also affect tourism, because our industry is caught between two opposing poles. On the one hand, tourism thrives on and benefits from a natural world that remains intact and unspoilt. On the other hand, tourism can also harm nature. Promoting measures aimed at preserving a pristine environment, just like the kind travellers enjoy experiencing on holiday, is therefore a key element of our commitment to sustainability.

FOCUSING ON CLIMATE PROTECTION

One of the most pressing issues of our time is climate change. The CO₂ emissions contributing to climate change also come from the tourism industry, particularly from transport, such as airplanes, and the

energy consumption of hotels. DER Touristik Group is working on a number of ways to reduce CO₂ emissions; for example, we implemented environmental management systems at the hotels and the head offices and travel agencies in Germany are part of the central energy management system of the REWE Group Deutschland. In addition, we are boosting our energy efficiency through numerous energy-saving measures.

Our own charter airline, Novair in Sweden, has been working for years to systematically reduce emissions and noise. Today, it is considered one of the most fuel-efficient airlines in Europe. Among other things, Novair has been flying with the new Airbus A321neo – an aircraft that is 20 per cent more efficient compared to the previous model – since summer 2017.

Offsetting emissions from holiday trips and business flights is also a key measure when it comes to climate protection. A

number of business units are already doing a great deal where this is concerned. In Switzerland, for example, DER Touristik Suisse is partnering with MyClimate, and our special providers in Benelux, including the round-trip providers Shoestring, Koning Aap, YourWay2GO and Entdeck die Welt, already have years of experience. Their carbon offsetting model not only accounts for arrival and departure by plane, but also transportation on the ground and the business trips of employees and tour guides. The organisers purchase CO₂ credits and, in doing so, they are supporting the Basa Magogo project in South Africa. Through these investments, people in South Africa are changing their cooking techniques and no longer use carbon-intensive fuels. The use of coal has dropped by half, and the formation of smoke hazardous to people's health has decreased by 90 per cent. ■

For more information, visit:
<http://feelingresponsible.org/en/co2>



26,000 households

in South African townships are benefiting from the CO₂ offsetting efforts of Adventure Specialists as part of the Basa Magogo project.



CERTIFIED ENERGY MANAGEMENT

By conserving resources such as energy and water, DER Touristik Group is doing its part on behalf of climate and environmental protection. These efforts extend from the hotels in destination countries to the Group's travel agencies and administrative buildings.

For example, DER Touristik's head offices, the sales locations of DER travel agencies in Germany and DER Business Travel all received certification under the ISO 50001 international energy management standard in November 2016. In total, 26 companies at 560 locations underwent assessment concerning their potential for energy savings and have subsequently begun taking steps to lower their energy consumption and CO₂ emissions – for example with regard to air-conditioning systems, lighting and IT networks. ■



ENVIRONMENTAL MANAGEMENT AT HOTELS

DER Touristik Group's own hotel brands, Iiti hotels, Club Calimera, PrimaSol Hotels and Cooee Motivhotels all play an important role in the conservation of resources. They are working directly at the local level on making a measurable contribution to protecting the environment through limiting energy and water consumptions as well as quantities of waste. For example, seven of the eight Club Calimera Hotels have been certified under the ISO 14001 environmental management standard; the eighth location is seeking certification in 2017. Three out of 21 Iiti hotels have also been ISO 14001 certified, while the others are currently (autumn 2017) in the process of becoming certified.

To ensure the success of these measures, customers are asked to play a part. Environment boards in passageways and guests' rooms inform customers about what options they have for saving water and energy. Furthermore, guests are offered times for tours, information about recycling and the possibility of meeting the local environmental team. Employee training programmes and waste separation systems do their part as well. ■

Our Iiti hotels offer guests information about environmental management in the lobby (seen here: the Iiti Asterias on the island of Rhodes).

NEW ANIMAL WELFARE POLICY

In many destination countries, having contact with animals forms a key part of the holiday experience for travellers. However, it is not always apparent at first glance what impact this interaction has on the animals. According to a recent study, some 550,000 wild animals around the world suffer from being kept under species-inappropriate conditions in the name of tourism.

DER Touristik Group firmly believes that animal-friendly tourism is possible. It is our goal to protect animals against abuse

within the context of tourism, and not to interfere with or adversely affect them in their natural habitats. For this reason, we adopted an animal welfare policy in January 2017 that specifies binding criteria and standards for all packages involving wild animals.

When developing the policy, DER Touristik followed the Global Welfare Guidance for Animals in Tourism issued by the British travel association ABTA. The guideline defines minimum requirements for attractions involving animals, and it was

compiled by zoological experts, animal welfare organisations and the travel industry.

For our product selection, we will inspect animal facilities in keeping with our commitment to observing the policy's criteria. In addition, we will begin commissioning outside experts to audit animal attractions from September 2017 onwards. The aim is to improve the welfare of animals in tourism together with our providers. ■

“Interaction with elephants in tourism is a subject of controversial debate, which is why we here at Go Vacation have begun scrutinising all travel programmes involving elephants. We will only keep those that comply with our policy.”

Christoph Müller, Managing Director of Go Vacation



COMMITMENT TO THE OCEANS

For many holiday packages, animal welfare is part of a broader concept aimed at protecting biodiversity which is focused on entire habitats, such as the ocean. Beach and diving holidays often have a direct impact on coastal regions and the animal species that live in those waters.

At Manta Reisen – DER Touristik Group's Swiss specialist for diving holidays – 90 per cent of the travel packages involve the ocean. On Mauritius, the Maldives and Seychelles, for instance, experiencing the ocean and discovering an underwater world form the main part of the trip. However, plastic waste that ends up in the sea due to human activity poses a growing threat to the oceans and the people who live around them. Such waste includes plastic bags, bottles and barely visible microplastics.

Protecting the oceans is vital to the future of tourism, the people and the animals in these regions, which is why Manta Reisen has been partnering for years with OceanCare, a Swiss organisation committed to protecting the oceans. Manta Reisen organises training for tour guides together with OceanCare, involves travel agency staff in workshops, and arranges for the organisation to critically evaluate Manta Reisen's travel packages, for example.



Among other things, travellers receive brochures such as "Eyes on the Maldives" that provide them with information about proper behaviour in and around this habitat. The brochures take an entertaining approach and avoid moralising undertones. ■

BECAUSE SUSTAINABILITY BENEFITS EVERYONE

What exactly is sustainable tourism, and what is a sustainable trip like? DER Touristik Group is working on turning sustainability into a tangible experience for travellers and further increasing its range of conscientious travel options.

Sustainable tourism is more than just using a towel in your hotel room more than once. It is about responsible travel and being open-minded towards the destinations you visit, other habitats, peoples and their cultures. Our goal therefore is to incorporate sustainability criteria in our products and create authentic holiday experiences.



Log cabin holidays in Sweden were awarded the Authentic label by Kontiki.

TURNING SUSTAINABILITY INTO AN EXPERIENCE

For more than 30 years, the specialist tour operator Kontiki has been pursuing the aim of providing its customers with memorable adventures in nature and authentic encounters with the people in the destination countries. An intact natural world and healthy social structures are essential to this objective. Through its Authentic label, the Swiss tour operator offers travel experiences that facilitate close contact with locals and which are in harmony with nature. Sustainability criteria that combine the requirements of the Global Sustainable Tourism Council (GSTC) and the TourCert standard are used in Authentic offerings. This means that the CO₂ emissions of the flight are offset, smaller owner- or family-operated accommodations with a typical local flair are given preference, and enough time is scheduled into the itinerary to get a sense of what actual everyday life is like. ■



"We are able to make the biggest impact on sustainable development through the focus of our trips. The Authentic label stands for authentic travel experiences that facilitate close contact with locals and which are in harmony with nature."

Bruno Bisig,
CEO of Kontiki Reisen

SUSTAINABLE FOOD SERVICE AT HOTELS

Hotels and other providers of tourism services in countries where travellers go on holiday have great potential to support local farmers and food producers by adopting a more sustainable procurement policy. Additionally, they can contribute to a sustainable offering in preparing and presenting meals themselves.

Through our membership in the Futouris network, we took part in a project from 2015 to 2017 that sought to identify potential, driving forces and obstacles with regard to incorporating sustainability considerations in food service. The project's focus extended from food procurement, preparation and presentation to consumption and waste management. The outcome of the project was the crea-

tion of the Sustainable Food Guide, a comprehensive and practical aid for providers of tourism services. The guide aims to improve the sustainability of the drinks and meals offered in holiday regions.

Apart from a responsible food purchasing policy, the prevention of food waste is also key to creating a sustainable approach to hotel food service. This is a timely concern, given that German hotels alone generate some 200,000 tonnes of food waste every year. A follow-up project to Sustainable Food looked at where and how waste can be reduced. The Ili Asterias Hotel on Rhodes took part in the pilot project on behalf of DER Touristik, measuring food waste in the categories of storage, production, buffet and leftovers on plates.



In future, the findings from both projects will be taken into account during the process of designing food and drink offerings for our DER Touristik hotel brands. ■

For more information about the Futouris Sustainable Food Guide, visit: <http://www.futouris.org/projekte/>

RAISING AWARENESS FOR SUSTAINABLE OPTIONS

For a growing number of people, the ecological and social compatibility of their holiday travels is a key concern. Often, travellers lack the necessary information about what exactly constitutes sustainable travel and how such trips can be booked. Even travel agency staff is not always able to identify sustainable travel options, because such packages have not been appropriately labelled.

In order to promote sustainable travel, DER Touristik has been actively involved in the Green Travel Transformation project since 2015. The project aims to increase the visibility of and ability to book already existing sustainable travel products in the information and booking systems, so that travel agency staff can identify these options at a single glance and deliberately draw on them in their consultations with

customers. In 2017, the labelling of sustainable hotels was rolled out at DER travel agencies. Based on our experience with this, plans call for labelling sustainable travel options uniformly in our travel agencies' information and booking systems. ■

71.2% of German travellers would like to travel sustainably, but only **32.9%** take sustainability considerations into account when booking. Often, the relevant information on sustainable travel is not available.

SAFETY – A HIGH PRIORITY

Our customers' health and safety are also part of a sustainable and responsible travel package. Crises, such as natural disasters, accidents and terrorist attacks, have played a major role in fuelling growing safety concerns for travellers.

Our crisis and safety management employees monitor the latest developments in travel areas around the clock. If one of the early-warning systems sounds an alarm, our teams can swiftly take action to manage the crisis. Measures include setting up crisis

hotlines for establishing direct contact with those who are affected, as well as close collaboration with destination agencies, authorities, airlines and airports.

Local help teams are also on the ground to lend assistance in select destination areas. In a crisis situation, these specially trained employees handle the safety of travel guests and employees, and ensure that they are provided for. Our travel agency staff also receive training on how to deal with a crisis. ■

In 2016, our crisis and safety management team in Germany recorded

579 crisis incidents.

The number of help team employees in Germany was doubled in 2016 from 36 to 72 people, and their ranks will grow to

115 employees

 in 2017.

SUCCESS THROUGH SATISFIED CUSTOMERS

The more satisfied they are, the more likely it is that our customers will remain loyal to us. We are not just interested in good ratings, but above all in specific feedback that lets us know where we can further improve.

We measure our customers' satisfaction using customer surveys, among other means. Kuoni travel agencies in Switzerland and the United Kingdom are working with the Net Promoter Score (NPS), for example, which is a figure that indicates whether customers would recommend the provider to others based on their experiences. This score is determined through a brief online survey that customers are sent after their trip. Kuoni most recently achieved a record NPS.

Customer focus also means systematically following up on issues that customers raise in their feedback. In doing so, we not only look into and clear up any misunderstandings, but we also foster customer loyalty through dialogue. ■

"Everything we do to exceed expectations is driven by insight and feedback from our customers, which continues to drive our 'best in class' approach to service. The key is to listen every single day. This is embedded in our culture."

Wendy Kenneally,
Director Commercial & Operations, DER Touristik UK



BECAUSE WE SHARE A COMMON GOAL

Tourism is a diverse and complex industry that teams up with a wide range of partners worldwide to provide customers with unforgettable travel experiences. Our partners are not just important advocates; they also play a significant role in the efforts to shape responsible tourism.

As a tour operator, we purchase products and services across the world from tourism partners and service providers in order to provide our customers with unique and diverse travel experiences. As a result, shaping sustainability only from the perspective of the domestic market does not go far enough. Local partners from destination regions also need to be involved. We therefore collaborate with our partners and service providers in order to take ecological, social and societal considerations, as well as economic aspects, into account as part of our relations with suppliers and vendors.

The basis of our commitment to sustainability is ensuring responsible management focused on long-term value creation. In order to codify our understanding of this, we are currently compiling a comprehensive supplier code for all of DER Touristik Group which pools and specifies our ecological, social and ethical principles.

We have already implemented such principles with regard to the protection of children. By signing the tourism industry's Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism, and by including clauses in our contracts aimed at protecting children, we make it clear that our stance against the sexual exploitation of children is a joint effort and that we take a zero-tolerance approach to violations.

SEAL OF SUSTAINABILITY

We are already working closely with external certification schemes for sustainable tourism, various hotel and industry partners, as well as representatives from civil society and international organisations.

To promote sustainable standards in our supply chain, we of course begin with our own establishments. In addition to our environmentally certified DER Touristik Hotels, our sports resort Las Playitas on Fuerteventura has been awarded Travelife certification. Its sustainability approach combines a healthy and active lifestyle for guests with extensive measures for protecting the environment, purchasing regional products and a policy of transparency and fairness with regard to the diversity of guests and employees.

When it comes to collaboration with our hotel partners, we also adhere in particular to the Travelife standard, which audits compliance with social and environmental criteria. Products certified in accordance with sustainable criteria are labelled accordingly in our catalogues.

“We collaborate in a variety of ways with our local partners. For example, local sports clubs can train at our facilities, working parents can send their children to a football camp that we host and our night market is a venue for local producers and artists to present their wares. Through these efforts, we are able to enhance customer and employee loyalty, meet a higher quality standard, create a positive image and reduce costs.”

Markus Kempen, Managing Director, Las Playitas



Within the scope of our own business operations, DER Touristik destination agencies as well as tour operator brands are certified according to sustainability criteria. For example, our South African

partner Tourvest Destination Management, which we teamed up with to establish our own destination agency GoVacation Africa, is certified under the Fair Trade Tourism standard. Our GoVacation Thailand agency is also working towards obtaining sustainability certification in accordance with the Travelife standard. With its speciality brands, DER Touristik Suisse is currently in the process of renewing its TourCert certification. What's more, Apollo in Scandinavia and Kuoni Benelux are certified under the Travelife system.

In the United Kingdom, corporate due diligence with regard to taking action against human trafficking and slavery in the supply chain was enshrined in law by the 2015 Modern Slavery Act in the form of a reporting requirement. Kuoni UK has been working for years on crafting responsible relationships with suppliers. Through an established code of conduct, the tour operator has specified requirements that its partners must uphold, and it also works closely with Travelife to audit compliance with sustainability standards at the hotels. By taking these steps, the company fulfils the legal requirements of the UK Modern Slavery Act. ■

Our employees

HOW WE PUT OUR VALUES INTO PRACTICE EVERY DAY

DER Touristik Group's market position as one of the largest European travel companies is the result of all employees' efforts. Through a respectful and wide-ranging working environment, we create the foundation for successfully dealing with the current challenges of the travel market.

Tourism is a business by people, for people. Our employees have excellent intuition when it comes to customers' holiday wishes and possess a wealth of experience, local knowledge and a passion for travel. At the destinations, people also play a role in shaping the holiday experience, as motivated, outgoing employees are sought after for working at the hotels or as tour guides.

As a result, we have taken it upon ourselves to create conditions that foster the satisfaction and performance of all employees. Dedicated employees are our most valuable resource when it comes to tackling the challenges faced by the travel industry, such as the increasing digitalisation of the travel market or ecological and social issues related to tourism.

EVOLVING TOGETHER

As an employer, we aim to provide our employees with the opportunity to grow, use their talents and constantly evolve. We help them do so through fair wages, attractive company benefits, flexible work models and tailored arrangements that facilitate a work-life balance. ■

Each year, around **120 young people**
start their vocational training with us in
5 lines of work
at over 50 locations in Germany.



AN ATMOSPHERE OF OPENNESS AND RESPECT

As an international tourism enterprise, we operate in nearly every country on Earth and come into contact every day with people of different nationalities. This diversity is also reflected in our staff. We promote a corporate culture shaped by respect, diversity and equal opportunities. When it comes to human resources management, we therefore make it a priority to create an open employee structure and to ensure a workplace free of discrimination for our employees, regardless of gender, age, sexual identity, background or disability. ■

EXPANDING THE WEALTH OF KNOWLEDGE AND EXPERIENCE

We wish to make new impressions, experiences and knowledge a reality not only for our customers, but also our employees, because through their dedication and expertise, they enable our customers to enjoy their trips – from the booking to the return home – as an all-round unforgettable experience. We offer our travel agency staff the opportunity to go on product trips and familiarisation – or “fam” – trips as a means for them to get to know the respective country and its culture in greater detail. In turn, they can use this information to better advise their customers. While on such trips, employees visit cultural institutions, hotels, landmarks and other places of interest.

Within our DER Touristik Academy, we offer staff numerous ways to receive training and continuing education, such as through tailored career programmes, group-based programmes and flexible learning opportunities with the help of e-learning seminars. In addition, we provide training in various formats on sustainability

topics, such as the protection of children, environmental protection and species conservations, as well as how to design sustainable products. ■



FINDING THE RIGHT BALANCE

DER Touristik supports its employees in various phases of their lives, regardless of whether they are expecting a child, need to care for a family member or want to volunteer. The flexible annual working time arrangement is a matter of course at the head offices in Cologne and Frankfurt, for example.



In order to make it easier for employees there to balance being a parent and a professional – and in particular to facilitate their transition back to the workplace after having a child – we offer various part-time models and home office options. Company day-care facilities for infants and toddlers are also available.

More and more, caring for family members is becoming one of the challenges that people have to face when organising their lives, which is why we came up with new concepts to address this issue, such as care leave. Care leave enables employees to go on leave for a certain period (or to reduce their working hours) and then return to their job afterwards.

We also guarantee employees who have worked for us for at least three years the possibility of a sabbatical. During this time, our employees receive an adjusted salary, which means they remain covered by social security.

Apart from this, we help our employees achieve balance in their lives through sport. We offer a wide-ranging fitness programme at our establishments, which includes back exercises, yoga and Pilates, as well as various types of team sports. We have also established partnerships with gyms. ■

“We care about our employees' health! Through ergonomically designed workstations and a wide range of sport and fitness programmes, we ensure that employees find the balance they need and thereby make an important contribution to their health.”

Rolf Geppert, Director Health Management & Employer Branding, DER Touristik

BECAUSE WE ARE PART OF A WHOLE

We bear responsibility for the people in the destination countries and their home. Through tourism, we aim to promote positive developments and create good prospects for locals.

Tourism is one of the biggest economic sectors in the world. It strengthens many regions, creates jobs and earning opportunities in the hotel industry, at transport companies, businesses and restaurants, and it stimulates agriculture. However, tourism can sometimes have a negative impact on people and culture. This poses a dilemma, as no other industry depends as much as tourism does on impressions, experiences and attractions. By booking their trip, many customers place their trust in us, and we wish to repay this trust through our products, services and especially our commitment to the people who call the holiday regions home.



We focus on influential industry initiatives and long-term partnerships in order to target very specific change or provide assistance locally. In 2014, we also established the non-profit association DER

Touristik Foundation e. V. as a means of pooling our commitment to society. The Foundation pursues the aim of capacity building and directs donations to those places where they are needed. ■

COMMITMENT TO HUMAN RIGHTS

The burden of protecting human rights does not fall solely on the shoulders of the state. Companies also have a responsibility within their sphere of influence to support human rights and to ensure that they are not complicit in the violations of these rights by others.

This also applies to the tourism industry, with its complex value chain and wide variety of service providers and destinations. A structured learning process is therefore necessary in which those human rights issues that are relevant to the tourism industry are identified and

then gradually incorporated into business processes. DER Touristik Group has begun taking these steps. For us, the main thing is to press ahead with positive developments and to take action to improve the situation of those people who are affected. ■

COMMITMENT TO THE PROTECTION OF CHILDREN

The Group is especially committed to the protection of children. In many countries that are tourist destinations, children fall victim to sexual violence. Increasingly, the same also applies to business trips (see interview on page 9). DER Touristik Group is actively involved in efforts to combat the problem, and it is also a member of various industry initiatives. On behalf of DER Touristik Deutschland, Sören Hartmann signed the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism, for example. The Code is based on the UN Universal Declaration of Human Rights and the UN Convention on the Rights of the Child. DER Touristik Suisse, DER Touristik Nordic, DER Touristik UK and Adventure Specialists are long-time signatories of the Code as well.

As part of our programme targeting the protection of children, we train employees – particularly the staff of our PrimaSol, Club Cal-

imera, Iti and COOEE hotel brands – with regard to the rights of children, prevention possibilities and reporting processes in suspected cases. In 2012, DER Touristik Hotels & Investments GmbH established rules as part of its child protection policy. These rules safeguard the children in destination countries, as well as guests' children, and serve to protect children's rights within the tourism industry.

The child protection policy is communicated clearly at all DER Touristik hotels, and it forms a key focus within a training programme for employees in destination areas (hotel staff and tour guides). The training raises employees' awareness for the issue, and they learn how to deal with suspected cases. Training is also regularly held and continually expanded for employees at head offices, for destination agencies and key partners. Moreover, we provide our travellers with detailed information. ■



“For many years now, DER Touristik hotels have embraced their responsibility to combat the sexual exploitation of children in travel and tourism.

We are taking concrete action on this through our code of conduct, through targeted training for our employees and by raising our customers' awareness for the matter.”

Karim Baaziz, Director of Operations and Entertainment / Proxy Holder, DER Touristik Hotels & Investment GmbH

DER TOURISTIK FOUNDATION:

COMMITMENT AS AN INVESTMENT IN THE FUTURE

Through our charitable commitment, we seek to promote the living conditions in less developed host countries and to open up the value added by tourism for as many people in the destination areas as possible. We thereby contribute to greater stability, help combat poverty and create prospects for the future. One particular focus of ours is on opening up educational opportunities for children and young adults which pave the way to occupational training or an apprenticeship. We also aim to raise awareness among locals concerning the environment, culture and social responsibility.

We carry out all projects through the non-profit association DER Touristik Foundation e. V., which DER Touristik founded in Germany in 2014. It partners closely with charitable institutions, foundations and aid organisations in various countries to ensure donations are used effectively for a specific purpose on the ground. Through the Foundation's work, DER Touristik Group supports projects targeting funding for the education of children and young adults, preserving ecological habitats and biodiversity, as well as the rebuilding of infrastructure after natural disasters. ■



Together with our companies, employees, customers and partners, we have already launched projects in

21 countries

on five continents.

CAPACITY-BUILDING EDUCATION PROJECTS

In line with the principle of "Giving education a home", we play an especially active role when it comes to building and expanding educational institutions in countries where children and young adults are in desperate need of better educational and future opportunities – above all in our destination countries. With support from our companies, employees, customers and partners, and in cooperation with the Reiner Meutsch Foundation "Fly & Help", we have managed to build many schools. The school projects are carried out in collaboration with the local partner organisations and communities with the goal of capacity building.

Since 2016, additional education projects have joined the range of our charitable activities. One example is the construction of a learning and training centre on the KOTO Foundation's campus in Hanoi, Vietnam. The objective of this joint effort is to end the cycle of poverty that disadvantaged and at-risk youth face and to support them in creating a better future for themselves and their communities. Through a two-year training programme in line with international standards, the institution offers young adults



between the ages of 16 and 22 with future career prospects of a job in food service or tourism. The placement rate of those who complete training is 100 per cent. ■

Since 2014, we have completed more than 40 school construction projects in 21 countries on five continents, providing

6,500 children

with access to education.

DISASTER AID

Natural disasters are repeatedly the cause of devastation in various regions around the world. Through the DER Touristik Foundation, we support rebuilding efforts and the repair of local infrastructure. For example, after a hurricane struck Haiti in October 2016, the money donated by the Foundation went to the "Child-friendly spaces" programme of Kindernothilfe e. V. on the island's heavily hit north-western coast. In these spaces, the children left traumatised by the natural disaster received meals, social counselling and medical care, and they were able to take part in leisure activities. Some 1,400 children have been helped so far. ■



PROTECTING HABITATS AND BIODIVERSITY



Conflicts can arise whenever habitats and the interests of people and wild animals clash. Animals' hunting and feeding grounds do not end at the borders of national parks, but rather extend to the adjacent agricultural land of the local population. In Tanzania, elephants often destroy the fields of surrounding villages – and the livelihoods of many families in the process. In the past, farmers' attempts to protect their crops sometimes led to confrontations in which the animals were injured or even killed, but then, in collaboration with the PAMS Foundation, an effective means of repelling the voracious elephants was found. Fences coated with chilli paste keep the pachyderms at bay, because their keen olfactory organs are especially sensitive to the scent – a simple and effective way of not only protecting the farmers' crops, but also of ensuring that the elephants are not harmed. ■

IMPRINT

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