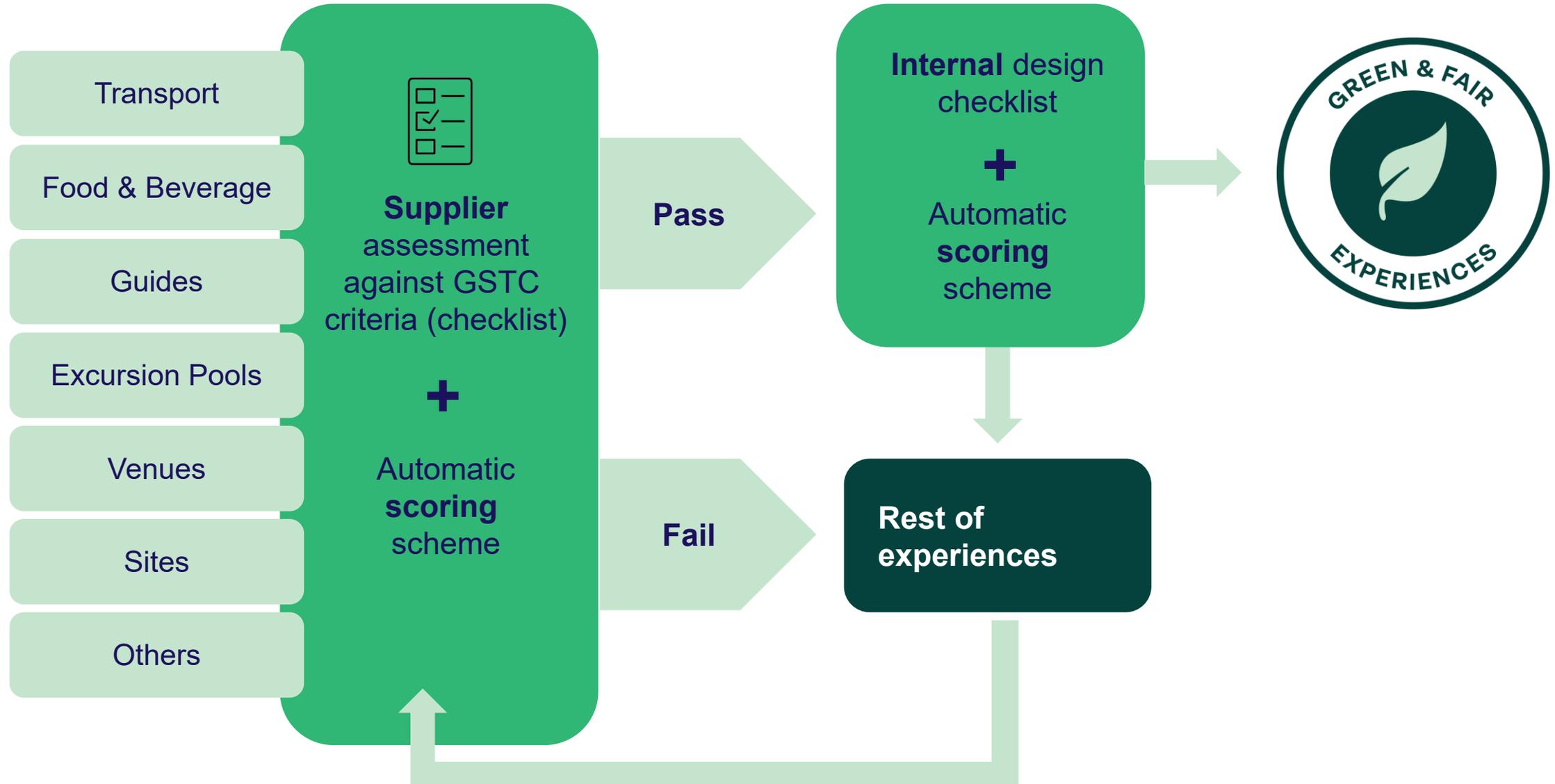




# Sustainability in TUI Experiences

May 2023

# Green & Fair Experiences in TUI



# Green & Fair Global Roll-out

## Learnings

- **Language** barriers – translations
- Different **understandings** of “Sustainable”
- Challenge to make **local communities** aware of benefits of experiences/ tourism – coordination with DMOs
- **Feedback** from suppliers

AMERICAS

Original target

Sept 22  
200 exp

Sept 23  
400 exp

Updated target

April 23  
900 experiences

Sept 23  
1200 experiences

# Real life example

## Transport:

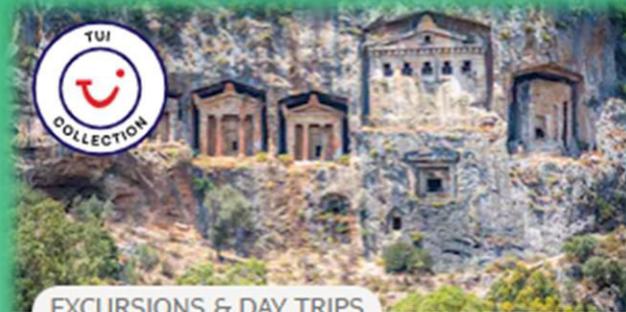
- 100% Electric boat
- Coach company assessed for minimum requirements

## Food & Beverage:

- employing locals in restaurant
- serves locally sourced food
- typical for the region

## Culture:

- Visiting cultural sites, ruins of ancient Kaunos
- Traditional mud-baths



## Biodiversity:

- Protection of local turtle population
- Electric boat reduced noise and CO<sub>2</sub> pollution + minimal water disturbance

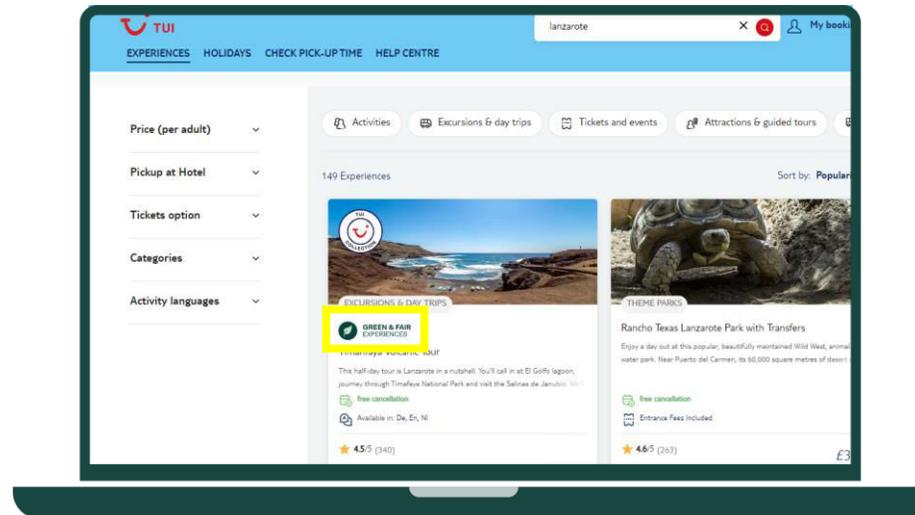
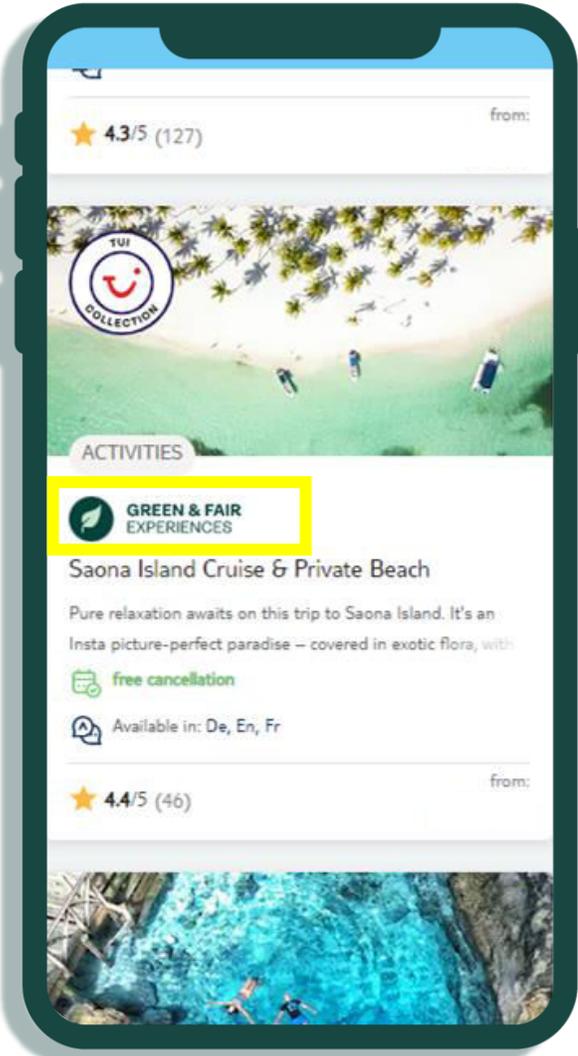
## Information:

- Guide trained in GSTC requirements on information provided to guests

## Charity:

- Supporting the turtle rescue centre with donation

# Green & Fair Communication to Clients



## Tenerife South

MARCH - APRIL

	AVAILABLE							DURATION	PRICES (EUR)	
	D	TU	WE	TH	FR	SA	SU		ADULTS	CHILDREN
Teide National Park Tour with Local Guide								1/2 day		
VIP Tenerife Highlights Tour								1 day		
North-West Tenerife Hidden Secrets Guided Tour with Transport								1 day		
Teide by Night								Evening		
Exclusive Freebird Catamaran Whale & Dolphin Cruise to Masca								1/2 day		

Designed by TUI Green & Fair Experiences

**GREEN & FAIR EXPERIENCES**

This experience meets the Global Sustainable Tourism Council Criteria

Learning

My Learning / Library / TUI Collection

### TUI Collection

Course Information  
 Type: Online  
 Duration: 0.50 hours  
 Free

Average Rating  
 ★★★★★ (4.75 out of 5 stars from 79 ratings)

Description

TUI Collection is a range of excursions with clear added benefits and consistent standards, that are exclusive to TUI. Selling TUI Collection excursions means the best experience for our guests and maximum margin for the business. This module will show you how you can encourage our guests to choose excursions from the TUI Collection

Internal training for in-resort teams including information on Green & Fair logo

