



**Thomas Cook Group**

16TH EUROPEAN TOURISM FORUM – TALLINN, ESTONIA, 19 OCTOBER 2017

# **THOMAS COOK – MAKING A DIFFERENCE WITH EVERY HOLIDAY**

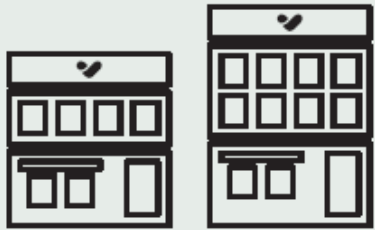
STEPHEN D'ALFONSO, GROUP HEAD OF PUBLIC AFFAIRS



# THOMAS COOK AT A GLANCE

Own-brand hotels and resorts

# 190



Employees

# 21,940



One of the world's leading  
leisure travel companies,  
innovating in travel for 176  
years



Customers

# 19<sup>m</sup>



Aircraft

# 94



## OUR INDUSTRY – RISING TO THE GROWING CHALLENGE

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- Tourism is of the worlds biggest industries, but also one of the most complex.
- Businesses often operate with a long and complex supply chain, shared with a number of different operators, reducing the influence of each individual business.
- Customer demands are changing rapidly, but tourism businesses must also operate under greater demand for transparency.
- We are now in an era of ever greater instability, politically and in terms of environmental and social risks.



# THOMAS COOK AND SUSTAINABLE TOURISM

## OUR VISION: MAKING A DIFFERENCE WITH EVERY HOLIDAY

Thomas Cook has a long tradition of making a **positive impact on the communities** in which we operate as well as **reducing our impact on the environment**. Our new sustainability strategy **reflects our customer journey** and helps us continue to be a trusted brand who offer fantastic holidays.

	At Home	On the Journey	On Holiday
Objectives	We will put the <b>customer at our heart</b> and well contribute to the <b>communities in which we live and work</b> .	We will strive to <b>deliver resource efficiencies</b> throughout the business to run our <b>operations in the most responsible way</b> possible.	We will embed sustainability into our business to deliver world class quality <b>products and services</b> . We will collaborate and innovate with our <b>customers, partners and suppliers</b> .
2020 Targets	<b>100,000 people</b> reached through our <b>charitable and community</b> programmes.	<b>12% increase in fuel efficiency</b> for Group Airlines (2008/09 baseline)	<b>100%</b> own brand hotels to obtain a <b>Travelife award</b>
Underpinning the strategy	By engaging every one of our 22,000 employees we will make a difference with every holiday and <b>embed sustainable practices at the heart of our business</b> .		

**THE TIMES**

## Tourists' dolphin trips cut over fears of cruelty

Thomas Cook is blacklisting some attractions after an inquiry found animals that had to 'hug' 20 people

**theguardian**  
website of the year

## SeaWorld sees profits plunge 84% as customers desert controversial park

Company reports decline in attendance, sales and profits in continuing struggles for park since 2013 film Blackfish claimed it mistreated orca whales

# ON THE JOURNEY – AIRLINE FUEL EFFICIENCY





## ON HOLIDAY - TRAVELIFE

- Our own brand hotels are core to our strategy.
- Adopted Travelife Sustainability certification programme for hotels and accommodation.
- Addresses key areas of sustainability including;
  - Resource efficiency
  - Child Protection
  - Labour conditions
  - Waste management
- Benefits for hotels, our customers and us.
- Casa Cook and Travelife





A vibrant photograph of two young children splashing in the ocean. The child on the left has blonde hair and is laughing with their mouth open. The child on the right has dark hair and is also laughing. The water is a bright turquoise color, and there are large splashes of white foam around the children. The background shows a clear blue sky and a distant horizon line.

**Thank you!**

**Stephen D'Alfonso**

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