



Setting standards with the TUI Environmental Champion



A TUI Environmental Champion is the sign of a forward-looking hotel

We have responsibility for our guests as well as for future generations.

With us you can set standards for a better environment and society.



Hotels are an important partner in environmental protection

An essential element for guest satisfaction is pristine nature in the holiday destination. TUI recognised this at an early stage and for many years has been leading the way on the environmental protection front. Together with our hotel partners we want and must accept responsibility. The TUI Environmental Champion scheme creates an incentive for our hotel partners to continuously improve their environmental standing and at the same time is a good platform for rewarding the commitment displayed.

It is up to us and to you to shape the future

There are no alternatives to sustainable business operations. The Earth's resources are not unlimited and we must think of the needs of future generations. Whoever understands the sign of the times invests in technologies, products and people who safeguard the future of our society. Take your stand with us for preserving nature, cultural diversity as well as bio-diversity. Become a TUI Environmental Champion!

"For over 20 years TUI has been promoting forward-looking environmental protection. To underline the importance of this and to include our hotel partners in our activities we have since 1997 been honouring our 100 most ecological hotels throughout the world with the TUI Environmental Champion award."

*Dr. Volker Böttcher
Chief Executive TUI Deutschland*

Society is changing and with it what people expect of a holiday

Your guests expect you to make efforts to look after nature and the people in your locality.

Don't wait until the competition to make a start, instead take action now!



Society is becoming greener and more socially minded

What is required for a successful holiday is changing because society as a whole is changing. More and more people want to eat healthier food, use energy and water more responsibly and leave the next generation an undamaged environment. This means that people are changing the way they consume and the way they go on holiday. And precisely these customers need a special, sustainable holiday offering.

The market segment of sustainable holidays is growing

Our market research and external studies reveal that environmentally and socially friendly holidays are not a niche product. On the contrary, this market is growing every year. Almost 30% of our customers nowadays actively ask for environmentally friendly holidays, and they are prepared to pay more for this. For example, these customers are looking for hotels that save on energy and water, use locally grown food produce and whose management is in tune with their employees and the local community.

The guest decides how successful you are

In order to have long-term economic success you must adapt what you have to offer to suit the changing needs of your guests. After they return home your satisfied guests will do the advertising for you and they will return again the following year.

Do good and talk about it

Explain to your guests what you do in terms of environmental protection and ask them to fill out the TUI questionnaire. The results will be published and help potential customers to assess your hotel properly.

TUI Environmental Champions are environmental leaders and economically successful

You benefit in two ways: by saving expensive resources such as water and energy, and by increasing the number of your regular customers. And we help you with the marketing.



A TUI Environmental Champion award brings economic benefits

Being committed to the environment means using resources in a responsible way. The goal is to reduce energy and water consumption, and use locally grown produce, which is also cheaper than imported products. In doing so you not only lower your running costs, but also increase the number of your regular customers. Our analysis shows that hotels with an Environmental Champion award have twice the amount of regular customers than other hotels.

Use our marketing strengths

As one of 100 TUI Environmental Champion hotels throughout the world you become part of an exclusive circle. We draw our customers' attention to this in many places, for instance by clearly pointing this out in our TUI brochures and on the internet as well as in marketing aimed at specific target groups. Our travel agencies are also informed directly about your success, as is the press in Germany and the press in your country when the prize is awarded to you.

How you benefit from being a TUI Environmental Champion

- Your hotel is seen as one of the most sustainable holiday properties in the world
- Your guests are satisfied
- You attract new target groups
- You are given a high quality plaque
- You differentiate yourself from your competitors
- You become a role model for others in your region

At the top of the winners' rostrum as a TUI Environmental Champion

Winning a TUI Environmental Champion award is easier than you may think.

We will be pleased to advise and support you on your journey to sustainable hotel management.



How to become a champion in environmental affairs

To take part simply send an email to umwelt@tui.de. The basis for assessing what hotels are to become Environmental Champions is the TUI guest satisfaction questionnaire and a checklist on the environment and social aspects. The checklist is provided by Travelife, an independent, international organisation which assesses sustainability.



Aris Pavlakis, Club Manager, ROBINSON Daidalos/Kos

"The checklist is easy to work with and can be filled out quickly. We consider taking part in the TUI Environmental Champion scheme a must, because our environmental commitment guarantees the holiday quality for our guests."



Maria Atunez, Head of Marketing, Fuerte Hoteles

"We always include the TUI Environmental Champion award in our advertising campaigns. In that way we show our guests that our hotels are something special."

Always up to date

The latest information about the TUI Environmental Champion scheme is available at www.tui-ecohotel.de

If you have any questions or suggestions, or would like to register for the TUI Environmental Champion scheme, simply send an email to umwelt@tui.de

To improve your assessment ratings and to save energy costs we offer you individual energy consulting tailored specifically to your needs. For more details send an email to qualitysupport@tui.de



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