TRAVEL VILLAGE GROUP
ESTABLISHED 1959

Doing Travel Better

Guiding the way we make informed, thoughtful decisions in travel.

Our Commitment

At Travel Village Group, Doing Travel Better reflects our commitment to continually improving how we make decisions about the travel experiences we offer. It focuses on how we make more considered decisions across our business, rather than claiming that travel can be impact-free.

We recognise that travel has unavoidable social and environmental impacts. Our responsibility is to understand those impacts, act thoughtfully where we have influence, and improve our practices over time for the benefit of our customers, our partners, and the destinations they visit.

Doing Travel Better means taking practical, proportionate action, holding ourselves accountable, and being transparent about what we can and cannot control. This commitment guides how we operate today and shapes our priorities going forward.

Our Approach

We are focusing on seven key areas to embed responsible travel into our day-to-day operations and ensure progress is structured, reviewed, and continuously improved.

1. Governance & Accountability

We will integrate responsibility into leadership and decision-making through a Steering Group that sets priorities, oversees delivery, and supports the implementation of Doing Travel Better across the business.

We will use ABTA's Sustainability Guidance as the basis for our approach and develop a Sustainability Policy so that we can work towards signing the ABTA Member Sustainability Commitment by April 2027.

2. Team Knowledge & Engagement

We will provide training and ongoing learning opportunities to support employees and independent business owners in understanding relevant travel considerations and applying them in their roles.

We will encourage engagement across teams to support ongoing review and improvement in how we operate and develop our approach to responsible travel practices.

3. Customer Guidance

We will provide customers with clear and practical information to support informed travel decisions. This includes information relating to environmental and social considerations such as wildlife welfare, local communities, and respect for destinations.

We aim to present information in a balanced and transparent way, helping customers understand a range of factors that may be relevant to their choices, without suggesting that any travel option is impact-free, environmentally superior, or universally better than another.

We recognise that travel decisions are influenced by individual needs, budgets, and preferences, and our role is to support customers in making informed choices rather than directing or influencing specific outcomes.

4. Supplier & Product Responsibility
We will seek to support travel experiences and products that align with recognised industry guidance and, where we have influence, encourage suppliers to improve their environmental, social, and ethical practices.
Our approach will be informed by relevant ABTA guidance, including ABTA's Sustainability Guidance and Animal Welfare Guidance. In addition to the Sustainability Policy, we intend to develop a dedicated Animal Welfare Policy and work towards signing the ABTA Member Animal Welfare Commitment by April 2027.
We will prioritise the areas where we can have the greatest influence.

5. Responsible Operations & Environmental Awareness
We will take practical steps to reduce paper use and increase digital adoption across our operations.

We will continue to identify opportunities to better understand our environmental impacts and, where feasible, reduce them. This includes consideration of areas such as energy use, water consumption, and carbon emissions associated with our internal operations.

We recognise that the scale of impact varies across different activities, and our focus is on making proportionate and practical improvements over time.

6. Continuous Improvement & Industry Engagement
We will stay informed on emerging standards, guidance, and best practice relevant to responsible travel and the destinations we sell travel to. We will regularly review and update Doing Travel Better to ensure it remains current, practical, and aligned with evolving industry expectations around environmental and social responsibility.
We will continue to refine our approach over time in response to developments in industry guidance and changing expectations within the travel sector.

7. Measuring Our Progress
We will review and develop proportionate internal measures over the coming year to support the monitoring of our operational activities. These measures will be used to inform internal review and decision-making by our Steering Group and to support the ongoing management of our business operations.

Looking Ahead

Doing Travel Better is an ongoing commitment to learn from experience and improve over time.

We will continue to refine our approach as we learn, taking into account the environmental and social impacts of travel on destinations, communities, and animals in the destinations we sell travel to.

Doing Travel Better guides how we develop our practices and priorities, with a focus on making practical and proportionate improvements over time.