

ANVR Better Holidays (Sustainable Tourism) Policy

Our Better Holidays Policy sets out our vision and approach to sustainable development in the Netherlands and at holiday destinations.

VISION: The aim is for sustainable tourism to have become widely accepted by 2025 and fully integrated into the operational management of the ANVR members. We will have maximized the positive effects of the travel product and minimized the negative effects, with the aim of achieving a balance between People, Planet and Profit. This applies to both the country of origin and the destination country.

MISSION: The travel sector aims to accelerate sustainable tourism on the basis of collaboration. In order to achieve this, the sector will: actively collaborate, share knowledge, achieve jointly established goals in the Netherlands and the destination country.

POLICY:

As a leading travel trade association, we recognize that the environment, communities and cultures are vital to the success of our travel sector. We are committed to facilitate, inform and inspire our members to reduce the negative impacts by enhancing the positive impact in order to create better places, better experiences and better business for people who live at the holiday destinations and for visitors for now and in the future.

We therefore commit in the long term to:

- Use the collective influence of the ANVR to drive sustainability within the leisure and corporate travel industry;
- Understand and respect the needs of our stakeholders, including members, customers, shareholders, suppliers, industry partners and local communities and collaborate to make holidays better;
- Provide information to our members regarding best practices;
- Develop long-term strategies in collaboration with our members to maximize the opportunities that sustainable development presents;

In support of the above, we will work to:

- Promote the integration of sustainability into the supply chain of our members and initiating activities that protect and restore the natural environment and enhance local livelihoods to optimize the holidays' environmental, economic and social impacts.
- Provide and develop (general and specific) trainings, workshops, communications and other tools to help our members to improve their sustainability performance and to take action on sustainable development issues. This is part of the Better Holidays program.

Focus areas of the Better Holidays Program cover:

- carbon management training and carbon calculators to reduce carbon emissions
 - child protection training supported by a 'don't look away' campaign to help everyone working in the tourism industry to protect children from sexual exploitation in the tourism industry
 - animal welfare training and tools to oppose and discourage practices that are unacceptable and that have a negative impact on animal protection and welfare related to tourism activities and excursions.
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- Encourage our members to offer more sustainable travel options and to take action to reduce their negative impacts and maximize their positive impacts in destinations.

 - To ensure that each travel company complies with ANVR's basic requirements.