

THOMAS COOK SPEECH – 28th September 2016

“It’s been 175 years since our founder, Thomas Cook, organised his first successful trip, taking 500 passengers by train between Leicester and Loughborough in the UK. With the vision of empowering people through travel, the business has grown significantly with an innovative and pioneering spirit. For example we launched the forerunners to the holiday brochure, travellers cheques and pleasure trips by air.

Today, Thomas Cook Group plc is one of the world’s leading leisure travel groups, with sales of £7.8 billion and 20 million customers each year. The group is supported by around 22,000 employees and operates from 15 countries. It is number one or two (by revenue) in all its core markets. Thomas Cook’s vision is to be the best-loved holiday company, delivering inspiring, personalised holiday experiences for all its customers.

Sustainability is a key part of this vision. In 2011 we launched a Group wide strategy with stretching targets to take the business to 2020, including increasing fuel efficiency across our airline fleet, building a sustainable supply chain with the roll out of the Travelife sustainability accreditation system for hotels as well as launching more sustainable excursions known as Local Labels.

We fully support destinations working to become more sustainable and congratulate the CSTI on pushing the agenda in Cyprus. Thomas Cook has supported a variety of projects including;

- Waste, water and energy reductions in our hotels, including reducing plastic bottles at Ascos Beach Hotel
- Supporting Make Holidays Greener campaigns with beach cleans, including being part of 100 people involved in 1 beach clean at Nissi Beach Hotel during 2016.
- Supporting CSTI/Travel Foundation Supporting CSTI/Travel Foundation and CTO projects such as the Cyprus Breakfast and Greening Cyprus Beaches projects such as the Cyprus Breakfast and Greening Cyprus Beaches" in order to be more accurate

- Launching our first Local Label excursion in Cyprus

However there is always more that can be done including educating the next generation of travellers and workers and we look forward to working with CSTI to carry on this journey.”

Victoria Barlow

Group Environmental Manager